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NEWSPAPER

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THIS ISSUE—TWO SECTIONS: SPACE BUYERS' SURVEY, STATE OF TENNESSEE
UNCERTAINTY OVERAWES EUROPEAN JOURNALISM

EDITOR & PUBLISHER

1884 The Oldest Publishers' and Advertisers' Journal in America 1922

Original second-class entry—The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the Act of March 3, 1879. Published every Saturday.

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Vol. 55. No. 5 NEW YORK, SATURDAY, JULY 1, 1922 By Mail in Advance $4, U. S. A.; $4.50, Can.; $5 For. 10c Per Copy

THE DAILY NEWS
First in Chicago★

**For many years —and today— measured by all authoritative yearly statistics of daily newspaper circulation and advertising THE DAILY NEWS IS FIRST IN CHICAGO.*

The advertising leadership of The Daily News in Chicago is confirmed and emphasized by the official figures for May, 1922 (supplied by the Advertising Record Co., an independent audit service maintained by all Chicago newspapers), which show—

(1) That THE DAILY NEWS in May not only maintained its lead over all OTHER Chicago daily newspapers in the total volume of display advertising printed, but—

(2) That THE DAILY NEWS accomplished the far more difficult feat of beating its OWN high record for the highest volume of business ever carried by any Chicago daily newspaper for the month of May by 69,869 lines!

Here are the Advertising Record Companies' figures showing the total volume of display advertising printed in each of the six daily and two Sunday newspapers of Chicago, for the month of May, 1922:

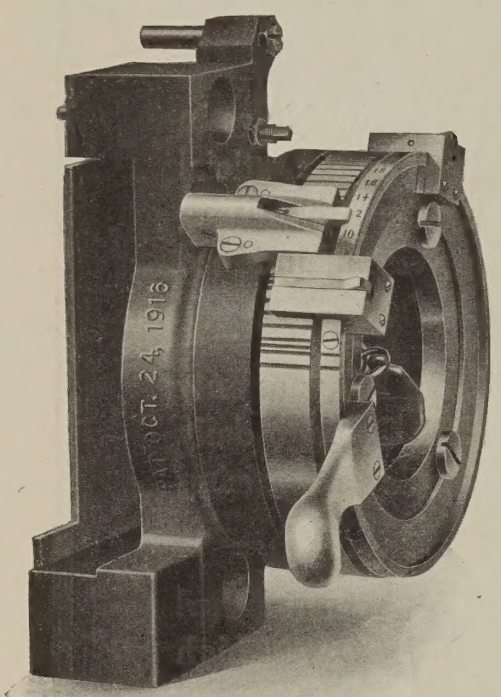
		Comparison
The Daily News	1,294,221 lines	1,294,221 lines
The Daily Tribune	997,794 "	997,794 "
The Daily Herald-Examiner	358,217 "	
The American	713,878 "	
The Post	385,948 "	
The Journal	339,260 "	
The Sunday Tribune	620,167 "	
The Sunday Herald-Examiner	357,726 "	
The Daily News' leadership over the next highest score, The Daily Tribune		296,427 lines

THE DAILY NEWS—First in Chicago

7th Reason WHY the INTERTYPE *IS* "The *Better* Machine"

This is the seventh of a series of practical talks on Intertype features. More will follow. Watch for them.

Better Slugs—More Slugs

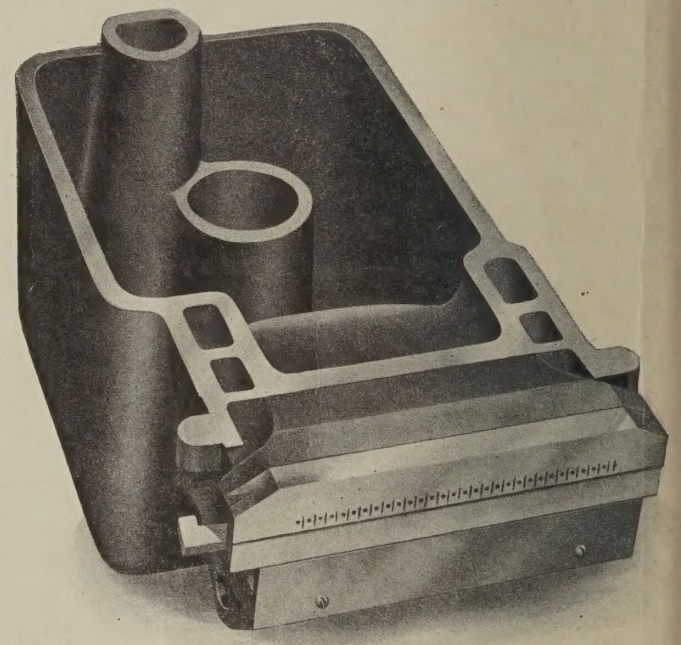


When developing composing machines of wide range, Intertype designers have never lost sight of dependable operation. They could at any time produce machines of marvelous versatility—machines that would do all kinds of exhibition "stunts"—but until such machines can be made to work continuously, under ordinary operating conditions, they are never offered to the trade by the Intertype Corporation.

Intertype Model D-s. m., with a range from 5-point up to full width 36-point bold and 60-point bold condensed, setting slugs up to 42 ems wide, without assembling and distributing complications, is the leading exponent of practical—PROFITABLE—non-distribution.

The construction details described below are among the thirty major improvements and simplifications which make the Intertype DEPENDABLE. These and other features appearing in this series maintain the truth of our slogan: "The BETTER Machine."

Left—**Intertype Improved Screw-Bearing Knife Block.**
Right*—*Large Crucible and Universal Mouthpiece.
Send for illustrated leaflets about these and other Intertype Improvements.



Screw-Bearing Knife Block

Full floating knife is so supported that it cannot gouge the slugs or trim unequally and thus cause buckling of the column.
Movable knife banks firmly at each end, instead of in the center only. Insures parallel slugs.
Contains about one-third as many parts as other universal knife blocks.
All point settings from 5- to 36-point. Odd or bastard settings easily provided for without interfering with standard settings.
Two adjusting stops provide for instant changes from one setting to another without looking at dial.
When new knife is put in it is only necessary to adjust to parallel; size adjustment is made by means of the dial.

Improved Metal Pot

Holds about one-third more metal than other pots. This helps to insure uniformity of temperature and saves time for the operator.
An auxiliary gas burner is provided, which reaches up through back of pot and heats metal in and around well. Makes for uniform temperature, helps prevent cracking of pot from expansion, and reduces time required for "heating up."
Four vents are provided for escape of fumes from pot and mouthpiece burners.
Mouthpiece fits over lip of crucible, not into it.
Driving taper wedge does not strain casting.
One standard mouthpiece for all kinds of work, including head-letter.

Sensitive Gas Governor

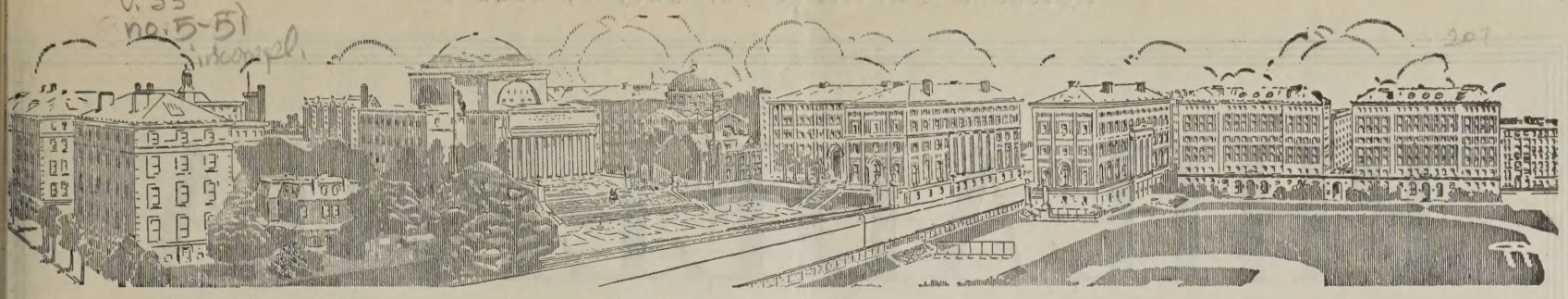
No mercury required.
Governor actuated by heat in crucible only, not by heat under mouthpiece.
Simple construction; quick action; sensitive to temperature variations.
Adaptable to all conditions by convenient adjusting screw.

INTERTYPE CORPORATION

General Offices, 807 Terminal Building, Brooklyn, N. Y.

550 Rand-McNally Building, Chicago
303 Glaslyn Building, Memphis
560-A Howard Street, San Francisco
Canadian Agents, Toronto Type Foundry Co., Ltd.
British Branch, Intertype Limited, 15 Britannia Street, Kings Cross, London, WC1

070.5
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no.5-51
Newsp



Columbia University Bestows Its Highest Journalistic Honor On

MORNING EDITION.
The World
NEW YORK.



Morning
352,852

Evening
300,740

Sunday
609,290

A. B. C.
Annual Audit
1921

A DISTINGUISHED JURY, representing the faculty of the School of Journalism of Columbia University, has just awarded the Journalistic Gold Medal "for the most disinterested and meritorious Public Service rendered by any American newspaper during the year," to THE WORLD. The Jury's award was based upon the series of articles published by THE WORLD exposing the sinister and un-American activities of the Ku Klux Klan—an enterprise that attracted the most profound attention from the entire press of the country

At the same time, an award of $500 was voted by the School of Journalism for the "best cartoon of 1921," to Rollin Kirby, of the WORLD staff, for his masterly conception, "On the Road to Moscow."

Three other universities, Wisconsin, Illinois and Syracuse, have, within the past two years, nominated THE WORLD "First in Public Service" by vote of the student bodies of their schools of journalism.

This consistent recognition of THE WORLD as a powerful factor in interpreting the trend of public opinion is of the utmost importance to the advertiser who would have his publicity partake of that indefinable influence which makes for public confidence.

Send for "The Book of Graphs"

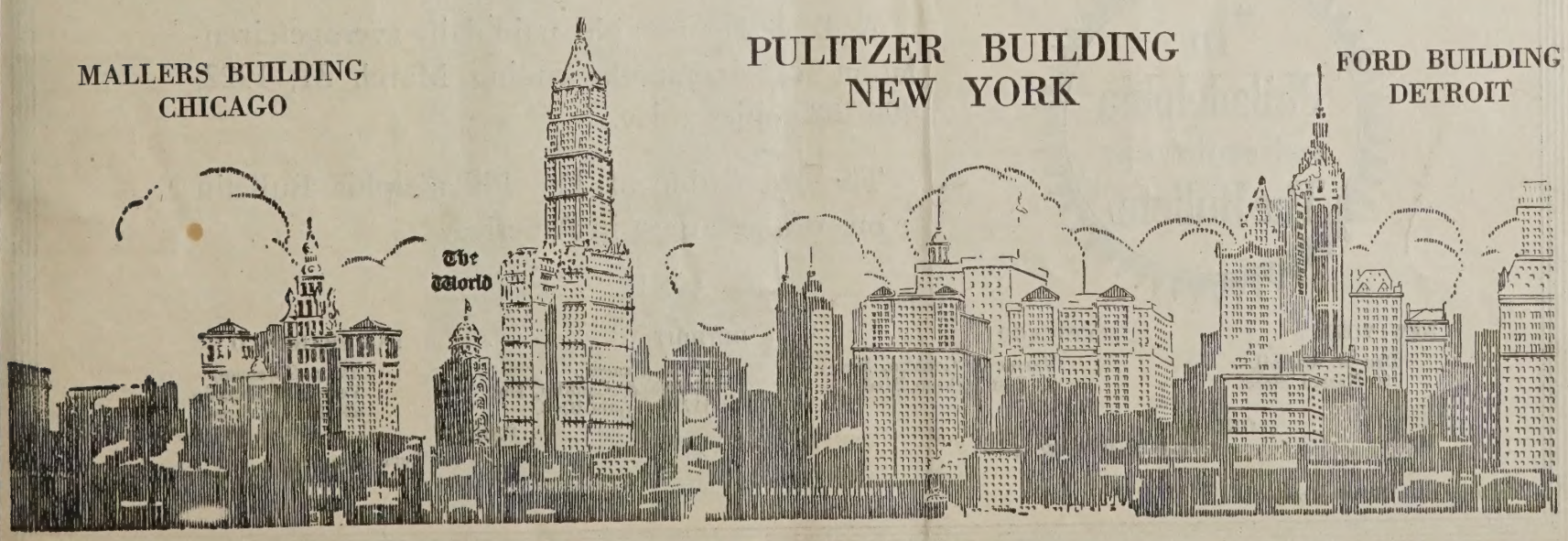
A compact and informative survey of the advertising situation in Greater New York. It gives the advertiser a birdseye view of America's richest market, and enables him to appraise newspaper values at their true worth.

Member of National Newspapers Incorporated

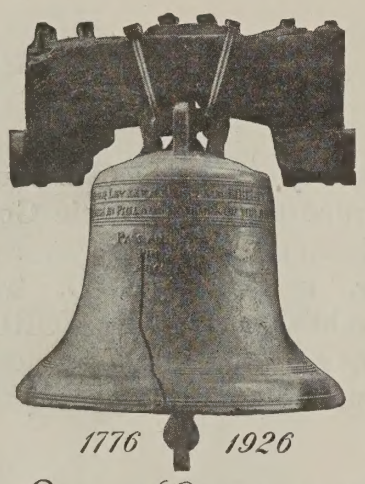
MALLERS BUILDING
CHICAGO

PULITZER BUILDING
NEW YORK

FORD BUILDING
DETROIT



PHILADELPHIA
The World's Fair City



Sesqui Centennial
Philadelphia

Philadelphia, the birthplace of Liberty, the home of the Liberty Bell and Independence Hall, has been chosen by the nation for the celebration of the 150th anniversary of the independence of the United States.

The sales possibilities of the Philadelphia market will draw the attention of national advertisers during the next four years, particularly in view of the large sums which will be spent in preparing the Exposition for the visits of people from all over the world.

Philadelphia's newspaper—The Bulletin—is read regularly by those who will be spending the money involved in this work.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

"In Philadelphia nearly everybody reads The Bulletin"

A. B. C. Report: Net paid daily average circulation for six months ending March 31, 1922, 496,708 copies a day.

The circulation of The Philadelphia Bulletin is one of the largest in America.

NEW YORK
Dan A. Carroll,
150 Nassau Street.

CHICAGO
Verree & Conklin, Inc.
28 East Jackson Blvd.

DETROIT
C. L. Weaver,
Verree & Conklin, Inc.
117 Lafayette Blvd.

SAN FRANCISCO
Allen Hofmann,
Verree & Conklin, Inc.
681 Market Street

LONDON
125 Pall Mall, S. W. 1.

PARIS
5 rue Lamartine (9).

(Copyright 1922, Bulletin Company)

Total Circulation of This Issue: 6,200

EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten P. M. on the Thursday preceding the date of publication—by the Editor and Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Branch Telephone Exchange, Beekman 4330. Charter Member Audit Bureau of Circulations.

Vol. 55 NEW YORK, SATURDAY, JULY 1, 1922 No. 5

UNCERTAINTY OVERAWES EUROPEAN JOURNALISM

Battle Against Economic Odds Has Reached the Individual and Some of the Best Known Writers Have Been Forced to Take Outside Jobs—Unionization of Brains Is Becoming General

By ROBERT BARRY

WAR has left a nasty scar on the newspaper world of Europe. Publishers have been struggling upward against the economic odds which imposed such serious burdens upon them. Editors and writers, forced to met high living costs on depreciated money values, have been hard put at times.

One of the most striking experiences among the press of the Continent is to find, in Paris, for example, two of the most prominent writers on international politics—their names well known here in the United States—obliged to have three or four "outside connections" in order to maintain themselves and their respective families at proper standards. They are men whose signed articles on the front pages of their papers mean much in circulation. They have virtually a free hand in writing. They are the associates and advisers of statesmen. Yet, they are forced, of necessity, to write under nom de plumes in weekly political reviews and for other publications to meet the discrepancy between salaries and expenses.

Editors and writers are organized far more extensively than in the United States. In England, they have forced the publishers to agree to a minimum wage, which, it is contended, has been little short of the actual salvation of hundreds of men holding subordinate editorial posts in Fleet street. It is not much of a wage, as salaries go in the principal cities of America, but it was won after hard struggle.

Germany affords another interesting sidelight on the "unionization of brains." Quite recently the editors put forward demands for an increased wage. On the committee named to confer with the publishers were men in the highest editorial councils of the Government organ—Vorwaerts—and the principal support of the Pan-German party. The latter association is the more startling of the two, as the paper expounds political theories extremely reactionary, the Pan-Germans are the ultra-conservatives, they are opposed to strikes of all kinds. Yet, one of the paper's editors was a party to a strike threat. The matter was compromised through a mediatory agency of the Government. The editors received a substantial part of what they demanded.

The Georman newspapers are having an abundance of troubles. Their production costs have mounted to staggering heights. Their newsprint has been advanced in price probably 100 times. That does not mean 100 per cent increase. Naturally, the fall of the mark's purchasing value has been a large factor in that. Cuts in news service have been almost the inevitable result. The price of the papers to subscribers has suffered only nominal advancement, and higher advertising rates have fallen far short of only nominal advancement and higher adproviding the revenue essential to maintenance of the German press on its prewar basis.

One of the most unfortunate results of the imperative cuts in costs of obtaining news has been to make the average Berlin, Liepsic, Munich or Hamburg paper almost exclusively domestic, if not actually local. The Wolf Agency, which now is said to receive financial aid from the Democratic government as it did once from the imperial régime, is doing its best against the handicaps imposed on it. Frequently that best is covering Germany. But, hotel bills, telegraph tolls and living expenses of special correspondents, at Genoa and such places where matters of great importance to the destinies of the German people, become staggering sums when translated into terms of marks.

As one of the primary functions of the London and Paris bureaus of American newspapers is to scan carefully the daily press of those capitals, some idea of the task confronting the supposedly underworked correspondents is gained from the fact there are in Paris around thirty and in London close to twenty papers which must be read every day. That, too, in countries where they have much to learn of the American axiom of "putting the kick in the lead." Talk to some of the Americans in London and they'll tell you they must wade through long editorials and exhaustive political dispatches down to the very last line in search of news statements and opinions which would be the meat of the story they sought.

Naturally, all of those thirty odd dailies in Paris are not of the highest importance, but it is hard to forecast when one may have a political development of real significance in that ofttimes comic opera-appearing mill of French politics. Some of the papers are organs, pure and simple. They are financed for political ends. When those ends have been served it happens frequently the papers change hands, going to some other ambitious or vindictive gentleman of the Chamber with a wish to gratify, an axe to grind.

When consideration is given to the necessities which force the two internationally known political authorities to seek additional employment, some notion is obtained of the conditions under which the sub-editors and other writers are obliged to fight it out. They are, for the most part, a sober, serious group, who trudge up the torturous stairs in the venerable Maisson de Journalists in Rue Louis le Grand. There they have small clubrooms where they meet at noon-time for a lunch which is served to them at a figure far below any in the neighboring cafes.

They are not shabby. Most of them are middle-aged. They are intelligent in countenance and studious in manner. They carry their well-worn portfolios and many of them do their writing in those clubrooms. It would be interesting to learn how many odd jobs of piece-writing the average holds in order to make ends meet and to maintain the appearance demanded of a journalist.

The leading papers of Paris have splendid publishing plants. Senator DuPuy's Petit Parisian has about as fine a structure as is to be found anywhere. Stuck off on some side street, invariably unlighted at night, it lacks all of the exterior attributes of the magnificent plant inside. The homes of Le Matin and Petit Journal have more pretentious outward appearances, besides having the advantage in location.

Anyone who has strolled through Fleet street knows better than to look for imposing palaces as the homes of the London dailies of world-wide fame. 'Twere better to explore what might seem to be some dark alleyway to find tucked away a group of buildings, housing some great publishing institution. As well might be expected, there is no losing sight of the News of the World, published by Lord Riddell. There are enough signs across the front of its buildings to make even a veteran circus billposter envious of the Riddell art. That plant, incidentally, is one of the wonder shops of the world. A circulation, well along toward the 3,000,000 mark, is handled every week-end, and replating for the various editions goes merrily along until late Saturday afternoon.

American newspaper men in London—those representing papers in this country—are discouraged sometimes, and a few of the younger generation often rebellious, at the difference in treatment of newspaper men by public officials. The American rules are not in operation. Access to officials is a wholly different thing when compared with the rule which prevails in Washington. And, more often than not, when an interview is sought from some prominent man on a topic it would be useful for his Government to have him discuss for American consumption, the hopeful young correspondent is likely to discover that distinguished citizen is in the habit of receiving so and so many pounds for interviews. Custom is something which not even the persistence of American reporters can batter down, yet great strides have been made in England toward more liberal treatment of the press, greater privileges at the fountains of news and more cordial relationships between public men and the "pressmen."

One of the questions always agitating American correspondents in London is that of gallery privileges in the House of Commons. A year or two ago there was an agitation in Washington for reprisals against English correspondents because of the treatment accorded Americans in London. The agitation has been active in Berlin for a long time. It is going on there at the moment. It is selfish and foolish, in Washington as in Berlin.

Difficulties in the House of Commons are physical. They would appear to be insurmountable. There is but one visitors' gallery. That seats hardly more than 150 persons. It is at one end of the rectangular chamber. The press gallery is at the opposite end. There are about 75 press seats or desks. Those places were allotted a score or more years ago. Some of the original holders have passed into newspaper history and the seats have gone to their successors in title. For example, two or three of the leading London dailies have no seats in their own names. Their Parliamentary correspond-

(*Continued on Page* 6)



Mr. Barry is chief of the Washington Bureau of the Philadelphia Public Ledger and was formerly correspondent of EDITOR & PUBLISHER at the national capital. He recently returned from a tour of Europe where he made a special study of economic conditions. This is the second of a series of articles that he will contribute to EDITOR AND PUBLISHER on newspaper and advertising conditions in various countries of Europe. Another will appear at an early date.

NAVY RADIO MUST BE SPEEDED TO WIN FAR-EAST BUSINESS

Present Service While Cheaper, Is Little Used for Press Messages Because of Longer Delays Than on Regular Cable and Wireless Routes

By JOHN R. MORRIS

Far Eastern Editor, EDITOR & PUBLISHER

TOKYO, June 9.—The United States Navy Radio for the last few weeks has been offering for news dispatches from America to Japan a service which represents an improvement over the service four or five months ago. Some messages from San Francisco addressed to Tokyo are coming through in approximately 24 hours now, carried by Navy Radio as far as Guam or Manila and relayed from those points by submarine cable to Japan. The Navy service is still much slower, however, than that furnished by either the Radio Corporation of America (all-wireless) or the Commercial Cable Company (all-cable), both of which are operating between the United States and the Far East. A United Press dispatch by Radio Corporation of America from San Francisco was received today in Tokyo a few minutes less than twelve hours after it was filed.

All routes of news communication between the United States and Japan are slow, but the service the Navy Radio gives is the slowest of them all. Its one virtue—and that can easily be overestimated—is the fact that it saves in cable tolls approximately 6 cents a word in comparison with the next cheapest rate obtainable. The word-rate from New York to Tokyo by Navy Radio (and over the land wires and submarine cables which it supplements) is 24 cents; by Radio Corporation of America the rate is 30 cents. The rate by cable is 38 cents.

The 24-cent rate does not always work out in practice. The difficulty of obtaining a satisfactory service by Navy Radio for messages en route to Japan has been increased during the last few months by the congestion of the Japanese government-controlled cable between Guam and Japan, known as the Bonin cable. This line has long been taxed to the limit and recently the demands made upon it have been far greater than it could stand. To overcome this, it is possible only to route messages to Manila (by Navy Radio), thence via Shanghai to Nagasaki by cable, and by land telegraph to Tokyo. This routing, however, incurs cable and telegraph charges amounting to 53.8 sen (a fraction less than 27 cents) as opposed to 24 sen (12 cents), the rate over the Bonin cable from Guam to Tokyo. Only the Kokusai, the leading Japanese news agency, saves money through such routing and it only because it picks up Associated Press news without charge from the United States Navy Radio at Guam or Manila.

The Associated Press news, between 6,000 and 8,000 words monthly, is given Kokusai under a special arrangement and distributed as Kokusai Associated Press to vernacular and foreign-language newspapers in this country. Kokusai Direct messages, dispatches from Kokusai correspondents in the United States, are transmitted by Radio Corporation and the Commercial Cable Company.

The Nippon Dempo Tsushin Sha (Japansese Telegraph News Agency) distributes between 6,000 and 10,000 words of United Press news in Japan monthly as the "United Press Service," but this organization is no longer attempting to use the Navy Radio. The last time a United Press message from America was sent by radio to Guam was some time before the Washington Conference met. Congestion at that time forced the Nippon Dempo Tsushin Sha to distribute their dispatches between the Radio Corporation and Commercial Cable Company, and these routes have been employed ever since. The Tokyo manager of the distributors of United Press recently expressed the opinion that the Navy Radio might under extraordinary circumstances prove a desirable route but the arrangement for relaying the messages on the island of Guam makes the occasional use of this service impractical. The radio and cable stations are on opposite sides of the island, eleven miles apart, and the monthly messenger charge of $60 is made if one or 100 messages are relayed in the course of a month.

The Trans-Pacific News Service, the special American service of the Japan Advertiser to which the Tokyo Jiji Shimpo subscribes, has dropped the Navy Radio route altogether and for the past three months has been sending its dispatches, which are filed in New York, by Radio Corporation exclusively. The Trans-Pacific News Service carries between 9,000 and 10,000 words monthly.

Exclusive services maintained by the vernacular newspapers other than the Jiji Shimpo come first by one route, then by another, but only a very small proportion of these messages are ever filed by Navy Radio.

Dispatches from the Far East to American newspapers are sent entirely by all-wireless or all-cable routes.

The service the Navy Radio gives Hawaii and the Philippines unquestionably is enough to justify its continuation and furnish good reason for the recent extension of Congressional authorization for the purpose. The relay at Guam, and the time consumed in getting messages from that point to Tokyo, makes the route less practical for newspapers and agencies operating in Japan. The mere fact that the Associated Press is using it to send 6,000 or 8,000 words here a month is enough to make maintenance of the service worth while, but until some means of speeding the necessary relay is found the Navy Radio will be unable to fill satisfactorily the need which led to authorizing its use for news messages to the Orient.

The opportunity to co-operate with the Japanese Government for direct transmission by wireless from San Francisco to Iwaki was lost through failure of the United States Government to act in this connection last February. The possibility that the Japanese officials will ever again be as easily approached on this subject seems now quite negligible.

In Tokyo the belief that improvement in the present facilities must come with increased competition between private companies and their better operating equipment is becoming more firmly fixed. The Navy Radio will serve its purpose best by maintaining the quickest possible service in the time which must pass before the change referred to comes about, and by supplying America's Pacific possessions with news from America. The amount of news it is able to send to China and Japan is much smaller because of the difficulties encountered after dispatches are handed over by the Navy for cable relay. If the delays which arise thus could be eliminated, it goes without saying a quick service by Navy Radio would be eagerly patronized.

To Arbitrate Printers Wage Scale

William Tracey, of the Pennsylvania state department of labor, has been selected as arbitrator in the differences between the Scranton, Pa., publishers and printers. They are asking a $3 a week increase. The present scale on Scranton newspapers is $42 days and $44 nights. W. J. Pattison, of the Republican, and John Schadt, a job plant owner, represent the publishers, while M. J. Calpin, former sheriff, and Richard Hosie, a printer, are the union's representatives on the board.

Wrigley Heads Chicago Bureau I. N. S.

Luther Huston, manager of the Chicago bureau of the International News Service, has been transferred to the New York office and has been succeeded at Chicago by Tom Wrigley, manager of the Kansas City bureau. J. P. Kilgallen, of the staff of the Chicago bureau, has been sent to Kansas City as the manager of the bureau, and John Spivak has been transferred to the New York office from Chicago.

Deseret News 72 Years Old

The seventy-second anniversary of the Deseret News was celebrated June 22. A 72-pound cake, made by a local baking company, was cut by E. S. Woodruff, general manager of the paper. There were sports and games for all.

UNCERTAINTY OVERAWES EUROPEAN JOURNALISM

(*Continued from page* 5)

ents occupy places once held by papers obtained through purchase.

On special days, there is a demand for seats in the "distinguished strangers" gallery out of all proportion to the space. The nobility, the diplomatic corps, and members of families all are to be considered, yet the Foreign Office whenever possible holds a row of seats for the Americans. And, it must be kept in mind the Australians and Canadians, who have a higher call for accommodations, must seek seats in like manner.

There are over 700 members of the House of Commons and there are seats for just about half of them, counting even those long rows in the balcony where part of the overflow is provided for on great occasions. The answer, the only answer, is that the British Government and the British publishers, eager to do everything possible to extend privileges and courtesies to the American correspondents, are confronted with no less a task than tearing down the revered House of Commons and erecting a new one. That is not likely to happen next week. Until that is done it will not be possible for the Americans or Germans or French to have press gallery status and correspondents in Washington or Berlin who advocate barring of British correspondents as an act of retaliation are talking pure, narrow-minded nonsense.

Although the press gallery in the Reichstag chamber does not accommodate as many correspondents as "Jim" Preston can put into the Senate or House gallery when occasion demands, other facilities provided for the correspondents are many, many times superior to those connected with the Congressional galleries. There is a seemingly endless string of private offices, phone booths, reading rooms, etc., eac., in the Reichstag building.

It may not always be possible for the Germans to provide for as many British and Americans who seek admission to the chamber on special days, but the Berlin situation is not comparable with that of the House of Commons. An inspection of those press galleries, as well as those in Paris and Rome, leaves no other impression than that the Standing Committee of Washington Correspondents reflected credit on itself and the whole corps by refusing to bar Wilmott Lewis, Sir A. Maurice Low and others in retaliation for conditions in the House of Commons over which they had no control.

STEELE UNITES PAPER MAKERS OF EUROPE

All Scandinavian Paper Will Be Sold in U. S. by Corporation Headed by Former Canadian Export Co. Manager

Dispatches from Stockholm this week stated that the sale and distribution in the United States of newsprint from Swedish, Norwegian and Finnish mills for American newspapers will be taken over by a newly formed corporation headed by G. F. Steele, formerly manager of the Canadian Export Paper Company. All Scandinavian mills will join the new sales organization, it is said.

This step had been expected by American publishers and others in close touch with the newsprint market and, it is thought, presages changes in the price of the foreign product that will reduce competition on price with North American paper.

Mr. Steele, who has spent several months in European paper circles, returned to New York this week.

Mr. Steele has been in the vision of newspaper publishers for the past seven or eight years, first as the secretary of the old News Print Manufacturers Association and later as manager of the Canadian Export Paper Company.

During his connection with the News Print Manufacturers Association, proceedings were instituted against that body, several leading paper makers who belonged to it and Mr. Steele, charging illegal combination to increase the price of newsprint. The defendants filed pleas of *nolo contendere,* and the cases never came to trial. The association was dissolved and Mr. Steele was not connected with its successor, the present Newsprint Service Bureau, which conducts a statistical and information service.

Mr. Steele next appeared as the organizer and manager of the Canadian Export Paper Company, which handled the export tonnage of five large Canadian mills. He was in charge of its affairs during the period of paper control in Canada and during the following era when Canadian prices to American papers kept pace upward with those of American mills until the slump of 1921 found the Canadian Export Company's mills with more stock on hand than could be sold at their current contract prices. Two of the mills withdrew from the company, which was then reorganized. Mr. Steele resigned as manager and shortly afterward went to Europe, where his work has been conducted quietly and without publicity until now, among the Scandinavian manufacturers.

Newsprint Mill Reorganized

The Three Rivers Pulp and Paper Company, Ltd., is being re-organized and will become the St. Lawrence Pulp and Paper Company, Ltd. A new mill with a capacity of 150 tons of newsprint will be erected by the new company and is expected to be in operation by the end of the year. Stockholders in the old company will receive an equal number of shares in the new company. The capitalization of the St. Lawrence Company will consist of $1,000,000 eight per cent cumulative, participating, preferred shares and 40,000 shares of common stock of no par value. Subsequently it is planned to issue $3,000,000 of first mortgage gold bonds secured by the properties of the company.

Household Edition Popular

Mrs. Jessie Knotts, editor of the new "Household Edition" of the Chicago Evening American, tells of receiving many inquiries concerning the new experiment in journalism from all parts of the country from people apparently much interested in this feature. In the "Household Edition" business news which would not interest women, is eliminated and two special pages containing news for women exclusively are substituted.

NEW FEATURE GROUP ORGANIZED LIKE A. P.

Fifty-three Member Papers and 100 "Allocated" Newspapers on List as North American Newspaper Alliance Is Formed—George E. Miller Is President—Incorporation Papers and By-Laws

THE North American Newspaper Alliance, Inc., was formally organized at a meeting held in New York June 23 and will shortly be functioning as a mutual organization of newspaper publishers in the larger cities of the United States and Canada for acquiring and distributing to its members important news features not handled by press associations.

The Alliance will handle both written news and pictorial news features but will



GEORGE E. MILLER
President

not concern itself with departmental and routine features. That is, it will not maintain a staff of feature writers, artists or news photographers, leaving this field in the hands of the feature services which already supply them. The Alliance will confine itself entirely to unusually important news features whether written or pictorial. "If General Grant were alive and his Memoirs about to be sold not having previously been printed in any form then the Alliance would make its bid for the exclusive rights to it," said an officer of the association in explanation of the Alliance's scope.

The officers are George E. Miller, Detroit News, president; Maj. Loring Pickering, San Francisco Bulletin, first vice-president; Ralph E. Stout, Kansas City Star, second vice-president, and Ralph Pulitzer, secretary and treasurer. On the executive committee of 5 are Ralph Pulitzer, E. A. Grozier, the Boston Post, Robert McLean, Philadelphia Bulletin, Paul Patterson, Baltimore Sun, and Joseph E. Atkinson, Toronto Star.

The board of directors consists of 15 members selected regionally. On the original board of directors are:

Eastern Division, E. A. Grozier, Boston Post; Robert McLean, Philadelphia Bulletin, and Ralph Pulitzer, The World.

Western Division: Harry Chandler, Los Angeles Times; Edgar B. Piper, Portland Oregonian, and Loring Pickering, San Francisco Bulletin.

Southern Division: Clark Howell, Jr., Atlanta Constitution; Arthur Krock, Louisville Courier-Journal and Times, and D. D. Moore, New Orleans Times-Picayune.

Central Division: Hilton U. Brown, Indianapolis News; George E. Miller, Detroit News, and Ralph E. Stout, Kansas City Star.

Canadian Division: Joseph E. Atkinson, Toronto Star.

Members at Large: Victor F. Lawson, Chicago Daily News, and Paul Patterson, Baltimore Sun.

The directing head of the Alliance has not as yet been selected nor have any contracts been made for features. These will of necessity be for less than a year's duration for the by-laws of the Alliance provide that none shall be made to last beyond July 1, 1923.

The Alliance starts in with a cash capital of $500 and 5,000 shares of common stock with a par value of $5 each. These will be sold to member papers on the basis of one share of stock for each 5,000 net paid daily subscribers to the member paper. The stock will not pay dividends.

The contract, certificate of incorporation and by-laws of the association follow:

CONTRACT

Agreement, dated the day of 192 , by and between NORTH AMERICAN NEWSPAPER ALLIANCE, INC., a corporation organized under the laws of the State of New York and having its principal office in the City of New York, State of New York, hereinafter referred to as the newspaper alliance, as party of the first part, and of the City of , State of , proprietor and publisher of the newspaper called the , hereinafter referred to as the "publisher," party of the second part;

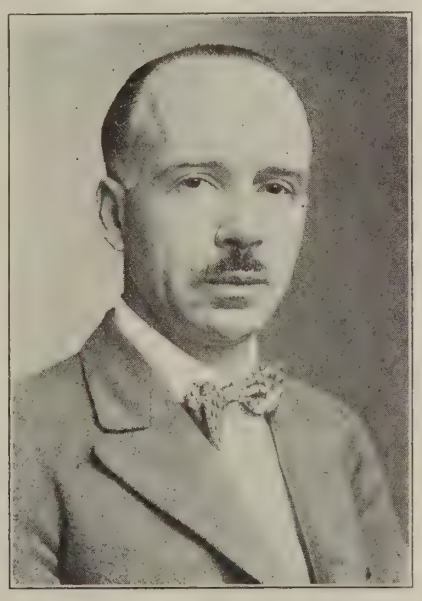
WITNESSETH:

WHEREAS, the Newspaper Alliance has been organized to acquire and arrange for the creation of features suitable for publication in such daily newspapers as shall be stockholders, and to sell the right to publish such features in territory not allocated by the corporation to stockholders; and

WHEREAS, the publisher is or is about to become a stockholder and is the publisher of a daily newspaper;

NOW, THEREFORE, in consideration of the premises and of the undertakings and agreements hereinafter set forth, the parties hereto by these presents do agree as follows:

I.—The publisher hereby agrees to buy and to pay for, on the basis hereinafter provided, all newspaper features acquired by or created for or on behalf of the Newspaper Alliance and duly tendered to the publisher. The Newspaper Alliance agrees to use its best efforts and to devote itself to procuring and arranging for the creation of newspaper features best adapted in the judgment of its officers to add to the prestige and circulation of its stockholders. Nothing herein contained shall be construed to prevent the publisher from publishing features other than those tendered by the Newspaper Alliance.



LORING PICKERING
1st Vice-President

II.—The publisher hereby agrees to pay such proportion of the total of the expenses of operating and running the Newspaper Alliance (including the cost of features, whether or not published by the publisher) as the number of shares of stock owned by the publisher bears to the total number of shares outstanding at the time any assessment for expenses is made.

III.—The Newspaper Alliance by its board of directors or executive committee shall have and are hereby given the right to assess the publisher from time to time for the expenses of operating and running the Newspaper Alliance in excess of receipts from sales (including provision for a reasonable working capital and surplus) upon the basis and subject to the limitations herein set forth. Any such assessment having been made shall be a debt due to the Newspaper Alliance payable upon demand. The total of all assessments for the first year of this contract shall not exceed $300,000. If this contract be continued beyond one year, as hereinafter provided, the amount of subsequent assessments shall be fixed from time to time by resolution of the board of directors, subject to such limitation, if any, as the shareholders may prescribe.

IV.—It is agreed that identical contracts to this shall be entered into with other publishers of daily newspapers who shall be stockholders of the Newspaper Alliance; provided, however, that no similar contract shall be given or awarded to the proprietor or publisher of any newspaper published in the territory hereby awarded to the publisher, namely . . . .

Subject to the foregoing limitation, contracts may be awarded solely in the discretion of the directors or executive committee of Newspaper Alliance.

Every publisher (including the publisher, party of the second part hereto), who shall be awarded a contract, shall purchase at the time such contract is awarded and thereafter hold during the term of the contract, subject to adjustment as herein provided, one share of stock for each 5,000 of net paid daily average circulation established upon the basis adopted by the directors of the Newspaper Alliance. Such basis may change from time to time, but shall always be the same for all stockholders. If a stockholder publishes both a morning and an evening paper in the same city, they shall together be deemed one newspaper and the number of shares of stock of the Newspaper Alliance to which a publisher shall be entitled, and which such publisher agrees to purchase, shall be increased by adding to the net paid daily average circulation of the morning or evening paper, whichever shall be the larger, 25 per cent of the net paid daily average circulation of the smaller. Features furnished to a stockholder publishing both a morning and evening paper may be published in either paper at the option of the stockholder. Increases or decreases in the number of shares shall be adjusted by the purchase of additional shares or the resale to the Newspaper Alliance of excess shares, as the case may be, annually on April 1st, in accordance with the then net paid daily average circulation of each publisher, upon the basis then effective. Nothing in this contract shall be construed as preventing the Newspaper Alliance selling, or the publisher purchasing, features offered the Newspaper Alliance and acceptable to the publisher, but not adapted in the judgment of Newspaper Alliance for distribution to all holders of similar contracts. Expenses incurred in such purchases may not be the basis of any assessment against stockholders.



RALPH E. STOUT
2nd Vice-President

V.—The Newspaper Alliance hereby sells and the publisher hereby purchases upon the basis above set forth shares of stock in the Newspaper Alliance at the par value thereof, payment for which is hereby acknowledged.

VI.—Upon the determination or cancellation of this agreement for any cause, whatsoever, the Publisher agrees to sell and the Newspaper Alliance shall have the option for a period of one year thereafter to buy, at the par value thereof, the shares of stock of the Newspaper Alliance then held by the publisher, and notice of this right of repurchase shall be printed or stamped upon all certificates of stock.



RALPH PULITZER
Secretary-Treasurer

VII.—The Newspaper Alliance shall have the right to terminate this contract at its option if (1) the publisher shall cease for any reason to be a stockholder of the Newspaper Alliance; or (2) if the publisher ceases to publish its newspaper in the City of ; or (3) if the publisher shall fail to promptly and fully perform and fulfill the undertakings on his or its part herein contained.

VIII.—In the event that the Newspaper Alliance shall terminate this agreement for any cause above specified, the publisher shall not thereby be relieved from the obligation herein set forth to pay its proportion of the expenses of the Newspaper Alliance unless and until the Newspaper Alliance shall procure upon the basis herein set forth another newspaper proprietor for the territory herein allocated to the publisher. The Newspaper Alliance, having just cause as aforesaid, shall give notice of the termination of the contract, but shall continue to tender features to the publisher until another newspaper proprietor shall be procured for the publisher's territory, but only if all moneys due or becoming due for any cause shall be paid by the publisher upon demand.

IX.—Save as above provided, this contract shall continue until July 1st, 1923. Prior to that date Newspaper Alliance shall make no contract for features which may not be terminated on or prior thereto. The Publisher may terminate this contract on July 1st, 1923, by giving notice in writing to the Newspaper Alliance on or prior to June 1st, 1923. Such notice having been given, no further liability hereunder shall accrue as against the publisher. Newspaper Alliance may terminate this contract on July 1st, 1923, by a vote of 75 per cent in amount of the stockholders then holding contracts similar to this, who shall, at the time of any special meeting called for the purpose of considering the termination thereof vote to discontinue the acquisition or creation of features and terminate this and all other similar contracts then in force. Unless this contract be terminated on July 1st, 1923, as above provided, it shall continue thereafter until notice in writing of the termination thereof shall be given by one of the parties hereto to the other in the manner hereinafter specified, to wit:

(*a*) In the event that the publisher desires to terminate this contract he may do so for any reason whatsoever, by serving personally or by registered mail upon Newspaper Alliance a written notice setting forth that the publisher has elected to terminate this contract on a day certain not less than twelve months from the date of serving the notice. Upon the date of termination so specified in the notice this contract shall thereupon end, except that

the Publisher shall continue to be liable for the pro rata cost of features contracted for by the Newspaper Alliance prior to the date of termination specified in the notice, upon the basis herein set forth, as though this contract were still effective, until either such contracts for features shall expire, or another newspaper proprietor shall be allotted a contract for the territory herein specified.

(*b*) In the event that Newspaper Alliance desires to terminate this agreement it may do so for any reason, whatsoever, by serving personally or by registered mail upon the publisher a written notice setting forth that Newspaper Alliance has elected to terminate this contract on a day certain not less than three months from the date of serving the notice. Upon the date of termination so specified in the notice, this contract shall thereupon end and no further liability shall accrue hereunder as against the publisher. Nothing herein contained shall be construed or held to limit the reasons or causes for terminating the contract by either party to such reasons or causes as are herein elsewhere specified for terminating this contract.

X.—True copies of the certificate of incorporation and by-laws of the Newspaper Alliance are hereto annexed, and are hereby made a part of this contract; it being also understood and agreed that any amendments to said certificate of incorporation or to the by-laws shall likewise be and become a part of this contract.



VICTOR F. LAWSON
Member-at-Large

IN WITNESS WHEREOF, the parties hitherto have caused these presents to be duly executed as of the day and year first above written.

NORTH AMERICAN NEWSPAPER ALLIANCE, INC.,

By.....

.....

By.....

CERTIFICATE OF INCORPORATION

We, the undersigned, being all persons of full age and at least two-thirds being citizens of the United States and one or more being residents of the State of New York, do hereby make, sign, acknowledge and file this certificate of incorporation as follows:

FIRST.—The name of the proposed corporation is:

"NORTH AMERICAN NEWSPAPER ALLIANCE, INC."

SECOND.—The purposes for which it is to be formed are to acquire and arrange for the creation of features suitable for publication in daily newspapers and to distribute the same to such publishers of newspapers as shall be stockholders of the corporation, for publication in their respective newspapers, and also to sell the right to publish such features in territory not allocated by the corporation to stockholders.

The corporation shall have power to conduct its business in other states and in foreign countries, and to have one or more offices out of this state, and to hold, purchase, mortgage and convey real and personal property out of this state; and in carrying on its business, or for the purpose of attaining or furthering any of its objects or purposes, to do any and all other necessary or convenient things and exercise any and all other powers now or hereafter authorized by law.

The stockholders may amend, enlarge, alter or rescind any and all of the rights, powers, privileges or restrictions in this certificate of incorporation granted and contained, conferred or imposed, in any manner and to any extent, by a certificate of amendment made, executed, authorized and filed in any manner now or hereafter permitted or authorized by the laws of the State of New York.

THIRD.—The amount of its capital stock shall be $25,000, all of which shall be common stock.

FOURTH.—The number of shares of which the capital stock shall consist shall be 5,000 of the par value of $5.00 each, and the amount of capital with which said Corporation will begin business is $500.

FIFTH.—The principal business office of the corporation is to be located in the Borough of Manhattan, City, County and State of New York.

SIXTH.—Its duration shall be perpetual.

SEVENTH.—The number of its directors shall be fifteen.

EIGHTH.—The names and post-office addresses of the directors for the first year are as follows:

Names and Post Office Addresses.

Joseph E. Atkinson, Toronto, Canada.
Hilton U. Brown, Indianapolis, Ind.
Harry Chandler, Los Angeles, Cal.
Edwin A. Grozier, Boston, Mass.
Clark Howell, Jr., Atlanta, Ga.
Arthur Krock, Louisville, Ky.
Victor F. Lawson, Chicago, Ill.
George E. Miller, Detroit, Mich.
Daniel D. Moore, New Orleans, La.
Paul Patterson, Baltimore, Md.
Loring Pickering, San Francisco, Cal.
Edgar B. Piper, Portland, Ore.
Ralph Pulitzer, New York, N. Y.
E. Lansing Ray, St. Louis, Mo.
Ralph E. Stout, Kansas City, Mo.

NINTH.—The names and post office addresses of the subscribers to this certificate, and a statement of the number of shares of stock which each agrees to take in the corporation are as follows:

Names	Post Office Addresses	No. of Shares
Ralph Pulitzer	New York	One
Loring Pickering	San Francisco	One
George E. Miller	Detroit	One

TENTH.—The directors of the corporation need not be stockholders. The board of directors may appoint an executive committee from among their number, which committee, to the extent provided in the by-laws of the corporation, shall have and may exercise all of the powers of the board of directors in the management of the business of the corporation during the intervals between meetings of the board of directors so far as may be permitted by law.

ELEVENTH.—The directors may from time to time offer for sale at the par value thereof any or all of the stock of the corporation now or hereafter authorized either to publishers of newspapers already stockholders or to publishers of newspapers in a territory not already allocated to a stockholder and within such limitations and upon such terms and conditions as shall be set forth in the by-laws, and without offering the same to all the stockholders then of record.

TWELFTH.—The stockholders shall be limited as herein provided, to individual or corporations owning and publishing newspapers. In the event that a share or shares of stock of the corporation shall come into the possession or ownership, by operation of law or otherwise, of another than the publisher or owner of a newspaper, such other shall not be entitled to the distribution on any basis of the newspaper features, the acquisition and distribution of which to newspaper publishers is the object or purpose of this corporation, and such shares shall be subject to purchase and acquisition by the corporation as though proposed or offered for transfer, as herein provided.

THIRTEENTH.—Stock of the corporation shall be transferable only upon the books of the corporation and subject to the following restrictions, which shall be printed in the certificates:

(*a*) If a stockholder shall be indebted to the Corporation, the directors may refuse to consent to a transfer of his stock until such indebtedness is paid;

(*b*) Save as hereinafter provided, no share of stock in the corporation shall at any time be transferred to any person not publishing a newspaper in the same city as the stockholder whose shares are offered for transfer so long as the corporation is willing to purchase said share at the par value thereof. In order to ascertain whether the corporation is willing to purchase any such share, the person, whether a shareholder of the corporation or not, proposing to transfer the same, hereinafter called the "retiring shareholder," shall give notice in writing to the corporation at its principal office that he desires to transfer the same. The corporation shall within the space of 30 days after such notice give notice to the retiring shareholder that it desires to purchase such share and the retiring shareholder shall be bound, as such time within 15 days thereafter as the corporation shall appoint and at the principal office of the corporation, upon payment of the par value thereof, to transfer such share to the corporation. If in any case the retiring shareholder after becoming bound as aforesaid, makes default in transferring such share, the corporation shall thereupon cause its own name to be entered upon the stock register as the holder of such share and shall set apart and hold the purchase money in trust for the retiring shareholder, his executors, administrators or assigns. The receipt of the corporation for the purchase money shall thereupon be sent to the retiring shareholder and after the name of the corporation has been entered in the stock register in exercise of the aforesaid power, the validity of the proceeding shall not be questioned by any person and the corporation shall be deemed and taken to be the owner of the said share;

(*c*) Subject to the foregoing and so far as may be permitted by law, the corporation may prescribe additional rules, regulations and limitations for the transfer of shares in its by-laws.

FOURTEENTH.—Shares of stock shall be the absolute property of the holder thereof provided only that in the manner and upon the terms set forth in the charter and in the by-laws the corporation may use and apply its surplus earnings or accumulated profits to the purchase and acquisition of its own capital stock.

FIFTEENTH.—The directors shall be elected 3 from each of 4 districts to be designated respectively, Eastern, Southern, Central and Western, and 3 Directors at large. Each district shall contain such territory as shall be alloted to it by the by-laws. As soon as practicable the directors named in the certificate of Incorporation shall divide themselves into three classes, each of which shall consist of 5 directors, one from each district and one at large. The first class shall hold office for one year and until the next annual election; the second class for two years and until the second annual election; and the third class for three years and until the third annual election, and thereafter directors shall be elected at each annual meeting upon the basis of district representation and at large, as above set forth, and each director so elected shall hold his office for the term of 3 years and until another director is chosen and qualified in his stead.

IN WITNESS WHEREOF we have made, signed and lodged this Certificate in duplicate this 3rd day of May, 1922.

GEO. E. MILLER
RALPH PULITZER
LORING PICKERING

NOTE: The foregoing Certificate of Incorporation was filed in the office of the Secretary of State of New York June 13th, 1922, and in the office of the Clerk of the County of New York, State of New York, on the same day.

BY-LAWS
of
NORTH AMERICAN NEWSPAPER ALLIANCE, INC.

ARTICLE I.

MEETING OF STOCKHOLDERS.

SECTION 1. The annual meeting of the stockholders of this corporation shall be held at the office of the corporation in the Borough of Manhattan, City of New York, on the Monday preceding the fourth Thursday in April of each year, at twelve o'clock noon, for the election of Directors and such other business as may properly come before said meeting. Notice of the time, place and object of such meeting shall be given in the manner required by law, and by serving personally or by mailing, at least thirty days previous to such meeting, postage prepaid, a copy of such notice, addressed to each stockholder of record at his address, as the same appears on the books of the corporation.

SECTION 2. Special meetings of stockholders, other than those regulated by statute, may be called at any time by a majority of the directors or by the executive committee. It shall also be the duty of the President to call such meetings whenever requested in writing, so to do, by ten per cent in number of the holders of the issued and outstanding capital stock. A notice of every special meeting, stating the time, place and object thereof, shall be given by mailing, postage prepaid, at least fifteen (15) days before such meeting, a copy of such notice addressed to each stockholder of record at his address as the same appears on the books of the corporation.

SECTION 3. Except as otherwise prescribed by statute, at all meetings of stockholders there shall be present, either in person or by proxy, stockholders owning a majority in amount of the issued and outstanding shares of the capital stock of the corporation in order to constitute a quorum.

SECTION 4. At all meetings of stockholders, only such persons shall be entitled to vote in person and by proxy who appear as stockholders upon the transfer books of the corporation for 10 days immediately preceding such meeting.

SECTION 5. At the annual meeting of stockholders the following shall be the order of business, viz:

1. Calling the roll.
2. Proof of proper notice of meeting.
3. Report of president.
4. Report of treasurer.
5. Report of secretary.
6. Report of committees.
7. Election of directors.
8. Miscellaneous business.

SECTION 6. At all meetings of stockholders all questions, except the question of an amendment to the by-laws, and the election of Directors and Inspectors of election, and all such other questions, the manner of deciding which is specially regulated by statute, shall be determined by a majority viva voce vote of the stockholders present in person or by proxy, except that a vote shall be by ballot when required by statute or by any stockholder present in person or by proxy. Each ballet shall state the name of the stockholder voting and the number of shares owned by him, and in addition, if such ballot be cast by a proxy, it shall also state the name of such proxy.

ARTICLE II.

DIRECTORS.

SECTION 1. The directors shall be elected 3 from each of 4 districts to be designated, respectively, Eastern, Southern, Central and Western, and 3 directors at large, one of whom shall represent the Dominion of Canada. Each district shall contain such territory as shall be allotted to it by the by-laws. As soon as practicable the directors named in the certificate of incorporation shall divide themselves into three classes, each of which shall consist of 5 directors, one from each district and one at large. The first class shall hold office for one year and until the next annual election; the second class for two years and until the second annual election; and the third class for three years and until the third annual election; and thereafter directors shall be elected at each annual meeitng upon the basis of district representation and at large, as above set forth, and each director so elected shall hold his office for the term of 3 years and until another director is chosen and qualified in his stead. The territory constituting the four districts from which directors shall be elected, as above provided, shall be composed as follows:

Eastern District: Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, Maryland, Delaware and District of Columbia.

Southern District: West Virginia, Virginia, Kentucky, North Carolina, South Carolina, Tennessee, Georgia, Florida, Alabama, Mississippi, Louisiana and Arkansas.

Western District: Texas, New Mexico, Arizona, California, Nevada, Utah, Colorado, Wyoming, Idaho, Oregon, Washington, Montana, Oklahoma, North Dakota, and South Dakota.

Central District: Nebraska, Kansas, Missouri, Iowa, Minnesota, Wisconsin, Illinois, Indiana, Michigan and Ohio.

SECTION 2. Vacancies in the board of directors, occuring during the year, shall be filled for the unexpired term by a majority vote of the remaining directors (whether or not sufficient in number to constitute a quorum) at any special meeting called for that purpose or at any regular meeting of the board. In filling vacancies so occurring district representation shall be maintained.

SECTION 3. The board of directors may adopt such rules and regulations for the conduct of their meetings and management of the affairs of the corporation as they may deem proper, not inconsistent with the laws of the State of New York or these by-laws.



PAUL PATTERSON
Member-at-Large

SECTION 4. Regular meetings of the board of directors shall be held at such hour and place as the directors may by resolution specify on the Saturday preceding the fourth Thursday of April or on the day immediately succeeding the adjournment of the annual meeting of the stockholders, and on the Tuesday preceding the first Wednesday of October. If any one of said days be a legal holiday, then the meeting shall be held on the next succeeding day not a legal holiday.

SECTION 5. Special meetings of the board of directors shall be held whenever called by the president or by not less than three of the directors for the time being in office.

SECTION 6. Directors may hold their meetings, have an office and keep books of the company, except as otherwise may be provided by law, at the office of the company, in the City of New York, or at such other place or place as the board from time to time by resolution may determine.

SECTION 7. No notice shall be required for any regular meeting of the board. Fifteen days notice of each special meeting of the board shall be given by mailing the same to each director, which notice shall specify the time place and purpose of the meeting.

SECTION 8. Seven directors shall constitute a quorum for the transaction of business, but if at any meeting of the board there be less than a quorum present a majority of those present may adjourn the meeting from time to time.

ARTICLE III.

EXECUTIVE COMMITTEE.

SECTION 1. The board of directors, by an affirmative vote of a majority of the whole board, may appoint from among their number an executive committee of three or more of whom a majority shall constitute a quorum. Whenever the board of directors is not in session such committee shall have and may exercise any and all powers of the board of directors, including the power to cause the seal of the corporation to be affixed to all papers that may require it. The term of office of each member of said committee shall continue until the expiration of his term as director and until his successor shall be elected.

ARTICLE IV.

OFFICERS.

SECTION 1. The board of directors, immediately after the annual meeting, shall choose one of their number by a majority vote to be president, and they shall also appoint a vice president, secretary and treasurer. Each of such officers shall serve for the term of one year, and until his successor is chosen or appointed. The directors or executive committee may appoint or employ such other officers, representatives and employees and with such duties as they may deem advisable.

(*Continued on page 20*)

THEY ARE ALL IN THE DAY'S NEWS



Wide World Photo

Adolph S. Ochs, M. A. It is by no means rare for American Universities to grant degrees for knowledge for work in the Arts, Science, or Statesmanship, but rarely do our great Universities confer Master of Arts as an honorary degree. It is, therefore, worthy of special note that Yale University this year called Mr. Ochs to New Haven to give him this degree, not, as we remarked before, for any specific knowledge in a given subject, but because he is the maker of a great newspaper. We believe this is the first time constructive work of this kind has been so highly honored. The man at his right is Major Julius Ochs Adler, also of the New York Times.

Nix, there was no fire, just a convention of the insurance advertising men and the photographer "sneaked" up on this group and here is the result. Left to right (below), C. I. Hitchcock, editor of the Insurance Field, Louisville; Clarence Axman, editor of the Eastern Underwriter; E. L. Sullivan, Advertising Manager Home Insurance Company; C. S. S. Miller, Advertising Manager North British and Mercantile Insurance Company, and C. M. Cartwright, editor National Underwriter, Chicago.





Photo by P. & A.

They stand on the edge of the world's greatest political volcano, but nobody seems downhearted. Roger Ames Burr, former Chicago newspaper man, with Mrs. Burr, their 13-year-old daughter and 7-year-old son, have just arrived in Riga, the first American family to traverse Russia from the Pacific to the Baltic. A welcome committee of two newspaper men greeted Burr and his family at Riga. We have James Howe, of the Associated Press, at the extreme left, and Otis Peabody Swift, formerly of the New York Evening World and now of the Chicago Tribune Foreign Service, extreme right.

Daughter graduated with distinction and father's overjoyed. The remark was unnecessary, the picture below speaks for itself. We have Dr. Edwin F. Gay, editor of the New York Evening Post, who delivered the commencement address at Radcliffe this year, and with him Miss Margaret Randolph Gay, member of the graduating class.



Photo by Keystone

HEARST N. Y. STATE INVASION TOPIC AT ASSOCIATED DAILIES SESSION

Publishers in Nine Cities Report Propositions for New Sunday Editions by "W. R.," Who Seeks 5,000,000 Circulation for Sunday American, It Is Stated

By JOHN F. REDMOND

Special Correspondent of EDITOR & PUBLISHER

CATSKILL, N. Y., June 26.—One of William R. Hearst's chief executives was quoted, at the semi-annual meeting of the New York Associated Dailies held here today, as stating that the real reason for Mr. Hearst's entering the up-state field is to build up a five million circulation for his Sunday American magazine and other special sections. Besides Rochester, where a new Hearst Sunday newspaper started this week, prospositions to local publishers to publish Sunday editions and circulate them in conjunction with the Hearst Sunday American, have been made in Syracuse, Utica, Jamestown, Geneva, Poughkeepsie, Newburgh, Middletown, Olean and Elmira, according to reports made to the association by members.



A. R. KESSINGER
President N. Y. Associated Dailies

Syracuse is to be the next point of operation, from all indications. If no local publisher will enter into the proposition of Mr. Hearst on a co-operative basis, in all probability he will go ahead independently with his own plant in that city, as he has done in Rochester.

The Hearst executive at the meeting was also quoted as saying that Mr. Hearst intends making the Rochester American a daily paper as soon as possible. He is certain that the 5,000,000 circulation mark can be reached, and perhaps 10,000,000 throughout the country, through co-operative distribution with the country press. However, nothing definite was mentioned in the way of plans outside of what is actually known in New York State.

The same process is also being discussed with reference to obtaining wider circulation for the Saturday special sections of the New York Evening Journal. The master mind in the plan is said to be Arthur Brisbane.

The association passed a resolution to the effect that all members will write to their Representatives and Senators in Washington voicing their endorsement of the Kelly Bill, which proposes to reduce the zone postal rates on second-class mail.

Rapid growth of the chain store movement was reported from practically all cities represented in the association, principally grocery stores and shoe stores. In most places, however, they are not advertisers to any great extent. In such cases, though, publishers reported that the new competition awakened local merchants to the necessity of becoming more active and that by this means the chain stores have been real developers of new advertisers. The steady expansion of the Atlantic & Pacific grocery stores was particularly commented on, but to date this firm does not advertise.

Members reported that the Firestone Tire & Rubber Company, which has been endeavoring to place advertising direct and collect the 15 per cent commission usually allowed advertising agencies, has begun to place its advertising through Critchfield & Co., Chicago, in cases where the commission is refused. Very few publishers reported having done business with the Firestone Company direct. Many of those declining continue to carry the business without interruption.

Several of the members expressed a desire to form combinations with other members in employing an advertising specialist to go out into their cities and territories and talk advertising—not sell any particular paper, but go among the business people and educate them in how to use paid space in local papers. Reports were that some years ago this practice was followed by some of the members with very good results. It was stated that the Bureau of Advertising of the American Newspaper Publishers Association is considering employing several such specialists for local papers, but so far nothing has been done about it. Capt. C. K. Walbridge of the Saratoga Springs Saratogian and Sun, expressed a desire to get into touch with some competent and well recommended advertising man to discuss the matter with the view of making a possible group arrangement with other Associated Dailies members.

In the discussion of the installation of classified systems now being offered by certain firms the opinion seemed to be that they are too expensive for smaller papers. The systems are fine, it was stated by several of the users, and while some new business had been created, and in some cases circulation somewhat enlarged, the expense is considerably more than the revenue derived.

The practice of some publishers in giving outside specialty men commissions ranging from 50 per cent to 90 per cent on "stunt" advertising they handle was vigorously disapproved. The maximum figure considered proper is 50 per cent.

Picture pages, purchased in mat form, are very handy things, according to a number of publishers using them. They very often serve as good "filler" and are especially useful in catching early mail editions. Rotogravure picture sections do not pay small papers, was the general verdict.

A growing tendency to allow route boys cash commissions for obtaining new subscribers was evident from the discussion on this subject. Commissions granted range all the way from 25 cents to 50 cents per new order for three months or more.

No member reported having gone back to "returns." A number of them stated, however, that they have hard fights on their hands with larger city papers, coming into their territories, which do allow returns and make things decidedly unpleasant. One member who said he did not consider the practice as allowing "returns," said he was able to increase the circulation of his newspaper nearly 200 per day by going around to dealers and agents in a car at the close of each day with left-over papers and leaving with them a few extra copies over their regular order. The idea is to encourage the dealers to sell the extra copies. If they do not these extras are taken back the following morning and are very useful to the newspaper as file copies. The result has been that the dealers return comparatively few of the extras. They actually sell them and soon increase their regular orders. This member emphasized, however, that copies regularly ordered are not returnable—only the extras.

A tendency to check more carefully billing on all advertisements was reported in the discussion on this subject.

The average salaries paid reporters, as stated by members, is $13.25 for "cubs" and $36 for full-fledged reporters. In individual figures they ranged from $12 to $45.

Quite a number of members, it developed, continue to guarantee circulation in advertising contracts. Very few reported ever having been called upon to rebate for shortage. Most play safe by guaranteeing a figure well below their A. B. C. reports. One publisher, who had been forced to pay a rebate, has appropriately revised his contract to the effect that advertisers demanding shortage rebates shall pay extra for any circulation in excess of the guaranteed figure. He reported a marked disinclination to demand guarantees on such a condition.

Lack of standards was noted in the reports on how members measure advertisements. There were about as many who figure "cut-off rule to cut off rule" as those who measure from "type to type." The desire of the advertiser seemed to be about the only element entering into the method used.

Prices of dry mats now range from 16 cents foreign to 18 cents for the American product. The latter, the Wood Flong, is liked by many because of its greater shrinkage. Very satisfactory results, however, were reported with the German and English mats, the newest of the latter being the Dixon mat, made in Liverpool and sold at present for approximately 16 cents, including import duty and all costs of delivery to publishers' office. The German "Flexideal" and another foreign mat, the "Premier," are also obtainable at 16 cents.

It is probable that the association will adopt a standard of practice for advertiser service, as the result of the constantly increasing demands made on members for co-operation by advertisers. Some publishers charge for all service and others give it in limitless quantity. The greatest service demands come from smaller advertisers, according to reports presented. It was the opinion of some members that a code of service would be impossible to live up to in small towns, where so much depends on competitive conditions. These felt that if such a code were adopted it would require getting all competitors to agree to it also or nothing could be done.

The advisability of adopting a standard editorial department style sheet of capitalization and punctuation was discussed, but did not meet with much favor. Most of those expressing an opinion felt that a newspaper's individuality is one of its most valuable assets.

Wireless telephone receiving outfits are of no value to newspapers as a means of gathering news, in the minds of association members, a number of whom have tried them. The general opinion was that newspapers have gone "radio crazy" and are getting little or no results from the space they are giving each day to programs and radio mechanical departments.

The Newburgh News, however, was one paper that didn't agree with the majority opinion. Frederick H. Keefe, its business manager, said he had been able to build up considerable good will and advertising for his paper through a radio broadcasting station which the News operates itself. It gives a regular daily program of three periods each. Its musical program is operated in conjunction with the local talking machine dealers. Each make of talking machine record has a day on the program—one day is Victor Day, another is Columbia Day, another is Brunswick Day, etc. Announcement is made of the program each day in the News. Other parts of the News program is put on likewise with little or no cost to the paper. Features include talks to women by well known speakers, social entertainment, bed time stories, etc. No trouble at all is experienced in getting local talent gratis, according to Mr. Keefe. His station is the only one between Newark, N. J., and Schenectady, N. Y., and the fame of the News has been spread for hundreds of miles around. Complimentary letters are received daily from as far away as Watertown, N. Y., New York City and distant parts of Long Island from radio enthusiasts who pick up the News program, although no effort is ever made to reach that distance. About a quarter of a daily page of local advertising has been developed for the News, and Mr. Keefe considers it well worth while. His station is not used for news gathering.

While direct radio advertising is prohibited by the Government in licenses for broadcasting stations, Mr. Keefe said advertising in indirect publicity is becoming evident. For instance lectures by the Colgate Company on care of the teeth and concerts by the Colgate band are among the newest features of daily radio programs. He pointed out, too, that the American Telephone & Telegraph Company is erecting the most powerful station in the country in New York City, which is to be leased on occasion and possibly will develop some more new indirect advertising features.

The joint legal rate committee of the Associated Dailies, the State Press Association and the State Publishers Association, of which Frederick H. Keefe of the Newburgh News is secretary, reported that it intends introducing again, at the next session of the Legislature, the Brundage Bill, which has the approval of Governor Miller, to amend the civil practice, the legislative law, publishers officers law and surrogate's court act. in relation to the fees of printers, as follows: (matter in italics is new; matter in brackets is old law to be omitted):

Section 1. Section fifteen hundred and fifty-one of the civil practice act is hereby amended to read as follows:

§ 1551. FEES OF PRINTERS. Except as otherwise specially prescribed by law, the proprietor of a newspaper is entitled for publishing summons, notice, order or other advertisement, required by law to be published, [other than the session laws, for each inch of agate twenty-nine ems to the line, to seventy-five cents for the first insertion and fifty cents for each subsequent insertion. In counties containing

REPORT HEARST OWNS ALBANY PAPER "PREMATURE," SAYS CONNERS

NEWSPAPER and political circles of New York State were agitated Wednesday morning by a statement given out at the political headquarters of William R. Hearst in New York City that he had purchased the Albany Times-Union, for many years owned and edited by former Governor Martin H. Glynn. The report was generally scouted by politicians and was denied by New York attorneys for Mr. Glynn, who is in Ireland with Mrs. Glynn, and it was finally stated by William J. Conners, proprietor of the Buffalo Courier and Enquirer, Mr. Hearst's political manager, that the report "may have been premature," but that the transfer would take place eventually.

First announcements had it that the deal was concluded before Mr. Hearst sailed for Europe a month ago, but that no publicity had been given at the time. No purchase price was made public. No changes of any moment have taken place in the policy or the staff of the Times-Union in that period, EDITOR & PUBLISHER learns, and the story is generally ignored as idle political gossip in Albany.

As Mr. Hearst can put his New York City papers into Albany within three hours after publication and has a large market for them there, and as the Times-Union has been one of the newspapers supporting his boom for the gubernatorial nomination, politicians can see little reason for its purchase as a part of Mr. Hearst's projected New York State chain.

CRIME A SMALL PART OF DAILY NEWS PROF. ADAMS TELLS NEW YORKERS

Only a Little Over 4 Per Cent of June Space in Three New York Dailies; Less in Country Press—Blossom New Press Association President

(*Special to* EDITOR & PUBLISHER)

CATSKILL, N. Y., June 28—Critics of the American newspapers who decry "the vast amount of crime news that is being printed daily," blaming it for bad moral conditions in the country, do not know what they are talking about, according to Prof. Bristow Adams of the New York State College of Agriculture in addressing the annual convention of the New York State Press Association Wednesday. In the course of outlining the amount of farm news carried by newspapers of New York State, Prof. Adams developed statistics on New York City newspapers, and state cities of the second and third class as showing that the amount of space given to crime news as compared with other classifications of news, stands seventh in volume in a list of 13 groups. The news groups exceeding it in volume of space are: Business and finance, sports, foreign, education, Government and politics, and labor.

In three New York City papers—Times, World and Tribune—whose use of space was analyzed by Prof. Adams, crime news printed during the month ending June 24, in which the Ward case and other criminal cases were at their highest peak of interest, an average of only a little over four per cent of total reading matter was devoted to news of all kinds of crime combined. Away from New York City the amount of crime news diminished to almost nothing, Prof. Adams' figures showed.

Professor Adams presented a tabulation which is reproduced on this page, showing the result of his analysis covering 13 groups of news classification magazine and feature sections of Sunday papers are not included in the tabulation):

PERCENTAGE OF SUBJECT MATTER IN DAILY NEWSPAPERS OF NEW YORK STATE

Paper	Business and Finance	Sports	Foreign	Educational	Gov't and Politics	Labor	Crime	Deaths and Disasters	Courts	Liquor	Society	Miscellaneous	Agricultural
N. Y. City—													
Times	27	15	13	10	9¼	7	5	4½	3¼	2½	2¼	1¼	1
Tribune	30	20	8	7	9	8	3	3	2	1¼	3½	3	2¼
World	28	21½	7	7	5	10	5½	3½	1¼	2¼	0¼	7	1¼
Cities of Second Class—													
Albany, Syracuse, Rochester, Buffalo	7¾	27		4¼	18½	6¼	7¾	3½	4¼	2¾	1¼	8¼	3	5½
Cities of third class	18	16½	15	11	8	5	1¾	3¾	0½	1½	8	2	9

He gave the following explanation:

"The figures are in percentages, in relation to all text, exclusive of advertising. Education includes all church matters, as spiritual education; death and disaster includes obituaries, and everything is counted in the place where it belongs, including editorials, cartoons, and even comic strips, where they could be classified.

"The figures represent a month, the most recent month, up to and including Saturday, June 24; though not all papers are included. During one week the papers of Monday, Wednesday, and Friday were taken, and during the alternating week, the papers of Tuesday, Thursday and Saturday. Sunday papers were excluded, because their magazine sections, illustrated supplements, comic sheets and the like, are likely to upset the proportions of the general 'run of the news.' They are, through special articles and critiques, largely matters of opinion rather than records of facts.

"During the month taken, because of commencements and the like, educational news may show a higher average than for the year round, but for the period given the figures are comparable as to the various types of papers. It should also be realized that in this period the Ward case, the coal strike outrages, and foreign questions momentous in Ireland, China, and Germany have been to the fore."

Prof. Adams attributed the belief that crime news is predominating in the newspapers to the general reader's state of mind which runs to the human nature side of news rather than to other kinds of matter. He said he, himself, was greatly surprised to find the result he did.

As to farm news, Prof. Adams said the newspapers are giving a nearly 100 per cent adequate service to their readers. He suggested that perhaps a little less of the technical side be given and more about the personal and social angles of farm life in the newspaper's own locality be printed. He said, too, that farmers need to be educated to read in the news that is of most interest to them as their life has come to combine all social and business interests.

Officers of the press association were elected as follows: President, Peter A. Blossom, Brockport Republic; vice-presidents, John W. Baker, Ithaca Journal-News; M. V. Atwood, Groton Journal-Courier; Henri M. Hall, Jamestown Journal; E. M. Perkins, Leroy Gazette-News; Thomas J. Blain, Port Chester Item; secretary-treasurer, Elias Vair, Waterloo News.

A resolution was adopted endorsing the Empire State School of Printing, which has just been established in Ithaca by the New York State Publishers' Association.

Arthur Brisbane and Herbert J. Kaufman were the speakers at the annual banquet held Wednesday evening.

Speaking on "More and Better Advertising," John F. Rolfe of the Corning Evening Leader said the greatest fault with the country paper, whether it be a daily or a weekly, is that it neglects selling its own field, letting outside "stunt" promoters sell all sorts of sign and novelty advertising to local merchants when that advertising should be in the local paper. He said the country publisher who really wants to make a success of his business must put himself in the state of mind to see that every person in the community has something to advertise and convince him of it. "Every person you meet in the streets of your home town is a potential advertiser," said Mr. Rolfe. "Just try, in your mind, to fit an ad on each one. You will soon be convinced of it yourself. Then you can convince the prospect. It will work more often than it will fail. Approach the advertiser, too, in a way that will make him see that you are doing him a service in opening the way for him to create new business, rather and have him look upon the matter as doing you a favor by placing advertising with your paper. This practice has worked splendidly in Corning and it will work just as well for any other publisher who has confidence in his own paper."

The aims and purposes of the new Empire State School of Printing, at Ithaca, which has just been started by the New York State Publishers' Association, were explained by Ross W. Kellogg, its director. He asked the support of the publishers of weekly papers of the state in the way of sending pupils there to be educated in the printing trades. He said the school was neither a linotype school nor a training school for strikebreakers, as has apparently been taken for granted by some publishers. "The school has been started to provide a general printing education," Mr. Kellogg said. "It provides an elementary and graduating course in the fundamentals of printing—at the case, the study of typography, press work and linotype work—and no pupil can take the linotype course until he has been thoroughly grounded in the stages of the trade leading up to machine composition. The course covers a period of six months, in which time by intensive instruction and practical work under the direction of the most expert printing teachers obtainable, we feel we can turn out young men and women who are at least the equal of apprentices who have spent two years in the printing office alone.

Mr. Kellogg said he believes the Empire State School is the only institution of its kind in the United States which aims to give all around printing education. The Carnegie Institute of Technology and the United Typothetæ Schools train printers more for executive positions, while other schools teach only machine composition, he said. The members of the New York State Publishers' Association have pledged financial support to the school to the extent of $10,000 for its first year. Tuition fees are $25 per month, and $10 during the last three months, in the linotype course, for the use of the machines. The capacity of the school is 26 pupils. It has just started with five. Applications for enrollment are now receivable.

Wallace Odell of the Tarrytown Daily News, retiring president, acted as chairman of the meeting, with Elias Vair of the Waterloo News, secretary.

Other speakers on the program were Edward Percy Howard of the Publishers' Autocaster Company, New York, on "Building a Country Newspaper"; R. T. Patten of the Skowhegan (Me.) Independent-Reporter, on "Ways and Means in a Country Weekly and Job Printing Office"; E. R. Eastman, of the Dairymen's League News on "The Farmer and His Newspaper"; James Wright Brown, of EDITOR & PUBLISHER, on "The Newspaper Industry."

A personal sidelight of the convention was the renewing of many old acquaintanceships by A. W. Fell, now principal owner of the Hudson Republican, who recently returned to the journalistic field in his native state after many years' absence. Mr. Fell and E. M. Perkins of the Leroy Gazette-News thus met for the first time in twenty-nine years. When they last saw one another Mr. Fell was an instructor in an academy in the vicinity of Leroy, Perkins was a youngster learning the printing business and Mrs. Perkins was one of Mr. Fell's pupils.

The executive committee was elected as follows: Chairman, F. A. Merriam, Mount Vernon Argus; Fay C. Parsons, Cortland Democrat; Frank L. Rogers, Gloversville Leader-Republican; Thomas H. Alvord, Livonia Gazette, and the presidents of district associations, ex-officio.

Resolutions were adopted commending the Kelly Bill for reduction of second-class postal charges and the work toward the same end by the American Publishers' Conference. It was also resolved that the association communicate with photo-engravers throughout the state with a view of locating shops with reasonable price scales.

JERSEY WANTS SCHOOL FOR JOURNALISTS

Press Association at Annual Meeting Plans September Conference at Rutgers—Bristor of Passaic Is President



E. A. BRISTOR

Establishment of a school of journalism at Rutgers' College, New Brunswick, it is hoped, will follow a conference devoted entirely to newspaper problems on that campus in September, plans for which were reported to the New Jersey Press Association at its 66th annual meeting at Pocono Manor Inn, Pocono Summit, Pa., recently, by a committee of the association. Fifty-seven members have indicated that they will attend or be represented in the conference and it is likely that more than 100 will go to the New Brunswick conference.

Officers elected for the coming year were: President, E. A. Bristor, Passaic Daily Herald; vice-president, John E. Clarey, Madison Eagle; secretary, John W. Clift, Summit Herald; treasurer, W. B. R. Mason, Bound Brook Chronicle; executive committee, William B. Bryant, Paterson Press-Guardian; Edmund H. Carpenter, Woodbury Democrat; Eugene W. Farrell, Newark Evening News; R. E. Lent, Passaic Evening News; J. W. Naylor, Allentown Messenger; and F. A. Robertson, Washington Star.

Friday evening group conferences were held, one for dailies conducted by William B. Bryant of Paterson, and one for weeklies conducted by President John W. Naylor of Allentown. Round table discussions were the plan at the evening session.

Friday morning the annual meeting of the association was held, with over 140 members of the association and their families present. Secretary John W. Clift reported a net gain in membership during the year of 24, making the association's roster 185, the largest in its history. An interesting paper on advertising rates and business methods on a weekly newspaper was read by F. A. Robertson of the Washington Star, an outstanding weekly paper of the state.

Cost systems and income tax accounting were discussed by Edmund A. Walker, and following a conference of weekly papers, a co-operative plan was adopted which will give the weeklies the benefit of a standard cost and income tax system to be introduced and supervised by Mr. Walker in the offices of co-operating papers. These papers, on a standard basis, will be able to compare costs with papers of similar circulations and conditions, as is now done by the large dailies of the state.

Other matters discussed were the building for newspapers at the Philadelphia Sesquicentennial in 1926, a national co-operative country press association for the solicitation of national advertising and the Kelly postal rate bill now before Congress.

Sunday evening the annual religious service of the association was held with Rev. Dr. John Handley of Ocean City, chaplain, delivering the sermon, and special music by the three representatives of the Mergenthaler Linotype Company who were present—Messrs. Gruman, Parks and Manifold.

Hon. Arthur N. Pierson of Westfield, dean of the New Jersey Assembly, addressed the annual banquet of the association Saturday evening on the $40,000,000 road bond issue to be voted on next November. The other speaker was Rev. William T. Boult of Bound Brook, whose subject was "The Press and the Men Who Make It."

MORE EFFICIENT RETAIL ADVERTISING PACIFIC COAST CLUB'S AIM

Better Business Bureaus and Store Managers' Sessions Centers on 19th Convention at San Diego—T. M. R. Keane of Spokane Next President

(*By Telegraph to* EDITOR & PUBLISHER)

SAN DIEGO, Cal., June 29.—Two outstanding features of the program of the 19th annual convention of the Pacific Coast Advertising Clubs Association held here this week have been the value of the better business bureaus to merchants and patrons alike and the necessity of making retail advertising an economically efficient service in the field of distribution.

The new president is Thomas M. R. Keane, advertising and sales manager of Culbertson's store, Spokane.

Other officers are: Regional vice-presidents, John Connell, Tacoma; Frank Beckman, Spokane; W. S. Kirkpatrick, Portland; Lon Cleveland, Modesto; and Bert Butterworth, Los Angeles. Secretary, Kenneth W. Hood, Tacoma.

The next convention goes to Spokane. Pacific Coast Association now includes 18 clubs with 3,115 members.

The convention opened with an inspirational meeting Sunday afternoon at the open-air Organ Pavilion, the main address being that of President Von Kleinsmid of the University of Southern California on "Dynamic Forces of the New Day." He declared the present-day multiplicity of organizations imbued with the spirit of co-operation must result in a better understanding among all classes and concentration of effort toward the good of all.

General sessions opened Monday morning at the Municipal Auditorium in Balboa Park, with about 400 present. President Morse of the San Diego Club extended welcome to the visitors. Rollin C. Ayres of San Francisco, president of the Coast Association, was in the chair.

Specially interesting was a talk by Franklin Bell, in charge of advertising for "Sun Maid" raisins, who told the story of the five-cent raisin package which had solved the problem confronting growers who had surplus stocks. A campaign was inaugurated to popularize raisin bread and cake, but this did not meet the necessities of the case and the idea of placing small packages of raisins on the market as a confection was conceived and carried out with wonderful success. Expense of advertising was small and yet saved growers from severe losses.

Co-operative marketing, making possible large expenditures for advertising as a means of solving the problem of disposal of increased products of factory and soil on the Pacific Coast was discussed by Don Francisco of Lord & Thomas, Los Angeles.

San Diego's plan of advertising the community's attractions to the world was a subject of much interest, as explained by O. W. Cotton and Carl H. Heilbron, active workers in the local organization. The follow-up letter system was explained by T. G. Armstrong, office manager.

Irvin Engler, publicity manager of the Sacramento Chamber of Commerce, detailed the publicity campaign incidental to the "Days of Forty-nine" celebration just held.

C. H. Woolley, vice-president of Sunset Magazine, spoke on "Sidelights of Community Advertising."

A paper on "Selling Communities to the Public," by Dwight W. Jennings, Los Angeles, was awarded a trophy offered by the Women's Advertising Club of that city for the best talk on this line. Carl H. Brockhagen, advertising manager of the Oakland Post-Enquirer, received a cup for the best three-minute talk on the value of the advertising club to the community.

Alexander F. Bowers, assistant advertising manager of the Los Angeles Times, urged hearty co-operation between newspaper advertising departments and better business bureaus as essential for best results in cleaning up the evil of misrepresentation on the part of some advertisers. He declared that most newspapers throughout the country now use extreme care regarding the character of advertising allowed in their columns.

A novel feature was presented by Elliott M. Epsteen of San Francisco, who demonstrated the jury system followed by his better business bureau in trying a merchant charged with false advertising and showing him the advantages of using only truthful publicity in the conduct of his business.

F. P. Tibbetts, better business bureau manager of the Portland Ad Club, explained the shopping service carried on by his bureau under which a number of paid operatives visit all lines of stores and make careful observation of services rendered and class of goods sold as compared with advertisements. The merchants who contribute to the expenses of the bureau are furnished copies of these confidential reports.

In the retail advertisers' section, with Lulu E. Eckels, advertising manager of Hamburger's, Los Angeles, as chairman, Kate Brew Vaughn, director of the household economics department of the Los Angeles Express, discussed women's sentimental interest in merchandising, bringing out the fact that the human side of marketing appeals to women buyers and that they are more apt to patronize stores where friendly sympathetic interest is shown in their problems.

W. H. Strong, advertising manager of Marston's, San Diego, urged study of the principles of psychology for advertisement writers and merchants, thus enabling them to place themselves in the mental attitude of buyers.

Plans were discussed for the formation of an Association of Pacific Coast Retail Advertisers to standardize methods and policy and economize in marketing standard articles through advertising.

In the convention parade the Hamilton Trophy went to Fresno for the best display characteristic of the communities competing.

Major William T. Morgan of the International Correspondence Schools in discussing the subject of making salespeople think in advertising terms, urged that store managers and advertising writers consult the sales force relative to the text of advertisements and accept constructive criticism.

Various better business bureaus told of work performed in squelching fraudulent promotion and stock advertising in their cities.

Exhibits by clubs and printers of the Coast are said to be the largest ever gathered for a convention of this kind, occupying approximately 20,000 square feet.

OPEN SHOP IN LANSING?

Both Papers Threaten Lockout July 1 Unless Printers Meet Terms

LANSING, Mich., June 28.—Composing rooms of both local daily newspapers, the State Journal and the Lansing Capital News, will become "open shops" after July 1 unless ultimatums of the publishers to the union men in their employ are withdrawn or their terms softened before that time. Preparations are now being made by the managements of both papers to put on non-union printers Saturday morning, when the proposed lock-out is scheduled to take effect.

The decision of the publishers came last week when, after the final date for the signing of the annual contract, June 21, the union refused to consider the terms offered. Charles N. Halsted, president of the State Journal Company, at that time posted a notice to the effect that no further negotiations would be attempted with the unions, and a similar statement was issued by Bert N. Garstin, president of the Lansing Capital News Company, to his printers. Both publishers immediately went to Chicago in search of non-union printers. They returned early this week with the word that they would be able to change their plants to an independent basis without trouble.

The rock on which publishers and unions split was a proposed lengthening of the working day from seven and a half hours, the present day basis, to eight hours. One proposal offered an eight-hour day and approximately a 15 per cent reduction in wages in definite contract form and the other offered an eight-hour day and a continuance of the present wage scale on a temporary basis without a specific contract. The union refused both offers and served notice that unless better terms were given them they would strike.

The union men affected by the lockout include the foremen of both papers' composing rooms, about 30 linotype operators, and over a score of make-up men, ad-men, proof-readers, etc. The pressmen and stereotypers will not be affected, it is thought.

GUS OEHM GOES TO BERLIN

Will Be Staff Correspondent of United Press

Gus Oehm, accompanied by Mrs. Oehm, sailed on the La Touraine for Havre recently to go to London and thence to Berlin to act as staff correspondent for the United Press.

Mr. Oehm began newspaper work in 1916 as political reporter to the St. Louis Republic. In 1917 he became managing editor of the Harrisburg (Ill.) Daily Register and was also graduated from the University of St. Louis with the degrees of bachelor of arts and bachelor of journalism. Soon he joined the United Press Association's Chicago bureau staff and has been with the U. P. in New York for nearly 5 years with the exception of a year and a half spent in the army, during which he went overseas.

TRADE NEWS BY RADIO

Dept. of Commerce Will Broadcast to Boston and Baltimore Meetings

Tests of the feasibility of sending foreign trade news by radiophone will be made by the Department of Commerce, July 11 and 12, and the practice will be made permanent if the tests are successful.

On those dates two gatherings of business men will be held at Boston and Baltimore; the exposition of the New England Shoe and Leather Association at Boston and import and export exposition at Baltimore. Arrangements have been made by the Commerce Department with the Navy for use of the Arlington radio station to send to the meetings the latest cabled news of foreign markets and trade opportunties received by the bureau of foreign commerce by the Department. The time of broadcasting the news will be 8 P. M. Eastern Standard time on the two days; the station Arlington (NAA) and the wave length 2,650 meters.

Engineers a Bike Day

Under the auspices of the Chicago Evening American July 1 will be "Bike Day" in Chicago. The newspaper has published several articles urging men, women and boys to "get out their old bicycles and get in the contest." Prizes are to be given by a number of bicycle concerns and the Chicago Evening American is to present the winner with a silver cup. The rewards will be decided on meritorious riding and decorated bicycles. Fred St. Onge, famous bike rider, will set the pace for the others.

MAIL RATE CUT OFF FOR SIX MONTHS

House Committee Defers Action on Kelly Bill to Give Joint Postal Board Chance to Report Before December 1

WASHINGTON, D. C., June 28.—Action on the Kelly amendment to the revenue act, providing for repeal of the last two increases in second class postal rates has been postponed for six months by the House Committee on Postoffices and Postroads. Decision to forego consideration of the proposal, which is sponsored by the American Publishers Conference and the publishing industry in general was reached at a meeting of the committee Tuesday.

The main objection to consideration of the measure at this time by the committee was the excuse that it would be unjust to the Joint Postal Commission composed of five members of the House and five members of the Senate, to consider any part of the postal rate question before the commission made its report. The House Committee, however, approved a resolution offered by Mr. Kelly author of the rate reduction amendment calling for a report of the Joint Commission by December 1 next, which makes it obligatory upon the Commission to speed up weighings of various classes of mails. Five members of the House Postal Committee are members of the Joint Commission and the decision of the committee to delay action was due to the influence of those members.

The Joint Commission has on hand an appropriation of $125,000 with which to conduct its inquiries into the postal rate situation and, it is understood, House and Senate leaders have served notice on the members that it will be the last appropriation granted for the purpose of making the investigation, as the commission already has spent hundreds of thousands of dollars without apparent results. The six months allowed the commission to make the investigation is considered by the publishers as ample time to make a thorough inquiry into second class rates and convince Congressmen of the contentions of the publishers that existing levies are wholly discriminatory. The publishers told the House committeemen that reports thus far filed by the commission were "very indefinite," and unless special instructions were given the commission doubtless would take a year or two to complete the report.

There was a distinct impression that both Republican and Democratic leaders in Congress are fearful of having the postal rate question injected as a campaign issue, particularly as there is a tendency on the part of hitherto partisan newspapers to get away from supporting any parties.

The postponement of the proposed legislative relief is a distinct disappointment to the entire publishing industry according to A. C. Pearson, national chairman of the American Publishers Conference. Mr. Pearson announced the conference will continue its headquarters in Washington and keep up the fight until there is an equitable readjustment of the postal charges on second-class matter.

Writing Special Song

Ted Snyder, song composer, came to Chicago recently and immediately started work to compose a special Chicago Evening American soldiers' bonus song which will be completed in time to be sung on Saturday. The newspaper announces it is nearing achievement of its aim of securing 1,000 000 signatures on the bonus petitions by June 15.

Paper Entertains Newsies

A hundred carriers and newsboys of the Ogden (Utah) Standard-Examiner spent a day last week at Lagoon, a summer resort, the guests of the newspaper. Charles J. La Fleur, district circulation manager, had them in charge.

EDITORS WANT PRINTING COURSE AT PENNSLYVANIA STATE COLLEGE

Seek This as Relief for Shortage of Compositors at Joint Convention Held in Harrisburg—J. G. Zook President of Editorial Association, and J. B. Spatz Heads Weeklies

Condemnation of the cold-blooded murder of non-union workers in the Illinois coal fields was embodied in a resolution passed at the annual convention of the Pennsylvania Editorial Association and the Association of Pennsylvania Weekly Newspapers during their joint session at Harrisburg, June 19 and 20. The resolution furthermore called upon national and state authorities to mete out the full punishment of the law and to exterminate the Russian type of workers whose rioting has made a battleground of the mid-western state.

Other resolutions support the Sesquicentennial Celebration planned for 1925 at Philadelphia, the Pittsburgh and Lake Erie canal and other waterway projects, the legislation in Pennsylvania affecting newspaper publishers, and sympathy for Alexander P. Moore, Pittsburgh publisher and husband of the late Lillian Russell Moore.

The joint session passed a resolution urging the inclusion of a course in practical printing at Pennsylvania State College as a means of helping relieve the serious shortage of hand type setters and linotype operators. This proposition was made to the trustees of the college last Fall by the executive committee of the Pennsylvania Editorial Association and at that time the trustees felt that such a course of study could not be offered by the college because of its limited facilities and meagre support.

John G. Zook, of the Lititz Express, was elected president of the association for the ensuing year; H. L. Johnston, Altoona Mirror, 1st vice-president; H. V. Page, Philadelphia Legal Intelligencer, 2nd vice-president; J. F. Biddle, Huntingdon Daily News, 3rd vice-president; M. S. Schock, Selinsgrove Times, secretary-treasurer; D. M. Cresswell, State College, assistant secretary-treasurer. Executive committee: J. H. Zerbey, Pottsville Republican; C. N. Andrews, Easton Free Press; W. L. Taylor, York Dispatch; Paul Eyerly, Bloomsburg Press; J. S. Knepper, Carnegie Signal-Item; George J. Campbell, Pittsburgh Law Journal; Lea Lasher, Lebanon.

Strong addresses were delivered by Courtland Smith, of New York, right-hand man to Will H. Hays in his motion picture dictatorship, who spoke of the remarkable inventions which he predicted would revolutionize newspaper composition through use of the radio; Jarvis A. Wood, of N. W. Ayer & Son, who urged the importance of building up an advertising campaign for success in business, and President Thomas, of the State College.

At the banquet a message of encouragement and good wishes was read from President Harding, and from Arthur Brisbane. A radio program was arranged later through J. H. Zerbey, of Pottsville.

The entire session of June 23, Friday, was given over to an exchange of views and it was admitted by the publishers that there has never been a more successful convention from this standpoint in that a round-table discussion offered very opportunity for a practical exchange among the publishers.

Mrs. Julia Hazard, of the Swarthmore News, and Estelle Thomas Steele, of the Mechanicsburg Journal, presented the woman journalists' ideas of their service to the profession.

Messages of condolence were sent the relative of Harry Slep, one of the oldest newspaper men in the country, who died several weeks ago at his Altoona home.

Weekly Association Meeting

Meeting in separate convention the second day, June 20, after holding the first day's session with the Pennsylvania Editorial Association, the Pennsylvania Weeklies elected officers and listened to several short addresses by their members.

John B. Spatz, of the Boyertown Democrat, was elected president of the association; John B. Knepper, Carnegie Signal-Item, vice-president; Howard Reynolds, Quarryville Sun, secretary-treasurer. Executive committee: Charles Meredith, Quakertown Free Press; Charles M. Coles, Lykens Standard; D. S. Fry, Newport News; Walter L. Sanborn, Lansdale Reporter; G. Ross Eshleman, Lancaster Law Review.

At the opening session of the convention held Friday morning, the association heard addresses by C. N. Andrews, of the Easton Free Press, president of the State Editorial Association; C. M. Coles, Lykens Standard, president of the Weekly Association; W. L. Taylor, York Dispatch, president of the Associated Dailies of Pennsylvania, and others. One of the keenest of the talks was that of H. W. Page, of the Philadelphia Legal Intelligencer, who spoke on "Newspaper Laws," and interpreted the manner in which the courts look at various phases of the law as it is applied to the profession.

THE COUNTRY EDITOR—

I hesitate to estimate his service to the preservation of national sanity and good temper. It thrills me every time I reflect on these several generations of splendid men who, with a bit of humor tucked away in their souls and a deathless devotion to something they loved, cherished their ideals in secret and drew on them to refresh their faith in a lifetime of quiet service to their communities.—*Cyril Arthur Player.*

Paul P. Aller, executive secretary of the Central Pennsylvania Typothetæ, spoke to the weeklies in their separate session, as did C. M. Bomberger, of the Jeanette News Dispatch, who spoke on "Making 'em Buy!"

E. J. Stackpole, of the Harrisburg Telegraph, former president of the Associated Dailies of Pennsylvania when they were first organized, spoke on the need of a realization among young newspapermen of their responsibility to the community and the influence of their papers on the community in which they live.

John B. Spotz, Boyertown Democrat, spoke on the future of the country weekly newspaper and declared his belief that the country weekly is only just coming into its own and that the next decade will see it even more firmly entrenched.

Newspaper publishers attending the convention at Harrisburg were:

Altoona Mirror, Harry P. Johnston; Allentown Call, C. J. Smith; Berwick Enterprise, R. E. Eyerly; Bloomsburg Morning Press, P. R. Eyerly; Bloomsburg Morning Press, C. T. M. Vanderslice; Belleville Times, C. E. Allison; Brookville American, Dan T. Balmer, Paul Steele and George Mehrter; Boyertown Democrat, Charles B. Spatz; Brookville Republican, Karl R. Bierly; Carnegie Signal Item, John B. Knepper; Duncannon Record, R. M. Barton; Easton Free Press, C. N. Andrews; Easton Express, J. F. Stakhouse; Ephrata Review, Arthur M. Yeager; Herndon News, Harry E. Zeigler; Huntingdon Daily News, Joseph F. Biddle; Harrisburg Telegraph, E. J. Stackpole; Hanover Record-Herold, M. W. Naill; Jeannette News Dispatch, C. M. Bomberger; Lock Haven Times, Lea R. I. Lesher; Lititz Express, John G. Zook; Lebanon Daily News, A. B. Schropp and John Schropp; Lykens Standard, Charles M. Coles; Lansdale Reporter, Walter L. Sanborn; Lock Haven Express, Frank D. O'Reilly; Lancaster Examiner-New Era, J. R. Gilbert; Lewistown Gazette, Lewis D. Beall; Mifflingburg Telegraph, C. A. Kness; Meyerdale Republican, W. L. Livingood; Mechanicsburg Journal, E. L. Steel; Juniata Tribune, J. C. Mitchell; Newport News, George R. Fry; New Cumberland Call, Raymond W. Roth; Norristown Times, Joseph J. McGinley; Pottsville Republican, J. H. Zerbey and J. H. Zerbey, Jr.; Pottstown News, W. L. Binder; Philadelphia Evening Ledger, George Nox McCain; Daily Law Bulletin, Pittsburgh, George J. Campbell; Quakertown Free Press, Charles M. Meredith; Ridgway Record, Charles B. McCabe, H. A. Thompson and John B. Hamilton; Quarryville Sun, Howard Reynolds; Selinsgrove Times, M. S. Schock; Shippensburg News, J. C. Fleming; Shippensburg Chronicle, Charles L. Rummel; Swarthmore News, Mrs. Julia R. Hazard; York Dispatch, W. L. Taylor; Connoquenessing Valley News, John E. Kocher; Lancaster Law Review, George Ross Eshleman.

Agencies and Business Representatives Atlantic and Pacific Photos, Inc., Charles L. Mathieu and S. H. Wharton; Mergenthaler Linotype Company, Philadelphia, Charles C. Boyer; Mergenthaler Linotype Company, New York, Charles P. Gurnett; Gose Printing Press Company, Harvey D. Bell; The Fourth Estate, E. P. O'Donnell.

WITH HARDING TO MARION

Three Cars Take White House Men to Home-Coming Fete

Eleven newspaper men, eight of whom followed President Harding during the 1920 campaign, accompanied the President when he left Washington Saturday to motor to Marion for the home-coming celebration which awaits him there next week.

The reporters traveled in three automobiles and will stop with the Presidential party at Gettysburg, Pa., over Sunday to witness the Fourth Brigade of Marines rehearse the third day's operations of the Battle of Gettysburg. The newspapermen accompanying the President are: Herbert W. Walker, United Press; George R. Holmes, International News Service; Clinton Coffin, Associated Press; Harry N. Price, Washington Post; Robert Ginter, Pittsburgh Gazette-Times; Samuel W. Bell, Philadelphia Public Ledger; Samuel T. Williamson, New York Times; Ralph Collins, New York Herald; Glenn I. Tucker, New York World; Wallace B. MacNamee, Universal Service and Boyden Sparkes, New York Tribune.

NOW INDIANAPOLIS TIMES

New Managing Editor and Business Manager Announced

The name of the Indiana Daily Times, which was recently purchased for the Scripps-MacRae Newspaper Enterprises by Roy Howard, was changed to the Indianapolis Times June 26, and the typographical appearance was made to conform to that of the Cleveland Press.

Mr. Howard, chairman of the board of the Scripps-McRae interests, the same day that these changes were made announced that Blaine McGraf, formerly make-up editor of the Times, has succeeded Harold Fightner as managing editor. Oscar C. Johnson, business manager of the Covington (Ky.) Post, Kentucky edition of the Cincinnati Post, was also appointed business manager of the Times, taking up his new duties that day. No announcement was made as to Mr. Fightner's future connection. No other changes in the editorial, advertising or circulation departments were announced.

Two Birthdays in Brooklyn

The joint anniversary of the births of Herbert F. Gunnison, vice-president and publisher of the Brooklyn Daily Eagle, and of Arthur M. Howe, editor of the Eagle, was observed by an informal gathering of the staff Wednesday afternoon. Every department was represented. Edwin G. Martin, business manager, speaking for the staff, presented Mr. Gunnison with some additions to his library. Harris M. Crist, managing editor, presided. Mr. Howe, who was on his vacation, was presented with a sportsman's wrist watch by Hamilton Ormsbee, dean of the editorial staff. The gift was entrusted to Mrs. Howe until her husband's return from Canada, and on behalf of the Eagle employees, flowers were presented to Mrs. Howe by Cleveland Rodgers, associate editor.

SELECT LIST DAILIES MEET IN CLEVELAND

Greig of Plain Dealer Tells Ohio Daily Men Their Merchandise Is Circulation, Classified Advertising, and Display Advertising

"A newspaper, like the department store, has merchandise to sell and must advertise it to find a market." This was the slogan of an address delivered June 27 by Carlise N. Greig, publicity manager of the Cleveland Plain Dealer, in addressing members of the Ohio Select League of Newspapers, at the Hollenden Hotel, Cleveland.

"Use your own columns," said Mr. Greig. "You have three classes of merchandise to dispose of—circulation, classified advertising and display advertising. To obtain results you must advertise these. The small town papers must follow the example of the city big city dailies, if they expect to succeed."

Mr. Greig's paper was "The Value of the Small Town Paper as Supplementary to the Big City Paper in National Advertising Campaigns." In it he pointed out that the big city papers are always willing to extend a helping hand to their country neighbors.

Fred Bush, publisher of the Athens (Ohio) Messenger, was among the speakers, and A. H. Madigan, of the N. W. Gates Company, Cleveland, was toastmaster during a luncheon to the visiting publishers.

The League is composed of 50 Ohio newspapers exclusive of those in the large cities, and represent a circulation approximately of 3,000,000. E. C. Jewett, manager of the New York League's office, and James Ward, in charge of the Chicago branch, reported advertising prospects brighter than they have been for several years.

The meeting was held in Cleveland that the publishers might get into close touch with the owners and publishers of the big city dailies and representatives of advertising agencies. Representatives of about all the big agencies covered by the selected list attended the luncheon, as did managers of the advertising departments of the big Cleveland retail stores. Representatives of industrial firms also were present and Cleveland newspapers were well represented.

The next bi-monthly conference will be held in Columbus, August 14.

McPARLAND'S MARGIN 4,534

Official I. T. U. Tabulation Gives Him 28,752 Ballots for President

(*By Telegraph to* EDITOR & PUBLISHER)

INDIANAPOLIS, June 28.—John McParland of New York was re-elected president of the International Typographical Union by a majority of 4,533 over Walter W. Barrett of Chicago, his only opponent, the official vote tabulation announced here Tuesday showed. McParland received 28,752 votes to his opponent's 24,219.

Other officers elected were: Charles P. Howard, Detroit, first vice-president; William R. Trotter, Vancouver, B. C., second vice-president, and John W. Hays, Minneapolis, secretary-treasurer.

Thomas McCaffery, Colorado Springs; Seth R. Brown, Los Angeles, and Malcolm A. Knock, Boston, were chosen trustees for the Union Printers Home, and Joe M. Johnson, of Washington, D. C., was re-elected agent for the home.

George W. Howard of Winnipeg, Man., was elected delegate to the Trades and Labor Congress of Canada. David W. Baird of New York was re-elected to the board of auditors. Frank Morrison, Chicago; Max S. Hayes, Cleveland; A. A. Cough, Des Moines; William Young, Philadelphia, and T. A. McCullough, Omaha, were elected delegates to the American Federation of Labor.

Universal Opens Irish Bureau

The Universal Service recently opened a bureau in Dublin, Ireland.

HIGHAM CALLS FOR ESPRIT DE CORPS AMONG ADVERTISING MEN

In Talk Before Newspaper Executives at Milwaukee, He Also Took a Fling at Condescension Toward Business Office Which He Charges Characterizes Editorial Officers

JUNE was a busy month for Sir Charles F. Higham, M. P., for, in addition to getting the O. K. of the A. A. C. W. convention at Milwaukee on the invitation he presented on behalf of London in 1924, he has addressed no less than 33 gatherings of newspaper and advertising men and women since May 31, when he commenced operations. Every address was in keeping with the reputation that the advertising knight has made, but his hearers, some of whom have been present for every speech, agree that his best and most typical effort was the extempore address to the National Association of Newspaper Executives at Milwaukee. His talk last week to the motion picture men also receives special mention.

Sir Charles was all set for an afternoon in the country when he was informed that the newspaper executives expected to hear his views on "Tact and Tactics." His convention work had already included three sermons, the week's program loomed ahead, but he needed little persuasion from his American associate, William H. Rankin, when he learned that the unscheduled "date" was with newspaper men.

Editorial men will find more tactics than tact in some of Sir Charles's remarks on the relations between upstairs and down in newspaper offices, but his main point was a plea for closer cooperation and less jealousy among all advertising men. His address, which follows, started according to the keynote:

"I am known in England as a newspaper advertising agent. I use magazines very little The magazines in England are not like your magazines here—they are very much in the secondary field. But when I started in England some fifteen years ago, the bulk of big advertising was done on the billboards and what we call plates, on railway stations and in prominent positions throughout England. They are metal slides and today there is still considerable money spent in that form of advertising.

"I came to the conclusion from my American experience that the newspaper was the most economical way of selling goods if you used it properly, that is, if you didn't merely buy space through an agent and think to do him out of as much of his commission as you could and use as little brains as possible in this white space which you had purchased.

"The principal reason why I advocated the use of newspapers to advertise goods, whether retail or national commodities, in preference to any other form of medium, was because I felt that a man pays for his newspaper, he has bought it and when he has bought it he wants to get something out of it. Then when he reads the advertising, he reads it in a medium that for that moment at least belongs to him. I felt, as he had bought the newspaper and had live news to read, that you could put live advertising next to it and that you would get results.

"In Great Britain, advertising in newspapers is getting less expensive every day in results, while it is getting higher in price. The London Daily Mail charges seven guineas, or roughly $35, an inch. We don't buy space by the line in England. We buy it by the inch or column or section of a column. For that money you get 1,600,000 circulation guaranteed net paid. The English newspaper carries an enormous amount of advertising. The Daily Mail charges $4,400 a page for the front page to reach 1,600,000 people and you can't get a front page in that paper until next December.

"The reason the front page of the Daily Mail pays so well in England is that it is the Saturday Evening Post of Great Britain. It is used largely to educate the shopkeepers of England to believe that if you take a certain amount of space in newspapers, goods must move off the shelves.

"Therefore you can take a commodity in England today and set your advertising appropriation based on the area the size of New York State and a population of 50,000,000 people. You can spend on it that amount of money which you would take out of a national appropriation in the United States for New York's quota and you can reach all the people of England.

"For $100,000 you can do everything that is possible in advertising in Great Britain through the newspapers, and you can stock the dealer with enough goods before the advertising begins, to justify the expenditure before you start spending the money. In no other form of advertising in Great Britain can you do that thing.

"The modern newspaper to me is the greatest influence in the world. After we are 21 years of age, or out of the colleges and universities and schools, there is little or no education. We are living in a very rapid world. We have little time to read. We do now in a day what our ancestors took a month's time or two months to do. We have little time to gain knowledge. All the information that we get, all the news and all the views that are worth reading are in the newspapers of your country and mine.

"What I am anxious to see is that day when neither in editorial nor in advertising columns will there be anything that is unworthy and that makes a man a little ashamed to be a newspaper man, whether in the business department or the editorial department, or the advertising manager of a newspaper, or an advertising agent.

"How are we going to do it? By tact and tactics. What is tact? Tact is dealing with a situation in such a way that you will get your point over without giving offense, that you will be able to change the methods or manner of your publications without hurting public feeling or the advertisers.

"Tactics—that is your job. I am not here to tell American newspaper men or any other men or women in this country any way at all they ought to run their businesses. I have quite enough troubles at home and so have all of us. It ill becomes any American to come to our country and tell us how to run it, and it ill becomes our men and women, particularly women interested in politics, to come to your country and lecture you.

"You represent the public opinion of the United States through the business offices of your newspapers; advertising does more to educate the people of your country and mine than all the editorials and all the views that were ever written in any newspaper. When we take an American magazine in England, we wonder when the day is coming when papers like the Saturday Evening Post will equal in their editorial columns the remarkable skill and art work of their advertising pages. We feel that your advertising is going so far ahead of your editorial end that it is absolutely necessary, or will be, to take the brains of advertising and put them in the editorial chair.

"We in our country, as possibly you in yours, are sometimes astonished at the attitude of editors when they look upon the business office and advertising department and the advertiser with a certain amount of what we call swank. They say 'We are the holy of holies, this door is our door; we want no business stories in here, we are preaching news and views, but not of advertising.'

"Advertising is unworthy of entering the great brain of the editor who gets a salary three times that of the advertising manager. He with his skill in your country and mine hasn't found out yet that the reason he gets that splendid salary from the publisher or proprietor of the newspaper is due to one thing, and one thing only—advertising, nothing more.

"He has got to realize, speaking as one who never believed that today advertising is so bad or advertising skill so inefficient, that it needs a pat to make it pay; he has got to realize that when he gets a piece of news in his office, he will have to forget that it is about a trade-marked commodity and treat it on its merits as news. We have yet to get in our newspaper offices of Great Britain an entry at all into the editorial room. These men very often don't come to luncheons or dinners where advertising men are. It makes us smile, because we know if we stopped our activities, or you stopped yours, all the editors would be applying for a job to write down the notes of advertising men using some other media. They would get no salaries, have no position, no prestige. Why, then, should we be treated in this way? How can you get respect, not that you necessarily want it, because you know that this man hasn't grown big enough in the editorial office to appreciate the great genius of the advertising office? In the meantime, what are you going to do with your own profession?

"This is my message: you newspaper men and magazine men, having heard an Englishman say the newspaper is the dominant medium, must not, if you adopt that thought, or if that is already your thought, as I believe it is, drag down or find fault with that advertiser who used another medium. First of all I say this: let us, whatever we do, get advertising. Let us continue to create advertising, no matter where it goes, so long as it isn't being debased. Let us not do it in the form of criticism, but constructively show the advertiser where he is wrong, not by running down the medium which he is using, but by offering him in simple, clear statements of facts, with tact and tactics, the medium he ought to use.

"If you find a man using the magazines and you are on a newspaper, don't say: 'Why do you continue to use those thirteen pages in the Saturday Evening Post, when you know it is no earthly good to you?' when you know that your great journal could do this, that and the other, because if you criticize the man spending money in the Saturday Evening Post, you criticize the man spending money in advertising. Every time you criticize the action of an advertiser without giving him a constructive reason for changing his program and leaving out any envy toward the medium which he is using, you are hurting the calling to which you belong.

"I know I am preaching to the converted. I know there isn't a man in the room who ever finds fault with his neighbor. I know there isn't a newspaper man sitting here, that ever, if he is on the Chicago Tribune, criticizes an advertisement in the Daily News. I know that if the Milwaukee Journal man is here today and an advertiser goes into another paper in Milwaukee, he always thanks the advertiser for spending his money there. I know that is your attitude; therefore, I hope I am forgiven if I try to find one person who is erring and going at the wrong party. I do feel this and I practice what I preach. If an advertising agent in England gets a new advertisement account, I am glad. Why? Because I have created more advertising. If all of the advertising agents in America could stand together to create more advertising, all of them would make more profits, because every time you attack you weaken.

"If every newspaper representative in the United States and in my country preached newspaper advertising rather than the advertising in his own paper particularly, you would have more newspaper advertising. What you need in my country and in yours is closer cooperation, closer good-will, less envy and jealousy, less advertising agents pointing at one another and saying: 'I know why Bill Jones does that, and I know why Tom Brown does this; he does it to help his pocket.'

"I heard men say this morning in the convention, although they didn't know I heard it, that one of the reasons they didn't like Mackintosh was that his office helps build up the business with which he is connected. Thank God, it does. If Mackintosh being president builds that business 500 blocks long and 500 blocks wide, thank God it is so. Don't condemn a man because he benefits himself in his business playing his game for advertising, provided all the time he lives up to the business he is engaged in, is honorable toward it, makes it a better business by his atmosphere toward it by the words he says. Don't ever say that again, please.

"I say it to my fellows in Great Britain—don't find fault with a man who helps to build something through the prestige you give him. You can't find an advertiser in America whose business won't be benefited by his being president of the Associated Advertising Clubs of the World. It is a fine position, it puts him at the top of his great fraternity, it is bound to make him bigger and richer. Thank goodness you can choose men to do that thing. Have pride in your calling, stop all this nonsense and drivel about this and that and the other, picking to pieces, and finding fault.

"Today I hold in my hand a letter addressed to your president from W. S. Crawford, who is my keenest rival, whose business today in England is growing faster than mine; in that letter he says: 'I ask you to let Charley Higham take my place at your convention, because he is the best advertising man in Europe.' That is from my rival. I say the same thing of Bill Crawford and today in England we have got it to this, that advertising agents have gotten together, and even if we don't like each other personally, we fight the cause of advertising agents against direct buying. We insist newspapers shall not sell their space except through us. We have a pledge we are all living up to, or trying to. We love our business. We are not yet ready to have a halo put on our heads, and I am the last man in the world to claim mine. It would ill become me, thinking the thoughts I think, if when I get a chance to talk to you, I don't plead a little as I am pleading now, when I ask you chaps to see to it that all this little criticism of men in their aggrandizement, their pushing upward, is ended.

"You can help a fellow to get on by putting a friendly hand on his shoulder and saying 'Yes, I am pleased, glad to find you with the Milwaukee Journal. You gave me a hard fight when I was in Minneapolis and Washington, but I am glad one of my kind has been promoted. I will help you. I will speak well of you.'

"If you do that with tact and tactics, you won't ever be ashamed to be the business representative of American journalism, and you may find that odd funny-thinking man who lives behind a door that says 'Editorial' will be more than glad in the future to shake you by the hand."

E. HEZ SWEM, PASTOR, KNOWS AD VALUE OF HIS UNUSUAL NAME

REV. E. HEZ SWEM, of the Centennial Baptist Church, Washington, D. C., believes in advertising. His name alone is sufficiently arresting and he is well aware of this fact and never uses his initials in any other combination. In the Sunday notices published in all the daily papers locally, E. Hez Swem smites the eye and traps the most sophisticated into a second glance. "Must be a typographical error," decides the stranger, meeting the catchy monnicker for the first time. But as it appears unchanged, Sunday after Sunday, from sheer curiosity he finally decides to go and investigate the personality behind the seeming pun. That E. Hez Swem should be a Baptist minister seems like stretching the long arm of co-incidence hopelessly out of joint. There are many strangers within his gates in consequence.

But timeliness of topic is another bait successfully used by Pastor Swem. The very week that Bryan addressed the fundamentalists of the Baptist Church in convention at Indianapolis, Mr. Swem carried an ad, all through the week, under the Special Notices of the Classified ads as follows:

> Those who like Baptist doctrines can hear them from Pastor E. Hez Swem. Subject Sunday morning June 18: "Why Baptists Are Called Baptists." Cool house; free chairs. Centennial Bapt. Ch. 7th & Eye n.e.

He stipulated that if possible the ad should appear on the same page where any follow-up story of the convention might appear. As a result the church notice was carried on the same page that carried the story of the convention headed "Baptists Stirred by Bryan Speech."

BOK SPRINGS ANOTHER IDEA

Former Editor Proposes Great Victory Hall for Philadelphia

The idea of a Victory Hall for Philadelphia, containing a convention hall with a seating capacity of 6,000, an opera house for 3,500 people, a municipal theatre to accommodate about 2,000, and an auditorium to hold about 1,000 people was laid before the County Commissioners by Edward W. Bok. The cost of the building not to exceed $4,000,000 or $5,000,000 and to be completed by January 1, 1926.

"I have been in the show business two years," said Mr. Bok, in an explanation of the idea of the structure to the County Commissioners. "Philadelphia needs an auditorium seating 1,000, for conventions. There is a second need for an auditorium for 2,000. That would be the municipal theatre.

"Then comes a hall for large concerts and operas, seating 3,500. Next there must be a convention hall of 6,000 capacity. If such is built, a citizen I know will contribute the finest organ than can be made for it.

"The whole building, if properly planned, can be made self-sustaining and will not be a constant drain on the public purse."

Manchester Union Has Sunday Edition

The Manchester (N. H.) Sunday Union made its initial appearance June 18, consisting of 60 pages, including a rotogravure section and colored comic supplement. The selling price is seven cents. The style of makeup is different from that previously used by the Union and new type is used.

"Herb" Roth Married

Herbert Roth, cartoonist for the New York World, and Miss Mildred Resmeyer were married July 1 and left for a six weeks' trip to California. Mr. Roth was formerly on the editorial staff of the San Francisco Bulletin.

CONCRETE TALKS AT GENERAL SESSIONS A. A. C. W. CONVENTION NEED

Advertising Men Won't Travel Long Distances to Hear Speeches Like Those at Weekly Meetings—Outlook of Association is Broadening, Educational Platform Evidences

By BERTRAND L. CHAPMAN
New York World

THOSE who planned the 18th Annual Convention of the A. A. C. of W. evidently had it in mind that most of us are working closer to our jobs this year than for some time past.

There were but two general meetings devoted to inspirational and general talks—fewer than heretofore. Even these were not well attended.



B. L. CHAPMAN

On the other hand, the departments were, practically all of them, huge successes. The newspaper men had sessions covering agency relations, merchandising, local advertising and classified advertising, all of which drew good houses.

The sessions of the direct mail men, of the local advertisers, of the advertising agencies and business papers were also as full of meat as usual.

The demand is clearly for conventions that are a combination of direct, concrete helpfulness and diversion. I prophesy that the conventions at Atlantic City and in London will both be well attended if good departmental programs are announced well in advance of convention time.

It seems to be the consensus of opinion that the general sessions can be more carefully planned, that the speakers must be more compelling and their subjects of more concrete interest, to insure representative audiences. Otherwise only delegates or those who feel impelled by duty can be counted upon to attend. Advertising men do not travel long distances to hear the same type of general talks that are delivered every week at their home advertising club luncheons.

The Milwaukee Convention in all its sessions emphasized the fact that we are living, in the United States as in all the world, in an atmosphere of "change"—that advertising is no more free from this than any other part of the business, social or political structure.

This was reflected in the suggestion of the chairman of one of the most important groups, that the name of the association might reasonably be broadened by substituting the word Marketing for Advertising. In other words, it seems every day to become more evident to everyone that advertising is not in, of and by itself, a distinct science or art, but A PART—the most important component, if you will—OF SELLING.

The platform "for better business," adopted by the Educational Conference, J. A. Hall, Director, presiding, is indicative of the broadening outlook of the Associated Advertising Clubs of the World Conventions. It follows:

Our belief in the Truth-in-Advertising movement, backed by honesty in every department of marketing, grows stronger daily.

Having an abiding faith in the principles of our forefathers and in the soundness of our great resources, we assert our faith also in the future great prosperity of the home-loving people of all nations.

In the name of Better Business, we pledge ourselves to foster a spirit of confidence and cheerfulness.

In the name of Better Business, we promise a deeper courtesy, a greater willingness to serve.

We believe that home-building is the cornerstone of prosperity. We must, therefore, stand shoulder to shoulder in the development of the community spirit. We must realize that we most truly help ourselves when we help our neighbors.

Let us compete *in service*. This is the truest co-operation. Let us but emulate, not envy. Let us build up, not tear down. Let us take pride in our calling. Let us be boosters.

We are convinced that simple sincerity in approaching the public and scrupulous honesty in all dealings with the middleman will make business better tomorrow.

Therefore, all of these forces here represented unite in urging their associates and the business world generally to pledge themselves to further concentrate their efforts on truth in advertising and all branches of marketing, courtesy, cheerfulness, service, co-operation, mutual aid, elimination of petty jealousies and knocking, and to do all within their power for a Better Understanding of Better Advertising, Backed up by Better Selling and Marketing in general, for Better Business.

COLLEGE CHAMPIONSHIP OFFER REPEATED

Birmingham News Will Again Reward 5 With $500 a Year to Get High Education Within the State of Alabama

The Birmingham News is meeting with an instant response to its second offer of five free scholarships to the leading colleges of Alabama. Instituted last year, the scholarship plan of the News is proving one of its most successful ventures in its general educational program.

At present there are four young men and a girl in the colleges of the state under the patronage of the News and the applications for the scholarship this year so far total 40, though the applicants have until July 15 to file their papers.

This plan provides for a course of not more than 4 years at either the University of Alabama, the Alabama Polytechnic Institute, the Alabama Technical College, Howard College, or Birmingham Southern College.

Each winner of a scholarship is allowed $500 a year.

When the scholarship plan was instituted last year there were 400 applications. The rules require that the scholarships are open to graduates of accredited Alabama high schools. Applications must give the school record, state the college preferred and must be accompanied by letters from the principal of the high school, the city or the county superintendent of schools and two private citizens, one of whom must not be teacher. The letters have to vouch for the mental qualifications of the applicant, his or her ability to profit by a college education, deportment and character qualifications and finally a full inability to pay for a college course.

These letters are handled by the scholarship editor of the News, and forwarded to the various colleges. The method of awarding the scholarship is left up to the head of each educational institution. Last year faculty boards were appointed by their respective presidents to pass on the applications are received, and it worked successfully.

This year the applicant must choose one college. Last year an applicant was permitted to apply to as many of the institutions as he choose. This resulted in one instance of an application being given first choice by two colleges and second by a third. Complications arose and so the News has limited the applicants this year to a single college.

As an example of how the plan is working and what worthy material is obtained is shown in the case of George Saxon, who last year was the choice of the three colleges. He chose Howard College, the smallest of the three, and the end of his first year finds him president of his class, one of the three marshals and a successful athlete. He is now taking a special course in salesmanship for a few weeks and will spend the Summer selling books before returning to college in the Fall.

The comments the News has received from all over the state and the interest shown in the plan by leading educators encouraged the paper to offer the scholarships this year and it is considered likely that it will be continued annually hereafter.

EDITORS MEET AT MYRTLE BEACH

South Carolina Press Association Has 47th Annual Convention

The South Carolina Press Association held its 47th annual convention June 21, 22, and 23 at Myrtle Beach. The following officers were all re-elected: Hubert G. Osteen, the Sumter Item, president; J. Rion McKissick, the Greenville Piedmont, and O. K. Williams, the Rock Hill Record, vice-presidents; Harold C. Booker, Columbia, secretary; August Kohn, Columbia, treasurer, and Frank C. Withers, the Columbia State; B. H. Peace, the Greenville News; R. M. Hitt, Bamberg; A. B. Jordan, the Dillon Herald, and L. Wigfall Cheatham, the Edgefield Chronicle, executive committee.

The party left the train at Marion, where a reception and refreshments awaited them at the public library and from there went by automobiles to the beach. During the sessions of the meeting the following papers were read:

"The Place and Mission of the Country Newspaper," W. W. Ball, editor, the Columbia State.
"Is It Profitable to Have a Traveling Staff?" J. Edwin Brunson, managing editor, the Greenville News.
"Press Agent Publicity: What Should Newspapers Do About It?" Charles O. Hearon, editor, the Spartanburg Herald.
"Production at a Profit: Means and Methods," O. K. Williams, the Rock Hill Record.
"Labor Problems in a Printing Office," C. C. Muller, superintendent of job printing, The State Publishing Company.
"The State Press and Farm Extension Service," Dr. W. W. Long, director, extension work, Clemson College.
"A Business Organization and Co-operation in the Printing Trades," A. B. Jordan, the Dillon Herald.

SHOR NOW WITH KING FEATURES

Was Managing Editor of Boston American and Philadelphia Times

George G. Shor has joined the general management of King Features Syndicate. He is a graduate of Brown University, class of 1906, and his first newspaper experience was gained as a member of the staff of the Providence Journal. From 1910 to 1912 he acted as managing editor of the Boston American. Until the end of 1914 he was managing editor of the Philadelphia Times.



GEORGE G. SHOR

Directly after the declaration of war, on May 12, 1917, to be exact, Mr. Shor enlisted, and shortly afterwards was in France, where he served during the duration of the war as personnel adjutant of the First American Field Army from its organization until it was disbanded.

Paris Luncheons All Summer

The popularity of the weekly luncheons of the Anglo-American Press Association in Paris has caused the organization to decide to continue the luncheons during the summer, according to word reaching members of the Washington newspaper corps. American newspaper men visiting Paris are invited to the luncheons without waiting for invitations from the friends. At the affairs, which are held every Wednesday at 1 p. m. at the restaurant Vignon, Boulevard de la Madeleine, each man pays for his own luncheon.

FIGARO TELLS PARIS ABOUT AMERICA

Weekly Section in French Devoted to News of American People and Domestic and Foreign Affairs

By G. LANGELAAN,
Paris Editor, EDITOR & PUBLISHER

PARIS, June 16.—The greater the number of diplomatic conferences, the more has it become apparent how little the countries whose representatives have taken part in them know of one another. To make the United States better known to the French public, and, therefore better understood, the Figaro, Paris daily newspaper, now devotes a section every Thursday to America and American activities.

This section is filled with contributions by Frenchmen who have traveled in the United States or have lived there a number of years. No better idea of the scope and diversity of this section can be given than by a summary of the "Figaro in the United States," which appeared in the issue of June 15.

Marquis Robert de Flers, literary editor of the Figaro, devotes a short article to Walter Berry, president of the American Chamber of Commerce in France, whose friendship for France is so well known and so highly appreciated by all Frenchmen. Then we find an article on the law voted by Congress for the consolidation of Allied debts, very ably explaining the American viewpoint. This is followed by an article on the Russian-American Industrial Corporation.

Next comes an article on American buyers in Germany and the numerous actions pending for the cancellation of contracts.

In lighter vein is a short article on the "jeune fille américaine." While the writer, a French lady, admires, she is yet afraid of the liberty the young American girl enjoys.

Short paragraphs follow on a possible visit of Sarah Bernhardt to the States, the transportation in America of fruit and vegetables by air, and the summary of a New York Times editorial on clumsy German propaganda in America.

In more serious mood is the report of a lecture by Prince Poniatowski on his return from a recent visit to the United States. "Office Buildings"—the title is in English—explains to the Frenchman the mysteries and wonders of the inside of a skyscraper. Articles on maritime competition, New York as an art center, and the American Library in Paris, complete the section.

What is interesting about this effort to make the United States better known to the Frenchman is that the mistake has not been made of getting Americans to explain their country. An American, of course, sees his country with American eyes, whereas the Frenchmen who contribute these excellent articles to the Figaro present all that is interesting as a Frenchman sees it.

In this American section there is no fulsome flattery, and controversial topics are not rigorously avoided. It represents a healthy attempt to make the United States better known to the Frenchman. Perhaps this interesting experiment may prompt some American newspaper to return the compliment and devote a weekly page to France and the French.

Crescent-News Broadcasts

The Defiance (Ohio) Crescent-News in co-operation with Karl A. Duerk is installing a radio broadcasting station, WCAQ and when the station is in operation the paper will provide daily programs. Mr. Duerk will conduct a radio column in the Crescent-News.

Drops Mid-Week Roto

The Boston Herald has discontinued its mid-week rotogravure section until the Fall. The Sunday roto section continues.

ADVERTISER MAKES MILLION DOLLAR DEMAND BY CONCENTRATION

One-Time Insignificant Proprietary Is Transformed Into Daily Tonic for Millions of Britishers by Advertising Policy Focussed on Net Sale Newspapers

By HERBERT C. RIDOUT

(*London Editor,* EDITOR & PUBLISHER)

ONE of the outstanding successes of British advertising today is that of Kruschen Salts, a proprietary combining in its preparation six salines of tonic, aperient and diuretic properties. It dates back to about 1870 but for some thirty years possessed only a local reputation in and around Manchester, where it was originated by a druggist named Griffiths Hughes.

Its position to-day as probably the biggest thing among proprietary salines is due to the acumen of an advertising man who saw in it possibilities that permitted a universal appeal. It had previously been advertised for some years and had enjoyed some measure of success, but it did not bulk so largely in the public eye until a new idea and a new advertising policy were brought into operation. Both the new idea and the advertising policy are in the nature of a revelation in practice in the British field.

It should be stated that the directing mind behind Kruschen Salts to-day is Alfred Marland, whose previous work in advertising here has been in association with world-known proprietary brands and has always been characterized by a boldness and imagination that have contributed not a little to the advancement of advertising as we know it.

First, the idea. Kruschen Salts, in the ordinary way has an unpleasant flavor which the very nature of its ingredients makes it impossible to disguise. This rendered it unattractive to women and children and not a few men, and in consequence it was felt that with these ruled out as consumers something like sixty-six per cent of possible sales were being lost. The problem was to make the advertising one hundred per cent efficient in its appeal. It was discovered that while Kruschen Salts taken in water was not inviting, in beverages such as tea, coffee or milk it was tasteless.

Mr. Marland calls this his "million dollar idea" and well he might, for its capitalization in advertising has changed the whole character of the market for the line. From the moment it was introduced into the advertising it became clear that the previously non-responsive public had become accessible, and immediately it was decided to make this the keynote of all advertising. One other ingenious touch was added with the object of suggesting in a familiar way the infinitesimal size of the dose. The whole idea was thus summed up in the Kruschen advertising: "Tasteless in Tea. Take as much as will lie on a sixpence every morning at a cost of a farthing a day." This is the "million dollar idea" and it importance is such that no advertisement appears without it; in some the whole copy is based on it, but generally speaking it is featured in a display panel so that it cannot be overlooked.

Without the least exaggeration it can be said that not only is this responsible for the new success of the advertising but it has resulted in the formation of what might equally be termed a "million dollar habit," almost a national habit.

Perhaps one of the most interesting features of this advertising is that it is based on a very elementary idea. What is the one universal desire? Happiness was Mr. Marland's answer, and, accordingly, every Kruschen Salts advertisement is keyed up to suggest happiness. Sometimes this is stressed in the illustrations very effectively—happy jolly old men, radiant women and laughing children—but in all the copy the aim is to suggest the attainment of happiness through good health.

The new advertising policy is bold in two ways. It embraces the first instance known to me where a British advertiser has deliberately set himself to recognize only such papers as give net sales figures as suitable media for his advertisements. And it is the only case in my experience where an advertiser regards all other forms of advertising as incomparable to that of the press, with the dailies and Sunday papers in heavy preponderance. This bold policy—for it must be remembered that Great Britain is by no means complete in its service of net sales papers—had a remarkable effect, not without some disadvantages. For one thing this concentration upon net sales papers resulted in such a decisive increase in business that it was found possible to increase so rapidly that in a short time the advertising campaign had risen to ten times its former proportions. The main disadvantage of this policy is that because several very important towns are not represented by net sale papers, it has not been found feasible to concentrate upon these centres, the creation of the demand therein having to depend therefore upon the national newspapers circulating there.

Newspaper figures are used as talk to dealers; proofs of advertisements with their circulation stated in net sale figure totals are sent to all dealers in advance. That is to suggest to the retail trade what is being done to help them, for neither showcards nor window bills are distributed. The press does all the advertising.

The "million dollar idea" and the net sales policy have worked wonders. Dating only from January, 1921, each month and every month, the sales of Kruschen Salts have shown an advance. Summer and winter, spring and autumn have made no difference in the rise in sales-figures, yet this entire period has been one of the most notoriously "bad times" ever experienced in British advertising.

Mr. Marland says it is the combination of a happy idea and his faith in net sales that has done it. As I have no knowledge of any other advertiser in Great Britain having such progress to record over that period, I should not be surprised if Mr. Marland is right.



Advertising that can associate smiles with salts and carry the association throughout the copy is good advertising. This idea also may be worth several millions to American medical advertisers.

Special Section for Bakery Opening

The Lansing (Mich.) State Journal, June 20, issued a second section to the paper celebrating the opening of the new bakery of the Lawrence Baking Company. There were 10 pages in the section, 2 of which were full page advertisements of the Lawrence Baking Co.

Peirce Joins Powers & Stone

Warren H. Peirce has been appointed New England manager of Powers and Stone, Inc., publishers' representatives. He was with J. W. Barber Advertising Agency, Boston, for the past three years.

DETROIT PAPERS WIN FIRST RACING BATTLE

Circuit Court Upholds Injunction Against Interference With Track Editions — Chicago Tribune Gets U. S. Writ

Three Detroit newspapers and scores of newspapers entering the city, who are fighting an attempt to enforce a law prohibiting publication of race track betting results, scored their first victory when Judge Harry J. Dingeman, in Wayne circuit court, refused to lift the injunction under which the papers are now continuing to publish the results.

The action of Judge Dingeman will have the effect of continuing the injunction in effect at least until October, when the Supreme Court will pass on the constitutionality of the law, under which warrants were issued recently for the representatives of the newspapers in question.

The Chicago Tribune, safeguarding its interests in Detroit, did not wait to see the outcome of the hearing on the injunction, but appealed to the Federal Court, and was granted a restraining order forbidding the prosecuting attorney and the police from interfering with the sale in Detroit of the Tribune with racing results.

The Federal Court took jurisdiction in this case because the Tribune is an Illinois corporation.

Judge Dingeman, in the Circuit Court proceeding, upheld in full the contentions of Robert M. Brownson, attorney for the Free Press, who argued that the Circuit Court, functioning as a court of equity, has a right to restrain a criminal prosecution when property rights are involved.

Former Judge Patrick H. O'Brien represented the Times and William G. Bryant the Journal.

Assistant Prosecuting Attorney Bartlett admitted that it had been stated in court by a member of the prosecutor's staff that the law involved was unconstitutional. The admission, however, did not place the prosecutor's office on record as holding the law to be unconstitutional, he said.

Baltimore Sun Aids Students

The Baltimore Sun will award 3 scholarships for full time study in the Johns Hopkins Summer School this year to students who apply for admission to the journalism department which is being conducted in co-operation with the Sun and the Evening Sun. Each scholarship will provide free tuition for three of the regular Hopkins courses, "The Principals and Practices of Journalism" conducted by Raymond S. Tompkins, of the Sun staff, "The Forms of Contemporary Prose Writing," under Dr. Francis A. Litz, instructor in English at Hopkins, and any other related course in the English field. Following the plan established last year the students will be given an opportunity to publish a real newspaper of their own. Last summer a four page paper, the Hot Times, was issued, with a circulation of 1,000 copies.

Tribune Plans European Ads

The Chicago Tribune is planning to run advertisements in all the large publications in Europe concerning its prize of $100,000 for the most artistic front and side elevation for the Tribune's new plant opposite its present home.

Special Supplement on Northwest

The Bellingham Publishing Company, publishers of the Bellingham (Wash.) Reveille, has issued 50,000 copies of an illustrated supplement in album form containing a great many views of the Pacific Northwest.

Special Adds McCall's

McCall's Magazine has appointed Blanchard, Nichols, and Coleman its Pacific coast representatives.

NUMBER TWENTY-SIX OF A SERIES

Another Advertiser testifies to the Boston American's

Proved value to Advertisers

S. Vorenberg, president of Vorenberg's, clothiers, of Boston, has found the Boston American to be "the most profitable advertising medium in this section," according to his signed statement.

In fact, this series of advertisements, which started January 1, might be continued almost without end; so many other national and local advertisers stand ready to testify to the fact that the BOSTON AMERICAN is THE evening newpaper of New England.

A Remarkable 3-cent Evening Newspaper

BOSTON AMERICAN

LARGEST EVENING CIRCULATION IN NEW ENGLAND

Research and Promotion Departments at Service of Advertisers

CLASSIFIED AND FOUND ALL THERE



The go-getters of the little money makers that create reader interest were as happy and prosperous looking as any group that gathered in Milwaukee during the recent A.A.C.W. convention. The manner in which they tackled the problems of making single six-liners grow to columns would have done credit to a convention of space grabbing sport editors in the heat of the baseball season. Left to right they are:
Top Row—E. T. Lockhart, Grand Rapids Press; I. W. Williams, Philadelphia North American; J. W. Dunigan, Springfield, Ill., State Register; F. C. Erbele, Philadelphia Inquirer; R. J. Geiger, Nashville Banner; Joe Bunting, Bloomington Pantagraph.
Center Row—Charles Winters, Chicago Daily News; E. F. Stoneham, Portland (Me.) Express; C. W. Nax, St. Louis Globe-Democrat; F. L. Tate, Toronto Star; C. L. Perkins, Chicago Herald & Examiner; A. L. Loud, Illinois State Journal; George Pelles, Chicago Herald & Examiner; E. H. Barrett, Chicago Herald & Examiner; H. M. Hatfield, South Bend Tribune; O. E. Schenk, Chicago American.
First Row—P. M. Hughes, Minneapolis Tribune; J. J. Tierney, Spokane Spokesman-Review; A. Levich, St. Paul Dispatch & Pioneer Press; J. L. Irvin, Des Moines Register & Tribune; C. T. Hardin, Columbus Dispatch; W. S. Broker, Milwaukee Sentinel; Miss Ella Strebig, Fort Wayne Journal Gazette; J. P. Klouda, Davenport Times; J. W. Wiegand, St. Loius Post-Dispatch; Lester Schultz, Danville Commercial News; H. W. Klink, Lancaster Intelligencer; Miss Marion Griffiths, Chicago Herald & Examiner; C. B. Nissen, Los Angeles Herald; Miss Florence Monson, Chicago Daily News; H. G. Barringer, Indianapolis News; (unidentified); R. E. Seiler, Los Angeles Examiner; J. A. Byrne, Cleveland News; Harry Gwaltney, Milwaukee Journal; J. L. Jernegan, Chicago Herald & Examiner; J. H. Butler, Houston Chronicle; M. P. Goodfellow, Brooklyn Eagle; H. J. Moehlman, Baltimore Sun; George Thall, Detroit Free Press; G. N. Gundersen, Baltimore News; Miss Isabel Arkenberg, Arkenberg Advertising Agency, Chicago; M. M. Kelly, Eau Claire Leader & Telegram.

COST PER SALE, NOT COST PER LINE, VITAL FACTOR IN CLASSIFIED

Better Copy, That Tells at Once What Advertiser Wants to Buy or Sell, Will Make Rate Charged by Newspaper of Small Moment

By C. L. PERKINS

Executive Secretary, Association of Newspaper Classified Advertising Managers.

DURING the past year, more than ever before, classified advertising departments have devoted efforts to securing better copy from advertisers. This phase of classified building should, however, receive still greater attention, as it is based on one of the fundamentals of this type of advertising.

Want-ads are, after all, not advertising in the generally accepted meaning of that term. The purpose as a rule is not to create markets, stimulate demands, or promote the name or character of a business. Lineage in the want-ad columns renders a specific service instead of advertising the business or commodity of the space-buyer. It delivers a message which finds for him an employe, a tenant or a buyer for a specific thing he has for sale. It does not create workers, tenants, buyers, etc. It brings together people who have opposite wants.

Anything which increases the efficiency of this service builds classified. One of the greatest ways of adding to the potency of want-ads is to educate advertisers to write them so that readers can know definitely that the advertiser does have a want that is opposite his. If one wants to buy a house of a certain definite type and price, he will find on reading a column of "House For Sale" want-ads that he will not answer half of them because he is unable to tell whether the advertisers have the kind of property he wants. This applies to all classifications. Advertisers do not tell enough to get the greatest possible results, and often they tell so little that they get no results.

The Indianapolis News is one of the papers now promoting better want-ad copy. It recently ran a full-page advertisement headed "Write Your Want-ads Right." In part it said:

"Many people look upon a want-ad as they do a telegram—they count the words religiously to make it as short as possible. And they write in a hurry.

"True enough, a want-ad is the shortest cut to your buyer, but the short, incomplete want-ad, hurriedly written, is *not* the want-ad that gets results.

"The successful want-ad is the one that tells a complete, interesting story about the thing you have to sell. The good want-ad is written slowly and carefully, so that it can be read with *complete* understanding. There is no haste on the part of the reader; he reads leisurely and he wants to *know* what you have to tell him. Tell it, then, directly, fully, interestingly.

"The reader of a want-ad must be told by the *ad itself*. He will not, as a rule, call you up for further particulars, because he is wary of obligating himself even by so much as a telephone call. He will call you up to *close* a sale after your ad has *sold him*. Your ad, then, besides telling all about the thing you have to sell, must *sell* it; it must create a desire for it; it must have a bit of real salesmanship.

"Let us be emphatic about the cost of a want-ad. It isn't the cost per word or the cost per insertion that counts. It is the COST PER SALE.

"The well-written, attractive, interesting, selling want-ad is the one that costs the least because it gets results."

BALTIMORE SUN

Average Net Paid Circulation in **May, 1922**

Daily (Morning and Evening)
232,575
Sunday, 159,865

Which when compared to May, 1921, shows

AN INCREASE OF
14,892 Daily
8,595 Sunday

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

LICKED AGAIN!

Washington Newspaper Golfers Find Senators Strong on Links

Washington newspaper golfers, suffering from their second drubbing within a few weeks, have foresworn competitive play except among themselves. The members of the corps who sought easier prey in members of the Senate after the defeat administered by New York and Boston golfers in the recent EDITOR & PUBLISHER trophy play, were virtually annihilated by the statesmen over the links of the Chevy Chase Club last Tuesday.

Eleven Senators, reinforced by Speaker Gillett, met the newspapermen, selected from the Senate Press Gallery, and not a reporter came off winner. The manner in which the Senators won was as follows:

Speaker Gillett and Senator Kellogg vs. W. E. Brigham, Boston Transcript and M. B. Judd, New York Sun, 14 points.

Senators Hale and Newberry vs. Robert M. Choate, Boston Herald and Charles S. Groves, Boston Globe, 10 points.

Senators Hitchcock and Edge vs. Charles Michelson, New York World and Bond P. Geddes, Associated Press, 9 points.

Senators Townsend and Robinson vs. W. L. Bruckart, Associated Press and G. Gould Loncoln, Washington Star, 1, point.

Senators Phipps, and Jones of New Mexico vs. Robert L. Norton, Boston Post and Edward B. Clark, Chicago Evening Post, 23 points.

Senators McKinley and Capper vs. Harold Phelps Stokes, New York Evening Post and John J. Marrinan, Boston Telegram, 11 points.

The newspaper men, according to the terms of the contest, will blow the Senators to a chicken dinner at an early date.



By GENE BYRNES

The Greatest Comic in the World

Here is the list of papers publishing the full page in color each week:

Baltimore News
Boston Globe
Boise Statesman
Bellingham American-Reveille
Council Bluffs Nonpariel
Cleveland Szabadsag
Chicago Polish National Daily
Dayton News
Detroit Polish Daily Record
Detroit News
Greensburg Record
Great Falls Tribune
Havana El Dia
Long Beach Telegram
Louisville Courier Journal
Milwaukee Nowiny Polskie
Mexico City El Democrata
Newark La Tribuna
Worcester Gazette
New York Herald
New Orleans Times-Picayune
Oakland Tribune
Philadelphia Bulletin
Peoria Journal Transcript
Pueblo Star Journal
Pittsburg Leader
San Antonio Light
Salt Lake Telegram
Springfield Union
Savannah Morning News
Sandusky Star-Journal
Seattle Times
Sioux City Journal
Syracuse Post Standard
Tacoma News Tribune
Toledo Times
Tampa Tribune
Utica Observer-Dispatch
Washington Star

We can furnish this comic in full-page matrices, full color, black and red, or black alone, or as the first page of a printed comic section.

HERALD-SUN SYNDICATE

280 Broadway New York City



Distinctive

Only one Daily Newspaper in St. Louis publishes a Full Page of News Photographs every day—

The POST-DISPATCH

Only one Daily Newspaper in St. Louis publishes a Full Page of Comic Features every day—

The POST-DISPATCH

Only one Daily Newspaper in St. Louis publishes a Double Page of Features for Women every day—

The POST-DISPATCH

Only one Daily Newspaper in St. Louis publishes Four Pages of Sport News and Features every day—

The POST-DISPATCH

St. Louis is an Evening newspaper town—a ONE newspaper town—and the Post-Dispatch is FIRST in ST. LOUIS

Only one Daily Newspaper in St. Louis, in the evening field, publishes the Associated Press Dispatches—

The POST-DISPATCH

National Representative:
The S. C. Beckwith Special Agency

NEW FEATURE GROUP ORGANIZED LIKE A. P.

(*Continued from page 8*)

SECTION 2. The president shall preside at all meetings of the board of directors and shall act as temporary chairman at, and call to order all meetings of the stockholders. He shall sign certificates of stock, sign and execute all contracts in the name of the corporation, when directed so to do by the board of directors; appoint and discharge agents and employees, subject to the approval of the board of directors, and he shall have the general management of the affairs of the corporation and perform all the duties incidental to his office. At the annual meeting he shall present to the shareholder's a full and complete report and audit covering the year's operations.

SECTION 3. The vice-president shall, in the absence or incapacity of the president, perform the duties of that officer.

SECTION 4. The treasurer shall have the care and custody of all the funds and securities of the corporation, and deposit the same in the name of the corporation in such bank or banks as the directors may elect; he shall keep and at all reasonable times exhibit his books and accounts to any director or stockholder of the corporation upon application at the office of the corporation during business hours; he shall give such bonds for the faithful performance of his duties as the board of directors may determine.

SECTION 5. The secretary shall keep the minutes of the board of directors, and also the minutes of the meetings of stockholders; he shall attend to the giving and serving of all notices of the company; he shall have charge of the certificate book and such other books and papers as the board may direct; he shall attend to such correspondence as may be assigned to him, and perform all the duties incidental to his office; he shall have the custody of the seal of the corporation; he shall also keep a stock book, containing the names, alphabetically arranged of all persons who are stockholders of the corporation, showing their places of residence, the number of shares of stock held by them respectively, the time when they respectively became the owners thereof, and the amount paid thereon, and such book shall be open for inspection as prescribed by law.

ARTICLE V.

CAPITAL STOCK.

SECTION 1. Certificates of stock shall be numbered and registered in the order they are issued, and shall be signed by the president or vice-president and by the secretary or treasurer, and the seal of the corporation shall be affixed thereto. All certificates shall be bound in a book, and shall be issued in consecutive order therefrom and in the margin thereof shall be entered the name of the person owning the shares therein represented, the number of shares, and the date thereof. All certificates exchanged or returned to the corporation shall be marked canceled, with the date of cancellation, by the secretary, and shall be immediately pasted in the certificate book, opposite the memorandum of its issue.

SECTION 2. Transfers of shares shall only be made upon the books of the corporation by the holder in person or by power of attorney duly executed and filed with the secretary of the corporation, and on the surrender of the certificate or certificates of such shares. Any share or shares of stock offered for transfer shall be subject to the restrictions set forth in the charter of the corporation and the secretary shall be charged with the duty of insuring exact and full compliance therewith. The board of directors shall have and are hereby given authority and power to establish by resolution such rules and regulations not inconsistent with the charter as may be found necessary or convenient for the execution of the charter provisions relating to the ownership and transfer of shares of stock.

ARTICLE VI.

CHECKS, NOTES, DRAFTS, ETC.

SECTION 1. All checks, drafts, notes, bills of exchange and orders for payment of money, shall be made, signed, endorsed or deposited as the board of directors may by resolution provide.

ARTACLE VII.

APPLICATION OF EARNINGS.

SECTION 1. No dividends shall be declared or paid out of the earnings of the corporation. All earnings shall be applied to the general purposes of the corporation, and any deficiency therein shall be contributed by the shareholders. The amount of such contribution by each shareholder shall be such proportion of the total as the number of shares owned by each shareholder bears to the total outstanding shares.

ARTICLE VIII.

INSPECTORS.

SECTION 1. Two inspectors of election shall be elected at each annual meeting of stockholders to serve for one year, and if any inspector shall refuse to serve or shall not be present, the meeting may appoint an inspector in his place.

ARTICLE IX.

SEAL.

SECTION 1. The seal of the corporation shall be in the form of a circle, and shall bear the name of the corporation and the year of its incorporation.

ARTICLE X.

AMENDMENTS.

SECTION, 1. These by-laws may be amended at any stockholders' meeting by a vote of majority in amount of the shares outstanding, represented either in person or by proxy, provided the proposed amendment is inserted in the notice of such meeting. A copy of such amended by-law shall be sent to each stockholder within ten days after the adoption of the same. Any stockholder may propose an amendment by forwarding it to the secretary a sufficient time in advance of any meeting for insertion in the notice of the meeting.

RESOLUTION ADOPTED AT THE ORGANIZATION MEETING OF THE STOCKHOLDERS OF NORTH AMERICAN NEWSPAPER ALLIANCE, INC.

Held in New York City June 23rd, 1922.

RESOLVED that until further ordered by the board of directors no invitations to participate in the service of the North American Newspaper Alliance be extended to others than newspapers or substitutes for newspapers named in the list of the organization committee, and that the basis of assessment as set forth in the approved form of contract is understood to and shall include the net paid daily average circulation of the publisher as set forth in the contract and the circulation of the paper having the largest circulation in any city allocated to such publisher.

Members of North American Newspaper Alliance are:

Phoenix (Ariz.) Gazette.
Little Rock (Ark.) Gazette.
Las Angeles Times.
San Francisco Bulletin.
Denver Post.
Bridgeport (Conn.) Post & Telegram.
Hartford (Conn.) Times.
New Haven (Conn.) Register.
Waterbury (Conn.) Republican & American.
Washington (D. C.) Star.
Atlanta Constitution.
Savannah News.
Boise (Idaho) Statesman.
Chicago News.
Indianapolis News.
Des Moines (Ia.) Register & Tribune.
Sioux City (Ia.) Tribune.
Louisville Courier-Journal & Times.
New Orleans Times-Picayune.
Baltimore Sun.
Boston Post.
Detroit News.
Duluth (Minn.) Herald.
Minneapolis Tribune.
St. Paul (Minn.) Dispatch & Pioneer Press.
Kansas City (Mo.) Star.
St. Louis Globe-Democrat.
Butte (Mont.) Miner.
Lincoln (Neb.) State-Journal.
Omaha (Neb.) World-Herald.
Jersey City Jersey Journal.
Albany Times-Union.
Buffalo News.
New York World.
Elmira (N. Y.) Star-Gazette.
Rochester (N. Y.) Times-Union.
Syracuse Post-Standard.
Utica Observer-Dispatch.
Cincinnati, Times-Star.
Cleveland Plain Dealer.
Dayton (Ohio) Journal & Herald.
Oklahoma City Oklahoman & Times.
Portland Oregonian.
Erie (Pa.) Times.
Philadelphia Bulletin.
Pittsburgh Dispatch.
Charleston (S. C.) Post.
Memphis (Tenn.) News-Scimitar.
Dallas (Tex.) News & Journal.
El Paso (Tex.) Herald.
Houston (Tex.) Chronicle.
San Antonio (Tex.) Express & News.
Salt Lake City (Utah) Telegram.
Norfolk Virginian Pilot.
Richmond (Va.) News-Leader.
Seattle Times.
Spokane Spokesman-Review.

CANADA

Calgary (Alta) Herald.
Edmonton (Alta) Journal.
Vancouver (B. C.) Province.
Victoria (B. C.) Colonist.
Winnipeg (Man.) Tribune.
Halifax (N. S.) Herald & Mail.
Toronto (Ont.) Star.
Montreal (Que.) Star.

Allocated papers to date are:

Mobile (Ala.) Register & Times.
Fresno (Cal.) Republican.
Oakland (Cal.) Tribune.
Sacramento (Cal.) Bee.
San Diego (Cal.) Union & Tribune.
Wilmington (Del.) Journal & News.
Peoria (Ill.) Star.
Springfield Illinois State Journal.
Fort Wayne (Ind.) News-Sentinel.
South Bend (Ind.) Tribune.
Terre Haute (Ind.) Star.
Davenport (Ia.) Times.
Topeka (Kan.) State Journal.
Wichita (Kan.) Beacon.
Shreveport (La.) Journal.
Portland (Me.) Express & Telegram.
Lewiston (Me.) Journal.
Fall River (Mass.) Herald.
New Bedford (Mass.) Standard.
Springfield (Mass.) Union.
Worcester (Mass.) Telegram.
Grand Rapids (Mich.) Press.
Hattiesburg (Miss.) American.
Jackson (Miss.) News.
Vicksburg (Miss.) Post.
St. Joseph (Mo.) News-Press.
Reno (Nev.) Gazette.
Manchester (N. H.) Union & Leader.
Camden (N. J.) Courier.
Newark (N. J.) News.
Trenton (N. J.) Times & Advertiser.
Albuquerque (N. M.) Journal.
Akron (Ohio) Beacon-Journal.
Canton (Ohio) Repository.
Youngstown (Ohio) Telegram.
Tulsa (Okla.) World.
Harrisburg (Pa.) Patriot & News.
Reading (Pa.) Eagle.
Providence (R. I.) Journal & Bulletin.
Fort Worth (Tex.) Star-Telegram.
Burlington (Va.) Free Press.
Tacoma (Wash.) Ledger & News-Tribune.
Milwaukee (Wis.) Journal.

CANADA

Hamilton (Ont.) Spectator.
London (Ont.) Free Press.
Ottawa (Ont.) Citizen.

In deciding upon what paper should be invited to become members of the Alliance, Major Pickering explained that as a general thing the largest paper in the territory was considered, modifying this by the general character of the paper and modifying this again by the character and ability of publisher.

The attorneys for the Alliance are Taylor, Jackson, Brophy & Nash, of 56 Pine street, New York. It is understood that Mr. Jackson spent nearly two months in constructing the constitution and by-laws of the Alliance in order to make it as nearly "tir tight" as possible. The Associated Press agreement with its member paper was taken as a model. The entire territory of the United States and Canada has been allotted to member paper and allocated papers by the Alliance with the exception of two or three minor points.

The Atlanta Journal
ATLANTA, GA.

5c Daily — 10c Sunday

Associated Press
United Press

Leased Wire Cable and Financial News

An outstanding newspaper

Advertising in The Journal Sells the Goods

NEW PRODUCTION RECORD Reached by Ford in Detroit

Detroit's Prosperity Is Yours With News Advertising

DURING the month of May, The Ford Motor Company established a new monthly record with the production of 144,469 cars, trucks and tractors.

Ford Company officials said that while they have no means of computing exactly what the June production will be, they are confident that it will exceed the May output.

The Ford Motor Company is not the only one in Detroit working at top notch. Practically every automobile plant in the city is working full time; many have night shifts.

All this means that Detroit is prosperous. There is no unemployment. There is even a scarcity of skilled employees. Such a condition warrants your making strenuous efforts for launching your advertising campaign in Detroit immediately.

Besides the advantage of prosperity, Detroit offers you another—the ability of one newspaper to cover at one time and at one rate the whole Detroit field.

The Detroit News with its more than 224,000 Daily and 243,000 Sunday circulation reaches 90% of all the homes—figures from verified house to house canvass.

The Detroit News

Member of National Newspapers Inc.
"Always In The Lead"

ACCESSIBLE PARTS AND STRONG BUILD GIVE SPEED TO PRINTING PRESS

Modern Newspaper Time Schedules Require Quick Start and Well Printed Papers Throughout Editions—Heavy Frame Adds to Power—Fudge for Late News

By OSCAR C. ROESEN

EDITORIAL NOTE.—Mr. Roesen, whose ideas on newspaper press equipment are sought by publishers as were those of his late father, is associated with R. Hoe & Co., of which his father was vice-president for many years. He will contribute articles from time to time to EDITOR & PUBLISHER on pressroom problems of the newspaper.

AS most newspapers adhere closely to a definite time schedule for printing their various editions this fact must be considered in designing the newspaper printing press of today. Most papers have to deliver a certain number of papers to the railway depots, post offices, carrier routes, etc., at a certain time to insure the delivery of their paper in seasonable time. The closing of the stock market and the finishing of the various sporting events make it necessary for the newspaper press to produce the maximum number of well-printed newspapers at the beginning of the run.

Thus a press must be so designed that all controlling parts are easily accessible and adjustable, and it must be so constructed that the possibility of its being put out of commission by breakdown is reduced to a minimum, if the time schedule is to be met efficiently.

The various units of the press can be all placed on the floor, with aisles between them so that the pressmen can easily place the plates in their various positions without climbing and without stopping. When the plates are on the cylinder they must be locked on quickly and securely.

When the press gets under way the ink must be set so that the papers are neither under or over printed. As stated previously, the press must produce a maximum of well printed papers at the beginning of its run. It was this condition that led R. Hoe & Co. to develop their ink pump distribution, for with it the color on the entire machine can be set uniformly for an ordinary type page by means of a gauge which fits under the ink-adjusting screws and as this device feeds the ink to the plate uniformly at all speeds, it can be seen that this is a great help in starting the edition and meeting the time schedule.

In folding the paper the controls of the folding and nipping rollers must be placed outside of the folder frames so that the necessary adjustments can be made while the press is in operation.

In order to guard against breakdown each unit is driven by its individual upright driving shaft so that if accident should occur the damage will be confined to one unit, but in order to prevent any serious trouble the best machines of today are built with extra heavy side frames, solid steel cylinders and the gears are manufactured of heat-treated forged steel so that the machines can withstand great strain without damage.

To further guard against breakdowns the various operating mechanisms are protected by pins which "shear off" when the mechanism is subjected to a strain which would cause a breakdown and lay up the machine, it being only necessary to insert new pins, after removing the cause of trouble, to start up the machine again.

Extra heavy construction also gives the machine a reserve speed, for it is evident that a press that is heavily built can operate at high speed without vibration and on account of its rigidity will produce well-printed papers at the increased speed. Thus, if for some reason the edition falls behind the schedule, due to poor paper, pasters or other trouble, this reserve speed can be called upon to make up for the lost time, just as a railroad engineer calls upon the reserve speed of his locomotive to make up the time he has lost earlier in his run.

As mention was made of the importance of getting papers on the street after the close of a baseball game, prize fight, etc., it may be well to mention the "fudge device" designed and patented by the late William Loveland and Harry Sloane of the Philadelphia Evening Bulletin. With this fudge bed the score by innings of a baseball game can be printed inning by inning so that the papers printed have the correct score one minute after the close of any inning. This is accomplished by having a font of type on each machine, and a telegraph operator in the pressroom with a direct wire to the ball grounds. At the close of an inning he marks the score on a large black board which is in view from every press: the presses are stopped, the type corresponding to the score for that particular inning inserted into the fudge and the presses started again. Thus at the end of the game it is only necessary to add the total runs, hits and errors and the paper has a complete score by innings for the game.

By using this device and method the New York Telegram was able to put its papers on the street with a complete round-by-round story of the Carpentier-Dempsey prize fight less than one minute after the knockout had occurred.

In summing up it will be seen that in order for a newspaper to meet a definite schedule, a press must be constructed so as to have all parts accessible and must also function so as to produce a maximum number of papers at the beginning of each edition, which reflects in the design of the presses as outlined above and the best presses of today incorporate in their design such features.

Speaking of Rate Reductions

The last 6 months Post Office statement of the Washington Times shows an average daily increase of over 22 per cent.

The absence of any rate increase during the past year makes this circulation increase equivalent to a most extraordinary rate reduction.

No wonder national advertisers increased their space for the past seven months until the gain totals OVER A QUARTER OF A MILLION LINES.

THE WASHINGTON TIMES

3c Daily, 10c Sunday

G. LOGAN PAYNE, Pub.

National Advertising Representative
G. LOGAN PAYNE CO.,
Chicago, Detroit,
St. Louis and Los Angeles.
PAYNE, BURNS & SMITH,
New York and Boston.

Japan's Total Wealth Has Increased 50 Per Cent In 10 Years

For American Advertisers this fact has deep significance. It means that the Japanese as a nation of buyers are better able than ever to consume American merchandise.

The Proved Fact!

That Japan today offers the most profitable outlet in the world for American export goods is proved by those forward-looking manufacturers and distributers whose prosperity has been built on wisely planned advertising campaigns in

THE JIJI SHIMPO
時事新報

They have won for their products nation-wide popularity and for their houses a prestige reflected by The Jiji's high character. The secret of their success lies in this simple fact:

"In Japan, the Buyers Read The Jiji"

Cables
"Jiji Tokyo"
Bentley Code

Morning
and Evening
Editions

BALLOTING SYSTEM VITAL TO SUCCESS IN NEWSPAPER CONTESTS

Newspapers Should Hold the Good-Will of Every Contestant and This Depends Entirely Upon the Honesty of the Contest Man—Strict Accounting Absolutely Necessary

By JOSEPH S. ROGERS

IT has been made plain in the previous articles of this series that the success of a newspaper circulation campaign where automobiles are given as prizes, depends in the main on the integrity of the contest man. At the end of a campaign, a publisher should have the good will and esteem of every candidate participating, no matter whether the contestant won or not. That is as it should be with an honestly conducted contest.

The official records of a campaign go a long ways in determining the honesty of a contest man. If a contest man can show a dollar taken in for every vote issued, then the publisher can feel assured that the campaign has been honestly administered and that the contest man has been fair and impartial. All of the successful contest managers can do this.

One of the most widely used good voting ballot systems may be explained as follows:

Every subscription that a contestant turns in is made out in triplicate on a voting ballot, giving the name and address of the subscriber, the price of the subscription, its length, and the number of votes allowed. One copy of these ballots is given to the contestant, one to the circulation department, and one the contest man keeps.

Under this system, therefore, the newspaper can account for every dollar taken in during the campaign, can verify the number of votes given on each subscription, and can prove that the prizes have been properly awarded.

On the other hand, some of the unprincipled contest people issue votes haphazardly, viz., if a contestant turns in ten subscriptions a slip of paper saying good for 500,000 votes will be issued. Under this plan there is nothing to prevent the unscrupulous contest man from making this ballot read 1,500,000 votes, as there is no possible way of checking up the votes issued with the cash taken in.

"Second payments" are "gold" for the unscrupulous contest man. By second payments are meant the extending of subscriptions already obtained in the campaign to longer periods. Let us consider that a contestant has obtained five subscriptions for six months and persuades the subscribers to extend their subscriptions to one year. The candidate turns in these extensions or second payments. The contest man issues a "blanket" voting ballot covering these extensions. There is nothing to prevent the unscrupulous contest man from "going south" with the money on these second payments, as the subscriber is already getting the paper and will not know about the "embezzlement" until the first payment on the subscription expires. By that time the contest man is out of town. When the subscriber makes a complaint, the paper has no record of the second payment, and in order to pacify the contestant and the subscriber, usually extends the subscription on the subscriber's say-so.

It should not be construed from the above paragraph that many contest men "go south" with second payments. However, a publisher naturally wants to avoid any such possibility, and he can do this by insisting on the contest man having a system of votes, money and subscriptions that will stand an exhaustive audit at the close of the campaign.

I was talking to a contest man of questionable reputation not long ago, and he told me he had just signed a contract for a contest in the middle west. "I am broke," he said, "but I am not worrying."

"Where are you going to get the money to finance the opening of the campaign?" I asked him.

"Oh, that's easy," he said, "I'll just hold out the 'old' subscriptions."

By that the contest man in question meant that during the first days of the campaign, he would himself pocket the money turned in on subscriptions from those persons who were already getting the paper. The subscriber would not know for a month or so that the subscription had not been put on the books. In the meantime the contest man would probably have gotten on his feet and if any complaint arose he would no doubt make good.

To avoid any such complications, it is best for the publisher to appoint some member of his staff to handle all the money. Big contest men are in favor of this plan, as it takes the responsibility off their hands. In any event, if the contest man has a proper voting ballot system, every dollar taken in can be accounted for every night.

When a contest man is selling a contract, he is apt to exaggerate concerning the "expert" staff which he carries with him, men, he says, who have been with him for years. Such statements are not always correct, and a publisher would do well to investigate not only the contest man, but every man in his organization.

Not long ago the circulation manager of a newspaper which was running a contest hired private detectives to investigate the past performances of every man connected with the campaign. When the detectives submitted a written report to him, the circulation manager was more than pleased. Other circulation managers might do the same thing to their advantage.

As a matter of fact, the "expert staff" which some contest men claim is oftentimes recruited from a nearby town. The contest man is anxious to get his help as cheap as possible, and only the larger companies, as a rule, can afford to carry a complete staff of men with them. The unscrupulous contest man says to his employe after he has hired him: "If any person around the newspaper asks you what experience you have had in the contest business, tell him that you have been with me for years."

It is such persons picked up by the contest man who by their actions may reflect against not only the contest man, but on the newspaper as well.

Several years ago I wrote the advertising and publicity copy for the biggest and most successful contest company in the country. The campaign was being conduted on one of the largest metropolitan dailies and I took especial pains with every line that went into the paper.

Last year while I was managing a contest in a southern state, I noticed that a circulation campaign was being run in a nearby town, and to my amazement I saw that the copy my self-styled rival was running was identical with that I had written several years ago. I always considered that plagiarism was the worst form of theft, so I wrote a letter to the contest man in question and in a nice sort of way asked him "how he got that way."

The letter I received in reply was a "classic." The man said that he got the "copy" in question from a contest man whom he used to work for in Canada—that he never heard of me—and what was the difference if he had stolen my stuff. The letter closed by saying:

"You certainly must have been in the contest business long enough to know that everything goes."

This instance is cited merely to emphasize that some contest men, not all by any means, know no difference between right and wrong, and it is of vital importance that every publisher planning to put on a circulation campaign thoroughly investigate the contest man.

Spurious references are often given. Claims are made of running a contest in such-and-such a city when the city in question never had a contest. Some contest men have been known to forge letters of recommendation from publishers. Some contest men, now in business for themselves, at one time worked for others and claim to have managed big contests of which they were only an integral part.

Be sure that you have the right contest man before you go ahead.

The fourth article of this series by Mr. Rogers will explaint the methods of "appointing" and "coaching" contestants. It will point out how the "extra" prizes have been known to have been "won" by the contest man.

1922 BEATS 1921

FROM January 1 to June 1, 1922, The Passaic Daily News published 192,490 more lines of paid advertising than during the same period of 1921.

FROM January 1 to June 1, 1922 the circulation of The Daily News averaged 1327 more copies daily than during the same period of 1921.

Advertising Lineage Audited by De Lisser Bros. A. B. C., of course.

DAILY NEWS
Passaic, New Jersey

G. M. HARTT, *Editor.* R. E. LENT *Gen'l Mgr.*

Dayton Papers Hosts to Newsies

Carrier boys of the Dayton (Ohio) Journal and Evening Herald enjoyed a big picnic and outing June 22, as the guests of the newspapers. They were taken to Lakeside Park where strip tickets good for the various concessions at the park were issued. And a picnic dinner was served.

St. Paul Newsies Have Picnic

All the newsboys of St. Paul took part in a picnic at Wildwood Park June 19. They were in charge of H. "Mogy" Bernstein, chairman of the Newsboys' Picnic Association, and Reuben Kovsky, acting treasurer of the association.

SPORTS WRITER KILLED

"Tiny" Maxwell and Percy Sanderson in Collision Near Philadelphia

Robert W. Maxwell, sports editor of the Philadelphia Evening Public Ledger, and Percy Sanderson, the Evening Ledger's golf expert, were badly injured in an automobile accident near Norristown early Sunday morning. Mr. Maxwell's hip was dislocated and seven of his ribs fractured. Mr. Sanderson's skull was fractured and he also sustained concussion of the brain. Both men are in the Montgomery Hospital, at Norristown, and while their conditions are still serious they are expected to recover.

Mrs. Sanderson, and Miss Florence Gram and Frank Mackin, the latter two friends of the two newspapermen, sustained less serious injuries.



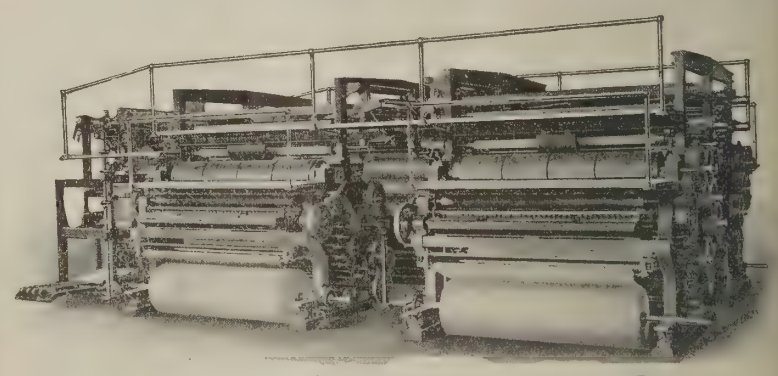
PERCY SANDERSON R. W. MAXWELL
Public Ledger Photos

The accident was caused by a head-on collision between Mr. Maxwell's car and a six-ton truck. Mr. Maxwell's car was wrecked.

Bob, or "Tiny," as Mr. Maxwell is best known, is one of the most widely known newspaper men in the country. He is also noted as a former All-American football star. He played first on the University of Chicago eleven, and later came to Swarthmore. During the last few years he has been nationally known as one of the foremost referees in the big college football matches.

Mr. Sanderson writes under the nom de plume of "Sandy McNiblick."

Robert W. Maxwell, sports editor of the Philadelphia Evening Ledger, who was injured in an automobile accident near Norristown early Sunday, died Friday morning, June 30.



This Scott Double Quadruple "Multi-Unit" Newspaper Printing Press

consisting of 4 Units and 4 Folders will produce newspapers up to 16 pages at 72,000 per hour, up to 32 page papers at 36,000 per hour and up to SIXTY-FOUR Page Papers at 18,000 per hour, delivering products in one, two or four sections as desired.

THE PROVIDENCE JOURNAL
JOHN R. RATHOM, MANAGER

have one of the Scott "Multi-Unit" Octuple Presses and it can be seen running every day in the week.

THIS IS THE PRESS OF NO REGRETS

WALTER SCOTT & CO.
Plainfield, New Jersey

NEW YORK
1457 Broadway

CHICAGO
1441 Monadnock Block

Pennsylvania

THE RESPONSIVE MARKET

Nearly 55% of Pennsylvania's population is located in 147 cities of over 5000 people. This means that these prospective buyers of your product—nearly 5,000,000—are close to the retail outlets for your goods. So close, in fact, that you are sure to get quick response to your advertising, *if it is placed in the newspapers listed on this page.*

COVER THE FIELD THOROUGHLY BY USING

Pennsylvania Daily Newspapers which reach the buying public oftener than any other media.

By localizing advertising throughout the Keystone State national advertisers will get results beyond anything which can be obtained through any other medium for an equal amount of money expended.

THE USE OF THESE DAILIES MEANS TRADE LEADERSHIP

		Circulation	2,500 lines	10,000 lines
Allentown Call	(M)	29,021	.09	.09
Allentown Call	(S)	16,104	.09	.09
Bethlehem Globe	(E)	8,066	.04	.04
Bloomsburg Press	(M)	6,316	.029	.029
*Chester Times and Republican	(M&E)	14,752	.065	.05
Coatesville Record	(E)	5,436	.0214	.0214
*Connellsville Courier	(E)	5,652	.0179	.0179
*Easton Express	(E)	15,668	.05	.05
*Easton Free Press	(E)	12,557	.05	.05
*Erie Times	(E)	26,428	.08	.08
*Harrisburg Telegraph	(E)	36,478	.095	.095
*Lancaster Intelligencer and News-Journal	(M&E)	21,867	.08	.08
*Oil City Derrick	(M)	6,088	.035	.035
Pittsburgh Dispatch	(M)	54,541	.17	.15
Pittsburgh Dispatch	(S)	63,767	.22	.18
Pottstown Ledger	(E)	1,590	.025	.025
Pottsville Republican	(E)	11,558	.055	.05
Scranton Republican	(M)	32,180	.12	.10
*Scranton Times	(E)	37,701	.12	.10
Sharon Herald	(E)	4,888	.021	.021
Sunbury Daily Item	(E)	3,911	.021	.018
*Warren Times-Mirror	(E&M)	7,931	.036	.036
*Washington Observer and Reporter	(M&E)	15,426	.06	.05
West Chester Local News	(E)	11,010	.03	.03
*Wilkes-Barre Times-Leader	(E)	21,234	.08	.05
York Dispatch	(E)	16,549	.045	.045
York Gazette and Daily	(M)	16,614	.045	.045

Government Statements, April 1, 1922.

*A. B. C. Publishers' Statement, April 1, 1922.

HEARST'S N. Y. INVASION TOPIC

(*Continued from page* 10)

wholly or partially cities of the second class, the proprietor of a newspaper is entitled for publishing such notices, matters and advertisements aforesaid, other than the session laws, for each inch of agate twenty-nine ems to the line, to one dollar and twenty-five cents for the first insertion and one dollar for each subsequent insertion; and in all cities of the first class, to twenty-five cents per agate line of twenty-nine ems for each insertion. If such notices, matters and advertisements aforesaid, other than the session laws, are printed in type other than agate, the proprietor of a newspaper shall be entitled to the number of inches such notices, matters and advertisements would occupy set in agate twenty-nine ems to the line] *to four cents per agate (five and one-half point) or nonpareil (six point) line of a column width not less than twelve ems, provided that in computing such charge per line, the line shall average at least six words, display copy, agate measurement (fourteen lines to each inch), twelve to thirteen pica ems wide, depending on the make-up of the paper publishing such display copy, for each insertion in newspapers having less than five thousand circulation; five cents per line for such newspapers having five thousand or more circulation and less than seven thousand five hundred; six cents per line for such newspapers having seven thousand five hundred or more circulation and less than ten thousand; and one cent per line in addition to the six cents for the initial ten thousand circulation, for each additional five thousand circulation possessed by such newspapers until the maximum rate of twenty-five cents per line (one hundred thousand to one hundred and five thousand circulation) is reached, to which two cents per line shall be added to the initial insertion charge in each separate advertisement. In reckoning line charges allowance shall be made for date lines, paragraph endings, titles, signatures and similar short lines as full lines where the same are set to conform to the usual rules of composition. This rate shall not apply to counties wholly within Greater New York City where the legal rate for such publication shall be at the rate of twenty cents per agate line.*

§ 2. Section forty-eight of chapter thirty-seven of the laws of nineteen hundred and nine, entitled "An act in relation to legislation, constituting chapter thirty-two of the consolidated laws," as last amended by chapter four hundred and sixty-seven of the laws of nineteen hundred and twenty-one, is hereby amended to read as follows:

§ 48. PUBLICATION OF CONCURRENT RESOLUTIONS. The secretary of state shall send to each newspaper designated pursuant to law, in the order in which they are passed, and as soon as the slips are printed, copies of such concurrent resolutions as are required to be published. Concurrent resolutions proposing amendments to the constitution shall be published in such newspapers, at the times prescribed by the election law, under the direction of the secretary of state, at the expense of the state, in such manner, by the use of italics and brackets, as to indicate the new matter added and the old matter eliminated. [The charge for such publication shall be paid by the treasurer of the state on the warrant of the comptroller, after certification by the secretary of state that the said publication has been regularly made as provided in this section, at the rate prescribed by law, specifying such rate. The charge for such publication outside of a city shall be at the fixed rate of thirty cents for each folio of one hundred words. The charge for such publication within any city shall be at the rate prescribed by statute for the publication of a summons, notice, order or citation in the same city. Provided, that in any county containing wholly within its boundaries a city of the second class, the charge for the publication of such resolutions in such newspapers shall be at the rate of six cents per agate line of a column width not less than twelve and one-half ems for each insertion; and provided further, that in any county containing wholly within its boundaries a city of the first class, the charge for the publication of such resolutions in such newspapers shall be at the rate of eight cents per agate line of a column width not less than twelve and one-half ems for each insertion.]

§ 3. Chapter fifty-one of the laws of nineteen hundred and nine, entitled "An act in relation to public officers, constituting chapter forty-seven of the consolidated laws," is hereby amended by inserting therein after section seventy, a new section, to be section seventy-a, to read as follows:

§ 70-a. FEES TO BE PAID BY PUBLIC OFFICERS FOR PUBLIC ADVERTISEMENTS. *The charge for the publication, of concurrent resolutions, proposed constitutional amendments, propositions or questions to be submitted to the voters of the state, tax sales and official notices required to be published by state boards, commissions or officers in newspapers of the state, shall be paid by the state treasurer on the warrant of the comptroller, after certification by the secretary of state that such a publication has been regularly made as prescribed by law. The charge for the publication, if authorized by law, of digests of laws of a local nature in the newspaper designated to publish such digests shall be paid by the several counties of the state in which such laws may be published, upon like certification. The charge for the publication of concurrent resolutions, proposed constitutional amendments, propositions or questions to be submitted to the voters of the state or of any political subdivisions thereof or therein, tax sales by the state or any county or municipality therein, and of all official notices and advertisements required to be published by law at the expense of the state or of a county or other municipality shall be at the rate of four cents per agate (five and one-half point) or nonpareil (six point) line of a column width not less than twelve ems, provided that in computing such charge per line, the line shall average at least six words, display copy, agate measurement (fourteen lines to each inch), twelve to thirteen pica ems wide, depending on the make-up of the paper publishing such display copy, for each insertion in newspapers having less than five thousand circulation; five cents per line for such newspapers having five thousand or more circulation and less than seven thousand five hundred; six cents per line for such newspapers having seven thousand five hundred or more circulation and less than ten thousand; and one cent per line in addition to the six cents for the initial ten thousand circulation, for each additional five thousand circulation possessed by such newspapers until the maximum rate of twenty-five cents per line (one hundred thousand to one hundred and five thousand circulation) is reached, to which two cents per line shall be added to the initial insertion charge in each separate advertisement.*

This rate shall not apply to counties wholly within Greater New York City where the legal rate for such publication shall be at the rate of twenty cents per agate line. In reckoning line charges allowance shall be made for date lines, paragraph endings, titles, signature, and similar short lines as full lines where the same are set to conform to the usual rules of composition. Every newspaper designated for the publication of concurrent resolutions, proposed constitutional amendments, propositions or questions to be submitted to the voters of the state and making claim for compensation must be established at least one year, entered in post office as second class matter, and be printed and published in the town or city of its post office address and shall attach to such claim an affidavit of the circulation of such newspaper for the six months period ending March thirty-first or September thirtieth immediately preceding and file a copy of its report to government or the Audit Bureau of Circulations, which shall be used as the basis of circulating rating. Papers unable to file either report shall accept the minimum rate per line until such time as they establish to the satisfaction of the state comptroller sufficient circulation to entitle them to a higher rate. It shall be the duty of each board of supervisors in the several counties of the state, in making out the assessment-rolls, to assess and levy on the taxable property of the county whose representatives they are, such sums as shall be sufficient to defray the expense of publishing the digests of laws of a local nature, if such publication be authorized, applicable only to the county affected, in the newspaper designated.

§ 4. Section two hundred and eighty-seven of the surrogate's court act is hereby amended to read as follows:

§ 287. Fees of printers. Except as otherwise specially prescribed by law, the proprietor of a newspaper is entitled for publishing notice, order, citation or other advertisement, required by this chapter to be published, [for each inch of agate twenty-nine ems to the line, to seventy-five cents for the first insertion and fifty cents for each subsequent insertion. In counties containing wholly or partially cities of the second class, the proprietor of a newspaper is entitled for publishing such notices, matters and advertisements aforesaid, for each inch of agate twenty-nine ems to the line, to one dollar and twenty-five cents for the first insertion and one dollar for each subsequent insertion; and in all cities of the first class, to twenty cents per agate line of twenty-nine ems for each insertion. If such notices, matters and advertisements aforesaid are printed in type other than agate, the proprietor of a newspaper shall be entitled to the number of inches such notices, matters and advertisements would occupy set in agate twenty-nine ems to the line.] *to four cents per agate (five and one-half point) or nonpareil (six point) line of a column width not less than twelve ems, provided that in computing such charge per line, the line shall average at least six words, display copy, agate measurment (fourteen lines to each inch), twelve to thirteen pica ems wide, depending on the make-up of the paper publishing such display copy, for each insertion in newspapers having less than five thousand circulation; five cents per line for such newspapers having five thousand or more circulation and less than seven thousand five hundred; six cents per line for such newspapers having seven thousand five hundred or more circulation and less than ten thousand; and one cent per line in addition to the six cents for the initial ten thousand circulation, for each additional five thousand circulation possessed by such newspapers until the maximum rate of twenty-five cents per line (one hundred thousand to one hundred and five thousand circulation) is reached, to which two cents per line shall be added to the initial insertion charge in each separate advertisement. In reckoning line charge allowance shall be made for date lines, paragraph endings, titles, signature, and similar short lines as full lines where the same are set to conform to the usual rules of composition.* This rate shall not apply to counties wholly within Greater New York city where the legal rate for such publication shall be at the rate of twenty cents per agate line.

§ 5. This act shall take effect immediately.

In addition to formulating the legal rate bill the joint committee actively worked against the Walton Bills (a group which provided against the reduction in the number of insertions of Surrogate's Notices), securing agreement of their sponsor to their "dying in committee." Other bills which were not to the best interests of publishers were also opposed. The committee was resoluted a vote of thanks for its work and authorized to continue its efforts.

A. R. Kessinger of the Rome (N. Y.) Sentinel, president, was chairman of the meeting and Henri M. Hall of the Jamestown Journal was secretary. The annual meeting will be held in December. No changes were made in the officer personnel.

WOOD ASKS PUBLISHERS' AID

Without High Dry Mat Tariff, American Firm Says It Will Die

"If we receive proper tariff protection, we are prepared to promptly instal new equipment and enlarge our mill to produce an absolutely uniform and perfect dry mat and to considerably reduce our cost of manufacture and selling price," is the promise that the Wood Flong Corporation makes in a letter sent to publishers a few days ago in an appeal for their support of the Wood plea for a tariff on imported dry mats.

The letter is a protest to the publishers, who, it states, have been responsible for the reduction of the originally proposed rates by the Senate Finance Committee. If the committee's rate is enacted into law, the Wood letter states, the business cannot possibly survive.

In that case, the letter declares, the only alternative left to publishers will be the use of German dry mats, and it states that "no newspaper can safely depend upon imported articles of any kind, nor can it expect to receive the high standard of service and assurance of unfailing supply which is provided by the Wood Flong Corporation."

It points out that if the Wood Corporation is forced out of business, "as it will be without your help, you may expect to pay a considerably higher price than dry mats ever before sold for."

A. P. Executive Committee Meets

The executive committee of the Associated Press held a brief meeting June 26, at which only routine business was transacted. Those who attended were Charles Hopkins Clark, Hartford Courant; Charles A. Rook, Pittsburgh Dispatch; W. L. McLean, Philadelphia Bulletin; Frank B. Noyes, Washington Star; Adolph S. Ochs, New York Times, and John R. Rathom, Providence Journal. Of the directors and officers of the A. P. there were present Herbert F. Gunnison, Brooklyn Eagle; Melville E. Stone, counselor; J. R. Youatt, treasurer; D. D. Moore, New Orleans Times-Picayune, and Frederick Roy Martin, general manager. Kent Cooper and Jackson S. Elliott, assistant general manager, and Milton Garges, chief of the traffic department, were also at the meeting.

Murdered Judge a Former Editor

(*By Telegraph to* EDITOR & PUBLISHER)

SAN FRANCISCO, June 28.—Leon Wing, the judge at Reno race track who was murdered by jockey Archie Ziegler today, was formerly on the San Francisco Examiner. He went to the paper as an office boy, became one of the sporting editors, was an expert on race horses and left the paper about seven years ago to become judge at the Tia Juana race track.

Hearst Will Rebuild Mother's Gift

William Randolph Hearst will rebuild Hearst Hall, the gymnasium and assembly rooms given to the University of California by his mother, which were destroyed by fire June 20. The day after the fire Mr. Hearst wired his offer to rebuild to David P. Barrows, president of the university, and June 23 the buildings and grounds committee met and formally accepted the offer.

Broadcasting in Tacoma

The Tacoma (Wash.) Ledger has installed a radio broadcasting station.

H. N. KELLOGG REAPPOINTED

Heads A. N. P. A. Labor Board, Subject to Directors' Approval

INDIANAPOLIS, June 27.—Harry N. Kellogg is again chairman of the Special Standing Committee of the American Newspaper Publishers Association, having been appointed by members of the committee at a meeting here yesterday. This was forecast in EDITOR & PUBLISHER last week. The appointment is subject to the approval of the A. N. P. A. directors, who will meet some time in August, but there is every probability that Mr. Kellogg will be confirmed in his old post.



H. N. KELLOGG

He resigned shortly before the A. N. P. A. convention this year to assume the ownership of the Waterloo (Ia.) Times-Tribune, the name of which he changed to the Waterloo Tribune, and has been connected with the committee in an advisory capacity since the convention. Abrogation of the international labor agreements left a number of disputes between publishers and union employes unsettled and Mr. Kellogg, who had been associated with the conduct of the case before the agreements expired, has been at the committee's Indianapolis office for the past three weeks.

J. B. Pinkham, who was field man for the committee last year and was reappointed at the convention, continues in that capacity.

It is understood that the committee has found difficulty in securing a successor to Mr. Kellogg and that he was not averse to resuming his old post when the committee offered it to him. Mr. Kellogg retains his interest in the Waterloo Tribune, he stated this week.

The committee also met with a committee of the International Typographical Union to consider cases which arose before the arbitration agreement expired. No findings were announced.

Boston Advertiser Has 2 Ad Staffs

The Boston Advertiser is trying out a new plan of advertising solicitation. As there is the Sunday Advertiser, a standard size paper, and the Daily Advertiser, a tabloid pictorial issue, an advertising staff entirely distinct from the Sunday Advertiser to specialize in advertising to fit the character of the paper has been organized under the direction of Ray C. Mills, advertising manager, and M. C. Priest, business manager. The staff under Mr. Mills, recently advertising manager of the Fall River Herald, consists of 6 men with special training in advertising solicitation for a pictorial newspaper. The Sunday Advertiser staff remains unchanged.

Macon Paper Loses 12-Cent Verdict

(*By Telegraph to* EDITOR & PUBLISHER)

MACON, Ga., June 28.—Former Mayor Glen Toole obtained a verdict of 12 cents in his $50,000 libel suit against the Macon (Ga.) Telegraph. A jury in Macon city court on Wednesday afternoon, the third day of the trial, rendered this verdict after two hours' deliberation. Under the Georgia law, all of the costs in the case above the amount named, 12 cents, is assessed upon the plaintiff. The former mayor charged that he had been libeled when the Telegraph said that he figured in an automobile wreck. He denied this.

Seattle Stereotype Wages Cut

SEATTLE, Wash., June 22.—A local arbitration award, dated yesterday, maintains the 44-hour week for newspaper stereotypers and reduces wages $2.50 per week for journeymen. This is a five per cent reduction in wages. The new contract expires December 31, 1923.

"OHIO FIRST"

Ohio is one of the best territories possible to find in the United States. It has everything to make it an ideal market as a tryout proposition for national advertising campaigns.

Here are found nearly six million people—five per cent of the population of the United States—85% native white, 11.8% foreign born and 3.2% negroes.

Ohio has 1,414,068 families or 34.4 per square mile. Of these 256,695 families live on farms. These farms have a total acreage of 23,515,000, making approximately seven farm families per square mile.

Ohio farm products and Ohio manufactured products mount well into the billions of dollars in value annually. Ohio ranks fourth in value of all manufactures and in ten industries outranks all other states.

Ohio newspapers listed here are market finders for national advertisers. They have helped numerous manufacturers to win a place in Ohio and to hold it. They are at your service.

		Circulation	2,500 lines	10,000 lines
*Akron Beacon Journal	(E)	35,904	.085	.085
*Akron Times	(E)	19,518	.06	.06
*Akron Sunday Times	(S)	21,952	.07	.07
*Athens Messenger	(E)	9,775	.03	.03
Bellefontaine Examiner	(E)	4,407	.0179	.0179
Cincinnati Enquirer	(M&S)	73,120	.17-.35	.17-.35
Cleveland Plain Dealer	(M)	181,185	.32	.38
Cleveland Plain Dealer	(S)	221,084	.37	.43
Columbus Dispatch	(E)	72,317	.15	.14
Columbus Dispatch	(S)	74,654	.15	.14
Conneaut News Herald	(E)	3,094	.017	.0179
Dover Daily Reporter	(E)	4,410	.02	.02
*Hamilton Daily News	(E)	8,143	.04	.04
Ironton Irontonian	(M)	3,150	.0179	.0179
Kenton Democrat	(E)	2,400	.014	.014
*Lima News and Times-Democ't	(E&S)	16,083	.07	.05
*Lima Republican-Gazette	(M&S)	10,270	.035	.035
*Marietta Times	(E)	6,160	.025	.025
Middletown Journal	(E)	5,037	.025	.025
Newark American-Tribune	(E)	6,573	.025	.025
Piqua Call and Press-Dispatch	(E)	6,039	.025	.025
Portsmouth Sun and Times	(M&E)	16,286	.06	.06
Portsmouth Sun-Times	(S)	10,059	.04	.04
*Toledo Blade	(E)	95,683	.25	.23
Toronto Tribune	(E)	1,092	.011	.011
Warren Daily Chronicle	(E)	6,405	.025	.025
*Youngstown Vindicator	(E)	24,063	.07	.07
*Youngstown Vindicator	(S)	25,220	.07	.07

Government Statement, April 1, 1922.

*A. B. C. Publisher's Statement, April 1, 1922

J. E. HARDMAN DIES SUDDENLY

Heart Failure Kills Managing Editor of Davenport Times

(*By Telegraph to* EDITOR & PUBLISHER)

DAVENPORT, Iowa, June 28.—James E. Hardman, aged 51, for 20 years managing editor of the Davenport Daily Times, died suddenly Wednesday evening following an attack of heart trouble. He had been suffering for some time but remained at work up until press time on the day of his death because of extra work in connection with the National Grotto convention here. Mr. Hardman formerly lived at Sigourney, Iowa, where he began his early newspaper training, later coming to Davenport as reporter for the Times. He worked through the editorial department until he was made managing editor in 1901.

Most of his term of service has been under E. P. Adler, publisher of the Times and president of the Lee newspaper syndicate. Many prominent newspaper men and writers of today began under Mr. Hardman during his term of service, including Harry Hansen, Fred Hatton, Floyd Dell and others.

His out-of-town acquaintance covered newspaper offices throughout the central west and he was a prominent figure in the correspondents' section of most of the national political conventions held in the central west.

"CARNATION" DAN O'LEARY DEAD

Great Fire of 1872 Brought Dean of Police Court Reporters to Chicago

"Carnation Dan" O'Leary, aged 69, dean of Chicago's police reporters, died at St. Joseph's Hospital, Chicago, June 24. He acquired the sobriquet because he always wore a carnation on the left lapel of his coat. Twenty years ago at his sister's funeral he plucked a carnation from the casket and told a group of newspaper men attending it that he would always wear one in her memory. "Carnation Dan" worked on practically every newspaper in Chicago during the past thirty years. He came to Chicago as a volunteer fireman with the Detroit department at the time of the Chicago conflagration in 1872, and never returned to Detroit. He was formerly a player on the old Indianapolis baseball team.

Obituary

CORA HANEY PETTIBONE, wife of William H. Pettibone, general manager of the Detroit Free Press, died June 24 in St. Joseph's Sanitarium, Ann Arbor, Mich. Mr. and Mrs. Pettibone were attending the pre-commencement exercises preliminary to the graduation of their daughter, Dana, from the University of Michigan at Ann Arbor, when Mrs. Pettibone was taken ill. Her physician recommended an immediate operation for appendicitis. This took place Tuesday, and Mrs. Pettibone showed improvement until a sudden change for the worse resulted in her death.

MISS TILLIE MAY FORNEY, daughter of the late Col. John W. Forney, died June 25 in Philadelphia. Miss Forney was for many years associated with her father, who was one of the most prominent journalists of his day. She collaborated with her brother, John W. Forney, in publishing "Progress," a magazine with which her father also was identified. Miss Forney contributed to various magazines and other publications.

JOHN L. BEST, for 25 years an editor of the Northampton (Mass.) Daily Hampshire Gazette, died recently.

MRS. CLEMENTINE KENDRICK BURNS, aged 70, who sold the Boston Globe since the paper first was handled in Saco, Me., in 1875, died in that city June 23.

MISS MARY A. GOULD, aged 60, for more than 25 years associated with the business office and circulation department of the Daily Eastern Argus, now combined into the Press Herald at Portland, Me., died June 26.

MRS. A. W. POTTS, mother-in-law of Capt. Raymond I. Tennant, formerly in the service department of the St. Paul Dispatch-Pioneer Press and president of the St. Paul Town Criers' Club, died recently at Moravia, Iowa.

CAPT. GEORGE WALLIS HAMILTON, marine corps aviator, who was killed in a 3,000-foot nose dive at Gettysburg, Pa., Monday, was the son of Charles A. Hamilton, Washington correspondent of the Buffalo Times. The younger Hamilton held the Distinguished Service Cross, the Legion of Honor and the Croix de Guerre with palms for service overseas.

WILLIAM DEWEES, aged 56, president of the Chicago Addressing Company and originator of the circular advertising business, died the past week. He founded the C. S. Boles Addressing Company in 1883. Later the firm was reorganized as the Chicago Addressing Company.

MRS. EVA TALLMADGE BROWNE, aged 67, widow of J. Stanley Browne, managing editor of the Rockford (Ill.) Morning Star from 1888 until he died in 1915, is dead in Rockford.

WATKIN L. ROE, editor and publisher of the Preston (Ida.) Franklin County Citizen, died June 19. For 20 years Mr. Roe was foreman of the "ad" alley of the Salt Lake (Utah) Herald.

HENRY RIGHTOR, aged 52, formerly a New Orleans newspaper man, died last week of heart disease.

To Unveil Tablet to Newspaper Men

A bronze tablet in memory of the 14 British Columbia newspaper men who fell in the World War will be unveiled August 6 by Lieut. Gov. Walter C. Nichol of British Columbia. It will be placed under the dome of the Parliament Building in Victoria and will also carry the names of the more than 50 newspaper men who served in the war and returned. The memorial has been subscribed to by the daily and weekly papers of British Columbia and the Institute of Journalists.

GRADUATES GET JOBS

Washington Journalism Seniors Ready for End of School

Seven of the nine students who will be graduated at the School of Journalism, University of Washington, in June, have accepted positions. Three members of the class are doing part-time work in offices where they will become permanent employes as soon as college closes. The senior class roll follows: Harold H. Marquis and Donald S. Harris, Miller Freeman Publications, New York and Seattle; Frank Lockerby, Associated Press, Spokane; Loren Milliman, Lewiston (Ida.) Tribune; Minnie Nelson, Seattle Post-Intelligencer; Phebe Hunt, society editor, Ellensburg (Wash.) Evening Record; Ruth Ainsworth, associated with her father, Fred L. Wolf, in the publication of the Newport Miner. Miss Margery Lindsay, Seattle, announced her engagement to Mitchel V. Charnley now on the staff of the Walla Walla Bulletin.

Fred B. Judges, Spokane, who will graduate in six months, is Northwest representative of the Pictorial Review.

Hiester Guie, alumnus and former member of the staff of the Seattle Post-Intelligencer, has joined the Everett News.

Monitor Cleveland Ad Office

The Christian Science Monitor has opened a new branch advertising office in Cleveland which will cover Ohio, western New York and Pennsylvania, West Virginia, and Michigan, with Eugene Batten in charge. Horace H. Delano has been appointed manager of the Chicago branch advertising office, succeeding Charles M. Veazey, who has gone to Boston.

M. N. Stiles Home from Buenos Aires

M. N. Stiles, head of the Associated Press bureau at Buenos Aires, arrived in New York June 23 on a leave of absence. He is at present in Washington and will go to several central Western cities before he returns to South America.

Tacoma Papers Have Picnic

Employes of the Tacoma (Wash.) News, Tribune and Ledger had their annual picnic June 27 at the Lakeside Club, American Lake. About 150 enjoyed the outing.

LEDGER SYNDICATE

NEWS AND FEATURE SERVICES

Maintain Prestige—Create Circulation—Attract Advertising

NEWS SERVICES

(Via leased wire or laid down in New York, Washington, Chicago, Cleveland, Dallas, Seattle, San Francisco or Los Angeles.)

PUBLIC LEDGER COMBINATION NEWS SERVICE.
PUBLIC LEDGER FOREIGN NEWS SERVICE.
PUBLIC LEDGER DOMESTIC NEWS SERVICE.
PUBLIC LEDGER BUSINESS NEWS SERVICE.

FEATURE SERVICES

WEEKLY MAGAZINE PAGES IN MAT: Personality Page, Special Feature Page, Science Page, Short Story Page. COMICS: "Somebody's Stenog." (Hayward), "That Reminds Me" (Collins), "And Then He Changed His Mind" (Dunn), "Dumb-Bells" (Dunn), "The Crossing Cop" (John). CARTOONS: Sykes' Daily; "Follies of the Passing Show" (Hanlon), Weekly; "Children of Adam" (Rehse), Daily. FICTION: Daily and Weekly Detective and Mystery Serials; Hazel Deyo Batchelor's Daily Love-Problem Serials; Daily and Weekly Short Stories. RADIO FEATURE: "Radio in the Home" (Daily). MIDGET FEATURES of stick length: "Things You'll Love to Make," "Things for Boys to Make," "The Housewife's Idea Box," "What's What," "After-Dinner Tricks," "The Home in Good Taste," "How to Save When Shopping," "Cultivating Your Charm," "Famous Ghosts," "Favorite Recipes of Famous Women," "Sharpening up Your Memory," "Guess Who?" "Pam's Paris Postals," "The Children's Hour," "History of Your Name," "Who-Why-What-When-Where?" "Human Curios," "Sportfolio," "What Are You Good For?" "Making More Money," "Daily Fun Hour," "Can You Tell?" "Correct English," "Read Your Character." HOME PAGE FEATURES: "A Daughter of Eve," "The Latest" (Paris Fashions), "Home Cooking," by Queen Victoria's cook, "As Woman to Woman," "Dreamland Adventures." SPORTS COMMENT: "The Sport Reel," "Wise Tennis Tips" (Tilden). PUZZLES, CUT-OUTS, TRICKS and MAGIC.

LEDGER SYNDICATE

INDEPENDENCE SQUARE PHILADELPHIA, PA.

© TRADE LINOTYPE MARK ©

Every important improvement in methods of composition for the past 36 years has been the result of LINOTYPE initiative.

Every part of the LINOTYPE is there because the machine is better for it and every part fits into the big scheme of simple operation. The LINOTYPE is the machine of no compromise.

The illustration shows the Model 24, text and display LINOTYPE. *As many as ten faces in six different sizes are immediately available from the keyboard.*



Exhibitors at Boston Graphic Arts Exposition

Composed entirely on the LINOTYPE

THE "AGED MAN" AND SOME OTHERS THAT MEAN NOTHING

Reporter Who Claims Championship as Chronicler of Hen House Construction and Confesses Authorship of Effusions That Gagged Readers Yells "Stop"

By D. H. TALMADGE

FAR be it from me to find fault with the bright young men who write the news for the daily papers. I shoot this as a sort of barrage in the beginning of what I am about to say, so that there may be no misunderstanding. I do not want to be taken as a critic. I do want to be taken as a lover of good English, although I readily admit my own weakness as a purveyor of the article.

I have not been this way always. I wrote news, or what passes for news at the crossroads, for a good many years. It is possible that were I to claim the record for having chronicled the building of more hen-houses and barns than any other writer on the American press I might make the claim stick. But I am not proud, nor am I much ambitious any more. I have been guilty of writing up weddings so effusively that everybody gagged except the families of the contracting parties. I have done obituaries, hundreds of them, which were so sloppy they made me ashamed, but this was due to a conviction that the relatives of the deceased made them sloppy. In the writing of these and other stock stories at the crossroads I have used the same phrases over and over again. It is not altogether safe to spring new stuff. A bride is a bride, and a remains is a remains, and a leading citizen is a leading citizen. One's scope is necessarily limited. It is the part of wisdom for him to adhere to the stereotyped phrases.

This, however, is aside from the point. The light on the sunset trail seems more penetrating, more revealing, than that on the other side of the divide. The mind body reacts more slowly, and the mind, no longer concentrated on matters pertaining to the daily rush, becomes sensitive to imperfections. It is not in a captious spirit that it utters its protests. Rather it is with a feeling of tenderness for the language, and a longing, a desire, for purity, for perfection, in the use of the printed word.

A young writer of news told me the other day, somewhat impatiently, that the sole purpose of the language is to express meaning. He is not entirely correct, even from his own standpoint as a writer of news. For instance of his incorrectness there is the word "staged." It is neither elegant nor kind to abuse an innocent, not overly strong, word. Everything is "staged"—boxing matches, pink teas, political debates, declamation contests, surgical operations, bargain sales—until one is bored stiff. Again, there is the term "aged man," which for some quite unknown reason is used frequently. The subject of the "aged man" story is more often than not under the age of sixty. Why "aged"? Why not plain "man"? To the reader who has celebrated fifty or sixty birthdays since his arrival in this vale of tears the adjective is maddening. For months I have been in my daily skimming of the papers confronted by the term, "a local hospital." It appears that most of the deaths occur in "a local hospital." The average person is interested in knowing the name of the hospital, but in many localities he cannot obtain this knowledge through the press. This, of course, has no reference to the subject under consideration, though it might be well for the young person who does the hospital stuff to coin a new term to apply to the cheerful one of dissolution. Parrots are well enough in their place, but really one becomes weary of parrot-like phrases in the columns of his favorite daily newspaper. Why not cut out the hospital entirely, and simply say that the person died?

Then there is "well known." I counted recently twelve references to "well known" people in one issue of the paper with which a red-headed boy tries to break one of my front windows every morning. "Well known" applied thus indiscriminately means nothing except that the mental machinery of the writer is working in a groove and that the vast wealth of possibilities in the language is lost to sight, and I suspect that in some cases it is not to memory dear either.

Do you not see, boys, that the reiteration of phrases destroys the force of your work? That the "meaning" which your words are intended to convey is lost thereby? There is a young fellow who writes news for a certain daily newspaper in this U. S. A. who no longer uses the word "notable." Time was when pretty much everything that came to him for write-up was "notable." A political meeting, an arrest by the county sheriff, a sermon by the pastor of the Presbyterian church, all were "notable." Then one day he called a man "notable" who thought that "notable" meant "notorious" and the jolt which followed was sufficiently strong to boost the young chap's mind out of the groove in which it was running. Providence now and then butts in and helps a chap in spite of himself.

Is there a paucity of adjectives in the language? There is not. It might be better if there were. Refreshments as recorded in the society columns are either "delicious" or "dainty" always and forever, amen. Nine out of ten homes where functions (by the way, there is a word for you!) occur or take place or are pulled off are "beautiful." It is a lie in many instances, but presumably the owner of the home and his women folk like it. The less beautiful it is the better they like it, too. It makes the unrelated reader sick, however, if he is sensitive to newspaper technique. I pass over the "charming" hostess with a shudder. Once back at the cross-roads I called a woman "charming" in the society news, and in the same issue called her husband a "disorderly conduct" in the police news. And that "charming" woman dropped into the office presently and called me godamfule, just like that.

It is difficult for me to concentrate, I find. This article is not what I thought to make it when I sat down to the old mill. I have wandered and am wandering. The reference to the woman who was "charming" calls up an incident in which another woman is concerned. This woman was positively notorious. She was a stench in the nostrils (good old phrase, time tried and fire

(*Continued on page* 36)

The high quality of HUBER'S *Grit-Free* BLACK NEWS INKS also prevails in HUBER'S COLORED INKS for comic and magazine supplements.

Manufactured by

J. M. Huber

Main Office: NEW YORK

HUBER'S *colors in use since 1780*

IOWA—

Owns 69 different makes of motor trucks for a total of 30,535

Just another item which shows the policy of Iowans to employ modern methods. From this number, over 9,000 are on farms, ranking Iowa third in number of motor trucks on farms in 1921.

There were 430,118 passenger cars of 67 makes registered in Iowa the same year. Here Iowa is first, with one machine to every 5.5 persons. Well over 177,000 of these automobiles are on farms—more than any other state.

A Leader in the Automotive World

Garage and accessory dealers have increased from 1,500 to approximately 5,000 in less than ten years. Iowa is universally regarded as one of the finest automobile and motor truck markets in the country.

Automobile ownership is a sign of individual wealth. Practically everyone wants a car and owns it if possible. Iowa's place as first in the number of machines per capita would indicate that individually, Iowans have greater-than-usual buying power.

Where could be found a more desirable field for goods meeting a popular demand? Live concerns are concentrating their advertising on this productive market.

You can reach all Iowa through these newspapers.

	Circulation	Rate for 5,000 lines
Burlington Hawk-Eye .....(M)	10,510	.035
Burlington Hawk-Eye .....(S)	13,171	.035
*Cedar Rapids Gazette.....(E)	19,711	.06
*Council Bluffs Nonpareil .....(E&S)	14,749	.05
*Davenport Democrat & Leader.....(E)	14,649	.06
*Davenport Democrat & Leader.....(S)	17,080	.06
*Davenport Times .....(E)	23,839	.07
*Des Moines Capital .....(E)	60,186	.14
*Des Moines Sunday Capital .....(S)	33,607	.14
*Des Moines Register and Tribune..(M&E)	122,074	.20
*Des Moines Sunday Register.....(S)	116,465	.20
*Iowa City Press-Citizen .....(E)	6,320	.035
Mason City Globe Gazette.....(E)	11,015	.035
*Muscatine Journal .....(E)	7,868	.035
*Ottumwa Courier .....(E)	13,186	.05
*Sioux City Journal .....(M&E)	50,804	.11
*Sioux City Journal .....(S)	38,168	.11
*Waterloo Evening Courier.....(E)	15,099	.05

Government Statements, April 1, 1922.
*A. B. C. Statement, April 1, 1922.

TIPS FOR AD MANAGERS

Albee Corporation, 14 East Jackson Blvd., Chicago. Placing copy on United Hydro Tires.

Barritt & Co., 220 South State street, Chicago. Reported will make up list during next 30 days for Sidway Mercantile Company, baby carriages, Elkhart, Ind.

Bauerlein, Inc., Hibernia Bank Building, New Orleans. Has been appointed advertising agents for Paul Gelpi & Sons, chocolate manufacturers, and the Association of Commerce, New Orleans.

Berrien Company, Inc., 19 West 44th street, New York. Has secured account of Illinois Zinc Company, Chicago.

Blackman Company, Inc., 120 West 42d street, New York. Will make up lists during July for Lewis A. Crossett Company, men's and women's shoes, North Abington, Mass.; placing orders with newspapers in various sections for Red Book Magazine, 33 West 42d street, New York. Placing orders for Procter & Gamble, Cincinnati, in newspapers.

Bloomingdale-Weiler Advertising Agency, 1420 Chestnut street, Philadelphia. Has secured account of M. Eiseman & Sons, cigars, 246 North Delaware avenue, Philadelphia.

Central Foundry Company, 90 West street, New York. This firm, manufacturer of "Universal" cast iron pipe, will make up lists during July and will advertise direct. Henry Hoeltge, advertising manager, is in charge.

Dake-Johanet Advertising Company, Charleston Bldg., San Francisco. Placing orders on Tysmal Medical Company.

D'Arcy Advertising Agency, International Life Bldg., St. Louis. Placing copy for Missouri Pacific Railroad.

Dauchy Company, 9 Murray street, New York. Reported will make up list of newspapers for Glen Brothers, nursery products, 1768 East Main street, Rochester, N. Y.; again placing classified orders with newspapers for Madison Mills, hosiery, 503 Broadway, New York.

Lee E. Donelley Company, Ulmer Bldg., Cleveland. Will make up lists during next 30 days for Born Steel Range Company, household ranges, 517 Huron road, Cleveland.

Dunlap-Ward Advertising Agency, Union National Bank Bldg., Cleveland. Making contracts for varying space with newspapers for Cleveland Automobile Company.

Erwin, Wasey & Co., 58 East Washington street, Chicago. Reported will make up list during July for E. W. Rose Company, "Zemo," 1750 East 27th street, Cleveland.

Richard A. Foley Advertising Agency, Terminal Bldg., Philadelphia. Placing orders with New York City newspapers for Mifflin Chemical Corporatoin, "Mifflin Alkohol Massage," 527 Hudson street, New York.

Charles H. Fuller Company, 623 South Wabash avenue, Chicago. Will make up lists during July and August for Pyramid Drug Company, 227 East State street, Marshall, Mich.

Gray Advertising Agency, Gray Bldg., Kansas City, Mo. Using 90-line, 24-time space in newspapers for Paratabs Laboratories.

Greenleaf Company, 516 5th avenue, New York. Again placing orders with newspapers in New York and vicinity for Pencil Products Company, "Salrite" pencil, 175 5th avenue, New York.

Groesbeck, Hearn & Hindle, 350 Madison avenue, New York. Has secured account of Watson Stabilator Company, shock absorbers, 207 West 57th street, New York.

Harvey Advertising Company, Inc., 304 Walton Bldg., Atlanta. Reported will make up list of newspapers during July for Blosser Company, medical, 82 North Pryor street, Atlanta.

Honig-Cooper Company, 74 New Montgomery street, San Francisco. Handling advertising of Sussman, Wormser & Co., wholesale grocers, San Francisco. Newspapers, trade papers, and outdoor posters will be used in the Coast territory to advetise "S & W" coffee; also handling advertising of Baumer-Waldner Company smokers' specialties.

E. T. Howard Company, 117 West 46th street, New York. Making 1,000-line contracts with newspapers for Phillips-Jones Corporation; has secured account of Independent Warehouses, Inc., New York, chain of warehouses in United States.

Martin V. Kelley Company, 2d National Bank Bldg., Toledo. Has secured account of Balba Corporation of America, perfume, Toledo.

Lord & Thomas, 400 North Michigan avenue, Chicago. Placing 5,000-line orders for Nordyke-Marmon Motor Company; issuing 5,000-line orders on Pepsodent Company.

Lord & Thomas, 366 Madison avenue, New York. Has secured account of Autostrop Safety Razor Company, 656 1st avenue, New York; placing orders with New England newspapers for S. Liebman's Sons, "Old Scotch Brew."

Lyon Advertising Agency, Inc., Times Bldg., New York. Has secured account of Carlisle Tire Corporation, "Carlisle Rope Tires," Stanford, Conn.

O. J. McClure Advertising Agency, 111 West Monroe street, Chicago. Will use newspapers for Hawkins Mortgage Company, Portland, Ind., operator of a chain of loaning societies in several states.

Eugene McGuckin Company, 1211 Chestnut street, Philadelphia. Placing orders with newspapers for Interlaken Mills, "Interlaken Book Cloth," Providence, R. I.

Mace Advertising Agency, Lehmann Bldg., Peoria, Ill. Make up lists in July and December for Empire Manufacturing Company, "Empire" steel wagons and wheels, 615½ Hampshire street, Quincy, Ill.

Matos Advertising Agency, Bulletin Bldg., Philadelphia. Has secured account of James Good, Inc., "Good Dog Soap," 2111 East Susquehanna avenue, Philadelphia.

Harry C. Michaels Company, 113 Lexington avenue, New York. Placing orders with Connecticut newspapers for Diamond Bottling Company, Waterbury.

B. G. Moon Company, Proctor Bldg., Troy, N. Y. Placing orders with New York City newspapers for W. O. Horn & Bro., Inc., "Reviva" cravat, 53 West 14th street, New York.

Patterson-Andress Company, Inc., 1 Madison avenue, New York. Making 5,000-line contracts with newspapers for Curtis Publishing Company, Philadelphia.

John O. Powers Company, 50 East 42nd street, New York. Placing copy with newspapers that have magazine sections for Mum Manufacturing Company, "Mum" and "Amoray" talc, 110 Chestnut stret, Philadelphia.

William H. Rankin Company, 1 West 37th street, New York. Again placing orders with newspapers in various sections for American Ever Ready Works, flashlight, Long Island City, N. Y.

H. E. Remington Advertising Company, 225 East Superior street, Chicago. Placing copy on Chicago, Rock Island & Pacific Railroad.

Irwin L. Rosenberg Company, Wrigley Bldg., Chicago. Has secured accounts of the Gifts, Art Wares & Novelties Association and of the Audiola Radio Company, Chicago.

Louis Charles Rosenberg, 23 East 26th street, New York. Will make up lists during July for Columbia Metal Box Company, 226 East 144th street, New York, electrical cabinets, safety switches and medicine cabinets.

Sek Manufacturing Company, 4301 West Kinzie street, Chicago. Asking rates and information.

Snitzler-Warner Company, 225 North Michigan Blvd., Chicago. Has secured account of Tildesley & Co., "Yacht Club Salad Dressing," 314 North Clark street, Chicago.

J. L. Sugden Advertising Company, 5 South Wabash avenue, Chicago. Placing copy in Ohio papers for "Victor" hairnets.

J. Walter Thompson Company, 242 Madison avenue, New York. Has secured account of Vanity Fair Underwear, Reading, Pa.

Vanderhoof & Co., 167 East Ontario street, Chicago. Will make up list during July and August for University of Chicago Press, books and journals, 5750 Ellis avenue, Chicago.

Williams & Cunnyngham, 6 North Michigan avenue, Chicago. Making 5,000-line contracts with newspapers for Northwestern Yeast Company; again making newspaper contracts for Lambert Pharmacal Company, "Listerine," 2101 Locust street, St. Louis.

Cut Paper Rates to Southwest

Rates on newsprint paper moving from Oregon and Washington mills to Oklahoma, Texas and Colorado are to be reduced as soon as new schedules can be issued, according to announcement made by the Southern Pacific Company. The reduction will be from $1.25 to 87 cents to Texas and Oklahoma and from 94 cents to 79 cents to Colorado.

(By Science Service)

Means:

INTERESTING
READABLE
ACCURATE
RELIABLE
POPULAR
SCIENCE
NEWS STORIES

in

THE SCIENCE NEWS BULLETIN

Write or wire for territory and rates.

SCIENCE SERVICE
1115 Connecticut Ave.
Washington, D. C.

NEWMARK WITH DURANT

For 13 Years With General Motors Sales and Ad Force

J. H. Newmark, for thirteen years associated with General Motors companies in a sales and advertising capacity, has resigned as advertising manager to join Durant Motors. He is one of the oldest men in point of service to leave the organization, having worked under every presidence since the big company's inception. He entered General Motors via Olds Motor Works, where he spent one year which was followed by a six-year association with Oakland Motor Company. For more than 5 years he was located at the executive offices of the Chevrolet Motor Company, New York City. When the advisory staff of General Motors corporation was organized a year ago, he was asked to become a member of the sales, advertising and service section, of which Norval A. Hawkins is the director. Mr. Newmark's office will be in Long Island City.



J. H. Newmark

Reporters Have Own Outing

Chicago afternoon newspaper reporters and writers organized a "motor train" into the country with their wives or sweethearts on June 25. The fleet of motor cars started out at 8:30 in the morning and Deer Park was reached before noon. A dinner in the woods, swimming, boating and races in which prizes were awarded helped to make up an entertaining program. Those in the outing included "Jimmy" Murphy, veteran of the Chicago Journal; Walter Wright, of the Daily News; Emil Hukba, of the City News Bureau; Leroy F. (Buddy) McHugh, Chicago Evening American; Pearce Butler, of the Chicago Evening Post; Harry Heydenburg, of the United Press; Adolph Wagner, reporter on the American, and Joseph D. McHugh, of the Chicago Evening American rewrite desk.

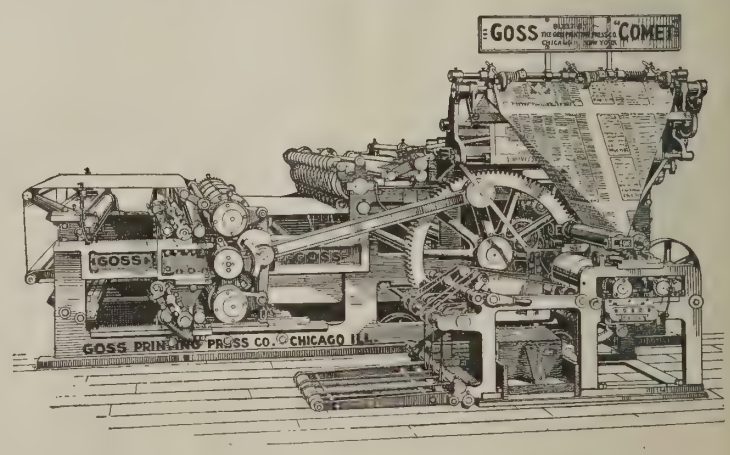
WOMEN REPORTERS GATHER

General Federation of Women's Clubs the Magnet

With prominent club women from all over the United States and foreign countries numbering about 4,000 in session at the 16th biennial meeting of the General Federation of Women's Clubs at Chautauqua, N. Y., more than 50 special writers and correspondents are covering the meeting, together with many editors and associate editors of women's publications.

Correct reporting was discussed by representatives of the press on Friday of the first week of the meeting. Among those who told the club women about newspaper and magazine work were Miss Sarah MacDougal, the New York Sunday World; Miss Elizabeth Toombs, Harper's Bazaar; Mrs. James J. Reed, Fayetteville, Ark., editor of the Federation News; Miss Ida Clyde Clarke, Pictorial Review; Miss Martha Dodson, the Ladies' Home Journal; Mrs. Harriet C. Emmons, Modern Priscilla; Mrs. Josephine Dascomb Baker; Miss Elen Foster Stone, the Philadelphia Public Ledger; Miss Grahm, the Congressional Digest; Mrs. Gertrude Bonnin, writer of children's stories; Mrs. Dye, the New York Evening Post; Miss Louise Dooley, the Atlanta Constitution; Mrs. E. C. Smith, the Wheeling (W. Va.) Register; Mrs. Adelaide P. Smith, the United Press; Miss Lessie Leonard, the New England Women's Press Association; and Miss Nellie Scanlon, who came to the United States to report the disarmament conference for New Zealand papers.

GOSS
COMET FLAT BED PRESS



Prints 4-6 and 8 Page Papers
From Type Forms and Roll Paper.
A 5 Horse Power Motor will drive it.

Now Being Built for Early Delivery

Write for Literature and Prices

THE GOSS PRINTING PRESS CO.
Main Office and Works: 1535 So. Paulina St., Chicago
New York Office: 220 W. Forty-second St.

NEWS OF ASSOCIATIONS AND CLUBS

THE Clarksburg (W. Va.) Advertising Club installed its news officers t a dinner held June 15. Arthur Heinze vas the toastmaster. The new officers re J. Monroe Boyer, president; Dr. C. . Wilson, vice-president; George R. nyder, secretary; and J. C. Yost, reasurer.

The mid-summer meeting of the Ver-ont Press Association took the form f a pilgrimage into Northern Vermont nd Southern Canada last week. Gath-ring in St. Johnsbury June 22, about 25 ewspaper men and their wives and riends enjoyed a banquet at the Maple rove Inn as the guests of the St. Johns-ury newspapermen and the Commer-ial Club. Frank E. Howe, editor of ie Bennington Banner, and president of ie Vermont Press Association, presided t the exercises after the banquet. Ar-ur F. Stone, of the St. Johnsbury Cale-onian-Record welcomed the newspaper-en for the press of his town and Edgar . Brown spoke for the Commercial lub.

On Friday morning, the party left in x automobiles for the Averill Lakes. rom there they proceeded to Sher-ooke, P. Q., on Saturday, and remained ere Saturday night. The party was ndsomely entertained at luncheon Sat-day noon at Newport by the local embers of the association.

Mrs. Mamie Wynne Cox, Dallas, was ected president of the Texas Woman's ress Association in its meeting at ichita Falls June 18, and Waco was lected for next year's convention. ther officers are: Mrs. Bettie Ma-uder, San Angelo, first vice-president; rs. J. M. F. Gill, Burkburnett, sec-d vice-president; Mrs. F. M. McKay, senberg, third vice-president; Miss nsuelo Lankford, Sherman, corre-onding secretary; Mrs. W. B. Hamil-n, Robert Lee, Tex., treasurer. Miss ecca Lamar West, Waco, Miss Estelle ace, Beaumont, and Mrs. Cornelia nes, formerly of Texas, now of Los ngeles, were awarded prizes for best erature written during the past year.

Chester I. Campbell, president of the ilgrim Publicity Association of Boston, cently supervised a day's outing at the ashore for crippled and orphaned ungsters. He has been receiving many ters of appreciation from the kiddies.

In a recent talk given before the ranton (Pa.) Motor Trades Associa-n, Charles Swisher, of the Swisher dvertising service of that city went on ord as favoring a plain statement of cts in advertising. He spoke on the bject "Advertising, survey your pro-ct." The speaker also dwelt on the st circulation of the daily newspapers the country, saying there are 2,000 ilies with a circulation of 30,000,000.

The New York Advertising Club golf mmittee has arranged three tourna-nts during which the Presbrey cup d the Golfers Magazine cup will be yed for. The first tournament will be ld on the St. Albans course July 28; second on the Dunwoodie course, gust 15; and the third on the Shack-axon Jersey course, September 27.

In advance of the summer session of State Press Association, Southwest ashington newspaper men gathered in ympia, Wash., June 17, for a business l social session. Speakers were Rus-l Mack, the Aberdeen World; Dan ud, the Montesano Vidette; Herbert mpbell, the Vancouver Columbian; W. Kennedy, department of journal-n, University of Washington; R. L. app, the Morton Mirror; M. L. ncher, University of Washington; l J. Newton Colver, the Seattle Post-telligencer.

Members of the Worcester (Mass.) dvertising Club, 150 strong, enjoyed an ing on June 24 at Rocky Point, ovidence, R. I. A clambake was in-uded among other features. R. P. binson was chief marshal. Sports re under direction of John Burford, of the Worcester "Y" as umpire and Philip Frye, R. C. Moore, Edward King, H. E. King, and J. J. Sullivan. The members were guests of R. M Daschner, Worcester hotel proprietor and the W. H. Graham Corporation, headed by Ray O. Page, the company's Worcester manager.

The Michigan Woman's Press Association held its annual meeting at Flint, June 15, 16 and 17. The following officers were elected: Dr. Emma E. Bower, editor and publisher, the Lady Maccabee, Port Huron, president; Mrs. Clara Pierson, Stanton, first vice-president; Mrs. Fred W. Gage, Battle Creek, second vice-president; Mrs. Marion Long Jones, women's page editor, the Flint Daily Journal, corresponding secretary; Mrs. Emma R. Sherman, Paw Paw, recording secretary; Mrs. Grace Greenwood Browne, Jackson, treasurer; and Miss Martha E. Moll, Detroit, Mrs. Irene Pomeroy Shields, Bay City, Mrs. Mary A. St. John, Lansing, Mrs. C. M. Davis, Fenton, and Mrs. Margaret H. Alden, Detroit, directors.

The summer meeting of the Kentucky Press Association is in session at Crab Orchard, Ky., June 29, 30 and July 1. The newspaper men will not only talk shop and routine business, according to J. C. Alcock, Danville Messenger, but will compete in foot races, swimming races, diving contests and other athletic events. Special prizes are offered for the best front page make-up, best printed matter, ugliest editor, most bald-headed editor, etc. Among those on the program for speeches are Harry Giovannoli, Lexington Leader; Arthur Krock, Louisville Times, and B. F. Forgey, Ashland Independent.

The National Association of Theater Program Publishers plan to create new by-laws and adopt a standard rate card for program advertising. Action is also favored to bar from theater programs all questionable and misleading advertising. Officers elected for the ensuing year are: President, E. E. Brugh, of the Clyde Riley Advertising System, Chicago; vice-president, D. R. Mills, Omaha, Neb.; secretary-treasurer, Louis G. Sprecher, Los Angeles, Cal.; members national advertising commission: John H. Logeman, Chicago; D. R. Mills, Detroit; J. C. Chevalier, New York.

The Arkansas Press Association, held its 50th annual meeting in Little Rock June 7. Over 60 members were present at the opening session. R. O. Schaefer, editor of the Southern Construction News was elected president of the association, succeeding J. C. Jolly. Other officers for next year are: Frank E. Robins, Canway Log Cabin Democrat, first vice-president; H. M. Jackson, Mariana Courier-Index, second vice-president; C. C. Hudson, Dierks Banner, third vice-president; Clio Harper, Little Rock Parke-Harper News Service, corresponding secretary (reelected); E. A. Fowler, Benton Courier, Financial secretary; T. D. Harris, Marked Tree Tribune, Recording secretary; Dr. A. C. Millar, Little Rock, Arkansas Methodist, orator; the Rev. J. L. Wadley, Texarkana Texarkanian, chaplain (reelected); Mrs. Ruby Livingston, Russellville courier-Democrat, poet (reelected); Fred W. Allsopp, Little Rock Arkansas Gazette, was elected historian for life.

The foreign advertiser will have no advantage in rates over the local advertiser in Washington State newspapers if a motion adopted at the Southwest Washington group meeting of the Washington State Press association is carried when the entire association meets at Pullman next month. Thirty publishers at the June 17 meeting voted to present a resolution to the state body providing that the minimum rate charged for foreign advertising be equal to the net rate for local advertising with the 15 per cent. agency discount and the 2 per cent. cash discount added.

Members of the Past Presidents Club of the Missouri Press Association are enjoying an outing at Cape Girardeau this week as the guests of Fred Naeter, of the Cape Girardeau Southeast Missourian. The party left St. Louis June 30 and will arrive in Cape Girardeau Saturday morning, have lunch as the guests of the Rotary Club and dinner as Mr. Naeter's guests at the Country Club. Addresses will be made by Dean Walter Williams of the University of Missouri School of Journalism, William Southern, Jr., and others.

The next semi-annual meeting of the Midwest Circulation Managers' Association will be held at Colorado Springs, Colo., September 6 and 7. The Association takes in the five states of Colorado, Nebraska, Missouri, Oklahoma and Kansas. The officers are: Sidney D. Long, Wichita (Kans.) Eagle, president; William Boeshans, St. Joseph Gazette, vice-president; W. W. Rhoads, Farm Home and Mechanical Farming, Kansas City, secretary-treasurer.

Program Ads Under Ban

At a meeting of the Business Men's Association of Canandaigua, N. Y., a resolution was adopted opposing all appropriations for advertising except in newspapers, in street cars and on theater curtains. It was stated that within the past six months the merchants of Canandaigua, which is a small village, have contributed $4,000 for advertisements to be inserted in programs, small magazines and other publications from which little or no real return was received.

Topeka Capital Larger—Adds Features

The Topeka (Kan.) Daily Capital, published by Senator Arthur Capper, recently has increased the size of the paper and added a number of new features, including a serial, a page of pictures, several editorial page features and added cartoons.

Wins Chicago Trib Art Prize

Paul Cross Chapman, 24 years old, an ex-soldier, who has had comparatively little art training, has been awarded a $5,000 prize by the Chicago Tribune for the best mural decorations for the news room of its new plant.

NEW MULTI-MAILER SYSTEM FOR SMALL CIRCULATIONS

Publishers with daily mail circulations of 2,000 can handle their lists with the same efficiency, accuracy and time savings enjoyed by such users of a Multi-Mailer System as the New York Times, Chicago Tribune, Indianapolis News and over fifty other large publications.

Multi-Mailer System No. 17, specially designed for small lists, gives all the Multi-Mailer benefits at a low initial investment.

Direct imprinting, daily correction of mail list, speed, accuracy, economy—those are only a few of its advantages.

Further information may be secured by writing The Speedaumatic Company 817-825 Washington Blvd., Chicago.

The Ludlow

For Stereotype Requirements

YOUR stereo man will appreciate the strength, height-to-paper and the low quads of Ludlow slug composition. In fact, congratulations will be exchanged between your stereo man, compositors, pressman—and the advertiser himself, who cannot fail to notice the superior typography.

Fewer Make-Overs Necessary

Low quads—11 points lower than the printing surface, are an attractive feature. They overcome the old difficulty of stereotyping from forms with shallow areas.

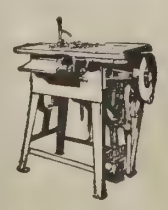
Strong slugs—slugs that will not break down even under dry-mat pressure—are a gratifying improvement. The shape of a Ludlow T-head slug limits the size of possible air bubbles to the minimum, and there are no hollows underneath.

T-head slugs are one explanation of the strength of Ludlow composition under pressure. Every Ludlow face over 12-point is supported by at least six walls. Walls are the strongest parts of any slug. The substantial overhanging face, supported by accurate underpinning, provides a form of solid metal which will stand any pressure.

Type-high accuracy is necessary to the stereotype room. Ludlow slugs are remarkably true in this respect, and this accuracy never varies. Ludlow mats do not wear. Slugs from old matrices are as high as from new ones. And Ludlow typefaces are always new.

Unbreakable italic is a boon to the stereotyper. Kerns never break off from Ludlow italic. All kerns are supported by the whole strength of the Ludlow slug.

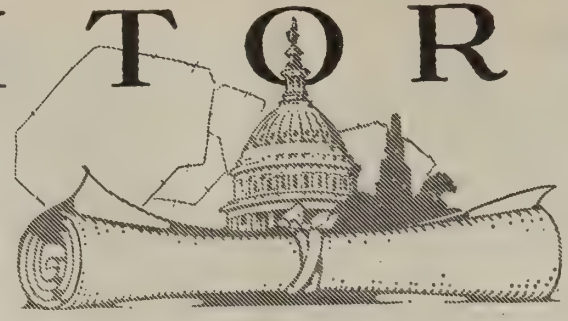
"The full kerned italics that can be secured by the Ludlow improve the appearance of the paper; foundry italics soon have the kerns broken under the dry mat process, but with the Ludlows we can give perfect type free from broken kerns. Our advertisers like the italics." — Topeka State Journal.



Ludlow Typograph Company
2032 Clybourn Avenue, Chicago
Eastern Office: World Building, New York City

LUDLOW QUALITY SLUG COMPOSITION ABOVE 10 PT.

EDITORIAL



AN AMERICAN'S CREED

Compiled by CHARLES W. MILLER,
Vicksburg (Miss.) Herald

IT is of the Lord's mercies that we are not consumed, because His compassions fail not. The Lord is good unto them that wait for Him, to the soul that seeketh Him. It is good that a man should both hope and quietly wait for the salvation of the Lord—(Lam. iii:22, 25-26). He hath shewed thee, O man, what is good and what doth the Lord require of thee, but to do justly, and to love mercy, and to walk humbly with thy God—(Micah vi:8). Thou shalt have no other gods before Me—(xx:3).

JOURNALISM'S OPPORTUNITIES

THERE has been no time in the history of the world when there was greater opportunity for the true journalist. No week passes that EDITOR & PUBLISHER does not have a request to suggest or recommend a person capable of assuming a position of responsibility in the profession that is to play the greatest part of all in moulding the future.

There will always be jobless men, but never before has there been such a great need and demand for men who can rise above the hurly-burly crowd and assume leadership through fearless honesty and a desire to establish their livelihood on truth. Journalism is the greatest modern medium of civilization; it is the equalizer of the world's melting pot. In America journalism has won greater freedom to do things worthwhile than has ever been within the grasp of any calling that has been forced to measure material return with service to mankind in maintaining real independence; the rewards are great and the only demand that must be met in return for them is unstinted labor dominated by honest purpose.

Five years ago American journalism was divided into two major classes, metropolitan and country. Ambition generally pointed to the former as the niche for greatest achievement and reward. In the five years that have passed a new field of opportunity has been opened to the real journalist. It was opened at Paris and broadened into a reality at the Washington Conference on Disarmament and at Genoa; its field is world-wide and its purpose is international interpretation and world understanding.

Statesmen will continue to confer and issue communiques, but there has come into being in recent years a new type of reporter hailing from the four corners of the earth. With his fellow-workers—from England, France, Japan, China, Brazil, Germany, and the United States, calling one another by their first names—he will gather in some telegraph or cable office to exchange views, and the next day the true news of what has occurred will be heralded to the world by the press of a dozen nations.

There is something thrilling and inspiring about this new sphere of journalism, with its opportunity for service; many will envy the members of its limited corps as thep troop from parley to conference and conference to courts and measure their journeys by the distance between world capitals.

But, it should not be forgotten that the success of the men in this new field of journalism will depend entirely upon the honesty and vision of the moulders of public opinion at home; it is to meet this need that journalism in America, country and metropolitan, offers greater opportunities today than ever before in its history—no matter how small the community, a newspaper has ceased to be a matter of machinery, paper, ink, advertisements and something with which to fill.

The new mission is truth combined with service—there is opportunity for every man of ambition.

SPEED VS. "ECONOMY"

COST is important, but not the only consideration in handling news under the demands of modern journalism. This is particularly true in the transmission of news of international import, and no better example of the giving way of financial saving in the interest of speed can be found anywhere than in the Far East where there is the greatest possible need of better news communications. Proponents of world understanding through the free flow of news won a notable victory by securing a three-year extension of the right to transmit news between this country and Japan by United States Navy radio via Guam.

While the rate on press messages sent by Navy radio is 6 cents a word cheaper than by either a cable or commercial wireless, John R. Morris, Far East editor of EDITOR & PUBLISHER, who has just completed an investigation, reports in an article appearing in this issue that Navy radio is no longer being used in the handling of news between this country and Japan because of the great delays, particularly at Guam. There can be reasonable excuse for Navy radio being twelve hours behind the commercial services and steps to remedy this condition should be taken at once.

THE GATHERING OF THE FORCES

GIGANTIC groundswells are rolling under the surface of American journalism. Their trend is toward an increasing measure of "standardization" for the daily newspapers, not along lines where this development is already marked, but in fields where it has been only slightly evident in past years. With Mr. Hearst moulding plans for fifty new daily or Sunday newspapers, as Park Row gossip has it, the Scripps-McRae organization reaching out into new fields every few months, one hundred and fifty other first class dailies banded together for the purchase and distribution of important newspaper features, another group forming a syndicate to pay $250,000 for the former Kaiser's memoirs, and another score soliciting advertising for a national weekly magazine, truly the newspaper business seems headed for stirring events.

Formation of the North American Newspaper Alliance, full details of which appear in the news columns, is one of the greatest steps taken by American newspapers since the Associated Press was formed on its present lines two decades ago. Except for the joint character of the new enterprise, its points of similarity with the A. P. are limited, but they are alike in this—that the whole can do for each of its parts what none of them could do as an individual newspaper.

Opportunities in which the Alliance can function with full efficiency will not arise every day, of course, but its existence as a market for big news features is likely to call into being features that will demand for their purchase the resources that such an organization alone can mobilize. It is eloquent testimony of the offorts which newspaper oners will make today to give their readers the best newspapers that money or brains can create.

Apparently, the Alliance is no menace to the present feature services and syndicates, with which it disclaims any intention of competing. Neither does it appear to stand in the way of more and better news, as distinguished from feature matter. It is in the news columns that the daily press of the country suffered most during the war and the period of press agentry that followed it, and it is these that need most restoration to former standards of accuracy and intelligent discrimination between clean news and subtle propaganda. Good features will forward this end, if they have any effect at all.

There have been widely-advertised features aplenty since the armistice, features of supposedly international appeal, but with mighty few exceptions the product has been inferior to the advertising. If the brains and wealth of 150 of the best newspapers in America united in the new Alliance can overcome the present tendency to pay big prices for "big names" and put the "big names" into their columns only over really important and carefully prepared utterances, they will have sent American journalism far ahead on its new path of progress.

"BY THEIR FRUITS—"

LEW HAHN, managing director of the Nation Retail Dry Goods Association, in an open lett addressed to Senator McCumber, refuting th charge that the department stores of the country ar profiteers, says that the Senator has, in citing i stances of profiteering, chosen articles of small i portance, all, or nearly all of them imported, an sold as side lines, and that he has purposely ignore the important items of commerce.

Perhaps this is so. Perhaps, if "bread and butte merchandise" was used in proof of the "profiteering charges, the answer would be different.

Mr. Hahn's letter was published in the New Yor Times of June 25. It is no more than fair, in d fending the retailers against this charge, to ci some of the items contained in the New York Tim of the same date, showing that prices are very clo to cost.

On page 2 we find that J. & J. Slater have r duced the prices of shoes from $15 to $6; from $ to $8, and from $20 to $10.

On page 4 we are told that Franklin Simon Co. have reduced the price of French hand-ma underwear, women's blouses, capes, coats and wra as well as suits just 50 per cent—cut them in tw that they have cut the price of children's froc from $15.75 to $6.50.

On page 5 we find that Bonwit Teller & Co. ha cut the price of women's coats from $115 to $ from $195 to $98, that tweed suits have been reduc from $45 to $12.50, that French hand-made linger has been reduced from $28.50 to $5, together with items in all, all listed at similar reductions.

On page 6 Stewart & Co. have reduced dress from $69.50 to $25, together with six other items similar purport.

Saks & Co., on page 12, have noted reductions wraps and coats from $45 to $25, from $59.50 $29.50; silk frocks from $29.50 to $15.95, and n merous other reductions.

These are but a few of the reductions advertis throughout the paper.

When we stop to consider that every merch makes an average profit on every dollar's worth merchandise that he buys and sells; that the t suits, exactly alike, one selling for $100 and t other for $50, yield $150 and that that $150 rep sents a profit—it is hard for some of us to thi that there is no profiteering.

Perhaps Senator McCumber may judge some these stores from their own statements publish in their own advertising.

As to the newspapers being controlled by the a vertisers—that is twaddle. Because the advertis choose to misuse the space they buy; because th foul their own nest, so to speak, is no indicat that they own the newspapers, for it is hard, inde to get the stores even to agree as to the particu newspapers to use.

The stores do not profiteer as much as they mig however, for, season after season, "regular" pri are getting to be more and more recognized by buying public as merely prices at which goods *not* sold, and, due to the persistent advertising, peo are constantly growing keener on avoiding all m chandise unless it is "special" or "reduced."

THERE is no petty criminal that is worse than rat of prey who appeals for the contents of purses of the ignorant and unknowing through th vanity. A few years ago their kind were conduct short story schools that promised riches and fame; day scenarios are their inviting bait. The Scr Writers' Guild of the Authors League has decla war on this growing graft and every newspaper n with a knowledge of the practice can render a s service by communicating with that organization 6716 Sunset Boulevard, Hollywood, Cal.

PROF. Bristow Adams' proof to the New Y State Press Association that crime news recei only 4 per cent of the June space in leading pap of the state demonstrates that an open mind a good footrule will refute most of the wild char laid against the American press.

PERSONAL

EDWARD B. McLEAN, publisher of the Washington Post, June 24 and 25 entertained President and Mrs. Harding, Secretary Weeks, Attorney General Daugherty, Senator Edge, and Chairman Lasker of the Shipping Board, at his country home near Leesburg, Va.

Frank A. Munsey, publisher of the New York Herald, and Mrs. Whitelaw Reid, widow of the late Whitelaw Reid, former publisher of the New York Tribune, were among the American guests at the dinner given by Ambassador and Mrs. George Harvey June 24, in honor of King George and Queen Mary at which Chief Justice and Mrs. Taft were also guests.

Carroll Shaffer, of the Chicago Evening Post, is host to a group of a dozen business men of Chicago at Ken-Caryl, the Shaffer ranch at Littleton, Colo. Charles Segner, managing editor of the Post, accompanied the party and S. J. Duncan-Clark is acting managing editor in his absence.

Dean W. F. G. Thatcher, of the School of Journalism at the University of Oregon, stopped in Chicago on his way to the East as a representative of Oregon newspapers. He will visit various advertising agencies and newspaper representatives for a close study of matters pertaining to national advertising.

William C. Deming, editor of the Cheyenne (Wyo.) State Leader, June 14 was elected president of the board of trustees of the University of Wyoming.

Edgar A. Guest, newspaper poet, received the degree of Litt.D. at the 61st Albion College commencement June 26.

Frederick W. Enright, publisher of the Boston Telegram and Lynn (Mass.) Telegram News, has returned from a business trip to New York and Chicago.

Col. R. R. McCormick, co-editor of the Chicago Tribune, has returned from a visit to the Tribune's mills at Shelter Bay, Canada.

Henry W. Clendenin, editor-in-chief of the Springfield Illinois State Register, has left for Spokane, Wash., where he will spend the summer with his daughter. He is 85 years old, but still writes daily editorials for his paper.

A. L. Brimin, one of the publishers of the Prentice (Wis.) News-Calumet, has been appointed postmaster at that place.

Howard Kahn, editor of the St. Paul Daily News, spent several days recently in Chicago.

Williard G. Bleyer, director of the department of journalism, at the University of Wisconsin at Madison, will give a series of lectures at the American Library Association convention which will be held at Detroit from June 26 to July 1.

Herbert S. Houston, president of the Houston Publishing Company and publisher of Our World and World Fiction, who has been in Europe for the past months, will sail for home on the Berengaria July 1.

Brig. Gen. Herbert M. Lord, who on July 1 will become director of the budget succeeding Charles G. Dawes, was a newspaper man before he entered the army at the outbreak of the Spanish-American War. Gen. Lord started as editor and part owner of the Rockland (Me.) Courier-Gazette, later drifted to Cardiff, Tenn., where he established a paper. His next venture was in Denver, where he was assistant editor of the Colorado Morning Sun. He had returned to Rockland as editor of the Rockland Daily Sun in 1898 when war came and he went into the army as paymaster.

E. L. Conn, former Washington correspondent, has arrived in Tokyo to assume the editorship of the Japan Times Mail an English-language newspaper owned by Japanese capitalists, published in Tokyo.

Miss Mary Gray Staples, daughter of Arthur G. Staples, managing editor of the Lewiston (Me.) Journal, was married June 24 to Ralph C. Harvey, of Boston, in the chapel of Bates Colleges, Lewiston. She is a granddaughter of the late Congressman Nelson Dingley, of Lewiston, former owner of the Journal.

William H. Dow, business manager of the Portland (Me.) Evening Express and Sunday Telegram, is receiving congratulations on the fact that he is now a "grand daddy." William Dow Bailey is the name of the newcomer.

Miss Etta I. Ward, publisher and editor of the Winchendon (Mass.) Courier for 20 years and member of the New England Women's Press Association, has returned to her home after being away for 8 months. Miss Ward was a delegate from the National Editorial Association to the Press Congress of the World at Honolulu last October. After that, she left to visit China, Japan and the Philippines and spent part of the winter in California.

Charles B. Welch, editor and general manager of the Tacoma (Wash.) News Tribune, accompanied by Mrs. Welch and their two sons, have left Tacoma on a motor trip south to the Mexican boundary. During his absence he will write of his motor experiences in a column called "Motor Peregrinations."

Major Lester D. Gardner, president of the Gardner-Moffat Company, publishers of Aviation, the Rubber Age, and Tire Trade Journal, was honored by the Massachusetts Institute of Technology by election to the corporation. This corresponds to trustee in other colleges. Mr. Gardner graduated from the Institute in 1898 and has been very active in Technology affairs ever since, having been president of the Technology Club of New York.

IN THE EDITORIAL ROOM

RICHARD ATWATER, editor of the Pillar to Post column of the Chicago Evening Post, returned from his vacation in the Dunes.

Hugh O'Donnell, who for ten years conducted a newspaper in Menominee, Mich., before coming west, and was formerly editor and publisher of the Kooskia (Idaho) Mountaineer, has been commissioned registrar of the land office at Lewiston, Idaho.

Byron Ford has resigned as director of the co-operating marketing page of the Richmond (Va.) News-Leader.

John Manning, former reporter of the Detroit News, has joined the Detroit Times staff.

Dwight Moody, of the 1922 class of the Columbia School of Journalism, and Frank Mahoney, for several years with the New Bedford Times, have joined the staff of the New Bedford (Mass.) Evening Standard.

Arthur F. Packard, one of the best known photographers in southern New England, has retired from business to join the New Bedford Standard staff of camera men.

Helen Worthington, until recently society editor of the Jackson (Mich.) Citizen-Patriot and Karl Schweinfurth, of Lansing, were married in the latter city June 10. The bride has edited society pages in several Michigan cities as well as doing special signed feature work, and is an officer in the Michigan Woman's Press Association and a member of the Business and Professional Women's Club. They will live in Lansing where Mr. Schweinfurth is connected with the Durant Motor Corporation.

Joseph Macqueen, who has been for years musical editor and book reviewer for the Portland Oregonian, has gone to Olympia, Wash., as news editor of the Evening Recorder. Mr. Macqueen was formerly connected with a Philadelphia newspaper. On his departure for Olympia he was entertained at luncheon by forty leading musicians of Portland.

William H. Johnston, cartoonist for the Boston Telegram and the Lynn (Mass.) Telegram-News, and Miss Alva Smith have announced their engagement.

S. J. Leffler, formerly of the New York American and for the last two months on the New York Telegram, has been appointed Eastern editorial and business representative of the Glass Worker and China, Glass Lamps both of which are published at Pittsburgh. He has opened an office at 116 West 39th street.

FOLKS WORTH KNOWING

A. R. MALTON, new business manager of the Toronto Globe, in succession to Wm. Findlay, who resigned recently, will enter upon his duties on June 23. He is a native of Watford, Ont., and received his education at the Watford Public School and the Petrolea Collegiate Institute. He entered the service of the Bank of Toronto at London in 1902 and was connected with that institution for 18 years, the last five as chief supervisor at the head office in Toronto. For the past two years Mr. Malton has been associated with the advertising agency of McConnell & Fergusson, Limited, as a director of the company. Mr. Malton's training and experience give him an intimate knowledge of business conditions and business enterprise.



A. R. MALTON

Michael E. Hennessey, Boston newspaper man, on the Globe for some years, celebrated, with Mrs. Hennessey, last week their 32nd wedding anniversary.

Raymond S. Mowers, managing editor of the Schenectady (N. Y.) Union-Star has returned from a vacation spent in New York.

Daniel Duval, sports editor of the Schenectady (N. Y.) Union-Star, is spending part of a two weeks' vacation at the Y. M. C. A. physical training camp at Springfield, Mass. Edward Nowvinski is acting sports editor.

Miss Josephine M. Leonard has resigned as assistant to the managing editor of the Schnectady (N. Y.) Union-Star and has joined the staff of the Syracuse (N. Y.).

Charles J. Hanford, who formerly conducted a column in a Florida newspaper is now writing a column, "Kohn for Komment," for the Frederick (Md.) Daily News.

R. W. Bentley, managing editor of the Tampa Tribune, has been spending two weeks vacation at Anna Maria Beach, his fishing ground.

Franklin Peterson, Dominion news editor of the London Times, is in Calgary. He is traveling through the country gathering information and getting acquainted with the people and customs of Canada.

Mrs. Miriam Green Ellis, agricultural editor of the Edmonton (Alberta) Bulletin, is on a trip up the Peace and MacKenzie rivers as far as Fort McPherson, the farthest Northern point touched by the boats of the North.

Miss Harriet Ashbrook, formerly society editor of the Lincoln Nebraska State Journal, and now of the staff of the Calgary Morning Albertan, has left to spend two months at her home in Mitchell, Neb.

E. Perrin Schwartz has returned to the Milwaukee Journal as assistant Sunday editor after spending a year on the copy desk of the Chicago Daily News.

Clifford M. Bond has resigned from the Milwaukee Journal to join the Casper (Wyo.) Daily Tribune.

Mayor Hubert H. Peavey, editor of the Washburn (Wis.) News, is again a candidate for the Republican nomination for Congress in the 11th district.

Will C. Conrad, former exchange editor of the Milwaukee Journal, has started on a tour of Wisconsin during which he will write a series of historical articles for the Journal.

Stuart Godwin, for many years a member of the Washington staff of the old New York Sun and more recently connected with the Haskin Syndicate, has joined the Washington staff of the Cosmopolitan News Service.

Laurence Todd, Washington correspondent of the Federated Press, expects to leave for Europe early in the fall and Paul W. Hanna, former Washington correspondent for the service, will return to take charge of the capital bureau.

William Henderson, telegraph editor of the Victoria (B. C.) Daily Times, Harold B. McDonald, of the staff of the Victoria Daily Colonist, and C. A. Sutherland, of the Vancouver Province, were among the guests of the Canadian National Railway system at the opening of the new Jasper Park Lodge in the Rocky Mountains recently.

Ernest LeMessurier, cartoonist for the Vancouver (B. C.) World, has left for Toronto, to join the staff of the Telegram.

Arthur W. Pense has joined the editorial staff of Kingston (Ont.) Daily British Whig for the summer months.

Alex C. Givens, sporting editor of the Kingston (Ont.) British Whig, has just recovered from a serious illness and before assuming his regular duties is working on circulation.

Frederick Moore, who as an Associated Press correspondent was stationed several years in the Far East, is now foreign counsellor to the Japanese Foreign Office. With Mrs. Moore and their

The following papers have signed contracts for the Haskin Service:

The Canton News
The Flint Daily Journal
East Liverpool Review and Tribune
Ashtabula Star-Beacon
Grand Forks Herald

four children, he arrived in Tokyo early in June.

Mrs. Charles Denny has arrived in Tokyo to join her husband, the newly-appointed Tokyo Associated Press correspondent.

Glenn Babb, news editor of the Japan Advertiser, has returned to Tokyo after a vacation of four months spent in the United States.

J. Courtland Elliott, formerly connected with the editorial staff of the Kingston Whig, has returned from France after a year of post graduate study at the University of Paris.

Oliver L. Hall, managing editor of the Bangor (Me.) Commercial, accompanied by Mrs. Hall and their daughters, attended the diamond jubile convention of the Zeta Psi Fraternity of North America, at Swampscott, Mass.

J. Lewis Milligan, Toronto journalist, has been appointed editor of the Belleville (Ont.) Intelligencer. Prior to his joining the staff of the Intelligencer he was connected with the Toronto Globe for eight years, and started his newspaper career on the old Peterboro Review.

Charles A. Warren, assistant managing editor of the Springfield (Ohio) Daily News, is spending his vacation in Cleveland, Akron, and other northern Ohio points.

Howard Weber, staff photographer of the Springfield (Ohio) Morning Sun, and Miss Hazel M. Ogden were married in Springfield June 20.

R. B. Vail, resident manager for Birmingham, Ala., of the Western Newspaper Union, has purchased the Bay Minette, (Ala.) Baldwin County Times, and will take it over July 1. He sold it some time ago.

Miss Florentine Michaud, society editor of the St. Paul Daily News, has gone abroad for 2 months as social secretary to a St. Paul family and will visit England, France, Spain, Italy, Belgium and Holland.

Archie H. Vernon, former city editor of the St. Paul Pioneer Press, and commander of the Minnesota department of the American Legion, was nominated as Republican candidate for the state supreme court at the primary election.

Webb Miller, Paris correspondent of the United Press, and Mrs. Miller were so proud of the fact that a boy arrived Wednesday that they cabled the news.

Joseph E. Hennessy, who covers the Minnesota state capitol for the St. Paul Daily News, is taking his vacation at the lakes in the northern part of the state.

Edgar Rogers Bean, in charge of the "lobster shift" of the New York Sun, spent a portion of his vacation in St. Paul and Iowa.

Miss Mary Thompson is taking the place on the assistant society desk of the Tacoma (Wash.) News-Tribune recently vacated by Miss Edith McLeod, who is to be married in July.

A L. Bixby, poet, lecturer and writer, for 30 years a member of the editorial staff of the Lincohn, (Neb.) State Journal, has been taking a Pacific coast trip.

Herman Hunt is a new member of the editorial staff of the Tacoma (Wash.) News-Tribune.

H. F. Kuhn, formerly with the Tacoma (Wash.) Bureau of Records in the police department, is now on the staff of the Salt Lake Telegram.

Frank B. Constant, who years ago was city editor and later business manager of the Hutchinson (Kan.) News, visited Hutchinson this week. Mr. Constant now lives in Chicago.

Miss Kate Webber, formerly club editor of the Chicago Tribune, is the new exchange editor.

R. J. Finegan, managing editor of the Chicago Evening Journal, left this week for his vacation.

James P. Bicket, news editor of the Chicago Evening American, was away this week on a vacation and will take the balance of his month's leave in July.

John Main, member of the Chicago Evening American's rewrite desk, ill for more than two months, will return to his desk July 6.

Isabel Drummond, a member of the Philadelphia North American staff, has completed the law course at the University of Pennsylvania and received a degree.

William Blinn, reporter for the Chicago Evening American, returned June 26 from two weeks' vacation.

Miss Genevieve Forbes, of the Chicago Tribune, is in New York on two weeks' vacation.

Howard Mann, sports editor of the Chicago Evening Post, has bought an $18,000 home in Lombard, Ill.

Tony Andoly Dahl, news editor of the Chicago Evening Post, has left on a fishing trip in Georgian Bay.

Frank Mailhotter is a new member on the Chicago Evening American's copy desk.

J. L. Kilgallen, of the International News Service, returned from Herren, Ill., where he covered the Southern Illinois mine massacre.

H. C. Eldred, reporter on the Chicago Evening Journal, and formerly on the Chicago Post, has been forced to resign because of illness.

H. H. Kinyon, for four years managing editor of the Trans-Pacific, Tokyo, has resigned and is now on his way back to the United States. Henry W. Kinney, who came to the staff of the Trans-Pacific from the Honolulu Advertiser, will succeed Mr. Kinyon.

James Harris, formerly a member of the Chicago Tribune's staff, is now on the Long Beach (Cal.) Press.

Randall E. Howe, editor of the Ripon (Wis.) Press and Miss Viola Sydow, were married June 19.

Edward H. Burns is now a reporter for the Chicago Tribune. He was a reporter years ago on the old Chicago Record-Herald and of late years has been in the advertising branch of the work.

Cecil Storey, editor of the Vernon (Tex.) Times, is the uncontested candidate for representative in the Texas legislature from the 111th district, Wilbarger and Wichita counties.

Vincent Y. Dallman, managing editor of the Springfield, Illinois, State Register, recently made an address on journalism and reporting before several hundred Boy Scouts.

Thomas Murphy, associate editor of the Times, in Scranton, Pa., has returned home from a visit to New York city.

William R. Lynett, of the Scranton (Pa.) Times staff, has been re-elected secretary-treasurer of St. Thomas College Alumni in that city.

THE BUSINESS OFFICE

ELDEN W. MATHEWS, circulation manager of the Springfield (Ohio) Daily News, has resigned, effective July 6, to join the circulation department of the Cincinnati (Ohio) Post. Roger O. Dudley, for two years assistant circulation manager of the News, succeeds him. A farewell banquet was tendered to Mr. Mathews by a group of circulation department employees and carriers on June 21.

John Chance has joined the field staff of the circulation department of the Springfield (Ohio) Daily News.

O. Eugene Nelson, a member of the advertising staff of the Lynn (Mass.) Telegram News, and Mrs. Nelson are the parents of a baby daughter, Claire Elinor, born June 8.

Harold S. Croshier, of the advertising department of the Schenectady (N. Y.) Union-Star, and Miss Kathleen Drums of Schenectady, were recently married.

Miss Florence Blose, formerly employed in the business office of the Springfield (Ohio) Daily News, will become the bride of Ivan L. Long, cashier of The News, on July 19.

William McCloskey, advertising salesman for the Springfield (Illinois) State Register, has been made automobile ad manager, succeeding Philo Kane, who has entered the insurance business.

W. E. Sherlock, in charge of country circulation, has been made circulation manager of the St. Paul Dispatch-Pioneer Press, succeeding E. W. White, resigned.

Miss Grace F. Kaercher, manager and part owner of the Ortonville (Minn.) Independent, was nominated for clerk of the supreme court of Minnesota on the Republican ticket at the primary election.

Miss Mattie Rasens, of the Chicago Evening Post's circulation department, returned after a six weeks' visit in California.

Charles V. Smith has become manager of the Crawfordsville (Ind.) Journal. Mr. Smith is the son of A. M. Smith, sole owner and proprietor of this paper.

Paul J. Hawke, until recently eastern representative of the Independent and later advertising manager of the Industrial Digest, New York, has joined the advertising staff of Dan A. Carroll, special newspaper representative, New York and will solicit general accounts. Mr. Hawke started his advertising work with the Chicago Tribune.

George M. Cootes, of the merchandising department of the Kingston Whig, has just returned from a short vacation in London, Ont., and other Western Ontario points.

Freddie Pense, circulation solicitor of the Kingston Whig is making a good recovery after an accident which occured while on duty some weeks ago.

Sherman Hill, business manager of the Kingston (Ont.) Standard, made a business trip to London, Ont., last week.

N. L. Lucius, of the Los Angeles office of the Chicago Tribune's Pacific & Atlantic Picture Service, returned to the Coast from Chicago during the week.

Garland Merrill, of the merchandising department of the Wichita Eagle, has returned from a business trip to Chicago.

Luther Weaver, former service man of the St. Paul Dispatch-Pioneer Press, has joined Major Harrison Fuller, former assistant managing editor of the papers, and now general manager of the Minnesota statewide organization which is working to exterminate wheat rust.

William F. Povah is now covering the city hall assignment for the Victoria (B. C.) Times.

Fred Law, hotel reporter for the Vancouver (B. C.) World, has left for California, from where he will write special articles.

P. W. Luce is now writing a humorous column of comment on the front page of the Vancouver (B. C.) World under the title "Phizz."

WITH THE AD FOLKS

L. E. HOLLAND, president of the Associated Advertising Clubs of the World, this week made his first visit to New York headquarters of the A. A. C. W. since his election at Milwaukee. He and Sir Charles F. Higham, M. P. were the guests of honor at the luncheon June 29, of the New York Advertising Club.

Ralph E. Mooney, fiction writer, is

RYAN GETS NEW OFFICE

Now Assistant General Manager of St. Louis Star

Tom A. Ryan's fourteen years of service with the St. Louis Star have resulted in his appointment to the newly created position of assistant general manager of that publication. Mr. Ryan is also treasurer of the Star. He has filled virtually every position in the business end of the paper, working himself up to the post of business manager and advertising manager. Before joining the staff of the Star, Mr. Ryan was with the old St. Louis Republic for three years. Other changes on the Star are the promotion of E. N. Giles to be advertising manager and C. J. Edeleman to be in charge of foreign advertising.



TOM A. RYAN

now connected with the Southwestern Bell Telephone Company's house organ in St. Louis.

E. K. Thompson has resigned as advertising manager of the T. M. Sayman Products Company, St. Louis.

Clinton Brown has left the St. Louis Times and has become a member of the firm of Ferree-Taylor-Brown, advertising counselors.

Arthur J. Gaines, former treasurer of the Advertising Club of St. Louis, has resigned as manager of the St. Louis Symphony Orchestra, to engage in similar work in New York.

C. B. Nichols, associated with John Branhan, newspaper representative in the Mallers building, Chicago, left for a fishing trip in Northern Wisconsin. Mr. Branhan is on a business trip in Tennessee.

Miss Grace Ryerson, assistant to W. S. Grathwohl, Chicago newspaper representative, is planning for a vacation at Long Lake.

George F. Rogers has become sales and advertising manager of the General Heating & Ventilating Company Los Angeles.

Bernard H. Brunner has joined the All-American Investing Company, New York, as advertising manager, in which capacity he was formerly associated with Parsons & Whittemore, Inc., New York.

Norbert A. Considine, president of the Paper House of Pennsylvania, Edward Winslow, of the William Fell Printing Company, of Philadelphia and Mr. Long of the Eugene McGuckin Advertising Agency, of Philadelphia were recent visitors in Springfield (Mass.)

NOTES OF THE AD AGENTS

THE Gotham Advertising Company of New York, has absorbed the business of the Vedder Overseas Service, successor to the Johnston Overseas Service.

Jerome Kircher, of the Gardner-Glen Buck Advertising Company, St. Louis and Miss Alicia Hafner were married there recently.

C. H. Giddings, formerly with farm paper groups and with the Mace Advertising Agency, Peoria, Ill., has joined the staff of Critchfield & Co., Chicago.

Donald B. Skinner has resigned as advertising manager of the Tobey Furniture Company, Chicago, and is now on the staff of the J. Roland Kay Company Chicago. He is succeeded with the Tobey Furniture Company by A. Schiebel, formerly with the William Freund Company, Chicago.

Miss E. N. Hall, formerly with the Dorland Agency, New York, has become space-buyer of the James Advertising Agency, in that city.

GUY BARHAM BURIED

Funeral of Publisher Who Died London Held in Los Angeles

(*By Telegraph to* EDITOR & PUBLISHER)

LOS ANGELES, Cal., June 29.—Guy Barham, president of the Los Angeles Herald Publishing Company, who died in London June 9, was buried today and the city paid its tribute to his memory both as a distinguished citizen and friend.

Rules on the first page of all editions of his paper were turned. All operations in the Herald plant were stopped from 10.30 a. m. until 11 o'clock. The doors of the Herald were locked and telegraph tickers in both the United Press and International News Service bureau were stilled.

Dean William MacCormack of St. Paul's Pro-Cathedral conducted Episcopal burial service in the First Congregational Church by arrangement with Dr. Carl S. Patton, the pastor, because St. Paul's has been dismantled and the new edifice not yet built.

The active pall bearers were chosen from among the department heads of the Evening Herald. They were Donald Keeler, Louis Richardson, W. J. Hanson, Edwin R. Collins, Arthur Hollick, C. G. Cookerly, Eugene O. Menz and Marshall S. Culver. On the list of honorary pall bearers were the names of notable men of the city, the state and the nation.

PAPERS BAR DETAILS OF TROTTER CASE

Grand Rapids Press, Herald and News Refrain Until Wife Proves Sensational Charges Against Evangelist Husband

The Grand Rapids Press, Herald and News have refused to publish any of the details in the sensational suit brought by Mrs. Trotter against her husband, Melvin E. Trotter, evangelist and head of the Grand Rapids Rescue Mission. Mrs. Trotter is suing for separate maintenance. This decision to publish nothing more than bare announcements of the trial has caused general discussion in that city and resulted in the Grand Rapids Press editorially defending its position.

The Press says that it will publish the decision of the court, but that it does not believe that the reputation of the evangelist should be destroyed if the charges made against him are not proven. It is contended by the newspaper that the Mission had done too valuable work in Grand Rapids, but holds that Mr. Trotter should and will be exposed if the court holds the charges proven.

The Press editorial was printed after the Chicago Herald-Examiner had appeared in Grand Rapids featuring the trial and publishing a sensational deposition from a former chairman of the Rescue Mission Board setting forth an alleged confession of Mr. Trotter as to his relations with his secretary. This deposition is being published serially in the Herald-Examiner. Mr. Trotter, a former worker with Billy Sunday, first started his religious career in Chicago.

Other outside newspapers are also carrying accounts of the trial, while the Associated Press during the past week has also given daily accounts of the testimony. The trial is proving most sensational owing to the nature of the charges and the prominence of the defendant.

Radio Agreement in Twin Cities

The Minneapolis Tribune, the Minneapolis Journal, and the St. Paul Pioneer Press and Dispatch, in accordance with the recommendation of J. A. O. Preus, governor of Minnesota, have agreed to discontinue their individual radio telephone broadcasting stations in favor of the station of the University of Minnesota. This agreement was signed by the papers 22 after a conference between F. E. Murphy of the Tribune, H. V. Jones, the Journal, and C. K. Blandin, the Pioneer Press and Dispatch. This now leaves the field clear for the state university.

MERGER IN ZANESVILLE

Evening Dispatch Sold to Signal and Times-Recorder Owners

Another newspaper consolidation was noted this week when the Zanesville (Ohio) Publishing Company, publisher of the Morning Times-Recorder, Evening Signal and Sunday Times-Signal, purchased the name, goodwill, subscription list, advertising contracts and all assets of the Dispatch Publishing Company, publisher of the Evening Dispatch. W. O. Littick is general manager of the purchasing company.



W. D. Littick

The Dispatch was started as an evening paper May 16, 1921, but, although it had built up a circulation of 5,000, had considerable local advertising, and the United Press and N. E. A. services, it was unable to reach a profitable basis and its owners concluded that the city could not support three daily papers. Sale of the Dispatch, which was effected by Harwell & Cannon, of New York, leaves Dayton, with nearly 200,000 population, the smallest Ohio city supporting three daily newspapers. Zanesville has 30,000 population.

The addition of the Dispatch circulation to that of the Signal and Times-Recorder is expected to make the total well above 30,000, which is sold to advertisers in combination only at 7 cents a line. There will be no advance in rate. Robert E. Ward, Inc., represents the Signal and Times-Recorder in the national field.

Get Facts For Churches

Why shouldn't advertising managers lend the help of their research departments to the churches in order that they may improve their copy?

Where are the "prospects"—the market—of the churches which advertise most largely in your town?

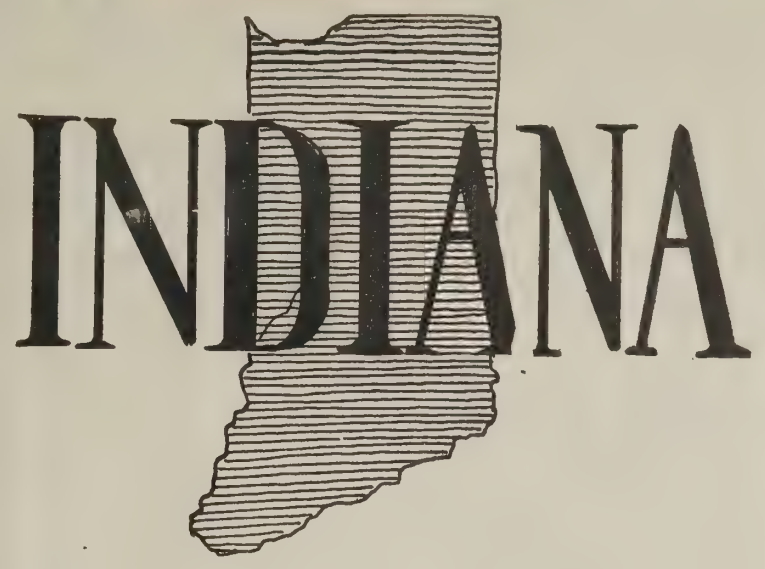
Is the copy of these churches written to reach the prospects? Help the churches to get full value for the space they buy—they must have results to justify their expenditure, just as every other advertiser.

We have two series of 10 ads each which many papers have been glad to buy for use in stimulating larger results by individual churches.

Copy will be sent on approval for a stamp. Address Herbert H. Smith, 156 Fifth Ave., New York.

CHURCH ADVERTISING DEPARTMENT
A. A. C. of W.

EDITOR & PUBLISHER is co-operating by donating this space.



For years past Indiana has been recognized as a most profitable market for nationally advertised goods, ranging from hair pins to hay presses.

What is true of the past is doubly true today.

Not only is Indiana well balanced but she is "right in the heart" of everything, wonderfully blessed in location, steam, electric and water transportation, agriculture, steel industry, coal mining, building and general manufacture.

National advertisers should cultivate intensively and immediately the ready, accessible and fertile field represented by Indiana's three million prosperous people.

You can reach them quickly and economically by placing your advertising with the papers listed below.

		Circulation	Rate for 5,000 lines
Decatur Democrat	(E)	3,151	.025
*Evansville Courier	(M)	22,938	.05
*Evansville Courier	(S)	21,392	.05
*Fort Wayne Journal-Gazette	(M) 23,528	38,582	.10
*Fort Wayne Evening Press	(E) 15,054		
*Fort Wayne Journal-Gazette	(S)	24,661	.07
*Fort Wayne News-Sentinel	(E)	31,508	.08
*Fort Wayne News-Sentinel	(S)	32,008	.08
*Gary Evening Post and Tribune	(E)	8,953	.05
*Indianapolis News	(E)	115,634	.20
LaPorte Herald	(E)	3,721	.025
†South Bend News-Times	(M) 9,021 (E) 9,170	18,191	.05
†South Bend News-Times	(S)	18,864	.05
South Bend Tribune	(E&S)	16,027	.055
*Terre Haute Tribune	(E&S)	22,381	.06
*Vincennes Commercial	(M&S)	5,010	.025

Government Statements, April 1, 1922.
*A. B. C. Publishers' Statements, April 1, 1922.
†Publisher's Statement.

An Accounting and Federal Tax Service for Publishers

References on Application

CLIFFORD YEWDALL
33 West 42nd Street
New York City

Fastest Growing Paper in South

NEW ORLEANS STATES

Over 50,000 daily
Over 63,000 Sunday

About 80% gain over last year.

Represented by

S. C. Beckwith Special Agency, New York
John M. Branham Co., Chicago

From 28,000 to more than

105,000

In Seven Months

The Detroit TIMES

Their Own Newspaper

Our readers continue because they get all the news daily and know just where to find it.

The Pittsburg Dispatch

Pittsburg's Best Advertising Medium.

Branch Offices:

Wallace G. Brooke,
Brunswick Building, New York
The Ford-Parsons Co.
Marquette Building, Chicago, Ill.

"The Land of Opportunity for Newspaper Men"

Editor & Publisher Classified Columns

MAKERS-MONEY-SAVERS

This is a regular weekly department designed to answer questions, offer suggestions and generally help the man and woman of the smaller city dailies and weeklies. Henry Beetle Hough, co-editor and publisher of the Martha's Vineyard Gazette, will be a regular contributor, but your ideas on money making and for money saving are wanted also. For each idea published we will pay $1. When your idea appears clip it out and send it to the MONEY SAVER EDITOR and payment will be made by return mail. Your ideas must be workable, told in as few words as possible and new to this department. Contributions to this department will not be returned.

WHY is it that the average country weekly and small city daily neglect both editorial and sport departments?

There are but few papers of the country weekly class and the small city daily class that treat both of these departments as they should.

For instance, we will discuss the editorial sections of the average country weekly. Too frequently they consist of one or two editorials, short or long or perhaps just of medium length all reprints from some big city newspaper. One is likely devoted to the high price of mittens in Florida. If there are two, the other may be devoted to the building of a bridge in New York City or some other metropolitan center far removed from the district in which the country weekly in question circulates.

A bright and newsy editorial section of at least two columns, set in either special measure and in eight or ten point type, if there is a linotype machine in the office, would be of incalculable benefit to the paper. If there is no machine, the editorials could be set to single column in eight or ten point Roman or Gothic. Above all, the editorials should not be too long. Perhaps the leading editorial could be a half column or at most a column. But as a rule it is not advisable to pass the three or four stick mark for an editorial. That is, if the editorial is typed to be read.

The editorials should be breezy and there should be the fullest simplicity in the wording. There are too many embryo journalists on small papers who labor under the delusion that people want to read jaw-breaking words. In this connection, I am reminded of the admonition given me by a city editor on a Boston paper when I was extremely young at the game. I had been very fond of writing my articles in highbrow. I mangled my poor intellect in thinking big words when small words would cross my mind. The city editor looked me over carefully one day after I had brought a story to his desk, and then looked at the copy I tossed to him. He said, "Say, Bill, we're not advertising Webster's dictionary on this paper."

The editorials for the country weekly and small city daily should have a local interest. It is all very well for the big city newspapers to devote editorial space to the activities of Lenine in Russia, but the small paper has a limited clientele, and must cater to that clientele.

Adjoining the editorial columns it would also be advisable to conduct a column of humor of special interest to the district. Humor is something that appeals to every reader—even the perpetual grouches.

Plate editorials should never be used. The editorial section should be the keynote section of the paper. Of what interest will plate editorials be to the readers? And, moreover, no plate editorials will have the bright and clean appearance of the typed editorials.

And in the matter of sport sections. The average country weekly and small city daily carry no sport sections at all. Now, the time has long since gone into the discard that newspapers underrated the attractions of the sport sections. Just as there are sport sections in the large papers there should be sport sections in the small papers. Even if it were but a quarter page, it would be attractive to the young men and boys particularly. Surely there are young men and boys in the districts covered by the country weeklies and the small city dailies.

And the sport matter should not be all reprint. Make at least sixty per cent of it of local interest, and therefore written in the office. Specialize on the current sports. In the outdoor season lay emphasis on the outdoor sports such as baseball, golf, football, tennis, running, track athletics, lacrosse, swimming, rowing, etc. And in the indoor season play up local activities in basketball, boxing, wrestling, pool swimming, hockey, skating, indoor baseball, indoor track athletics, water polo, etc.

Surely if the publishers of small papers would devote more attention to editorials and sports there would be more progressive appearing country weeklies and small city dailies. And there is no doubt the financial returns would not be long in proving that attention to editorials and sports pay and pay well—in both directions, circulation and advertising.—W. J. McN.

If you don't keep a clipping morgue, and many smaller newspapers do not, it will be found a helpful thing for the city editor, in dating up his calendar in advance to make notes of the date and page on which advance stories of events were carried. The reporter, when he receives an assignment, can thus refer readily to the previously published story and get his bearings from it.—R. F.

The merchants in Prettyprairie (Kan.) have what they call "Bargain Day" once a month. A prize of $1 is offered to the farmer wife who brings in the most eggs that day. Another prize is given to the farmer who brings in the most chickens on that day, and so on.

The merchants pay these prizes in merchandise, and the city paper co-operates by printing the prizes and the winners' names. This stunt has proven to be a success and should be worth trying in other towns.—B. F. C.

Nearly any country publisher could secure more local advertising by making an intelligent survey of his field. Every business firm should be charted, showing the number in various lines of business, competition, possibilities of expansion of each, possible advertising appropriation and other pertinent points. Advertising can then be solicited from these firms on a business-like basis, and in many instances regular schedules can be prepared and submitted to the firms for approval.—N. B. S.

"Favorite Recreations of Some of Our Folks" is a good topic for human interest stories which might be easily secured for the country paper and which, when published, would interest everyone and please the people about whom the stories were written. For instance, everyone in town may know that the Methodist minister's favorite recreation is working in his garden, but this fact may never have been published in your paper, and because everyone was familiar with the fact it would have that much more interest when published. And a new slant could be given to it by getting the minister to tell how he became interested in gardening, what some of his outstanding successes in gardening have been, and so on. This sort of a series could be kept going indefinitely, because it would all be news, and it would all prove interesting all the time.—F. H. W.

Night calls for doctors are much rarer in small towns than they are in bigger cities. Consequently, whenever a doctor in your town is called out at night, it is news. Are you printing all the news of this sort that occurs in your town? Find out, each week, from the local physicians what their night calls during the week have been and write up the proper sort of news items about these calls.—F. H. W.

E. E. Brodie, publisher of the Enterprise, Oregon City, Ore., is now in Bancock as our U. S. Minister to Siam. In his absence Hal Hoss, secretary of the Oregon Editorial Association, is in charge of the paper.

Hal Hoss is a go-getter, and has developed a line of work usually overlooked by newspaper publishers in small communities.

This year he has printed Annuals for the high schools at Oregon City, West Linn, Forest Grove, Woodburn, Milwaukee, Beaverton, Molalla, Estacada, and Canby, at prices ranging from $250 to $750. The local advertising carried in the Annuals reduces the cost of the volume to the student to $1.

Another line of work that he has developed is the printing of leaflets for summer resorts. The result has been that during the past month the Oregon City Enterprise has done a business exceeding $10,000. All of which goes to show that it is not the size of the town in which you are located that counts but the initiative of the publisher combined with the determination to turn out nothing but high class work.—F. L.

A regular department devoted to interesting extracts from letters received by local folks from former residents of your city and territory who have moved to other cities would be of constant interest. Of course only the really vital, interesting parts of the letters should be quoted and, of course, the full names and addresses of the people sending the letters should be given, as well as the full names of the person receiving the letters and the relationship between the two, whether father and son, or just friends, should be given. There would be plenty of this sort of stuff to be secured for each issue and it would be real news.—F. H. W.

Features by
Irvin S. Cobb
Fontaine Fox
Hugh Fullerton
Rube Goldberg
Ed Hughes
Burns Mantle
T. L. Masson
O. O. McIntyre
Frederick Palmer
H. J. Tuthill
and others
The McNaught Syndicate, Inc.
Times Building, New York

KANSAS IS A RICH, RESPONSIVE FIELD—TOPEKA, ITS CAPITAL A GOOD "TRY OUT" CITY

They Are Best Covered by the

Topeka Daily Capital

TOPEKA, KANSAS

Only Kansas Daily With a General Kansas Circulation

Dominates its field in circulation, all classes of advertising, news, prestige and reader confidence.

Supplies market data—does survey work—gives real co-operation.

Arthur Capper

PUBLISHER

MEMBER A. B. C.-A. N. P. A.

THE NEW YORK EVENING JOURNAL

has the largest circulation of any daily newspaper in America.

Perth Amboy, N. J.

Plants are putting on men. Plant managers are optimistic regarding future. Building trades active.

Evening News

F. R. NORTHRUP
350 Madison Avenue, New York City
Foreign Representative

In New Orleans it's

THE ITEM

Big Circulation Gains That Stick!

A Hollister Campaign will increase your circulation by thousands—and hold it.

Among publishers who know are The Philadelphia Inquirer, San Francisco Chronicle, Cleveland Plain Dealer, Washington Post, Los Angeles Times and many others.

Now on The Louisville Herald. Write or wire for more facts.



HOLLISTER'S CIRCULATION ORGANIZATION
Largest in the United States
300 MERRITT BLDG., LOS ANGELES, CAL.

Waste

Distribution before advertising is the motto of the Merchandising Department of The Indianapolis News. Eliminate the waste.

The Indianapolis News

New York Office: Dan A. Carroll, 150 Nassau St.
Chicago Office: J. E. Lutz, The Tower Bldg.
Frank T. Carroll, Advertising Manager.

New Haven Register
is New Haven's Dominant Newspaper
Circulation over 32,500 Average
Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.
New Haven Register
The Julius Mathews Special Agency
Boston — New York — Detroit — Chicago

LOS ANGELES EVENING HERALD

LEADS ALL LOS ANGELES DAILY NEWSPAPERS IN TOTAL PAID CIRCULATION

Government statement for six months ended March 31, 1922

Average **146,233** daily

New York
J. W. MOLONEY
1104 Times Bldg.

Chicago
G. LOGAN PAYNE CO.
6 No. Michigan Ave.
Suite 401, Tower Bldg.

Let Us Fill Up
your paper with advertising on dull days - no obligation
Write
JOHN B. GALLAGHER CO.
52 VANDERBILT AVENUE
NEW YORK

DOLLAR PULLERS

Advertising and circulation managers are always on the lookout for new ideas that will increase advertising receipts and win new circulation. Your idea for increasing advertising or circulation may not appeal to your manager, but it may be just the thing that some other manager wants. EDITOR & PUBLISHER *will pay* $1 *for each idea printed under this head. The fact that the idea is now being used in your city does not bar it from the department. Address your communications to the* DOLLAR PULLER EDITOR. *When they appear clip them and mail them in and receive payment by return mail. Unavailable ideas will not be returned.*

THE Burlington (Ia.) Gazette ran a page headed "Modern Mechanical Refrigeration Makes Meat Markets More Efficient." Reading matter and cuts were supplied by the makers of such apparatus who also took space, explaining the value to the housewife of such sanitary preservation of foods. Advertising of markets, so equipped, filled the rest of the page.—H. D. K.

The Philadelphia Record publishes each week a very unique and interesting advertisement known as "Save Some." This is in the form of a cooperative advertising campaign and the plan is to educate the public to the advantages of a savings account and to urge people to stop in at one of the banks or trust companies listed in this advertisement and open a savings account. The cost of this is equally divided among the banks and trust companies whose names appear in the advertisement.—G. B. S.

As the fall moving season approaches build an advertising page around the rates for moving, hints from experienced packers as to how to take care of household goods, show distances from one important point to another in your city and give other real information. Moving companies, repair men, furniture and house furnishing houses probably could be induced to go in on a page of this kind.—H. D. K.

A Bible Contest is good to run when evangelistic services are being held.

In each advertisement conceal a Bible quotation or proverb. In a box on the page give the exact book, chapter and verse from which the quotations are taken. In each instance there will be only one word from the Bible quotation in each advertisement. Find the quotation by reading each advertisement carefully, finding the word that sounds as though it would be found in the quotation referred to in the Bible.—R. B. M.

"Know Omaha and Omaha Stores" is a general theme of a series of eight full-page advertisements being published in the Omaha Daily Bee. This series has an interest for every resident of Omaha and tributary territory. It pictures the marvelous growth of the city as a retail market center in unusually graphic manner. By photographs and historical text the story of the city's present advantages as a trading post are told with compelling force. The advertisements are an unsolicited tribute by the Bee to the city's retail trade. Preparation of the copy, the engraving and all other work in connection with the ad, was undertaken by the various departments of the Bee. This would be a good advertising stunt for every paper in the United States.—A. R. D.

A feature page that can be run for several weeks is the National Advertised Products page. For instance, take Gold Medal Flour, get the wholesale distributor and all the dealers handling it for ads. To make it more interesting give only the telephone numbers of the merchants and offer a sack of flour to the one bringing in the correct list. The next page can be on Royal Baking Powder or Campbell's Soup—in fact, any national known product.—V. B. N.

How many gallons of gas a day are sold in your city? How many women purchasers of gas are there? What is the average amount of gas purchased by autoists at one time? How many out-of-the-state cars are served by your filling station on an average day? This sort of information could be easily secured from your gas distributing companies and gas filling stations, and this story would not only be of interest to all autoistss in your city but would also be a good story around which to center the ads of local filling stations which, as a rule, are not very good advertisers.—F. H. W.

The Fort Wayne News & Sentinel, of Fort Wayne, Ind., recently cashed in on the popularity in radio by a unique group page of advertisements. A number of ads were grouped on a page with portions of the ads printed in the dot and dash radio code. The letters of the code with the corresponding dots and dashes opposite them were given at the top of the page. Prizes amounting to $10 were offered by the paper to the person sending in the first correct translations of all the radio portions of the advertisements.—F. H. W.

The automobile season is in full blast, and to keep the classified columns before the auto owner is to print a license number each issue in the classified column, and give five gallons of gas free to the owner of the car bearing that number. Or to make it of interest to everybody, pick a name at random from the subscription list and give free theatre tickets. This would make them read the classified ads. —V. B. N.

What is the oldest store on Main street in your city? What is the oldest store on Circle street? What is the oldest store on each of the other business streets in your city? Find out what these store are and then get special advertisements from them to be used in connection with a story telling about earlier conditions in your city. Most of the stores would be glad of such an opportunity for emphasizing their age and long service to local customers.—F. H. W.

Get up an article on "How to Keep Cool." Let it consider various ways of avoiding the heat. You may compile a list of Dont's such as: Don't walk on the sunny side of the street, don't eat meat, don't lose your temper, etc. Place this article in the middle of the page, and then get advertisements to surround it from ice dealers, electric fan dealers, summer clothing merchants, soda water companies, etc.—D. R.

In all small cities practically all the stores close on National holidays. Why not sell a page or two of small ads under the heading, "These Stores Will Be Closed" (name of holiday)?—G. L. K.

When looking over old newspapers and reprinting extracts, such as "25 Years Ago Today," you will find many weddings. Look up in your city directory to find whether those people live in town yet. If they do, send them a letter of congratulation. Tell them that you found the record of their wedding in the paper, and ask if they plan to celebrate. They will be pleased to be remembered by the newspaper. Send a solicitor around to see them later, if they are not on your subscription list.—E. C. H.

The Memphis Press is carrying each Monday a Pure Food page which consists of an editorial feature boosting the independent grocer. At the bottom of the page are listed 56 representative independent grocers. It was a part of the contract with the grocers whose names are listed at the bottom of the page that they stock and push all products advertised on the page during the campaign. We then sold 13 manufacturers or jobbers spaces on the page. Once each 13 weeks each of these advertisers is given the large space in which to exploit his line. Each week the line which has the large center space gets window and counter display in each of the stores listed at the bottom of the page.—L. E. H.

Get more people reading your classified columns by using this idea recently tested out by the Springfield Republican and News, Springfield, Mass. The paper arranged the stunt in co-operation with Riverside Park, a nearby pleasure resort. Readers were told to go through the classified columns carefully and look for any which in any way mentioned this park. On an announced day, tickets tieing up with each mention of the park, would be found at the amusement resort, concealed under picnic tables, and, in fact, everywhere. A large list of prizes donated by the Springfield merchants for the sake of the publicity value of the stunt ranged from a Ford car down. Try it out.—J. M. M.

Too many country publishers take business as it comes to them, without an aggressive policy in regard to either advertising or subscription. They solicit advertising without any regular policy or program, and if their volume of space is lower than that of their competitor or contemporary in another town, after a cursory examination, they excuse themselves with the thought, "Well, I'm not so bad off; I got nearly as much as this fellow and he is in a larger town," or "he has a better field." These publishers should measure their advertising each week and the total compared with the volume in other papers in the same territory. They should not "pat themselves on the back" unless their volume of space is equal to or exceeding that in papers published in towns of equal size.—N. B. S.

BUFFALO EVENING NEWS
Again Leads All Six-Day Publications in United States in National Advertising

In 1921 the Buffalo Evening News assumed the leadership of the National Advertising Field among all papers publishing only six days per week.

In 1922 the Buffalo News retains this leadership.

National Advertising 1921—2,517,574 agate lines.

THE BUFFALO MARKET.

The Buffalo market is a responsive market, an economical market, and built upon the rocks of sound conservative growth.

In 1921 there were more building permits and more money spent for buildings of all kinds including factories and additions than in any other year of its history.

In 1921 there were more business structures erected in Buffalo than in any previous year.

It is significant to note that at the present time there is no retail store for rent.

Buffalo is busy.

Buffalo is prosperous.

Buffalo is withstanding the onslaught of the reconstruction period.

Your campaign will pay in Buffalo.

BUFFALO EVENING NEWS
E. H. BUTLER, Editor & Publisher.
Kelly-Smith Company, Representatives, Marbridge Bldg., New York, N. Y.; Lytton Bldg., Chicago, Ill.

Waterloo, Iowa
POPULATION 36,230
Waterloo Evening Courier
AND WATERLOO DAILY REPORTER
A. W. Peterson, General Manager
RATE 5c FLAT
Representatives
STORY, BROOKS & FINLEY

The circulation figures, totaling over 15,000, tell a wonderful story for Waterloo, and emphasize Waterloo as an important and intelligent center for national advertisers. The big point about this circulation of the Waterloo Evening Courier is the fact that it is absolutely steadfast—8,000 in Waterloo and 7,000 outside. Look up the record for any previous year, and see if the Courier's circulation has ever slumped in any year, or ever increased radically. Just a steady increase. Careful examination will show no trace of premiums, cut rates, or anything else that leads in some measure to subscribers taking a paper which is not their real choice.

The Pittsburgh Post

A newspaper of character, integrity and enterprise which has earned the confidence of the people of the world's greatest industrial district.

DAILY and SUNDAY

Few Papers — (if any) — surpass the *TRENTON NEW JERSEY* TIMES
AS
A Food Medium

A recent reader survey indicates that among the housewives of the city our Thursday Food Feature Department—upward of four pages devoted to food recipes and news and food advertising—is the best feature carried by the Times

Circulation 30,237 Member A. B. C.
KELLY-SMITH CO.
Marbridge Bldg. New York
Lytton Bldg. Chicago

FIRST PAYMENT OF $6.66 BRINGS 20 WAR VOLUMES

Twenty war volumes, telling in detail the complete story of the World War, will be delivered to any address in the United States on an initial payment of $6.66. Twelve monthly payments of $5.00 each will complete the cost of the set—$66.66—bound in cloth. Illustrated with reproduced photographs of battlefield scenes, portraits of political military and naval leaders, cartoons, maps and facsimiles of important documents.

THE NEW YORK TIMES WAR VOLUMES
Published by
The New York Times Company
Times Square, New York
Descriptive booklet on request.

HOLD CIVIC PRIDE CAMPAIGN

Schenectady Union-Star Interests Citizens and Industries

The Schenectady (N. Y.) Union-Star is conducting a Civic Pride campaign. A permanent Civic Pride organization for Schenectady and its environs has been organized. Schenectady's industries are included in the scope of the organization. Get together meetings have been held in the various wards of the city. The Union-Star conducted a contest for a slogan for the campaign with a $25 prize. "Invest For Your Best in Schenectady," was the winner.

Gimbel Brothers Will Expand

Gimbel Brothers, New York, will in 1924 take over the building of Saks & Co., which occupies the block frontage on 6th Avenue from 33d to 34th streets, and which adjoints present Gimbel building which fronts on 6th avenue from 32d to 33d streets, thus giving them two buildings. Isaac Gimbel, president of Gimbel Brothers, signed the lease which is for 20 years and carries with it an aggregate rental of $8,000,000. The other store, Saks & Co., will move to a new building on 5th avenue.

THE "AGED MAN" AND OTHER NONENTITIES

(*Continued from Page 27*)

tested!) of the people in the town who were considered to be, both by themselves and the newswriters, the better element. Possibly she was not so much worse than some of the others, but she did not give a whoop who knew it and the others did. Sensitive about it, too, the others. It came to pass that this woman decided to move to another city. Was not driven out, you understand, but decided to move for business reasons. In a spirit of gentle irony the announcement of her departure was made in the paper. An old moth-eaten phrase was called up for the purpose—"Newton's gain is old town's loss," and within thirty minutes after the paper was on the street a dozen men made it a point to drop in at the office and laughingly congratulate the writer on having pulled a good one—haw-haw-haw! Two of these visitors were in the office when the woman herself entered. She stood for a moment, a tense moment, before she spoke. I thought she was trying to decide which one of several lines of unladylike talk, the possession of which she had demonstrated on former occasions, to use. I braced myself. Mentally I mapped out a course of progress down the press-room stairs and into the sweet, pure air of the alley. When she suddenly dipped a hand into her bag I almost started. Anything was possible—gun, knife or acid. I watched that hand. But when it came out of the bag it contained only a small black purse. When she opened the purse she smiled, smiled through a mist of tears (to make use of another old friend) from the hardest pair of green eyes I ever saw in a woman's face. "That was mighty nice, what you said of me in the paper, young man," she said. "It's the first kind word I've had from anybody in this town since Gawd knows when." Then she placed a five-dollar bill on the table, asked me to see that it was credited on her subscription account, gave me her address, and went out ugly and defiant as you please. You can't always tell. The two men laughed after she had gone. I did not. But I gave those two birds the coldest stare I had in stock. There is soul even in news writing. The writing of even trifling news may be made an art.

It is not often done, however. Perhaps that is the cause of all the trouble.

Visitors Welcome by the Item

The New Orleans Item has announced that visitors may go through the various departments daily and from 8 to 10 on Saturday nights. Guides are furnished to explain the various operations.

SUPPLIES & EQUIPMENT
For Newspaper Making

FOR SALE

6c **A WORD for advertisements under this classification. Cash with order.**

For Sale
One 8-page Double Drive Angle Bar Duplex 20th Century Press with motor all in splendid shape. Full particulars will be furnished on request. The Morning Commercial, Vincennes, Ind.

Printers' Outfitters
Printing Plants and Business bought and sold, American Typefounders' products, printers and bookbinders machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

NEWSPAPER PRESSES
FOR SALE

Two 32-page 4-plate-wide Duplex "Tubular" Presses. Now printing the Richmond News-Leader.

Also two Duplex Sextuples now printing the New York Tribune.

For particulars apply to

R. HOE & CO.
504-520 Grand St.
NEW YORK, N. Y.
7 Water St., Boston, Mass. 827 Tribune Bldg. Chicago, Ill.

FLEXIDEAL
A Dependable, Uniform
DRYMAT
Better in performance than any other, and at a LOWER price. A trial will convince you.

Unlimited Stock on Hand at all Times

The Flexideal Company
15 William Street
NEW YORK CITY

Newspaper Plant Equipments
Established in 1912

PECKHAM MACHINERY CO.
MARBRIDGE BLDG, 34th & B way
NEW YORK CITY

Modern Hoe (low down) Press, 18 pages at 30,000, printing up to 36 pages, with plate finishing machine.
Press can be shipped and erected at once.

1 Model B Intertype, 3 Linotypes from same plant.

Take It To
POWERS
Open 24 Hours out of 24
The Fastest Engravers on the Earth

Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

For Prompt Service
TYPE
Printers' Supplies
Machinery

In Stock for Immediate Shipment by Selling Houses conveniently located

"American Type the Best in Any Case"

AMERICAN TYPE FOUNDERS CO.

Boston	Pittsburgh	Kansas City
New York	Cleveland	Denver
Philadelphia	Detroit	Los Angeles
Baltimore	Chicago	San Francisco
Richmond	Cincinnati	Portland
Atlanta	St. Louis	Spokane
Buffalo	Minneapolis	Winnipeg

EDITOR & PUBLISHER

NEW YORK, N. Y.
RATE CARD
in effect March 11, 1922

1. General Advertising

a. Transient rate 50c per agate line (minimum space 14 lines—1 inch).

Full page	672	agate lines	$200.00
Half page	336	" "	113.00
Quarter page	168	" "	60.00
Eighth page	84	" "	35.00
Sixteenth page	42	" "	20.00

b. PREFERRED POSITIONS.

Front and back cover rates on application.

Inside front and back covers 10% extra.

All other positions 25% extra.

2. Time Contracts

a.	Agate Lines	6 insertions within year	12 insertions within year	26 insertions within year	52 insertions within year
Full page	672	$188.00	$175.00	$150.00	$125.00
Half page	336	100.00	94.00	88.00	75.00
Quarter page	168	56.00*	50.00*	47.00*	44.00
Eighth page	84	30.00*	28.00*	25.00*	23.00
Sixteenth page	42	18.00*	15.00*	14.00*	13.00

All 52 consecutive-insertion contracts (see last column above) are based on consecutive insertions within the year. Extra space is charged at the 52-insertion rate, but contract is credited for one insertion only.

Half pages and full pages on 6, 12 and 26-time contracts may be used at the option of the advertiser within the twelve-month period.

*Quarter, eighth and sixteenth pages must be on definite copy schedule.

b. Contract advertisers are accorded the privilege of same insertion rate for larger space. For example: an advertiser under contract for twenty-six (26) quarter-pages at $47 per insertion is accorded the privilege of half pages at $88 and full pages at $150, but such advertisement is to be credited on contract as but one insertion of contract space.

c. Rate maker card—52 consecutive insertions—minimum space 28 agate lines—net rate 28c per agate line. Extra space pro rata.

d. All rebates earned by advertisers using more than contracted space within life of contract are paid in advertising space to be used within one month after expiration of contract.

3. Classified Advertising

a. Help Wanted..... .06 a word
For Sale..... .06 a word
Situations Wanted..... .03 a word
Business Opportunities..... .06 a word

b. All advertisements inserted on a strictly cash basis, except on orders from contract advertisers.

c. No discount for frequency of insertion.

4. Reading Notices—(None)

5. Commissions. Allowed to recognized agencies on other than publishers' advertising.

6. TERMS

a. All accounts payable net 30 days and subject to sight draft immediately thereafter.

b. Two (2) per cent. cash discount allowed on current advertising bills paid on or before the tenth (10th), provided all previous bills are paid.

c. Engravings, electrotypes, etc., are made at the expense of the advertiser and are not subject to cash discount.

d. Advertising copy will be prepared by the service department of EDITOR & PUBLISHER at an additional charge of 10%.

7. Mechanical Requirements

Column width, 13 ems. Column depth, 168 lines. Columns to page, 4. Size of page 9 x 12 inches.

Double center spread, 12 inches deep x 19 inches wide. Half tones used in advertisements should be 133 line screen.

8. Time Schedule and Miscellaneous

a. All copy subject to publishers' approval. b. Forms Close Thursday.

c. Advertisements must be in office by Wednesday P. M. for current week's issue.

d. Corrections on advertisements may be made up to Thursday, 5 P. M.

e. EDITOR & PUBLISHER will not be responsible for errors in advertisements, due to failure to return proof in time to make corrections.

f. Failure to furnish new copy on definite insertion contracts will compel use of previous advertisement.

g. Copy for advertisement should be received as early in the week as possible to insure good display and position.

h. All cuts should accompany copy. i. All new cuts and art work made at expense of advertiser.

9. Publishing Date—Saturday of each week.

10. Circulation

a. Member of A. B. C.

b. (February 1/22) Circulation 5,007

11. Subscription Rates—Domestic $4.00. Canada $4.50. Foreign $5.00

12. Executive Personnel

J. W. Ferguson, general manager; John F. Redmond, managing editor.
J. B. Keeney, advertising; Fenton Dowling, circulation.

Introduction to Employer and Employee

SITUATIONS WANTED

6c A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 50 words) FREE.

Advertising Man
...nts position on small daily. Capable of ...king complete charge of advertising. Four ...ars' experience. University journalism ...aduate. C-704, Editor & Publisher.

Advertising Man
...capable man, experienced as copy writer, ...esman and advertising manager, seeks more ...vantageous connection. Interested in posi...n as advertising manager in medium-sized ...y, account executive on metropolitan pa... or copy writer in agency. Successful ...ord that will prove interesting to some ex...itive. University trained, highly recom...nded. Position must be permanent and ...er more than ordinary opportunity for the ...ure. Box C-711, Editor & Publisher.

Editor, Business and Office Manager
...years experience, age 35, married. Thor...ghly reliable. Capable of assuming entire ...arge of daily. Employed; available at ...ort notice. Salary secondary condition, if ...mpetence leads to recognition and promo...n. Convincing references. C-710, Editor & ...blisher.

Circulation Manager
...shes to make change after July 15th. Nine ...rs' experience, successful. Reference fur...shed. C-706, Editor & Publisher.

Cost Analyst, Auditor, Office Manager
...gh-grade newspaper executive. After ten ...rs I outgrew previous position and ...er one year I find that present position ...mises no definite future. Age 36, excel...t business and literary education. Present ...ary $5,500. Want permanent proposition ...m well rated firm. Address C-646, Editor ...Publisher.

Experienced Man,
...wants position as news or managing editor ...nity of 25,000 to 50,000. University educa...n. Capable writer, can handle men and ...ce-up. At present employed on one of ...rest papers of Middle West. Desires posi...n as permanent location. East or South ...ferred. Reply to Box C-705, Editor & ...blisher.

First Class Desk Man
...cient, experienced newspaper man in mar... for job as news or managing editor in ...thwest, California preferred. Now night ...dor of paper 60,000 circulation. Best of ...erences. Address C-708, Editor & Pub...er.

Foreman
...1 room foreman, nine years experience, ...able of handling any size mailing room. ... references. Box C-712, Editor & Pub...er.

General Manager-Publisher
...erienced and successful newspaper execu... familiar with up-to-date advertising ... circulation methods, efficiency and busi... detail and proper direction of all depart...ts of newspaper making, seeks opportunity ...general manager-publisher of live small ...daily with field for expansion. Refer...s include leading publishers. Address C-... Editor & Publisher.

Give Me Punch
...power in your editorial page. In game ...years. Prefer connection with Repub...n daily or weekly. Have been on papers ...large national circulations. Age 50. ...ried. Health good. Available immedi...y. Best references. Address Geo. D. Bea...n119—15th St., N. E., Washington, D. C.

Live Reporter,
...our years on city dailies, wants position ...general news or special feature writer. ...ress Box C-700, Editor & Publisher.

Thoroughly Experienced Man
...h has been editor and manager in towns ...o 50,000 and managing editor in towns up ...0,000, desires to return to town of 20,000 ...up. Best recommendations. What have ...to offer? C-689, care Editor & Publisher.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Afternoon Paper,
leader in its field, circulation more than twenty thousand, wants real display advertising salesman. Start fifty dollars week. Address Box C-701, care Editor & Publisher.

Classified Advertising Manager
One of the fastest growing dailies in New England desires a classified advertising manager who has a "make good" record. The man for this position must be a first class salesman and be competent to take full charge of a classified department. This one of the biggest opportunities in the East. Applications are to be made by letter, giving age, nationality, experience in detail, salary expected and references. Write Harold F. O'Keefe, Director of Advertising, Portland Press Herald, Portland, Me.

Maybe You're the Man,
or you may know him. An advertising man with ability and energy can secure a third interest in a business magazine of the highest class that will net the right man $12,000 a year and give him $15,000 worth of stock—and a congenial life connection. An investment of $5,000 is necessary. Magazine established over five years and has valuable affiliations. Seven thousand business executives to be added to list before January 1st. Address Owner, P. O. Box 85, Times Square, New York.

Salesmen
acquainted with buyers and who can obtain orders for sales and order books can make favorable commission arrangements with leading Chicago concern in this line. Chicago Sales Book Co., 337 W. Madison St., Chicago, Ill.

Wanted:
Capable and efficient circulation manager to take charge of the circulation of a daily and Sunday newspaper in an Eastern city. We want a man between 30 and 40 years old who has had experience in all branches of circulation work. A man capable of producing results in a keenly competitive field is required. A competent assistant who has had the required experience will be considered. State salary, age and experience, etc., in first letter. A good opportunity is offered for the right type of circulator. Address C-702, Editor & Publisher.

STORIES & POEMS WANTED

6c A WORD for advertisements under this classification. Cash with order.

Stories, Poems, Essays, Plays Wanted
We teach you how to write; where and when to sell. Publication of your work guaranteed by new method. Walhamore Institute, Dept. J, Lafayette Building, Philadelphia, Pa.

NOTICE

INTERNATIONAL PAPER COMPANY

New York, June 28th, 1922.

The Board of Directors have declared a regular quarterly dividend of one and one-half per cent (1½%), on the preferred capital stock of this company, payable July 15th, 1922, to preferred stockholders of record at the close of business July 7th, 1922.

OWEN SHEPHERD, Treasurer.

$10,000

for first payment on an attractive newspaper property. Pennsylvania and Ohio locations preferred. Proposition X. Y.

C. M. PALMER
Newspaper Properties,
225 Fifth Ave. New York

Unusual Opportunities

Daily & Weekly NEWSPAPERS
TRADE PAPERS

HARWELL & CANNON
Newspaper and Magazine Properties
Times Building, New York
Established 1910

WE CONNECT THE WIRES

EDITORIAL WRITER, twenty years with two eastern dailies of the better class, now available because of change in management. Broadly informed in the big industrial problems, particularly transportation. "Qualified to act in any capacity on the news or editorial end. Writes clearly, interestingly and effectively. One of the highest grade men in newspaper work." Position and prospect more important than initial salary. Our No. 2457-B.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L. BLD'G., SPRINGFIELD, MASS.

Publisher-Business Manager

Do you need a man experienced in every branch of newspaper work to assist you in your duties and to promote your newspaper?

Applicant now employed but wishes to enter field with opportunities greater than at present afforded. Now completing third year as advertising executive on daily newspaper in 20,000 middle west city. Has served as city and managing editor; published county seat weekly for seven years; practical printer.

Thirty-three years of age; married; college graduate.

Want to make change about September 1, and want permanency. References willingly furnished.

Kindly outline your proposition and make arrangements for personal interview.

Address C-703, care Editor & Publisher.

WHAT OUR READERS SAY

A. A. C. Election Methods

DES MOINES, June 23, 1922.

To EDITOR & PUBLISHER: In your excellent article on page 10 of your June 10 issue you use the following language:

"It was proposed also that instead of nominating the president and secretary-treasurer from the floor of the convention, these two officers be nominated by the joint assembly—a subsidiary body of the association. This proposition was defeated and the method of electing officers remains unchanged."

This statement is incorrect. The motion to kill this provision in the revised constitution was lost.

The original proposed change in the constitution provides that the joint assembly should make nominations for president and secretary-treasurer, but that other nominations might be made from the floor. This provision stands.

Sincerely yours,
T. W. LE QUATTE,
Chairman Committee on Constitution and By-Laws.

Originality in News

NEW YORK, December 16, 1921.

To EDITOR & PUBLISHER: With reference to the article which appeared in your issue of December 10, in regard to the disappearance of originality in the American newspaper, in particular as to "news"—"Originality in News" is certain to disappear as the machinery for obtaining news improves and increases. When I first began to edit flimsy in 1874, the Associated Press covered nothing but routine matters, and its reports of an occurrence so far as skill in writing was concerned and impression on the reader were worthless. At the burial of the Unknown Soldier the report of the Associated Press was widely accepted by readers as a newspaper classic. To me it was the best report made. This change will go on.

The Associated Press can pay higher salaries, give more permanency than any one newspaper. In previous wars some one newspaper has stood at the front so conspicuously that its primacy was recognized. This was not true in the war of 1914-18. Local press associations each weave a finer mesh and cover a city, so far as the total of news is concerned, more closely than any single newspaper. In time the skill with which the news is presented in the agency will equal that of the newspaper.

A large amount of "originality" in giving news consists in graphic and piquant variations from the fact. The "rewrite man" causes more errors than almost any other one factor in newspaper service. I knew all that brilliant group which Dana, Lord and Doc. Wood gathered and taught in the Sun forty years ago. Under the training of these three men who understood accuracy, and this was as true of the Washington correspondent, as I was for a part of this period for the Sun, these men were taught to be accurate as well as brilliant, but they started the habit of mind in the American newspaper which regarded it as more important to be felicitously readable than fastidiously accurate. Between this tradition and the rewrite man the American newspaper has suffered.

The steady progress, however, of all forms of organized news service has led steadily and continuously to the common supply as a whole of a record of news which more and more makes newspapers uniform and which must make them so.

The practical result is that the "originality" of a newspaper is going to depend not on the record of facts, which will be more and more alike in all newspapers able to command the best sources of news, but in the other branches of a newspaper, in its editorials, in its criticism, in chroniques like Mr. Broun's, in special articles and in all the various ways in which opinion is expressed.

This is going to make the education of the journalist more and more important. The various news which is born every morning and dies every evening will be standardized. The treatment of aspects of this news, on the financial page, in comment, in the handling of events where opinion comes in to play, stage criticism, on social questions, and above all, on the editorial page, force, style, vigor, punch grow more and more indispensable.

Sheer newspaper ability will always count, but exactly as in any form of athletics strength and swiftness are doubtless indispensable, but these will not reach their full flower and fruit unless through training, so mere newspaper knack and nose for news will not get a man over without education. The difficulty with the newspaper today is that its management is so hot on making money that it is unwilling to pay the salaries which will command trained men of the first order. Salaries have advanced in the last ten years. In spite of this advance every man who reads this knows of men who ought to be on newspapers doing public service, who are tempted from this to advertising, publicity and propaganda. Said Byron:

"Ye have the Pyrrhic dance as yet.
Where is the Pyrrhic Phalanx gone?
Why of the two lose the nobler and the manlier one?"

TALCOTT WILLIAMS,
Director-Emeritus,
School of Journalism, Columbia Universtiy.

Editorial Note.—The communication presented above was dated December 16, and was written following the publication of an article in EDITOR & PUBLISHER by Hugh Logan of the New York World, in which the author found fault with the present method of syndicating news and features. In a note written under date of June 22, Dr. Williams explains that after writing the very interesting letter printed above, he mislaid it, but it is so interesting and bears out the general impression of newspaper men that we are glad to print it regardless of its age, although the details of the original article that brought forth this comment have, no doubt, been forgotten by many of the readers.

ADVERTISES NEED OF DOCTORS

Maine Medical Association Receives Answers from Porto Rico

As a result of a unique advertising campaign conducted by the committee of public relations of the Maine Medical Association letters from doctors all over the country and from as far away as Porto Rico, making inquiries regarding places where they may locate in Maine flooding the State.

The committee is using as its piece de resistance in this work a map demonstrating how many towns in Maine offer excellent advantages for young doctors who want to come and settle there. A survey of the state a short time ago showed many of these small towns to be lamentably lacking in physicians. This information furnished the impetus for the publicity campaign for more doctors for Maine.

HAD HARD TIME AT HERRIN

Don Ewing First at Scene of Mine Strife in Illinois

Illinois and Missouri newspaper men covering the bloody mine rioting at Harrin, Ill., have been up against conditions that rivaled the difficulties met by writers who covered the West Virginia mine fighting a few months ago.

Newspaper men who managed to get into the town had to combat poor wire service and absolute lack of facilities for getting over the scene of conflict.

Don Ewing, of the Chicago Bureau of the Associated Press was the first man into Herrin. After ten attempts he managed to hire a taxicab driver willing to drive through the mine war zone. Circling about in the taxi Ewing counted the bodies of twenty-six men and got the first accurate account of loss of life. Later he was under fire when he got between two opposing factions and was threatened when he tried to give water to a dying non-union miner.

Would Join A. B. C.

The Enid (Okla.) Eagle has applied for membership in the Audit Bureau of Circulations.

Roto for La Presse

La Presse, Montreal, will commence with its issue of June 24th, the publication of a weekly rotogravure supplement.

A New

ELLIS PARKER BUTLER

Series

"High Spots in History"

Conspicuous historical events told in brief humorous rhymes with irreverently comic illustrations.

A Genuinely New Idea

A first publication, daily humor feature by the author of "Pigs Is Pigs" is bound to be a winner.

Territory is closing now.

The McClure Newspaper Syndicate
373 Fourth Avenue New York City

Million Dollar Hearst Features

The World's Greatest Circulation Builders

International Feature Service, Inc.
New York

The Baltimore News

has just joined us for our

DAILY PUZZLE SERVICE

THE INTERNATIONAL SYNDICATE
213 Guilford Ave., Baltimore, Md.

The

Pittsburg Press

Daily and Sunday

Has the Largest CIRCULATION IN PITTSBURG

MEMBER A. B. C.

Foreign Advertising Representatives
I. A. KLEIN
50 East 42nd St., New York
544 Fort Dearborn Bank Bldg., Chicago
A. J. NORRIS HILL, Hearst Bldg., San Francisco

"The African World" & "Cape-to-Cairo Express"

Published every Saturday in London.

AMERICAN OFFICE
No. 1 West Thirty-fourth St.,
NEW YORK CITY

Telephone Fitz Roy 2969

HUNCHES

Managing editors and city editors are always on the lookout for news; and feature ideas that can be used locally. Editor & Publisher *will pay $1 for each hunch published under this head. The fact that the hunch is not being worked successfully in your city does not bar it from this department. Address your contributions to the* Hunch Editor. *When they appear, clip them and mail them in and receive payment by return mail. Unavailable hunches will not be returned.*

LOVE and storage warehouses have a connection that does not appear on superficial examination. But when love flies out the window, the storage company's van backs up to the door. Another romance in storage is what rental of a compartment in a storage warehouse means. Interview the manager of such a warehouse for some unusually interesting sidelights on love and housekeeping.—E. C. L.

Women's ankles are getting larger. Eighteen months of low shoe styles has developed the Achilles tendon. An interview with shoe dealers, doctors and with flappers rounds out an interesting local story.—H. B. S.

What are the former newsboys of your city doing now? Run a story about each successful one and in comjunction a story of what each of your present newsies hopes to be later in life. This series offers a good chance to hammer away with the name of your paper in every paragraph. It sticks in the memory of the casual reader.—J. H. B.

During the summer months many graduates of high school and college are planning to decide definitely what work they shall specialize in at college or what path they shall follow in the business world. Now is an appropriate time for a series of helpful articles setting forth the comparative advantages of various trades and professions. Such a series of articles will be appreciated by those who have not found themselves and who are anxious to get reliable vocational guidance. The articles should explain such things as the duties of the work, opportunities, qualifications for success, range in salary, etc. The articles should not be general, but should carefully analyze each occupation in a separate article. Representative men in those occupations will be glad to cooperate with you or perhaps write the entire articles.—D. R.

Conduct an "Ambition Survey" among the high school students of your city. What is this boy graduate going to do and what is the girl going to take up? What profession or trade will enter or study for and why do they make that certain choice? A very interesting series can be worked out along these ideas.—G. S., Jr.

How many of the leading citizens in your town are college men? At what age did most of them go to work? How much did they get at first? A story along this line would be particularly appropriate at this time of the year when so many young people are thinking about going to college or getting a job.—F. H. W.

Are the people of your city careful in handling library books? The Worcester Telegram ran a one-page story on vandalism. The librarian attributed the damage to books, which totalled over $10,000 in one year, to post-war license. Entire chapters were ripped from books which could not be replaced.—J. H. B.

Everyone is interested in food. So it would be of interest to all your subscribers to learn what the favorite foods of some of your leading citizens are. Does the president of the First National Bank like pork chops better than any other kind of food? Is the president of the Women's Club League in your city partial to potato salad? Information of this sort could be easily secured and with it should be presented some of the favorite recipes of leading citizens.—F. H. W.

CONVENIENT FORM BIOGRAPHY NOTICE

Full name _____ Residence _____

Single Married Widowed Divorced

Place of Birth _____ Date of Birth _____

Place of death _____ Hour _____ Date of Death _____

Married to _____ Where and When _____

Children _____ (Married Names) _____ Residence _____

Brothers and Sisters _____ Residence _____

If formerly a soldier, what division, and war _____ When Discharged _____ Rank _____

What school attended _____

Member of church _____ Member of societies _____

Held what public office _____ When _____ Politics _____

How long in State _____ How long in county _____

How long in U. S. if foreign born _____

Name of Father _____ Maiden name of mother _____

Last occupation (profession, trade, industry) _____

Previous occupation _____

Date of Funeral _____ Place _____ Hour _____

Minister _____ Cemetery _____

Special Music _____ Pallbearers _____

Cause of death _____ Physician (last) _____

Remarks: _____

Report furnished by _____

Republican-Leader, Marion, Ill.

The Marion (Ill.) Daily Republican uses the above obituary form which is furnished in tablet form to all local undertakers. The undertakers obtain the data for the family and for their record and thus the paper obtains its information with less effort and without duplication of calls. We call it "biography form" and use it for all politicians and other prominent persons, filing the same in our "morgue" after it has been dated.—OP.

106 Different Newspapers of U. S. & Canada Are Now Using

The Beck Comic Cartoons

"Gas Buggies"
(Daily)
"Down the Road"
(Sundays or Saturdays)

IF YOUR TERRITORY IS OPEN TELEGRAPH FOR TERMS

METROPOLITAN NEWSPAPER SERVICE
Maximilian Elser, Jr., Gen'l Mgr.
150 NASSAU ST. NEW YORK

The Mount Vernon, N. Y. DAILY ARGUS

carries more display advertising than any other newspaper in Westchester County.

This is an acknowledgement of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon.

GEO. B. DAVID & CO.
Foreign Representative
171 Madison Ave., NEW YORK

WIRE NEWS

For Evening and Sunday Newspapers

International News Service
21 Spruce St., New York

America's Best Magazine Pages

Daily and Sunday

Newspaper Feature Service
241 WEST 58TH STREET
New York City

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.

BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

NEW ENGLAND

	Circulation	2,500 lines	10,000 lines
MASSACHUSETTS—Population, 3,852,356			
*Attleboro Sun .....(E)	4,968	.0275	.0175
*Boston Sunday Advertiser(S)	416,358	.55	.55
Boston Globe .....(M&E)	284,724	.45	.45
Boston Globe .....(S)	322,907	.55	.55
Boston Post .....(M)	380,796	.60	.60
Boston Post .....(S)	401,797	.55	.55
Boston Telegram .....(E)	145,113	.20	.20
Boston Transcript .....(E)	38,443	.20	.20
*Fall River Herald.....(E)	12,905	.035	.035
*Fitchburg Sentinel .....(E)	10,739	.05	.035
*Haverhill Gazette .....(E)	15,425	.055	.04
*Lynn Item .....(E)	16,273	.06	.04
*Lynn Telegram News.(E&S)	16,886	.05	.05
Lowell Courier-Citizen and Evening Leader(M&E)	20,419	.06	.06
*New Bedford Standard-Mercury .....(M&E)	30,659	.07	.07
*New Bedford Sunday Standard (S)	24,853	.07	.07
Pittsfield Eagle .....(E)	15,845	.035	.03
*Salem News .....(E)	20,023	.09	.07
*Worcester Telegram-Gazette (M&E)	74,394	.24	.21
*Worcester Sunday Telegram (S)	42,741	.18	.15
MAINE—Population, 768,014			
Bangor Daily Commercial(E)	14,469	.05	.04
*Portland Press Herald (M&S)	19,291	.07	.06
*Portland Express .....(E)	25,424	.10	.07
*Portland Telegram .....(S)	25,966	.10	.07
NEW HAMPSHIRE—Population, 443,683			
Keene Sentinel .....(E)	3,312	.03	.02
Manchester Union-Leader (M&E)	28,649	.10	.06
RHODE ISLAND—Population 604,397			
Newport Daily News....(E)	6,171	.035	.03
Pawtucket Times .....(E)	24,063	.07	.06
Pawtuxet Valley Daily Times (Arctic) .....(E)	2,475	.021429	.021429
*Providence Bulletin .....(E)	59,767	.135	.135
Providence Journal .....(M)	30,662	.08	.08
*Providence Journal .....(S)	54,629	.12	.12
*Providence Tribune .....(E)	22,501	.10	.09
*Woonsocket Call .....(E)	13,024	.04	.04
VERMONT—Population, 352,428			
*Barre Times .....(E)	6,644	.03	.02
Brattleboro Daily Reformer. (E)	3,016	.03	.015
Burlington Daily News...(E)	7,001	.04	.04
*Burlington Free Press..(M)	11,108	.05	.05
St. Johnsbury Caledonian-Record .....(E)	3,124	.025	.015
CONNECTICUT—Population, 1,380,631			
*Bridgeport Post-Telegram (E&M)	43,033	.145	.14
*Bridgeport Post .....(S)	18,395	.085	.08
*Hartford Courant .....(D)	29,780	.08	.07
*Hartford Courant .....(S)	48,600	.10	.09
*Hartford Times .....(E)	44,077	.12	.12
New Haven Register..(E&S)	32,537	.09	.08
*New London Day.....(E)	10,325	.06	.045
Norwich Bulletin .....(M)	11,629	.07	.05
*Norwalk Hour .....(E)	4,594	.025	.025
*Stamford Advocate .....(E)	8,254	.0375	.03

Government Statement, April 1, 1922.
*A. B. C. Statement, April 1, 1922.

Has 40% of the Nation's Savings Deposits

With seven and a half per cent of the population of the United States and forty per cent of the savings, the New England territory offers the greatest of all markets.

It must also be remembered that New England's population is chiefly urban—85 per cent live in cities, where there is a freer spending of money.

New England people, accustomed to buying advertised commodities which appeal to them, cannot be reached except through newspaper advertising.

These papers will introduce you to the right people.

The Pulling Power of Advertising

The Globe
AND Commercial Advertiser.

A CAREFUL study of results from various advertising campaigns over a long period of years would seem to prove conclusively that most satisfactory and profitable returns come to the concern which is ultra-conservative in the representations it makes regarding the merit and value of its goods.

There are those who still look upon advertising space as a mere device to lure women into dry goods stores and specialty shops or to produce leads for intensive salesmanship. But the real big fellows in business to-day are big because they have built up a prestige for fair play, honest goods, genuine values and real sales.

There are stores which do the biggest and most profitable business on the basis of 2 per cent. for advertising, while there are others who hold a lesser degree of public confidence and often spend up to 10 per cent. for advertising.

Those who use advertising as a vehicle for matching their cupidity against the judgment of women crowding a counter for bargains lose most of the cumulative value represented in advertising.

MEMBER A. B. C.

THE NEW YORK GLOBE

MEMBER A. B. C.

JASON ROGERS, Publisher

LORENZEN & THOMPSON, Inc.
Special Representatives
CHICAGO NEW YORK

THIS ISSUE—TWO SIDES TO ALL QUESTIONS? NOT FOR EDITORS

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1922

Original second class entry—The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the act of March 3, 1879. Published every Saturday.

[Copyright, 1922, by The Editor & Publisher Company, James Wright Brown, president and editor.]

Vol. 55. No. 14 NEW YORK, SATURDAY, SEPTEMBER 2, 1922 By Mail in Advance $4, U. S. A.; $4.50, Can.; $5 For. 10c Per Copy



PROOF that New York is a Receptive Market!

THREE years ago, in June, 1919, a well known firm from Chicago opened a plant to manufacture and sell in New York a new product in an over-crowded field. The article was consistently advertised and selling effort kept up at all times. Within three years, in June, 1922, this manufacturer was selling one of every three buyers of such commodities in New York City and the product itself enjoyed the largest sale in the United States in its field. The manufacturer was The Chicago Tribune. The product was the Daily News—grown from nothing to more than 500,000 copies a day—bought by one of three morning newspaper buyers in New York City.

THE demand that made this newspaper can be tapped through it! The wanted newspaper is a good medium to reach the wants of its readers. Get the details!



THE NEWS

New York's Picture Newspaper

25 Park Place, New York—Tribune Building, Chicago

LARGEST MORNING CIRCULATION IN NEW YORK

NEW YORK STATE DAILY NEWSPAPERS

The newspapers listed here are sold on the idea of co-operation.

They co-operate with one another in boosting the state of New York as the greatest market on earth.

They co-operate with the powers that be in thir own communities in making their home town the best place on earth in which to live.

They co-operate with their local merchants in keeping their business in their home towns as much as possible.

They co-operate with national manufacturers in popularizing trade marked goods--co-operating in every posible way.

These New York State Daily and Sunday newspapers, forty nine of them, nine Sunday, eleven morning and twenty nine evening, published in twenty-two cities, come as near covering the State as is possible in any one list.

Co-operate with local dealers, by advertising your merchandise to the homes where the buying habit is usually created.

	Circulation	2,500 Lines	10,000 Lines
*Albany Knickerbocker Press.....(M)	31,950	.09	.09
*Albany Knickerbocker Press.....(S)	47,041	.11	.11
Auburn Citizen .....(E)	6,702	.04	.035
*Brooklyn Daily Eagle.....(E)	61,561	.20	.20
*Brooklyn Daily Eagle.....(S)	75,566	.20	.20
*Buffalo Courier and Enquirer...(M&E)	85,857	.18	.18
*Buffalo Courier .....(S)	120,554	.27	.22
*Buffalo Express .....(M)	38,099	.12	.10
*Buffalo Express .....(S)	58,205	.18	.14
*Buffalo Evening News .....(E)	104,958	.21	.21
*Buffalo Evening Times.....(E)	85,006	.15	.15
*Buffalo Sunday Times .....(S)	102,809	.15	.15
*Corning Evening Leader.....(E)	7,364	.04	.04
Elmira Star-Gazette .....(E)	23,792	.09	.07
Geneva Daily Times .....(E)	5,432	.04	.04
*Glens Falls Post-Star.....(M)	7,324	.03	.03
*Gloversville Leader Republican.....(E)	6,295	.03	.03
Gloversville Morning Herald.....(M)	5,717	.035	.03
Hornell Tribune-Times .....(E)	6,874	.035	.035
*Ithaca Journal-News .....(E)	7,454	.04	.04
*Jamestown Journal .....(E)	7,030	.025	.025
*Jamestown Morning Post.....(M)	9,525	.05	.03
*Middletown Times-Press .....(E)	6,721	.03	.03
*Mount Vernon Daily Argus.....(E)	8,056	.04	.04
**Newburgh Daily News.....(E)	10,378	.05	.05
New Rochelle Daily Star.....(E)	3,900	.02	.02
*New York Globe.... .....(E)	149,882	.40	.38
*New York Evening Mail.....(E)	147,760	.41	.40
New York Evening Post.....(E)	35,006	.32	.25
The New York Herald.....(M)	177,629	.48	.45
The New York Herald.....(S)	177,629	.48	.45
The Sun, New York.....(E)	180,442	.48	.45
New York Times.....(M)	344,596	.65	.6305
New York Times.....(S)	542,039	.75	.7275
*New York Tribune.....(M)	137,011	.40	.36
*New York Tribune.....(S)	141,973	.40	.36
New York World.....(M)	351,309	.60	.58
New York World.....(S)	601,108	.60	.58
New York World.....(E)	280,727	.60	.58
*Niagara Falls Gazette.....(E)	14,196	.06	.05
*Olean Times .....(E)	5,854	.025	.025
*Poughkeepsie Star and Enterprise..(E)	11,340	.05	.05
Rochester Times-Union .....(E)	64,388	.20	.18
Saratoga Springs Saratogian.....(E)	8,224	.04	.04
*Staten Island Daily Advance.....(E)	8,782	.04	.04
Syracuse Journal .....(E)	45,014	.10	.10
Troy Record .....(M&E)	22,647	.05	.05

Government Statements, April 1, 1922.
*A. B. C. Publishers' Statement, April 1, 1922.
**A. B. C. Auditor's Report, April 1, 1922.

The Ninth Convention of the A·B·C·

(AUDIT BUREAU OF CIRCULATIONS)

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October 19th & 20th

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NIGHT OF OCTOBER 20th

WILL BE HELD IN THE

DRAKE HOTEL

$1,468,256,900 In Manufactured Goods

PHILADELPHIA'S

1921 Output

6169 industrial plants in Philadelphia last year turned out products valued at $1,468,256,900, according to the report of State Secretary of Internal Affairs Woodward, just made public.

The 243,348 employes in these widely varied manufacturing plants received $267,365,300 in wages during 1921. The capital invested totaled $983,309,200.

Philadelphia, as one of the leading textile centres, produced goods of this class worth $398,422,400.

Other leading products, with their values, were:

Metals and Metal products	$265,144,000
Food and kindred products	210,463,700
Chemicals and allied products	151,056,000
Paper and printing	141,704,800
Leather and rubber goods	72,468,600
Building and contracting	65,631,900

Philadelphia, the "Workshop of the World" and the third largest market in the United States, represents a market which will not be overlooked by live manufacturers.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

"In Philadelphia nearly everybody reads The Bulletin"

The circulation of The Philadelphia Bulletin is one of the largest in America

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CHICAGO
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DETROIT
C. L. Weaver,
Verree & Conklin, Inc.
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EDITOR & PUBLISHER

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Vol. 55 NEW YORK, SATURDAY, SEPTEMBER 2, 1922 No. 14

TWO SIDES TO ALL QUESTIONS? NOT FOR EDITORS

Only One Side to the Truth, Declares William Peter Hamilton, Chief of the Wall Street Journal, Who Thinks 21,500 of Nation's 22,000 Weekly Editorials Were Better Unwritten

By THOMAS H. ORMSBEE

"OF the 22,000 editorials which I estimate the newspapers of the country print each week, 21,500 might as well better never have been printed."

This sentence of condemnation was spoken by William Peter Hamilton, for nearly 13 years editor of the Wall Street Journal, New York. Mr. Hamilton's statement is not a mere snap judgment, but arises from long thought upon the subject and incidentally a much longer period when, as a member of the news staff of his paper, he wrote over 700 editorials before he had one printed as he had written it. During these years this English-reared Scotchman, now an American citizen, has followed editorial writing in the United States and has evolved his own principles for this very important branch of newspaper work—principles which he employs daily in the writing of those hard-hitting, clearly-stated, brief editorials which appear on the front page of the Wall Street Journal.

"Most editorials are not real editorials, but merely lengthy dissertations that would be equally effective if cut up into cakes and used for filler," Mr. Hamilton continued. "I believe that an editorial should leave the reader with a single thought in his mind and not a multiplicity of unrelated ideas. The true editorial might well be constructed as a simple syllogism—with a major premise founded upon a truth, a minor premise based upon the *news* of the day, and a conclusion, which is the logical deduction."

"You can put your premises, illustrations and conclusions in any way you please, but you must arrest the reader's attention before the end of the first line. The title can often serve this purpose. Then can all be done in not more than 1,000 words. An editorial needs a mighty good excuse to be longer.

"The long editorials that you see too frequently tire the reader before he is half through and, what is more serious, they leave him with a confusion of impressions and opinions instead of a clearly crystallized thought not the truth implicit in the day's news.

"Why is it that such an overwhelming proportion of the editorials printed throughout the country do not qualify? Then you suggest lack of disciplined thought you have gone, I think, to the root of the trouble.

"You can't write a fifty-fifty editorial. I believe the man who tells you that there are two sides to every question. There is only one side to the truth. Further, the man who writes editorials should read, read, widely read and his reading should be up to the moment. But he must get his editorials out of books. He must associate with men of affairs or his editorials will be lacking in the human touch. This they must have and they can only get it by contact with affairs, poise and ideas."

From officeboying to a London stockbroker to the editorship of the Wall Street Journal, January 1, 1908, and ever since all accomplished since the 80's—it would be romantic enough to suit any newspaper man if traveled by the most direct route. William Peter Hamilton traveled round the world the other way—Africa, New Zealand, Australia, and saw America first at San Francisco. At times it would seem as if he had purposely taken the most roundabout direction.

"Stockbroking and clerking did not interest me greatly," he continued. "What I wanted to do was to write. I did financial and special newspaper work on the Pall Mall Gazette under H. Wickham Steed, although not a regular member of the staff. Once I spent a winter night in a London pauper casual ward for him—the hardest twelve guineas I ever earned. I deviled for Harold Frederick, the famous London correspondent of the New York Times. He and I had for each other, what might be called, the attraction of opposites. In those days the Spectator was, as it is today, a serious publication. It allowed itself but one relaxation, letters from its readers telling of marvelous intelligence in dumb animals. Frederick would invent the most preposterous Yankee dog stories and then turn them over to me to be put in what he termed my solid Middle-class English. I would kill all the humor, sign it 'Pater Familias,' or 'Mother of Six,' and send it along to Spectator, which actually printed one such outrage in all seriousness.

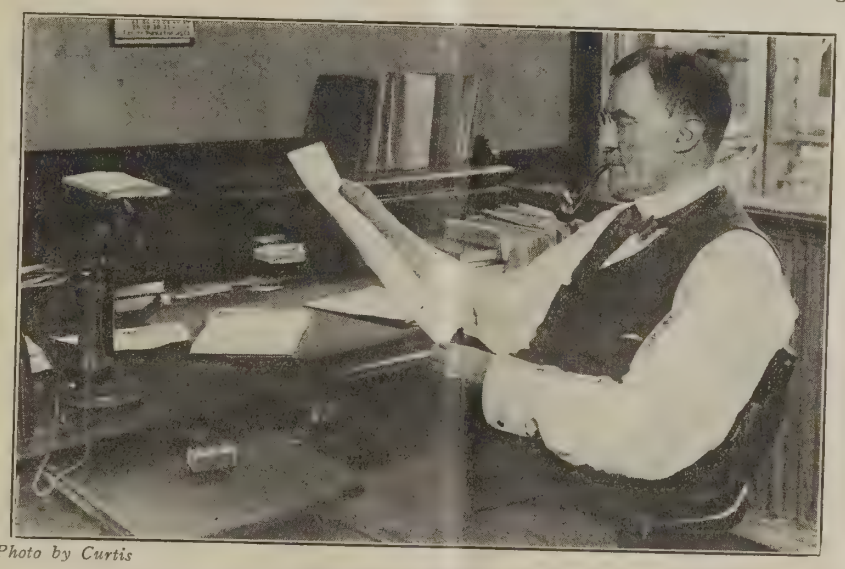


Photo by Curtis

"A major premise founded upon a truth, a minor premise based upon the day's news and a conclusion"—and you have an editorial built according to William Peter Hamilton, who smokes his pipe on Wall Street now after years of globe-trotting.

"In 1893 I went out to Africa to report the first Matabele campaign. I could ride and shoot and had held an officer's commission in the English territorial auxiliary forces. I volunteered for the Bechuanaland border police and did some war correspondence during the campaign which, much like other British Empire expansion, was done with insufficient supports and inadequate medical equipment. As Kipling says: 'If the British army had waited for supports the British Empire would have ended at Margate Beach.'

"After the war was over I worked for the Johannesburg Critic, a weekly social and financial paper. This was during the gold boom of 1895. Malarial fever drove me to other climates and started me on a sea voyage which rather by chance took me to New Zealand.

"When I was following my profession in South Africa, I was thrown in contact with Cecil John Rhodes. He had definite ideas and large conceptions, far above the mere making of money. Money was necessary to the carrying out of his ideas, to the extension of white civilization from the Cape to Cairo, with a railroad as the outward and visible sign of something of even spiritual significance. In the respect of intuitive intelligence I have met only one man like him—the late J. Pierpont Morgan. It was impossible to follow the rapidity of their mental processes. There was something phenomenal about it, like the performances of mathematically gifted children who can give you the square root of a number in thousands with a few moments of mental calculation. Other well-known men—speaking perhaps from the point of view of a reporter—seemed to have mental processes much like our own. Most of the great captains of industry I have met, like James J. Hill and Edward H. Harriman, had a quality essential to a first-rate thinker. They could eliminate the irrelevant. They could grasp the fundamental fact in a page of verbiage. But Rhodes and Morgan could do more. They could reason to an often startling but sound conclusion before you could state the premises.

"When the Spanish-American war broke out I was on the press there. The only dispatches we had on this came from the Reuter service sent out from London over the Eastern cables, for there was no service across the Pacific. These Reuter dispatches were so heavily loaded with stories from the New York newspapers, the Journal and the World, which were printing such stories as 'the Spanish fleet off New York,' and that sort of thing, that the proprietor of the paper ordered World or Journal news killed.

"Well, one night, as I was putting the paper to bed, a dispatch of about a hundred words came through telling of the Battle of Manila Bay. I knew enough of war at first hand to recognize the real thing, stopped the press and put it in. The next day the other paper in the town, an afternoon one, did not confirm it. The proprietor came down and fired me for disobeying orders. It was confirmed sixteen hours afterward. I was too indignant to accept an offer of reinstatement on account of my 'youth and inexperience.' It was not until years later that I learned from Harden, then editor of the New York Journal of Commerce, who had been the World's correspondent at Manila Bay, that by knowledge of the Eastern cable system he was able to give Dewey's official dispatch six hours' start and beat it by sixteen hours.

"It was on the outbreak of the Boer war that I came to America on the invitation of Thomas F. Woodlock, an old London friend and then a partner in Dow, Jones & Co., to keep Wall Street straight about that war and its market importance, which was little enough, as we had a bull market up to near the end of it.

"That did not take all my time and I invented for the Dow-Jones Financial News Service the stock market paragraphs, which has since become a standard feature of the service and the Wall Street Journal. Their aim was to get, as far as possible, a reason, if only a tentative reason, for all individual and general fluctuations in the stock market. Mere generalities were not acceptable and I could tell many stories, ranging from pathos to wild absurdity, of the gathering of news which might be stale in half an hour.

"Such news was of course of high value to active brokerage houses serving as it did to sustain interest in the market. They all had customers whose appetite for such news was insatiable. I am still humbled by the crudity of some of the reasons I had to give, especially as I was evolving a method. But, at last, it was genuine news-collecting and not guessing. It was early this period that I came in personal contact with the Sam-Bowles-the-elder method of training a newspaper man. Charles H. Dow, the founder of the Wall Street Journal, had been brought up in newspaper work by the elder Bowles and, like his master, he would call me up for a sort of police third-degree on my previous day's work. My protest to Dow's partners was met by

the assurance that this was Mr. Dow's way of showing his affection—a regard only extended to promising material."

Mr. Hamilton confessed to no hobbies, says he hates exercise, and cannot see well enough to play golf. His style and editorial methods mould his assistants and he says that, after C. W. Barron, the owner of the news service, the Wall Street Journal, the Boston News Bureau, the Philadelphia News Bureau and Barron's, he gets as much from his colleagues as he gives. It is fair to say they deny this.

"An editor must always be considered in his relation with the proprietor of the paper if he does not happen to own it," continued the editor of the Wall Street Journal. "Clarence W. Barron, with whom I have worked for over twenty years, is the greatest newspaper genius I have ever met, not excluding Lord Northcliffe, and a brilliant writer himself. He tests out his men to the last ounce and knows their work better than they do themselves, but is big enough to let them do it in their own way if they can show him the right results. It is this sympathy and even affectionate understanding to which I owe that confidence and courage which is indispensable in editorial work."

From the start of his New York work Mr. Hamilton volunteered editorials out of his spare time and only when he had written over 700 did he see his first one in print. Prior to this his thoughts and phrases were often worked over by others. After this initial editorial his average soon improved to two out of every five accepted, and when Sereno S. Pratt left to become the secretary of the New York Chamber of Commerce, he was selected to succeed him.

The aim of the Wall Street Journal, under Mr. Hamilton's editorship is to take the quackery and mystery out of Wall Street. He believes that the paper can't and must not "four-flush" on its news. That the men on the desk must know as much and more about the news they handle as the reporters who write it. By a continuation of the Bowles-up-on-the-carpet pedagogical method, it is the aim of the paper to make its news staff not second-rate specialists who might be able to explain a matter to some one already acquainted with the subject, but first-rate specialists who know their subject so well that they can make any portion of it clear to a schoolboy.

"I dictate an editorial in about ten minutes," Mr. Hamilton continued, "but this same editorial has frequently been long in embryo and is quickened into birth by the news of the day. What is going to happen is more to me than reminiscence. I hate to think that I may ever get so old that the news of the morning paper won't be worth waking up for.

"Wall Street, what do I think about it? Wall Street has steadily raised its ethical standards throughout my twenty-three years' experience. Of course there will always be sharpers who use a Wall Street address for fraudulent purposes, but that is only the homage vice pays to virtue. If it were not for the real integrity of Wall Street, whose word is better than its best bond, this address would be useless to these people, and they would send out their bait from Washington or Peekskill.

"Improvements in Wall Street and the stock exchange are all from the inside. All true reform works from the heart out. A financier's character means much down here, not only with brokers but with financial newspaper men.

"So far as editors and reporters are concerned Wall Street is no Tom Tiddler's ground where you pick up gold and silver. You stay a relatively poor man but for what you can save from your salary. If you once allow a broker to carry you on a stock transaction, he owns you body and soul from then on.

"For the self appointed bodies which would try to regulate Wall Street and everything else, I have neither use, space nor sympathy. Congress exists to regulate the affairs of the country and it should not be dominated by the agricultural bloc, the Anti-Saloon League, the labor unions, nor anybody else.

"Materially, Wall Street was never sounder than it is today. This also applies to the business condition of the country as a whole. If I were to guess what is going to happen during the next year or two, and that is as far as I would care to project my estimate into the future, I would say that we are going to see an era of prosperity due to gold inflation. The Federal Reserve System is only required to have a forty per cent gold reserve and it has now more than double this amount. This must expand the currency and stimulate enterprise, adventure, speculation, or whatever you choose to call it.

"Public opinion of the country has not recovered its poise since the war. It has been dragged hither and yon by leaders who use the vicious theater manager's plan of giving the people what they want. Our people as a whole are suffering from moving pictures and newspapers that save them the trouble of thinking."

COURT AWARDS PAPERS JUDGMENT AGAINST STRIKING PRINTERS

NEWCASTLE (England) newspapers, the Chronicle and the Mail & Leader, secured judgment in the Newcastle Police Court a few days ago against each of 97 union printers, on the ground that the printers had broken their contract with the newspapers when they failed to report for work on July 31 and subsequent days, while the recent strike against a wage-cut awarded by the Industrial Court was in progress.

While the plaintiffs asked damages of £10 in each case, they stated that the object of the proceedings was not to recover money, because any damages would be inadequate compensation for the actual loss sustained, but to vindicate the position of the plaintiffs. They requested that if the court decide that a case was made out damages be assessed at the nominal sum of 25 shillings in each case. It was testified that the defendants were all members of the Typographical Association, their wages being regulated by national agreements.

The bench found that the representatives of the Typographical Association acted within their authority in submitting the question of wages to the Industrial Court and that the findings of that court were therefore binding. The plaintiffs, the bench held, were justified in reducing wages in accordance with the award, and the defendants were not justified in leaving their employment without proper notice. Judgment was therefore given for the plaintiffs for the 25 shillings agreed damages and costs in each case.

Appeal has been taken by the Typographical Association to the High Court. If the latter should uphold the Newcastle decision, according to Robert Smillie, one of the British Labor Party leaders, "trade unionism will have received the biggest set-back it has ever had." He urged the Labor Party generally to rally to the printers' support.

WON'T ARBITRATE 44 HOURS

N. Y. Employers Agree on That, But Not to Other Rules of Pressmen

International union law as an arbitrable factor in printing trades disputes is occupying a prominent place in negotiations between the New York Employing Printers' Association and the pressroom unions, employers holding that international union law written since the inception of the present arbitration agreement is subject to arbitration under that agreement. The employers have agreed that the 44-hour week was covered by an international law enacted prior to October 1, 1919, and is therefore not arbitrable under the present agreement.

Other points on which the employers seek and the unions resist arbitration are the scale and the complement of men on automatic presses and on 65-inch presses. The employers state that the 65-inch press law was enacted after the signing of the present arbitration contract and that no union law exists which covers the operation of two automatic presses by one man and that both of these questions are therefore arbitrable.

The resolution adopted by the Printers' League covering these points concludes:

"WHEREAS, the Closed Shop Branch will welcome the time when laws for the printing industry can be established through joint conference and enactment by union and employers' organizations, and invites the co-operation of the international unions to attain this end,

"THEREFORE, BE IT RESOLVED, that the membership of the Closed Shop Branch instructs its executive committee to demand the conciliation or arbitration of all points not specifically covered in the laws of the International Printing Pressmen's & Assistants' Union as of Oct. 1, 1919, and that the executive committee is given full power to act in this emergency on all outstanding questions as a unit involving union laws in negotiations with the unions concerned."

TYPO WAGE CUT IN WINNIPEG

Scales Renewed for Des Moines Printers and Wilkes-Barre Stereotypers

Local arbitration in Winnipeg, Man., has resulted in reduction of the newspapers' typographical scale by $4.80 a week for night work for the first six months of a one-year contract and a further cut of $1.88 per week for the second six months. Day workers get a reduction of $4.30 a week for the first half-year and $1.38 for the second. The new scale is: First six months, night, $46.20; day, $43.70; second six months, night, $44.32; day, $42.32.

Scales were renewed in the Des Moines (Ia.) typographical contract and for Wilkes-Barre (Pa.) stereotypers.

The Des Moines agreement runs from June 1, 1922, to June 1, 1924, and provides a weekly wage of $46.50 for night work and $43 for day work, for a 48-hour week.

The Wilkes-Barre stereotype agreement is effective until December 31, 1923, renewing for two years the previous five-year contract. Forty-eight hours, day and night, constitute the working week, for which the following scale is provided: Night work, $38; day work, $35; Saturday night work, $8.50. Differences are to be settled by the chapel affected selecting a union man from another chapel and the publisher affected selecting another publisher, the two to act as a board of arbitration and render decision in ten days. If they cannot agree, they are to select a third member, whose decision shall be binding.

THREE ARBITRATION DECISIONS

International Board Rules on St. Louis and Two Louisville Cases

(*By Telegraph to* EDITOR & PUBLISHER)

INDIANAPOLIS, Aug. 28.—Decision was reached by the International Arbitration Board here Friday in the cases of the Louisville and St. Louis stereotypers. The board deadlocks on the Seattle and Portland (Ore.) stereotype cases. Louisville publishers had appealed from a local arbitration award which granted an increase of $4.82 a week to journeymen from Feb. 1, 1922. The International Board cut the increase from $4.82 to $1.82. In the St. Louis stereotypers' case, the board decided that wages should continue at present scale on a two-year contract, with either party having the right to reopen the wage scale within a year.

Session of the board on Friday with the International Printing Pressmen's & Assistants' Union resulted in a decision on the Louisville pressmen's case, th only one before the board. Wages pro vided in the present three-year contrac effective September 4, 1921, were con tinued, with the right of either party t reopen the matter within a year.

The deadlocked stereotypers' cases g over to the September meeting of th board.

BRITISH WALKOUT ENDS EMPLOYERS WIN

Printers Accept Pay-Cut Under Awar of Court Rejected a Month Ago— Scale Reduced 12/6d by Next May

Normal printing conditions were re sumed in provincial newspaper offices c England, Wales and in Belfast, Irelan when the Typographical Associatio executive council recommended that th union printers accept the wage-cut re cently awarded by the Industrial Cour sitting as an arbitrator. The agreemer reached between the Typographical Asso ciation and the Federation of Maste Printers, and the Newspaper Society pro vide for a reduction of three shillings week, effective immediately; a similar re duction on September 9, 1922, a furthe three shillings on November 11 and final cut of three shillings sixpence c May 5, 1923, making a total reduction 12 shillings sixpence a week.

It was also agreed that wages should l stabilized until December 31, 1923, a that no applications for reductions or i creases should be made in the rate wages payable under the national agre ment during that period.

The employers' associations agreed recommend to their members that Typ graphical Association members be rei stated in their former positions and t Typographical Association agreed not expel members who remained at or r turned to work under the Industri Court award.

It was further agreed that members the Typographical Association should n be brought within the provisions of t agreement until they had received 14 da notice from their employers.

The strike arose July 21 when t Typographical Association by a referend vote rejected the award of the Industr Court, whose offices as arbitrator h been requested by the employers' ass ciations and the executives of the Typ graphical Association, following failure conciliation proceedings. The employe associations accepted the award as a m ter of course, but the union executiv declared that their constitution debarr them from similar action, as it compell a referendum vote of the membership such questions. They urged acceptan of the award in submitting it to the me bership, stating that economic conditio made a fight inadvisable, but the vote w heavily against acceptance.

During the strike, Belfast was witho local newspapers, as the employers ma no effort to put out even make-sh editions. In other cities where the str was effective, the publishers organi emergency printing forces from other partments, or used photo-engraved pla of typewritten copy for their news. many cities, the last week of the str was marked by heavy defections from strikers' ranks.

Diviny Heads Printing Craftsmen

John J. Diviny, superintendent of Government Printing Office, Washingt D. C., was elected president of the Int national Association of Printing Ho Craftsmen, August 30 at its annual c vention held in Boston. It had been tended to continue the session to the 3 but quick handling of business permit its conclusion the 30th. Harvey Weber of Buffalo, N. Y., defeated W. Kenkel of New York for the vice-pr dency. Buffalo was selected as the 1 convention city.

COAL STRIKES OPEN UP ADVERTISING OPPORTUNITIES IN MANY LINES

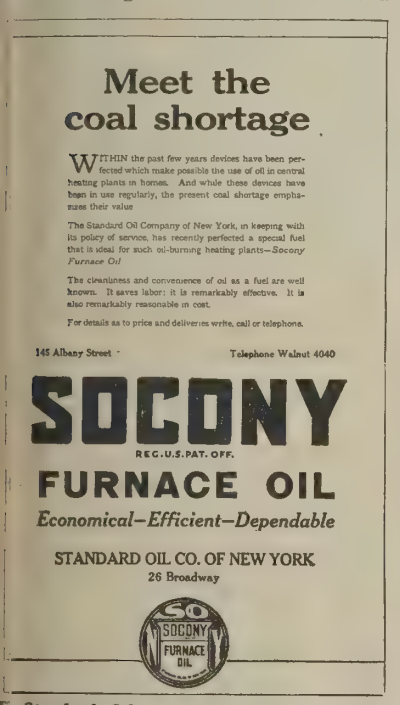
Oil, Gas and Electrical Appliance Manufacturers Have Been Quick to Cultivate Sales Prospects in Newspaper Copy and Engineers and Transportation Firms Are Also Present

By HAMMOND EDWARD FRANKLIN

EDITORIAL NOTE—*This is the seventh of a series of articles by Mr. Franklin on important cases of creating sales through newspaper advertising, based on studies of methods and results of current successful local, sectional and national users of newspaper advertising. Readers of* EDITOR & PUBLISHER *who know the facts behind noteworthy efforts are invited to send them to Mr. Franklin, care of* EDITOR & PUBLISHER. *Suggestions and comments are invited. The next article of the series will appear in an early issue. Look for it.*

THE arrival of a shortage of coal in the offing for this winter has brought with it a new selling opportunity for a considerable group of advertisers and prospective advertisers throughout the country,—once more proving the truth of the axiom, "It's an ill wind which doesn't blow somebody some business."

The situation is one of keen interest to every newspaper advertising manager desirous of pushing his total advertising tonnage upward, the agency executive who is looking for new accounts or a new selling angle.



The Standard Oil Company of New York is one of the first to recognize the opportunity offered coal substitutes by the miners' strikes. Here is a specimen of its newspaper advertising copy, four columns wide by fourteen inches deep, on the newly perfected Socony Furnace Oil.

Hence to develop old accounts and many manufacturers who would like to make sales under conditions which automatically provide a large army of prospects who can be reached best and most quickly by newspaper advertising.

The word is being passed among leading sales managers of the country that the market for devices which save fuel or give heat without coal is going to be greater through the winter of 1922-23 even than it was during war times. Immediate settlement of the coal strike would not make material difference, since there will be a shortage, anyway, EDITOR & PUBLISHER learns.

Oil heaters, gas heaters, fuel economizers, coal substitutes, supplementary heating specialties, wood-burning stoves, heat regulators and similar products are without question scheduled for a wide sale. It is forecasted at Washington by those close to the situation that coke will be used to an extent never before seen.

All of this means an advertising situation not quite like that of any previous year. It also means that the advertising space used by those firms whose sales should be stimulated by this emergency marketing should increase greatly, if advertising managers of newspapers, agency men and the companies themselves are properly on the job."

Already, although the cold months are some weeks away, a number of progressive companies have pushed their "coal strike" merchandising under way. A study of some of the things being done even now will be suggestive as to what may be expected later.

The Standard Oil Company of New York, in keeping with its policy of service, one of the first to recognize the opportunity and to "shove off" advertisingly a campaign which is likely to place it among the leaders on big sales this fall and winter. It has perfected a special fuel for oil-burning plants known as "Socony Furnace Oil."

In copy four columns wide by about 14 inches deep, under the heading, "Meet the coal shortage," the company points out:

"Within the past few years devices have been perfected which make possible the use of oil in central heating plants in homes. And while these devices have been in use regularly, the present coal shortage emphasizes their value.

"The Standard Oil Company of New York, in keeping with its policy of service, has recently perfected a special fuel that is ideal for such oil-burning heating plants—Socony Furnace Oil.

"The cleanliness and convenience of oil as a fuel are well known. It saves labor; it is remarkably effective. It is also remarkably reasonable in cost. For details as to price and deliveries, write, call or telephone." The address of the local office is appended.

The Socony name is featured strongly, thereby putting behind the new product the prestige of the long newspaper advertising of the Standard Oil Company. The three words, "Economical—efficient—dependable," appear under the name of the product. The fact that only through newspaper advertising could the news of this newly-added product be flashed quickly over a considerable area should not be overlooked.

People take time to change their habits, unless an emergency forces them to do so quickly. In this copy, the Standard Oil Company has used astute psychology in making it clear that oil-burning devices are not some odious substitute for something better, but that they always have been used and have considerable value.

As is to be expected, the more progressive public service gas and electric corporations are alert to the fact that the situation can hardly be other than favorable to the sale of gas, electricity and devices for using them. One gas company, in an eastern city, is using copy one-column wide by seven inches deep on page one of the papers in its city. The heading, "Your gas company and the coal shortage," ties up closely with the news headlines of the day.

The copy explains:

"We are prepared to give every possible assistance to avert suffering from lack of heat due to the coal shortage.

"It is evident from facts now before us that heat from fuel other than coal will be needed. Gas is the ideal fuel for supplemental heat and those residing where it is available are fortunate.

"However, we wish to sound a timely warning to all gas users: Do not postpone purchasing new gas equipment or notifying us about putting your present appliances into first-class condition. Later we will probably be rushed with orders, at which time it will be impossible to give prompt service to all customers.

"Call at the office or telephone your request for an inspector to call and look over your equipment and tell you what is needed to put it into good shape and make suggestions for new appliances."

This is typical of copy which can be used all over the country right now. In almost every city where there is a newspaper, there is a public service corporation of this sort which should be stimulated to action.

One of the manufacturers who would be expected to be adjusting his advertising and sales to the current situation is the maker of oil-burning furnaces. He is. In single column copy, nine inches deep, the Automatic Oil Heating Company, manufacturer of the "Nokol" furnace, shows a diagram of how such a furnace operates with, below, the single, significant word, "Coal," which is enough to rouse the average reader's interest these days.

"You are worried about your coal supply," the copy says. "Your coal dealer has warned you that the situation is serious. He cannot furnish you a supply now, nor guarantee either a supply or a price next winter. Unless the strike is settled soon, the conditions will be worse.

"Nevertheless"—this in blackface type—"you can secure an abundance of clean, dependable, sanitary heat by burning oil in a Nokol burner, the operating cost of which, in the average heating plant, is equivalent to anthracite at $11.25 a ton.

"You can avoid the shoveling of coal and ashes and you can eliminate the furnace man.

"The fire will automatically go out when the house is warm and will start up again automatically as the temperature drops. You can have uniform heat all the year without dust, ashes, smoke, smell or labor. Ten thousand Nokol users testify to these facts.

"The Standard Oil Company will now contract to deliver oil in your tank until May 1, 1923, at 10 cents per gallon; this guarantees both your supply and the price. Illuminating gas (for pilot only) and electricity to operate the motor are required, but the cost of same is nominal.

"Now is the time to install Nokol to assure your comfortable, adequate heat supply next winter. Nokol can be instaled in any furnace or boiler."

It is a reasonably safe wager that continuous copy of this sort while the public need grows more acute will do more to convert home owners into becoming permanent users of oil-burning furnaces than could be done under ordinary conditions in a number of years.

Department stores have sensed the potential market and are featuring oil heaters and gas cook stoves. They back up copy by quoting fuel administration rules issued in one state:

"1—Don't burn a pound of coal this month or next month or October.

"2—Cook and heat water for your household with a kerosene or gas stove.

"3—Buy a portable kerosene heater. It is handy. It is cheap. It can be easily moved from room to room during the chilly autumn mornings. It will save coal. It will save money. It will perhaps keep you out of the coal line next winter. If you live in a city and prefer a gas stove, buy that. At any rate, it is up to you to help and the coal you can get along without will either keep your family warm next winter."

That "copy" is not by an advertising man, but by a state fuel administrator.

A manufacturer of furnaces brings out in preferred position newspaper copy the fact his ranges will burn soft coal, coke or wood in certain types. He emphasizes also that electric and gas cooking attachment are supplied for all of his ranges.

The Autocar Company of Ardmore, Pa., with a soft pedal on "scare copy," has been publishing an open letter four columns wide by about 11 inches deep, addressed "To All Autocar Truck Owners Throughout the United States."

"We feel assured, because of action now being taken, that a sufficient amount of coal will be mined and that it will be transported by rail and waterways," the company said, over the signature of the president, David S. Ludlum. "Distribution will be controlled, making necessary piece-meal delivery. This will require a tremendous increase in the number of vehicles to do the work.

"During the months just ahead, our increased industrial and agricultural transportation necessities must be taken care of at the same time that this extraordinary amount of coal is being handled. It is, therefore, more than likely that embargoes will be placed on short hauling of general merchandise. Such a ruling will make necessary an immediate increase of motor truck transportation.

(*Continued on page 8*)



When an emergency arises suddenly it is newspaper advertising which becomes the manufacturer's right arm, because it is only in this way that vast numbers of prospective buyers can be reached overnight and the facts laid before them.

LADY NORTHCLIFFE IS BELIEVED HEIR UNDER VISCOUNT'S TWO WILLS

Arnholz and Sutton File Suit Against Second Will, of Which She Is Executrix—London Expects Times Will Be Sold and Half-Dozen Buyers Are Named

LONDON is still agitated over what will become of Lord Northcliffe's newspaper properties and especially as to



Sir George Sutton

who will be the new Jove behind the Times—"The Thunderer." The question remains unanswered, but there have been columns of speculative articles in the daily and weekly press, nominating among others, as the new owner of the Times, Lord Rothermere, Viscount Northcliffe's brother; Esmond Harmsworth, heir of Lord Rothermere; Sir John Ellerman, owner of the second largest interest in the Times; and Sir William Ewert Berry, owner of the Sunday Times and Cassell's Publishing House.

New fuel was added to the flame of speculation when Lord Riddell's News of the World last Sunday stated that a fight was probable over Lord Northcliffe's wills, of which two are said to have been executed, the first on March 22, 1919, with four codicils, the last of which is dated April 27, 1922; and the second shortly before his death, of which Lady Northcliffe is sole executrix. Executors and trustees named in the first will are Henry Preuss Arnholz and Sir George Sutton. Mr. Arnholz was the solicitor and an old friend of Northcliffe's, and Sir George Sutton was for many years his secretary and is now chairman of the Amalgamated Press, one of the largest of Northcliffe's publishing interests.

It is reported that Lady Northcliffe is the chief beneficiary under both of these wills, which are the subject of a suit by Sutton and Arnholz to determine which document will be admitted to probate. It is charged in the suit that Northcliffe was not of sound mind when he executed the last will, and this question will have to be decided by the court.

Sir George Sutton was appointed administrator *pendente lite* of Northcliffe's personal estate, on motion of counsel for Lady Northcliffe, although nominally he is opposed to her. She presented the second will, dated last July, while Sutton and Arnholz presented the will of 1919. The difference in the two is reported to be that the first covers annuities which are not mentioned in the later document. Pending decision of the court, Lady Northcliffe has consented to the continued payment of these annuities, the amount of the beneficiaries of which have not been made public.

It is thought the Daily Mail and the Evening News will be carried on according to Northcliffe's ideas, and that the Amalgamated Press will remain intact, but that the Times, and the Weekly Dispatch, a Sunday paper, will be put on the market, presumably to meet the inheritance taxes imposed by the Government. It is also reported that the Weekly Dispatch was for sale before Northcliffe's death, but there is no confirmation of this from the Northcliffe organization.

What will happen to the Times is the subject of a signed article in the Observer—Viscount Astor's newspaper—by J. L. Garvin. He states that Sir John Ellerman, shipping magnate, was ready to purchase the Times, in which he holds an interest, when Northcliffe's control was threatened last year, but he does not know whether Sir John still has this intention. "It has also been believed," Garvin says, "that Lord Rothermere, if other conditions permitted, would buy the Times for his heir, Esmond Harmsworth."

Sir William Berry is mentioned, according to Garvin, as the most probable purchaser. It is pointed out that he played the principal part in the "unprecedented transaction which takes the risk of paying the staggering figure of £100,000 for the Prime Minister's memoirs."

Sir William, Garvin believes, would have the close sympathy of the Lloyd George government. Other competitors for the paper he names are Lord Beaverbrook, owner of the Daily Express, and Sir Mackay Edgar, owner of the Saturday Review and Sperling's Journal. He also believes there is a chance that the Rhodes Trust might buy the Times and "under Lord Milner's admirable direction" make it an organ of thorough and unprejudiced information or of views balanced but not reactionary, independent but constructive.

Lord Derby is mentioned in other quarters as a contender for the premier factor in British journalism. He is said to be "interested with important financial groups in preserving the Times' Imperial character."

EDITOR & PUBLISHER has received from several British newspaper owners and workers exclusive statements which testify to the regard with which the late publisher was held by employers and employes alike.

Lord Burnham, proprietor of the Daily Telegraph said:

"The death of Lord Northcliffe leaves a real void, not only in the life of the newspaper press, but in the life of the British Empire, for he had that elemental force of character that stamps itself on the imagination of the world and no other name in England save that of the Prime Minister was so widely known the world over. "The Press made him what he was, but there can be no question that he has left the Press a far more powerful instrument in making and shaping of public opinion than he found it. There will be few who will question his right to the title of greatness even though it may have been greatness of a specialized and peculiar kind. In the real sense of the term he was the most wonderful news man, to use an old description, who ever lived. His instinctive foreknowledge of the ebb and flow of public emotion and his foresight as to the vagaries of public taste were almost uncanny in their accuracy. "I recall with tenderness and gratitude his constant admiration for my father's career which he showed in so graceful and generous a manner by heading a distinguished body of journalists who visited him on his 80th birthday in 1913. I recall, too, with pain and pleasure many occasions when he showed me in public the finest evidence of his personal regard, notably at the Empire Press Union, after the return of the delegation of the British Press from attending the Imperial Press conference in Canada in 1920. In spite of some rivalries which I prefer to call an honorable emulation, we were always the best of friends and I am glad to look back upon a personal association of many years unsullied and untarnished by a single stain."

H. M. Richardson, general secretary of the National Union of Journalists writes:

"I worked for Lord Northcliffe for a few months and also knew him as an employer in my capacity as official of the N. U. J. It has been said many times and with truth that he did a great deal to raise the status of the working journalist, from junior reporter to editor. He approved of the formation of a trade union of journalists. He had been through the mill and had a memory for conditions which prevailed when he was a reporter. It would be affectation to attribute to Northcliffe the vast improvement that has been brought about in the last few years in journalistic conditions. That improvement is due to the organization of journalists. But Northcliffe did much more than we had a right to expect from any employer to encourage us in our pioneer days, and we shall always think affectionately of him in consequence. Journalists held all sorts of views about his journalism and his policies, but there is unanimity on his excellence as an enlightened employer."

Sir William Ewert Berry, proprietor of the Sunday Times, Graphic publications and Cassell's publications, and mentioned as a purchaser of the Times writes:

"The death of Lord Northcliffe has caused such a void in the newspaper and publishing world in Great Britain that it is almost impossible to realize the industry without him. Rarely has any industry been dominated to such an extent as that to which Northcliffe dominated his own calling and in all the strife and battle of newspaperdom, it has to be remembered that that domination was rarely questioned. His was a leading, compelling mind and his contemporaries could but admire it. One tribute to his ability as a working journalist, which was how he described himself to me only a few weeks before he started on world tour, has always impressed me and was this — that all the hundreds of brilliant journalists who worked for him from time to time acknowledged him as a master craftsman.

"Have met many who did not like him. have met some who have quarrelled with him but I have never met one who did not willingly admit that he was a great and outstanding journalist. Many have criticised him as a man, but none as a journalist. I imagine Northcliffe would have thought it impossible to have earned a greater tribute."

Impressive pictures of the last honor paid by Britain to Northcliffe are painted by camera and pen in issues of the London dailies which have just reached the country. One of the photographs showing the immense crowds that lined the path of the funeral cortege appears on page 9 of this issue, and space prohibits the printing of others equally interesting which illustrated the London Times the day after the funeral. One especially notable was a pencil sketch by Spencer Pryse of the services held in Westminster Abbey, showing the casket of Northcliffe before the high altar and draped with the historic Abbey pall of white brocade embroidered with the cross, the arms of the Abbey, the crowned Tudor rose and the crowned portcullis of Westminster. Candles stood at the head and foot of the catafalque no flowers lightened the gloom of the pile, the shadows of which were intensified by the candles on the altar.

The Times' account states:

"There were large sections of the crowd who attended to do honor to Lord Northcliffe for reasons that may be called more intimate and personal. For instance, a body of journalists marched from Fleet Street to the Abbey in testimony of their recognition of the immense services which Lord Northcliffe rendered in raising the status of the profession. There were also numbers of compositors and other newspaper workers, women as well as men, whose conditions of employment and wages he had improved by the influence his example carried to circles far beyond his own offices and workshops. As for the Americans, they honored Lord Northcliffe as one remarked who had returned from Shakespeare's country specially to attend the funeral—because he was of the few Britons who rightly understood and appreciated the United States."

A list of floral tributes from public officials and journalists all over the world as well as from Northcliffe employes occupied a column and a half of six-point solid type in the Times and the Daily Mail. Many of them bore the names of American newspapers, editors and press association executives, and many were extremely elaborate.

COAL STRIKES OPEN UP ADVERTISING OPPORTUNITIES IN MANY LINES

(*Continued from page 7*)

"We therefore suggest that you look over your equipment and if it needs any repairing or overhauling that you have it done now, or, if instead of overhauling or repairing you wish to trade for a new or larger truck—do it now. If you need additional trucks, purchase them now.

"Our sales and service stations in your territory will do everything in their power to quickly get your trucking equipment in first class shape to handle your business. The coming months of September, October, November, December, January, February and March we believe will burden the nation's transportation facilities to the limit.

"We want to serve each and every one of our customers to the best of our ability and we ask your co-operation in ordering now anything that you may require. We appreciate the business relations we have heretofore enjoyed with you and hope we can serve you now in this emergency."

Newspaper advertising broadcasted quickly what was virtually a personal letter to truck owners at a fraction of what the direct-mail expense would have been and in a much more telling way.

The Consolidated Gas Company of New York, through paid advertising space in newspapers, is showing the public the value of using a new mantle light which burns 3½ cubic feet an hour in place of the old-fashioned flat-flame burner which wastes 10 cubic feet an hour. The fixture is installed free of charge and the mantles placed in position likewise. Three extra mantles are offered without charge to those who install the more economical burner at once.

In fact, the greater New York gas and electric companies have been among the first to urge conservation of all heat and power, asking their customers to keep in mind the fact that wasted heat, light or power means wasted coal. It is urged that lights be turned off when not needed and that fewer be burned.

A manufacturer of steam- and hot-water furnaces ties up with the situation, under the heading, "Will you keep warm during the coal shortage?", with the facts to show why using one of his furnaces will save coal because of its economy in burning and complete combustion.

Still another advertiser—an indication of how a situation like the present one touches many lines of work—is a firm of industrial engineers who, in conservatively laid out copy two columns by four inches in preferred position on newspaper editorial pages, ask:

"Have you considered the advisability of utilizing gas, electricity or oil as a fuel? The experience of the ———— Engineers, covering a quarter of a century of power plant operation, is at your service."

Under the imitation handwriting heading, "Good Substitutes for Coal," the Magee Furnace Company suggests electricity and gas as combined in the Magee ElectriGas, a cabinet range which is termed "the most remarkable range since the introduction of the Magee Electri-Coal."

The advertising then explains the mechanical details of both the gas half and the electric half. It states at the bottom that "There is an electric cooking attachment for every Magee range made in the last ten years."

An emergency ariser suddenly, locally, sectionally or nationally, perhaps bringing with it certain sales and advertising opportunities. When it does, it is newspaper advertising which becomes the manufacturer's strong right arm because only in this way can vast numbers be reached simultaneously overnight with the facts to be laid before them.

THEY ARE ALL IN THE DAY'S NEWS



'orld travel and yachting are the recrea-
ons of Miss Frances Knowles-Foster, who
cently returned to England after a mission
the United States for the British Society
Women Writers. She has visited all parts
Europe and is also familiar with India and
e Far East.



There must have been mechanical troubles Saturday night. Walter F. Walsh seems to be the only serious member of this picnic party of New Haven Register employes at Double Beach, Conn. (right). Four of the crowd proved to the camera that newspapermen can be happy at a picnic even when they have along their wives. From left to right: Mrs. H. B. Kennedy, Walter F. Walsh, foreman of the Register composing room; Mrs. H. I. Phillips, Hugh B. Kennedy, general manager, New Haven Register, Peter Kennedy, general manager of the Kennedy household, "Tim" A. Ryan, New England representative of the Ault & Wiborg Ink Company, Mrs. T. A. Ryan and H. I. Phillips of the New York Globe.

Charles M. Palmer, with the pipe and the rod, and Irvin Cobb, like to get away from material things now and then. Both are anglers by preference, when Palmer can get away from buying and selling good newspapers and Cobb feels like forgetting magazine editors.





All editors except one—he on the extreme right is a forest ranger who showed the National Editorial Association party (above) where to get the fish. We don't know who caught them, but he's one or more of the above (left to right), W. C. Lush, Yankton, S. D.; C. G. Jenness, Rochester, N. Y.; G. B. Dolliver, Battle Creek, Mich.; G. C. Woodruff, Litchfield, Conn.; Homer Harwood, Warren, Mich.; John Nichols, El Reno, Okla.; G. B. Williams, Geneva, N. Y.; F. F. Marsh, Wareham, Mass.; and Fred Evans, Belleville, Ill.

owds like that which lined Parliament
quare (left) covered every foot of the
ven miles of London traversed by the fun-
al cortege of Viscount Northcliffe. At the
ad of the procession, left centre, is seen
e coach bearing the "Empty Chair," the
ral tribute of the Mail editors.



ide World Photo

Lady Northcliffe is said to be the chief heir to her husband's great publishing interests under wills now before the courts. She is seen below in court dress and wearing the coronet of a Viscountess.



P. & A. Photo

DELAVAN SMITH, INDIANAPOLIS NEWS CHIEF, DIES IN 61ST YEAR

Associated With Newspapers Since Childhood, He Served Under His Father With Western Associated Press and Had Been Owner of the News Since 1899

DELAVAN SMITH, who died August 25 at his farm Lost Rock, near Lake Forest, Ill., in his 61st year, was one of the foremost of a group of publishers who have made the American evening newspaper one of the most powerful forces in world journalism, both in its ability to influence public opinion and as an advertising medium. His conection with the Indanapols News, of which he was part owner and publisher at the time of his death, covered a period of 30 years, for many of which he was its sole owner and chief directing force.

He was born in Cincinnati December 28, 1861, and his early training in the home of his father, William Henry Smith, was in an atmosphere of journalistic enterprise, historical research, political activity and public service. William Henry Smith during the Civil War was an editorial writer on the Cincinnati Gazette, to which post he had risen after being managing editor of the Times, and was active in raising and equipping Ohio troops for the Northern armies. After two years as secretary of state of Ohio he established the Cincinnati Evening Chronicle in 1866 and in 1870 was appointed general manager of the Western Associated Press. In 1883, when the Western and the New York Associated Press were consolidated, he became general manager of the new body.

His political associations in the meantime and afterward were with those in the highest places in the United States, as is attested by several biographies, the best known of which is "The Life of Rutherford Birchard Hayes," President of the United States from 1877 to 1881 and an intimate friend of William Henry Smith. Material for this biography was collected and prepared by Mr. Smith and the work was completed in 1914 by Charles R. Williams, son-in-law of William Henry Smith and brother-in-law of Delavan Smith and editor of the Indianapolis News from 1892 to 1911.

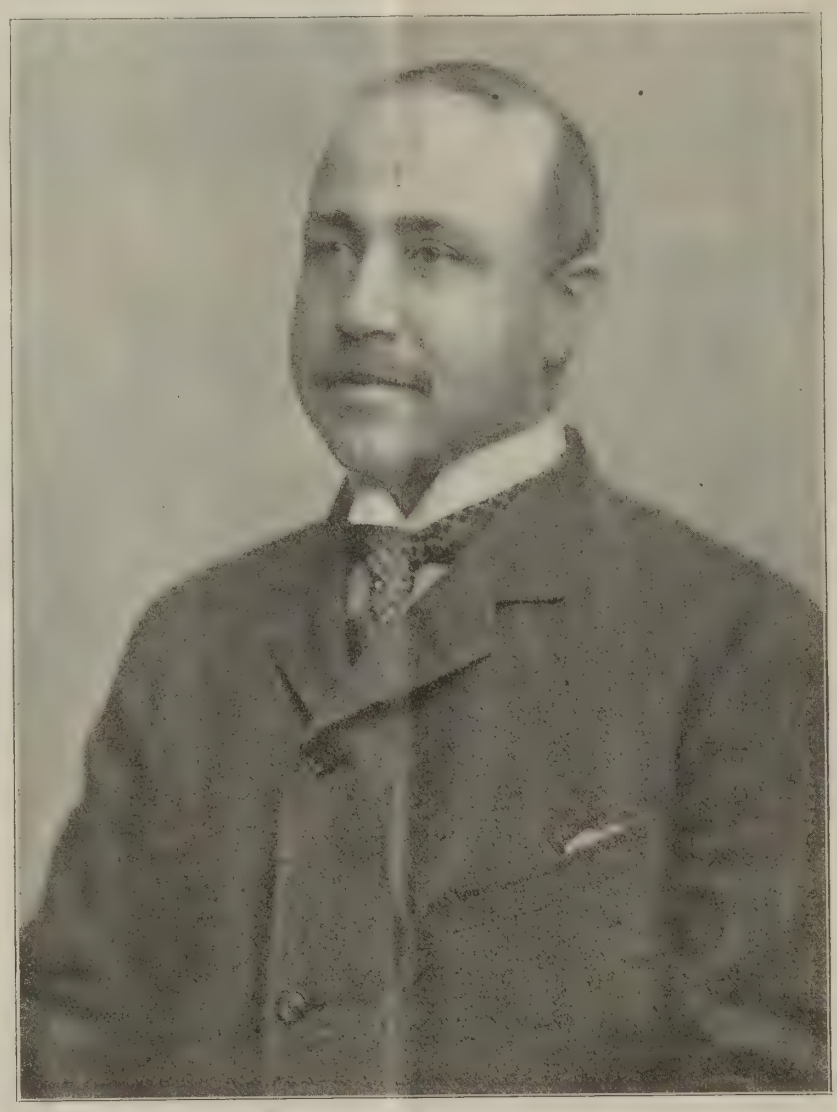
His school days over and followed by his work for the Western Associated Press, he joined the staff of the Chicago Inter-Ocean, but shortly afterward he decided to become publisher of his own newspaper. He operated the Washington, (D. C.) Post on an option basis for a few months and later investigated the Northwestern field with a view to buying the Seattle News, but these ventures were dropped when his father, in 1892, purchased the majority control of the Indianapolis News from its founder, John H. Holliday. Major W. J. Richards remained as minority stockholder and business manager and Charles R. Williams, mentioned above, became editor-in-chief.

Seven years later, William Henry Smith having died in the meantime, the News was sold in dissolution of partnership proceedings and Delavan Smith outbid all prospective purchasers, his offer of $936,000 securing the News for himself and Mr. Williams, the latter taking a fourth interest. This holding was purchased b Mr. Smith in 1911, upon Mr. Williams' retirement.

In 1917, when Mr. Smith was seriously ill, he gave to his cousin, Charles R. Fairbanks, an option on all the News property, to be exercised either by Mr. Fairbanks or his heirs. Mr. Fairbanks died in 1918 and his heirs arranged to take three-fourths of Mr. Smith's holdings, leaving him with a one-fourth interest and exclusive management of the property as publisher.

While he had many other business interests, his first concern was his newspaper. He was one of the original stockholders in the Mergenthaler Linotype Company, was for years vice-president of the Oliver Typewriter Company and. in association with Victor F. Lawson of the Chicago Daily News, he was interested in and for a time president of the Cox Multi-Mailer Company.

While his personally-written editorials were not frequent, he was in constant touch with his executives and directed the News' policy in a general way. He was a familiar figure at almost every national political convention, Democratic and Republican, during his active career, attending them with his staff correspondents, sharing their work and their hardships. His interest and his keen vision in politics made his bachelor farm at Lost Rock a Mecca for many national political figures.



DELAVAN SMITH

He was a personal friend of Theodore Roosevelt, but that friendship did not deter the News from giving space to some of the criticisms printed about Roosevelt's acquisition of the Panama Canal Zone, and indictments were brought against Mr. Smith in the District of Columbia Federal Court. Mr. Smith contended that he should have the right of trial in the state where the paper was published and the case was brought before Federal Judge Anderson in Indianapolis. The case was dismissed by Judge Anderson in a decision which has become one of the keystones of newspaper jurisprudence, the court concluding its findings as follows:

"To my mind that man has read the history of our institutions to little purpose who does not look with grave apprehension upon the possibility of the success of a proceeding such as this. If the history of liberty means anything—if constitutional guaranties are worth anything—this proceeding must fail.

"If the prosecuting authorities have the authority to select the tribunal, if there be more than one tribunal to select from; if the government has that power and can drag citizens from distant states to the capital of the nation, there to be tried, then, as Judge Cooley says, this is a strange result of a revolution where one of the grievances complained of was the assertion of the right to send parties abroad for trial.

"The defendants will be discharged."

Mr. Smith's views on the field of journalism can be put in a few words. He believed it to be the duty of a newspaper to look after the interests of the public. He was aware of the fact that special interests are always well represented by able and well-paid attorneys and technical experts. He was generally opposed to fads in government and stuck to the idea that each governmental department—the executive, the judicial, and the legislative—could most profitably work well within its own field. He believed an executive might properly be a leader in legislative thought but never a boss of legislative affairs.

Mr. Smith's relations with the News' staff, from the elevator men to the managing editor, were close and personal. He was quick to learn the troubles of his employes and equally quick to relieve them when relief lay in his power and he was a frequent visitor when in good health to the news room. A short time ago he made his last tour among the reporters and desk men, greeting old friends and making the acquaintance of newcomers since his last rounds. One of the veterans of the staff decided to help the process by introducing each of the new men to the publisher, but gave it up when he found that Mr. Smith was not content with a mere formal handshake, and recognized no time limits on his conversations. The pilgrimage lasted over three hours, but at its close there was no lack of a common bond between the men who made the News and "the boss." And Mr. Smith's standing as a newspaper man among his own people is proven by that title, the only one that designated him on the newspaper which was at once his life-work and his recreation.

TELL DIVORCE DETAILS WHEN TRIAL ENDS

Grand Rapids Papers Await Verdict in Evangelist's Case and Bear Charges of Conspiracy for Their Silence

The three Grand Rapids daily newspapers, the Press, Herald and News, for the first time Aug. 25 published details of the divorce case of Melvin E. Trotter, noted evangelist. The story was told in connection with the decision of Judge Major L. Dunham in granting the evangelist a divorce on his crossbill and holding the charges of Mrs. Trotter false.

The judge praised the newspapers for not publishing daily accounts of the trial and held that the charges made by counsel for Mrs. Trotter that the newspapers had conspired to prevent the public knowing the full details, were not well founded. The court also criticised the action of Chicago newspapers in making capital and circulation out of the case.

The Grand Rapids Press editorially stated that it would publish the decision of the court, but that it believed the Trotter case was not a mere divorce action. It held that the evangelist had accomplished too great good in Grand Rapids to have his work torn down by charges, if not proved in court.

All three Grand Rapids newspapers were severely criticised by many of their readers for not publishing the details of the case during its progress. It was the silence of the newspapers that caused the charges by Attorney Geib.

No case in years has attracted the attention of the Trotter case. He was one of the best known evangelists in the central west and hundreds of Grand Rapids people eagerly obtained outside newspapers that carried a full account of the testimony. The Associated Press, after the trial had advanced a few days started giving its members accounts o the case. The three Grand Rapids newspapers, however, simply mentioned the witnesses on the stand.

CLEAN UP FT. WAYNE FIELD

Sunday News-Sentinel and Evening Press Die by Agreement

(*By Telegraph to* Editor & Publisher)

Fort Wayne, Ind., Aug. 29.—Announcement was made today in the Evening Press and the News-Sentinel that the Press and the Sunday News-Sentinel will be suspended, effective September 2 by agreement between the Journal-Gazette Company and the News Publishing Company. This will leave the morning and Sunday field to the Journal-Gazette the evening to the News-Sentinel. The Press, as the Journal-Gazette's evening issue, and the Sunday News-Sentinel were both started early in 1921.

No financial consideration was involved and no surplus machinery is made available by the suspensions.

Ross S. Nelson, managing editor of the Journal-Gazette and Press, remains in that post on the Journal-Gazette. William Kellogg, day city editor, takes the night city desk; Lawrence F. Levenberg, night city editor, takes the night telegraph desk. Two desk men and several reporters and artists and a photographer are open for positions.

There are no staff changes on the News-Sentinel.

Will Meet in Rome

The International Chamber of Commerce will hold its second general meeting in Rome, Italy, March 18 to 24, 192 A. C. Bedford, chairman of the board of directors of the Standard Oil Company of New Jersey, is chairman of the American section.

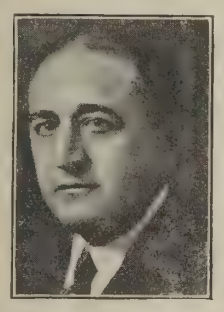
Special Adds the Star

Hamilton-De Lisser, Inc., New York and Chicago, has been appointed national representative of the Long Island City (N. Y.) Star.

PUBLISHERS MAKE POOR COPY, IT'S SAID, BUT DONOHO FOUND THEY DIDN'T

San Francisco Chronicle Reporter Had Lively Afternoon When He Tackled His Own "Boss" and Adolph S. Ochs Together on Questions of the Day

INTERVIEWING newspaper publishers is traditionally an assignment not welcomed by the daily paper reporter. The only worse job, they'll tell you, is interviewing two of them at the same time—and one of them the "boss." The "game" is too wary, knows too many parries for leading questions, won't "pull any lines" that the copy desk will look upon with gracious eyes. It's a bad job, all around.



ADOLPH S. OCHS



M. H. DE YOUNG

Nevertheless, it has been done, and Harry C. Donoho of the San Francisco Chronicle did it well last week when he was ordered to interview Adolph S. Ochs, publisher of the New York Times, who was the guest of M. H. de Young, publisher of the Chronicle. Mr. Ochs and his host were together when Donoho found them and they couldn't be separated, so the reporter cast all caution to the winds and decided on what he called a "double-barreled interview."

The host, Donoho's "big boss," and his guest enjoyed the situation thoroughly, especially when the reporter made his first question on the tariff, on which he knew they held opposite views. He awaited the fireworks and wasn't disappointed. The tariff was soon abandoned as a subject on which no agreement was possible and foreign loans followed it into Limbo. So did the ship subsidy. Not much for quotation so far, but Donoho was having a good laugh.

"Well, what about the strike?" he asked.

"A whole lot of people," Mr. Ochs replied, "are praying for the time when there shall be no controversy between capital and labor. As for me, I say thank God, we have and shall continue to have difference of opnion as between the employer and the employe. Such a condition is just as essential to the continued well-being of our country as is the existence of the two great political parties. One serves as a check on the other.

"In this particular strike both sides are wrong. The railroads are wrong in assuming that they can say what constitutes a living wage, and the workers are wrong in assuming that they can dictate wages and working conditions as a nation-wide proposition. In my judgment the greatest menace to organized labor today is that it has permitted itself to be maneuvred into a position where it seeks to make wages and working conditions uniform over the country. That cannot be done. A complaint that might well be valid and just in one part of the country might be both invalid and unjust in another."

Donoho signalled his "boss" for help at this point. "Say, what is this fellow —a Democrat or a Republican?" he whispered.

Mr. de Young chuckled. "Huh! He's a Southern Democrat."

Explanations and qualifications followed on both sides.

"What would you say about the return to normalcy?" was Donoho's next bomb.

Mr. Ochs replied that "we had not yet returned to normalcy." In too many cases, he feared, wages had been reduced before the cost of living had come down adequately, which he looked upon as a dangerous precedent.

"The question of wages is one that must ever remain a matter of conference and discussion as between the employer and the employe. Am I not right, Mr. de Young?"

"Well, you're right once in a while," conceded the California Republican to the New York Democrat.

"It is the province of the worker to demonstrate his ability," Mr. Ochs continued, "to give an honest day's work and to induce his employer to pay the best possible wage. On the other hand, the employer must not arrogate to himself the right to determine just what is a living wage. He must be just, and at the same time he can not permit himself to be pushed too far toward the brink."

"What would you say of conditions in general in this country? What are the opportunities now, as compared with other years?" Donoho asked.

"Never before in the history of the world has opportunity for success been so rife," asserted Mr. Ochs.

"The young man of today has a thousand opportunities to every one in our days," Mr. de Young added.

Agreement at Last.

"What do you consider the finest type of young American of today?" Donoho inquired.

"The newspaper reporter," responded Mr. Ochs and Mr. de Young almost in a breath. "There is in this country today no finer, more loyal or more capable man than the average newspaper man. I would take his word against that of almost any man I know. Incidentally, the American press is the cleanest and most wholesome in the world."

Donoho bowed to their superior judgment and went on his way rejoicing.

Mr. Ochs voiced his beliefs on other subjects—notably the integrity of the American newspaper—in an interview with the San Francisco Bulletin during his visit.

"Some persons," said Mr. Ochs, "obviously not well-informed, attribute to newspapers generally base and improper motives. In all fairness they should make their criticisms individual; should mention the newspapers they have in mind specifically, and not allow the odium of their remarks to reflect upon all newspapers.

"One hears these unfair, indiscriminate and sweeping charges of corruption against the American press in both houses of Congress and even reads them in some of the newspapers.

"Let the critics of American journalism mention by name the newspapers they allege 'are controlled by their advertisers' or 'are being bought.' Then the really constructive and honorable interests in the American press could unite their efforts and get rid of the dishonest element.

"It is my conviction, after half a century of experience, that the American press, with few exceptions, is the most patriotic, courageous and enterprising in the world.

"We have many conspicuous examples of this courage and fineness, and the history of American journalism is full of great sacrifices for principle. But we never see these held up above the sweeping condemnation. If people learned to have more confidence in their newspapers, the standards would be raised, for editors and publishers would feel and assume greater responsibility.

"We have demonstrated the fact that a decent and dignified newspaper can be prosperous. It has grown to be a superstition among newspaper men that the promotion of circulation demands coarse humor, salacious news and sensationalism. But what kind of circulation do they get by it? Of what value and importance is it to a publication? How enduring is it? What a pity it is that we cannot rid our splendid newspapers of a lot of this rubbish and serve it apart from the daily press to people who enjoy that kind of 'literature.' But, of course, we have numerous examples of newspapers refusing to attach to their presentation of the news 'carriers' of such character, because of their realization that the intelligent, thoughtful people of the community do not want it. The great bulk of self-respecting people have always shown that a newspaper respecting itself soon wins the respect of the community."

Mr. Ochs was the recipient of a special greeting by the San Francisco Chamber of Commerce, the hospitality of the business district also being proferred him.

MIAMI CABLE OPENED FIRST OF NEW LINES

Western Union Gets Operation License After South American Countries Cancel Monopolies — East Coast Line Planned

The first of the new cable lines to be laid between the United States and South America as the result of the recent agreement between the All America Cable Company, an American corporation, and the Western Telegraph Company, Limited, a British company, has been placed in full operation. The line was opened this week when, proceeding under a full license granted by President Harding, the Western Union Telegraph Company opened its line from Miami, Florida, to Barbadoes, where it connects with the Western Telegraph lines to Europe and Pernambuco. The license was issued upon notice to the State Department that the Argentine government had waived the monopoly rights granted the Western Telegraph Company, Limited.

Argentina was the last country in South America to surrender its monopoly arrangement which until recently existed in behalf of the Western Telegraph Company with all the countries on the east coast of South America. As the result of the agreement between the two companies the All America has given up its monopoly rights in the countries on the west coast and both shores of South America now are open to cable enter by either company.

Before the opening of the Western Union cable from Miami to Barbadoes all cables from Brazil, Uruguay or Argentina to the United States have been routed by Western Telegraph lines to Europe or by All America lines up the west coast to Panama. The All America shortly expects to lay a cable to the east coast of South America by way of Porto Rico, competing directly with the Western Telegraph-Western Union line via the Barbadoes and Miami.

Munzel Leads Newspaper Golfers

H. F. Munzel of the Chicago Herald and Examiner led the Chicago newspaper men's golf tourney August 28 at Olympia Fields with a net score of 76. This was one stroke better than that of Carl M. Marston of the Daily News. H. J. Wymer and Basil G. Wyrick, Associated Press, tied for third place, while Don Dillon of the Daily News, and W. L. Vining of the Herald and Examiner were next with 81 each.

Intertype Frisco Branch Moves

The Pacific Coast branch of the Intertype Corporation has moved into new quarters in its own building at 560 Howard street. It is a two-story and basement structure of concrete and provides about three times as much storage space as its former quarters on 3rd street.

A. M. PAPER IN SEATTLE BLETHEN'S PLAN?

Step Would Be "Financially Disastrous" But May Be Necessary, He Says, and He's Ready to Start on 72 Hours' Notice

(*By Telegraph to* EDITOR & PUBLISHER)

SEATTLE, Wash., Aug. 28.—C. B. Blethen, editor and publisher of the Seattle Times, an afternoon newspaper, said in a full-page editorial over his signature August 27 that it is conceivable that the Times may start a morning paper in oppositon to the Hearst-owned Post-Intelligencer. Declaring that such a course would be "financially disastrous," because advertising revenue would be divided between the afternoon and morning Blethen publications, nevertheless, the publisher says, "on the other hand, it is conceivable that conditions of competition might become such that the Times' owners would find themselves forced to adopt this very course which they feel would be so uselessly expensive."

All plans for such an emergency have been made, Blethen says, and the Times can establish and publish a morning newspaper on seventy-two hours' notice. He says:

"The name has been selected and the name plate designed and built. All necessary news services have been engaged and are available at a moment's notice. Business office space outside the Times building is ready on 24 hours' notice. Every man needed for every department and every job is ready to perform his task the minute this morning newspaper is called into being. To be concsise, in a certain desk in the Times building a new seattle morning newspaper lies ready for publication."

The editorial discusses at length Hearst journalism and the forthcoming publication of the Seattle American, an afternoon tabloid newspaper.

W. J. Davis is publisher of the American and denies Mr. Hearst has any ownership or interest in it.

NEW DAILIES IN PALM BEACH

Record Announced for Oct. 15 as All-Year Afternoon Paper

The Palm Beach Record will commence publication as an afternoon daily with three editions, one at one o'clock, another at four and a final at six, about October 15 according to an announcement made recently in a full page advertisement in the Palm Beach Tropical Sun. The Floridian Publishing Company has been incorporated with a capital of $100,000 to publish this paper. Its stock price is $100 a share.

It will have full leased wire United Press service. A complete photo-engraving plant will be installed for its own and commercial work. Advertising from firms which come to Palm Beach for the Winter season will be refused and only advertising placed upon yearly contracts will be accepted. The officers of the Record will be George L. Moreland, president and general manager; M. K. Wanaga, vice-president and business manager; Fred L. Corey, secretary; Edward Cowles, managing editor; C. H. Benson, at one time circulation manager of the Chicago Tribune, circulation manager; John A. Black, advertising manager.

E. P. Fildes, who recently started the Tropical News at Jacksonville, is understood to be in Chicago purchasing a complete plant, which he will ship to Palm Beach for daily which he will establish there. It is also rumored that the Palm Beach News, a morning paper published during the season, intends to add an afternoon edition.

George L. Moreland, president and general manager; M. K. Kanaga, vice-president and business manager; Edward Cowles, managing editor; C. H. Benson, late circulation manager Chicago Tribune, circulation manager.

MEN'S QUALITY STORE MAKES GOOD IN ENGLISH NEWSPAPER ADS

Austin Reed's of London Started With a Small Shop, and "Quality" Advertising Has Given Them Nine London and Four Provincial Branches

By HERBERT C. RIDOUT
(*London Editor*, EDITOR & PUBLISHER)

LONDON, Aug. 15.

ONE of the most interesting successes in British newspaper advertising today is the men's store of Austin Reed, Ltd. It is perhaps the nearest thing we have to the application of the American idea—while retaining complete English characteristics—in this country, and it certainly is the only outstanding example of fine advertising in the newspaper press applied to high quality men's wear.

We have many men's stores throughout the country, many of them consistent advertisers, but they are, in general, houses that appear to rely in their advertising upon the attraction of the bargain price rather than the emphasis of quality. On the other hand, we have in London a few old-established men's stores which have shown considerable confidence in the use of advertising for a good many years, but their announcements have been and are more of the type of the old-fashioned retailer who, with socks and shirts to sell, merely mentions them and their prices, and leaves everything else to the imagination of the readers.

Austin Reed, Ltd., are like none of these. It must be nearly twenty years since I saw their first advertisements. At that time they had two or three shops. One was in the West-end and another in the city. What attracted my attention in the first instance was the manner in which the store windows were dressed. They struck a note of simplicity, dignity and quiet color schemes in shirts, ties and the like that was quite new to London at that time. They commenced to advertise in a comparatively modest way, and I was interested to observe that the same dignity, and a real touch of distinctiveness, were observed in the lay-out, style and copy.

They suggested at sight that here was a store that did not pretend to sell cheap goods, did not offer the commonplace, but were striking out in the direction of supplying men who wanted something reliable, in good taste, and of genuine quality character and were willing to pay a little more for those features.

It would not be accurate to say that Austin Reed's made an amazing success instantaneously, or that all London flocked to their doors. But they certainly made a hit, and one by one new stores were opened in other localities and the newspaper advertising gradually extended.

All this time they have adhered to their policy, never allowing anything cheap (in the inferior sense) in their stores, never lowering the standard of their quietly effective window displays, and never ceasing to talk good quality in their advertising copy. It would have been easy, with the English nature being what it is, for the advertising copy, because of the necessity for keeping on the high quality-note, to become stilted and formal, but to have done so would have been fatal. Instead, a chatty, semi-conversational style was adopted and the risk of diminished interest has been reduced to a minimum.



Some Good "Overs" for Keen Sportsmen

IT is characteristic of the English sportsman that he passes on a good thing, so, year by year, the fame of Austin Reed Sportswear spreads and the customer list lengthens and lengthens, until to-day enormous stocks are essential to adequate catering for such demand.

Only the man in the trade has an accurate conception of the vast accumulation of "overs" resulting from our big and busy trading—a few of this line and a few of that—few in themselves but considerable in the aggregate, frankly remnants and only in the way of an organisation which needs shelf space for complete ranges of new goods.

Here, then, is the harvest for those fortunate men who have holidays ahead and those who would add to their sports gear with advantage—*all the Sportswear "Overs" are divided among the Austin Reed shops to be cleared this week, or while they last, at prices cut to figures that suggest that the opportunity won't last long.*

It is not possible, under these circumstances, to publish more than a few examples, and the following is a very brief summary of the long but rapidly shortening list.

Golf Jackets, *30/- now 25/-; 33/6 to 39/6 now 31/-; 42/6 to 55/- now 37/-*
Blue Blazers, *30/- now 27/-; 37/6 & 39/6 now 34/-; 42/6 now 37/-*
Grey and Cream Flannel and Gabardine Trousers, *21/- now 19/-, 25/6 now 22/-; 27/6 & 30/- now 25/-; 35/6 & 37/6 now 32/-*
Three-Piece Suits at *£5 5s. 0d. & £5 17s. 6d. now £4 15s. 0d.*
Two-Piece Flannel and Tweed Suits at *£3 5s. 0d. now £2 14s. 0d.*
A.R. Raincoats, *90/- & 95/- now 80/-, 75/- now 65/-, 67/- now 54/-; 55/- now 47/-*
Light Weight Mercerised Dressing Gowns (Paisley effect) *17/6 now 15/-*

SAFE BUYING BY POST. All Austin Reed productions sent carriage paid to any address in the British Isles. If goods are not approved and are returned within three days your money will be refunded in full. Address your letters to Austin Reed Ltd., 113 Regent Street, London, W. 1.

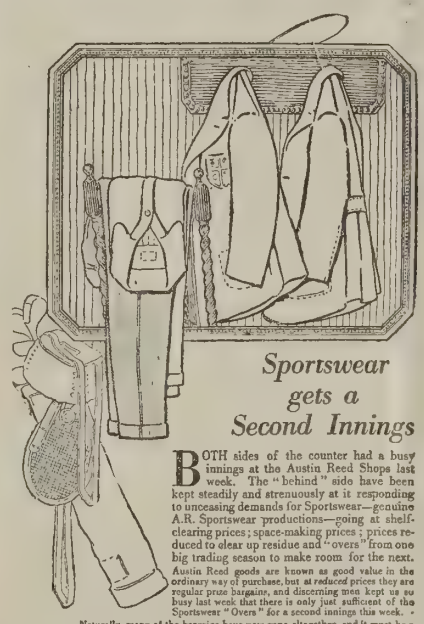
Showing at all the Austin Reed shops this week.

Austin Reed Ltd
HOSIERS TO DISCERNING MEN

NINE LONDON SHOPS
13 Fenchurch St., E.C. 3 113 Regent Street, W. 1 135 Victoria St., S.W. 1
8 St. Mary Axe, E.C. 3 189 Strand, W.C. 2 33 Oxford Street, W. 1
157a Cheapside, E.C. 2 21/22 Walbrook, E.C. 4 94 Coventry Street, W. 1
Also at Birmingham, Manchester, Bristol and Preston.

"The Shops that sell Summits"

The development of the Austin Reed business is due solely to an appreciation of two facts—the possession of the right goods and the ability to talk about them, and knowing the value of newspaper advertising.



Sportswear gets a Second Innings

BOTH sides of the counter had a busy innings at the Austin Reed Shops last week. The "behind" side have been kept steadily and strenuously at it responding to unceasing demands for Sportswear—genuine A.R. Sportswear productions—going at shelf-clearing prices; space-making prices; prices reduced to clear up residue and "overs" from one big trading season to make room for the next.

Austin Reed goods are known as good value in the ordinary way of purchase, but at *reduced* prices they are regular prize bargains, and discerning men kept us so busy last week that there is only just sufficient of the Sportswear "Overs" for a second innings this week.

Naturally, many of the bargains have now gone altogether, and it must be a case of "first come, first served" with those who take advantage of this week's opportunity. The following list is some indication of what is yet available at time of going to press:—

Grey and Cream Flannel and Gabardine Trousers, *21/- now 19/-; 25/6 now 22/-; 27/6 & 30/- now 25/-; 35/6 & 37/6 now 32/-*
Blue Blazers, *30/- now 27/-; 37/6 & 39/6 now 34/-*
Golf Jackets, *30/- now 25/-; 33/6 to 39/6 now 31/-, 42/6 to 55/- now 37/-*
A.R. Golfing Pull-Overs, Scotch knit from finest Botany Yarn, *25/6 now 21/-*
Three-Piece Suits at *£5 5s. 0d. & £5 17s. 6d. now £4 15s. 0d.*
A.R. Raincoats, *90/- & 95/- now 80/-; 84/- now 74/-; 75/- now 65/-; 67/- now 54/-; 55/- now 47/-*
Light Weight Mercerised Dressing Gowns (Paisley effect) *17/6 now 15/-*

SAFE BUYING BY POST.—All Austin Reed productions sent carriage paid to any address in the British Isles. If goods are not approved and are returned within three days your money will be refunded in full. Address your letters to Austin Reed Ltd., 113 Regent Street, London W. 1.

Showing at all the Austin Reed shops this week.

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Also at Birmingham, Manchester, Bristol and Preston.

"The Shops that sell Summits"

Austin Reed advertisements reflect "a store for discerning men." The copy is aimed at that class—not the bargain hunter.

The development of the Austin Reed business is due solely to an appreciation of two facts—the possession of the right goods and the ability to talk about them, and the value of newspaper advertising. The position of the busines among others of its kind may be judged by their advertisements; they reflect a "store for discerning men." The copy is aimed at that class—not the bargain-price hunter; the windows are dressed only to interest the man who will pay about half as much again as usual to get something of service.

That combination of forces striking the quality, note and appealing to discerning men has spelled success with a big S. The peculiarly national circulation of the London newspapers in which Austin Reed's have concentrated so well, meant, of course, a demand from the area outside London, and although the house maintained a capable mail-order department, it became apparent that the idea that had caught on in the metropolis was taking the fancy of men throughout the country to such an extent that it was obviously necessary to meet that demand in a more local fashion. Today, therefore, in addition to a chain of nine London stores—not palatial buildings or floors, be it noted, but just single or double-front shops—there are Austi Reed branches in Manchester, Birmin ham, Bristol and Preston, these bein served by advertising in the local new papers of those towns and substantiall supported by national advertising in th London dailies.

There is one very remarkable featur about the Austin Reed advertising tha has impressed me since I first membe it. There is plenty of competition i men's wear advertising in the newspape columns, from the department stores an multiple-shop traders, but all that ap peals to one class, probably the large section of the male community, it is tru Despite it all, the Austin Reed adverti ing stands aloof. It appeals to a diffe ent class, for it is advertising that make the reader (the right type of reader feel, not that he wants a shirt or pa jamas, but that he needs an Austin Ree shirt or pajamas, and that if he want them of distinctive style and quality, h has simply got to go to Austin Reed for them and nowhere else.

I know offhand of no other retail ad vertiser in the British newspaper pres today of whom that can be said in suc definite terms. Which, after all, is pretty good achievement for Austi Reed's.

DODGE HEADS SCRIPPS FOREIGN AD OFFICE

Allied Newspapers, Inc., Organized to Solicit National Advertising for All Present and Future Scripps-McRae Press

The latest step in the expansion program of the Scripps-McRae Newspaper interests is the incorporation, just announced by Roy W. Howard, chairman of the board of the Allied Newspapers, Inc., with headquarters at New York. The new company consolidates the foreign advertising departments of the Scripps-McRae newspapers, and provides representation for the concern's old properties as well as for the new papers to be established or acquired. Included, also, is the production of the Ad Art Service. Reorganization of the Scripps foreign department is the occasion for several changes of personnel.



W. H. DODGE

William H. Dodge, president of the Scripps-McRae League, becomes president of Allied Newspapers, Inc., in active charge of a program which includes the establishment of branch offices in the South and on the Pacific Coast, in addition to those already in operation in Chicago and Cleveland.

William G. Chandler succeeds W. H. Dodge as president of the Scripps-McRae League and will operate the Ohio papers.

Entering the newspaper business in his "teens" as classified advertising solicitor on the Cleveland Press, Mr. Dodge has been successively manager of classified advertising, display advertising, manager of the Press, business manager of the Cincinnati Post, general business manager of the Scripps-McRae League and for the last seven years has been president of the Cleveland Press, Toledo News-Bee, Akron Press, Columbus Citizen, Cincinnati Post, Covington Post, Des Moines News, Oklahoma News, and of the Youngstown Telegram sinc its purchase.



W. G. CHANDLER

Mr. Chandler, who in recent years ha been closely associated with Mr. Dodg in Cleveland, also began his newspape career at the bottom of the Scripps McRae ladder. Starting as counter cler at the Cleveland Press, he became ad vertising manager of the Toledo News Bee and has been business manager o the Cleveland Press and the Toled paper.

Harry H. Hoffman, manager of th Scripps foreign department, will hav offices in New York, and James Pollock advertising manager of the Cleveland Press, will join the New York office of Allied Newspapers, Inc., later in the fall. John Meilink will succeed Mr. Pollock at the Press.



H. H. HOFFMAN

There are now 30 Scripps-McRae newspapers with others to be added, it is stated, in the near future. The following paper are now owned and operated: Clevelan Press, Akron Press, Toledo News-Bee Columbus Citizen, Cincinnati Pos Youngstown Telegram, Covington Pos Knoxville News, Memphis Press, Bir mingham Post, Terre Haute Post, Hous ton Press, Dallas Dispatch, Fort Wort Press, Oklahoma News, Des Moine News, Indianapolis Times, Evansvill Press, Denver Express, Seattle Sta Spokane Press, Tacoma Times, Portlan News, San Francisco Daily News, Sac ramento Star, Los Angeles Record, Sa Diego Sun, Washington (D. C.) News Norfolk Post, and El Paso Post.

Ad Art Service, of which Fran Dickel is manager, which has been op erating from the Cleveland plant of th Newspaper Enterprise Association, wil be amalgamated with Allied Newspapers Inc., and be produced from New Yor headquarters with larger facilities.

Floor space for the New York office has been acquired in the Vanderbil Concourse Building, 52 Vanderbilt ave nue, which is added to the space for merly occupied by the Scripps foreig department.

New Special for Periodicals

Dorr & Corbett, periodical publishers representatives, has been formed b Charles W. Corbett, for several year Eastern advertising manager of Woman World, and Charles Dorr, who for 1 years has been in charge of New Eng land for a group of magazines.

EUGENE FIELD IN NEW BIOGRAPHY AS 72D ANNIVERSARY NEARS

Slason Thompson Relates Incidents and Quotes from Newspaper Verse Which Made the 45 Years of Field's Life a Pageant of Fun for Himself and His Readers

By CARL H. GETZ

EDITORIAL NOTE.—Charles Scribner's Sons, New York, have kindly granted permission to EDITOR & PUBLISHER to reprint excerpts from Slason Thompson's two-volume biography of Eugene Field. Most of the writings reprinted below are taken from the old files of Chicago and Denver newspapers for which Field wrote.

SEVENTY-TWO years ago tomorrow there was born in St. Louis a baby boy not with a silver spoon in his mouth, but a soft, fuzzy feather in his hand with which to tickle the hearts of men. This youngster's name was Eugene Field, who in the words of his able biographer, Slason Thompson, was "as gentle and genial a spirit as ever walked the earth."

Surely there never lived a more human individual than 'Gene Field, and it is doubtful whether many have surpassed the quaintness of his humor. Newspaper men like to think of Field as a newspaper man and poets as a poet. He was both.

"I am a Yankee by pedigree and education," Field wrote at one time, "but I was born in that ineffably uninteresting city St. Louis."

He attended the private school of Rev. James Tufts at Monson, Mass., Williams College, Knox College and the University of Missouri, but failed to graduate from any.

He went abroad twice, once to spend his patrimony and a second time to search for health.

Included among the newspapers on which he worked were the St. Louis Evening Journal, St. Joseph (Mo.) Gazette, St. Louis Times-Journal, Kansas City Times, Denver Tribune, and the Chicago Morning News (later the Chicago Record.)

A glimpse of Field's waggish character may be had by reading some of the paragraphs below, which are taken at random from his writings:

Here is a paragraph written while Field was on the Denver Tribune:

"See the Wasp. He has pretty yellow stripes around his Body, and a darning needle in his tail. If you will Pat the Wasp upon the Tail, we will Give you a nice Picture Book."

Here is one Field wrote in the Chicago Morning News about his actor friend, William H. Crane. Like Field, Crane suffered from digestive troubles.

"Mr. William H. Crane, the actor, is looking unusually robust this autumn. He seems to have recovered from the malady which made life a burden to him for several years. He thought there was something the matter with his liver.

"Last July he put in a good share of his time blue-fishing with Grover Cleveland. One day they ran out of bait.

"'Wonder if they'd bite at liver?' asked Crane.

"'They love it,' answered Cleveland.

"So without further ado Crane out with his penknife, amputated his liver, and minced it up for bait. He hasn't had a sick day since."

Here is a crop note Field wrote at one time:

"The town of Hegler, on the Kankakee, Minonk and Western Railroad, is invisible in a forest of corn. A search party under the direction of the road commissioners are looking for it."

The paragraph below was written by Field in 1894:

"The oldest house in Chicago stands on the West Side, and was built in 1839 A. D. The oldest horse in Chicago works for the Lake View Street-Car Company, and was present at the battle of Marathon, 490 B. C."

Field's salary was paid weekly to his old wife, or rather what was left of it was paid to her. Field applied all of his resourcefulness to finding ways and means of getting part of his salary in advance. Now and then he would write supplications to the treasurer in verse. Here is one he sent to Collins Shackelford, cashier of the Chicago Morning News:

"A SONNET TO SHEKELSFORD

"Sweet Shekelsford, the week is near its end,
And, as my custom is, I come to thee;
There is no other who has pelf to lend.
At least no pelf to lend to hapless me;
Nay, gentle Shekelsford, turn not away—
I must have wealth, for this is Saturday.

"Ah now thou smilest a soft relenting smile—
Thy previous frown was but a passing joke,
I know thy heart would melt with pity while
Thou heardst me pleading I was very broke.
Nay, ask me not if I've a note from Stone,
When I approach thee, O thou best of men!
I bring no notes, but, boldly and alone,
I woo sweet hope and strike thee for a ten."

When Field dipped into politics he usually produced something like this:

"Senator Dawes has been out among the Sioux Indians too. They call him Ne-Ha-Wo-Ne-To—which, according to our office dictionary, is the Indian for Go-To-Sleep-Standing-Up."

In his auto-analysis Field wrote, "I do not smoke tobacco." The truth is he smoked almost all of the time. He wrote at one time:

"Oh, children, you Must never chew
Tobacco—it is Awful!
The Juice will Quickly make you Sick
If once you get your Maw Full."

Literary folks in Chicago were amazed to read the following one day:

"It is officially announced by the official board of managers of the National Federation of Realists that Hamlin Garland put on his light weight flannels last week."

While Field was on the Denver Tribune he learned that his friend, Wolfe Londoner, as chairman of the Republican County Central Committee, was instructed to arouse interest and enthusiasm among the colored voters of Denver. Whereupon Field wrote the following advertisement which appeared in large type the next morning:

WANTED
Every Colored Man in the City
To Call at Wolfe Londoner's
Store.
A Car load of Georgia
Watermelons
Just Received
For a special distribution
Among his
Colored Friends.
Call Early and get Your Melon! ! !

When Mr. Londoner opened his store the next morning he had to get a traffic cop to get him to his front door. Londoner didn't have any melons and he didn't know where to get any. But just as the mob was getting ready to rush the front door the melons appeared from some mysterious source and the day was saved.

Field was always hard up for money. One time when Trotty, his little girl, asked for a text to recite at Sunday-school, he gave her this:

"The God will provide, my father can't."

During Field's later years, Melville E. Stone, then editor of the Chicago Morning News, now the grand old man of the Associated Press, assigned to him the pleasant task of entertaining distinguished visitors. One of the funniest of these entertainments was a luncheon at the Union League Club, in honor of Edward Everett Hale. Let Mr. Field's biographer, Mr. Thompson, tell the story:

"Field prepared the menu with infinite care, and to the carnal eye it read like a dinner fit for the gods. But in reality is consisted of typical New England dishes, in honor of our New England guest, masquerading in the gay and frivolous lingo of the French capital. Codfish-balls, with huge rashers of bacon, boiled corn beef and cabbage, pork and beans, with slices of soggy Boston brown-bread, corn-bread and doughnuts, the whole topped off with apple-pie and cheese, were served with difficult gravity by the waiters to an appreciative company. The bill promised some rare and appropriate wine for each course, and the table flashed with the club's full equipment of cut glass for each plate. But alas and alack-a-day! when the waiters came to serve the choicest vintage from the correctly labelled bottles, they gave forth nothing but Waukesha spring water. Not even 'lemonade of a watery grade' did we have to wash down our luncheon, where every dish was seasoned to the taste of salted codfish. But we had all the water we could drink, and before we were through we needed it."

While Mr. Thompson is on his feet, we ought to have him tell another story about Eugene Field. This is what he tells:

"It was on an occasion somewhat similar to this, given in the early winter, that Field perpetrated one of his most characteristic jokes, with the assistance of Mr. Stone, by this time manager of the Associated Press. The latter, at no little trouble, had provided as luscious a dessert of strawberries as the tooth of epicure ever watered over. They were the first of the season, and fragrant with the fragrance that has given the berry premiership in the estimation of others besides Izaak Walton. While everybody was proving that the berries tasted even better than they looked, and exclaiming over the treat, Field was observed to push his saucer out of range of temptation. At last Mr. Stone remarked Field's action, and asked:

"'What's the matter, Gene, don't you like strawberries?'

"'Like them,' said Field; 'I fairly adore strawberries! They are the only fruit I prefer to pie.'

"'Then why don't you eat yours?' queried Stone.

"'B-because,' answered Field, with a deep quaver in his voice, 'b-because I'm afraid it would s-s-spoil my appetite for p-prunes.'"

Field died November 4, 1895. In his death America lost a rare character whose creed was love and whose religion was kindness and who belonged to the church of the common brotherhood of man, as Rev. Frank M. Bristol so happily expressed it in his funeral address. His songs were ones of sweetness. When he died, all America was filled with sorrow.

SMOKE FOR BOSTON ADVERTISER

It Will Write Its Name on Seaside Skies Next Week

Writing the name of an American newspaper in the sky at an altitude of 3,000 feet will be attempted on Labor Day, along lines similar to those followed in England, at Revere Beach, near Boston, under auspices of the Boston Advertiser. Capt. Burr W. Leyson, Jr., former member of the Royal Air Force in the world war, will attempt the stunt, if weather permits, in a Bristol monoplane. Each letter will be more than 1,000 feet in length and will occupy more than a mile and a half in the sky. Two tanks on top of the plane's wings will contain the special smoke composition used. As soon as one letter has been completed by numerous twists, turns, nose-dives, tail-spins, and other aerial feats, the smoke will be shut off. If the weather proves suitable, Capt. Leyson will try the stunt Sept. 3, at Nantasket Beach on Boston Harbor.

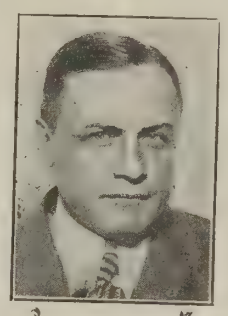
Has $400,000 for Newspaper Space

The $400,000 advertising fund, raised to tell the World what Northern and Central California has to sell, will shortly be spent with newspapers of all parts of the United States, except California, and foreign countries. In raising the money, the committee selected 17,000 trades or groups and allotted to each its proportional share of the total.

C. M. PALMER TAKES TWO PARTNERS

E. D. DeWitt and Dean Palmer Join in Making Newspaper Brokerage Firm of Palmer, DeWitt & Palmer —Kauffman Continues

Formation of the co-partnership of Palmer, DeWitt & Palmer was announced this week by Charles M. Palmer, who for many years has conducted his brokerage business for the sale and appraisal of newspaper properties under his own individual name, with offices at 225 Fifth avenue, New York. Mr. Palmer now has associated with him E. D. DeWitt and Dean Palmer, his son. Frank K. Kauffman, who has been office manager for Mr. Palmer for many years, will continue in that capacity with the new firm.



E. D. DE WITT

Charles M. Palmer's experience as a broker dates back to the late nineties, when he resigned from the Hearst organization. Since then he has figured in many of the largest newspaper sales transactions negotiated in the United States. Recently the sale of the Detroit Journal to the Detroit News was handled by Mr. Palmer, who also has been owner or publisher of over forty newspapers during his long career in journalism.



DEAN PALMER

Dean Palmer has been assisting his father for several years. Previous to entering the brokerage business he was connected with the St. Joseph (Mo.) News-Press and the New Orleans Item, acquiring extensive experience in all departments of newspaper work.

E. D. DeWitt was graduated from Princeton University in 1900. His first newspaper work was done as a member of the New York Times staff and later on the Mail & Express. Then he went with the James Gordon Bennet newspapers, where he rose from advertising manager of the New York Evening Telegram to general manager of the New York Herald Company. He also spent three years in Paris as business manager of the European Herald. In 1914 Mr. DeWitt purchased an interest in EDITOR & PUBLISHER and was its general manager until, after the death of Mr. Bennett, the Herald management induced him to return to that newspaper, where he remained until the sale of the property to Frank A. Munsey.

A new picture of Charles M. Palmer is presented on Page 9 of this issue of EDITOR & PUBLISHER.

Minneapolis Journal Adds Roto

The Minneapolis Journal will add an eight page rotogravure section to its Sunday paper, commencing September 17. H. R. Foster of the editorial staff has been appointed editor of the new supplement. Additional space in an adjoining building has been obtained and is now being remodeled.

New Nichols Executive

Tom F. Blackburn has joined the staff of the Charles F. W. Nichols Company, Chicago, as an account executive.

COST OF CIRCULATION, NOT ITS VALUE, INTERESTS U. S. TAX COLLECTOR

Detroit Journal Sale of 140,000 Subscribers for $1,700,000 Has Bearing Only as Collateral Evidence—Clauses of 1918 Act Under Which Publishers May Seek Relief

By CLIFFORD YEWDALL, A. S. A. A., C. P. A.

Editorial Note.—EDITOR & PUBLISHER will publish an article each week on taxation problems affecting newspapers and advertisers, conducted by Mr. Yewdall. This is a continuation of the series begun in EDITOR & PUBLISHER of December 10, 1921, and carried into March of this year. Mr. Yewdall will deal with the everyday problems of newspaper taxation reports and accounting, as gathered from his personal experiences in working for publishers all over the country. He will endeavor to answer any questions asked of him through EDITOR & PUBLISHER. In taking up the work, he desires to make the following statement: "I am not a lawyer and I appreciate that Federal tax cases present problems requiring the best attention of an accountant and a lawyer who has given the subject special study. The legal discussions in my articles are based to a considerable extent on discussions of the chairman of the Federal Taxation Committee of the A. N. P. A., Arnold L. Guesner, of the Minneapolis bar, with whom I have worked on tax cases."

IN last week's issue there was published in full a recent decision of the Solicitor of the Internal Revenue Bureau, covering treatment of special cases under the relief sections of the Revenue Act of 1918 (Sections 327 and 328). This solicitor's opinion stated that before application could be made under the relief sections for assessment, abnormal conditions affecting the capital or income of the taxpayers must be established by proof.



CLIFFORD YEWDALL

The phrase "abnormal conditions" was defined as follows:

"(a) Where a corporation is placed in a position of substantial inequality because of the time or manner of organization.

"(b) Where the capital employed, although a material income-producing factor, is very small or in a large part borrowed.

"(c) Where there is excluded from invested capital under section 326 intangible assets of recognized value and substantial in amount which have been developed by the taxpayer.

"(d) Where the net income for the year is abnormally high due to realization in one year of income earned during a period of years.

"(e) Where extraordinary gains have derived from the sale of property where its principal value has been demonstrated by prospecting or exploration.

"(f) Where proper recognition cannot be made for amortization, obsolecence or exceptional depletion during the World War."

We will now analyze each individual outline above and see wherein newspapers come under these sections.

It does not require deep study to find the meaning of this condition. Where all corporations in the same line of business are organized in the early years with small capital they are not placed in a position of substantial inequality. Most newspapers have been in business 20 to 25 years and were started with small capital. They have been built up at enormous expense, which expense has been paid out of the profits as they were earned. Some were more successful than others and grew fast, but that their earnings are high and capitalization low, does not mean that they are in a position of substantial inequality. Substantial inequality in this case means inequality one with the other. All newspapers practically are in the same situation and it is only those newspapers that were started in recent years that have large capitalization due to the fact that those newspapers were the outcome of the purchase of an older publication either for cash or stock.

(b) Where capital employed, although a material income producing factor, is very small or in a large part borrowed.

The capital employed in the average newspaper is very small according to the newspaper man's books, but proper investigation to ascertain the correct capital employed in the conduct of its business will show that its invested capital is large. There is no authorization in any of the laws or rulings to place any corporation under the relief sections just because it does not care to dig out the facts regarding its particular situation and present them in proper form to the Department. All newspapers have a large capital employed in their business. That capital is not shown on the books because the average newspaper charged all the expense of building up its property to expense, and not to capital.

The large capital investment of each newspaper is its circulation lists and mechanical equipment. The cost of the mechanical equipment, which in many cases has to a considerable extent been charged off as expense, can be easily ascertained and the proper depreciation rates applied thereto to find its value for invested capital purposes. The cost of building up its circulation structure has in most cases been charged off to expense as the expenditure was incurred.

The recent ruling issued by the Department permitting the transfer from expense to capital of those items paid out to build or acquire a circulation structure permits all newspapers to produce their evidence and data to substantiate the cash invested in its most valuable asset, thus adding to the capital employed in the business, and entirely eliminates subsection (b) of this ruling as a reason why newspapers should be given relief under the relief sections of the 1918 law.

(c) Where there is excluded from invested capital under section 326 intangible assets of recognized value and substantial in amount which have been developed by the taxpayer.

There appears in parentheses after this condition the following significant statement:

> "In view of the specific limitations upon admission of intangibles into invested capital contained in Section 326 of the Act, applications for assessment under Section 238 upon this ground should be carefully scrutinized and the application denied where its allowance would result in defeating the avowed purpose of the limitations contained in Section 326."

Under Section 326 there are excluded certain parts of intangible assets *acquired for stock*. Hence this statement in (c) would afford relief only in those cases in which a corporation happens to have issued stock in exchange for intangibles—for instance circulation, which the Bureau regards as an intangible. What is said in (c) would afford no relief in a case in which the circulation has been built up by expenditures made year after year in the usual way.

Hence, any opening to newspapers to obtain relief under this sub-section of the ruling is confined to a limited number of cases, and in those cases it is confined to items of stock issued for intangibles. Furthermore, the parenthetical statement largely nullifies even this limited possible relief.

That a circulation structure has value is not disputed by the Internal Revenue Bureau. The recent sale of the circulation lists of the Detroit Journal of approximately 140,000 net paid daily, to the Detroit News for the sum of $1,700,000 paid in cash, is a concrete example of the worth of circulation. Many newspaper publishers are of the opinion that this sale settles once and for all the value of a circulation list. However, under the revenue laws, the question is not what is its value, but what did it cost? We are confronted with the wording of the statutes which holds us down to cost. The decisions of the Supreme Court, under the revenue acts also are against testing invested capital by values. Cost is the only basis that can be used. While this sale will be good collateral evidence, it cannot be used as a basis for inclusion in invested capital for prior years of your circulation structure.

Each newspaper must prove its own case according to the facts and conditions pertaining thereto. It would be necessary, for instance, in a case like that of this recent sale, for the former owners of the paper to show the Department what the circulation structure cost them, not what they sold it for.

You can include in invested capital the amount of cash actually invested in building up the circulation structure or other intangible assets, which cash must be paid out by the corporation because, under the law, as we have already shown in past articles, if you can prove that you have paid out money to build your circulation structure, that cash invested will stand up to 100 per cent of the amount so spent.

Conditions (d) (e) and (f) do not apply to newspapers, hence it is of no avail discussing them here.

Next week, additional information regarding the relief sections of the various income tax acts will be given and discussion of the fundamentals underlying the same given.

NEWSPAPER LINEAGE

Two Minor Typographical Errors in Last Week's Tabulation

Much interest has been expressed by readers of EDITOR & PUBLISHER in the tabulation of lineage, circulations, advertising rates, and milline rates in last week's issue and it promises to become an important addition to the reference data now extant on the newspaper business. For this reason and to bring the tabulation as closely as possible to 100 per cent accuracy, it is desired to correct two minor typographical errors which might confuse those who use the compilation.

On page 24, the population of Oklahoma City is given as 991,258. The correct figure is 91,258.

On page 26, the Montreal Gazette is listed as an evening paper. It is issued every morning except Sunday.

These are the only errata noted by EDITOR & PUBLISHER to date and its readers have called no others in the statistics to its attention. It will be pleased to receive notice of and correct any other inaccuracies that readers may find, and will welcome any suggestions for enhancing the content or convenience of the tabulation in future issues.

In the box on page 34 headed "Evening Newspaper Leaders," the Indianapolis News should have been listed in eighth place, with a six-day lineage for the period January-June, 1922, of 7,908,060 lines. The revised standing of the twelve leading evening papers on their six-day lineage follows:

EVENING NEWSPAPER LEADERS

Six-Day Lineage Only

	Name	Lineage	Net Paid Circulation	Min. For. Adv. Rate	Mil Ra
1.	Detroit News	9,119,978	225,301	$.40	$1
2.	Chicago Daily News	9,062,145	397,584	.65	1
3.	Philadelphia Bulletin	8,572,300	494,499	.55	1
4.	Los Angeles Herald	8,501,206	150,463	.24	1
5.	Newark News	8,458,978	108,468	.21	1
6.	Flint Journal	8,456,896	28,539	.08	2
7.	Washington Star	8,291,047	89,876	.20	2
8.	Indianapolis News	7,908,060	115,634	.20	1
9.	Pittsburgh Press	7,539,448	144,643	.20	1
10.	Los Angeles Express	7,295,554	83,008	.15	1
11.	Baltimore Evening Sun	6,946,386	105,584	...	
12.	Montreal Star	6,791,590	110,843	.16	1
	Total	97,506,575	2,054,442	$3.04	$1

University to Be Host to Editors

West Virginia University has invited the publishers and editors of the daily and weekly papers of the state to attend a conference at the university, Morgantown, November 16, 17 and 18.

JULY LINEAGE GAIN 5.9%

Only 4 of 28 Listed Cities Show L Against Last July

Only four cities of the 28 listed the New York Evening Post Statisti Department for July, 1922-1921, nev paper advertising lineage show losses this year as compared with last. Of 124 newspapers listed, 80 made gains a 43 losses over July, 1921. In one c no comparison was available. The to lineage of all papers for July, 1922, w 89,911,188, a gain of 5,302,696 lines, 5.9 per cent, over the 1921 total 84,608,492 lines.

The summary by city totals follo

	1922	1921	Gai
	4*..	4*..	
New York	10,707,422	10,309,708	397,7
Philadelphia	5,394,289	4,899,043	495,2
Birmingham	1,461,502	1,484,588	23,0
Chicago	5,005,191	4,620,030	385,1
Los Angeles	6,874,518	6,279,840	594,6
Baltimore	3,708,037	3,460,091	247,9
Boston	4,033,259	3,965,959	67,3
Louisville	2,190,635	1,986,478	204,1
Detroit	3,645,866	3,455,508	190,3
Cleveland	3,119,025	3,205,800	86,7
Washington	3,367,581	3,258,911	108,6
Oakland	1,628,760	1,417,682	211,0
Seattle	2,260,258	2,297,890	37,6
San Francisco	4,004,518	3,396,540	607,9
Buffalo	2,527,507	2,395,696	131,8
St. Louis	3,233,860	2,950,760	283,1
Indianapolis	2,495,124	2,315,262	179,8
Milwaukee	2,180,578	2,109,208	71,3
Minneapolis	2,588,474	2,473,555	114,9
St. Paul	1,348,200	1,178,758	169,4
New Orleans	2,742,657	2,545,928	196,7
Cincinnati	2,768,100	2,565,300	202,8
Houston	1,957,704	1,905,204	52,5
Columbus	2,611,477	2,440,610	170,8
Providence	2,240,855	2,097,057	143,7
Denver	1,998,668	1,825,376	173,2
Richmond	1,689,699	1,495,678	194,0
Dayton	2,127,424	2,272,032	144,6
Totals	89,911,188	84,608,492	5,302,6

* Gain; † Loss.

PRES. HARDING LOSES TEMPE

Thought Reporters Were Checking Mayflower Guest List

President Harding's antipathy for h ing reporters on his trail, when he getting away from the cares of state, manifested again last Saturday to th press association men who followed h to the navy yard wharf when he boar the Mayflower for a week-end trip d the Potomac River.

When the party was going aboard, President, who as a rule shows g patience with reporters, and realizes t it is part of the game of a public ma have them always on hand, got the pression the men were checking up on list of members of the party which been given out in advance at the W House. He took immediate and vigor exception to what he considered wa challenge to his good faith.

He was angry and would scarcely li to the explanation of the reporters, they were required to be on hand by t offices and were there primarily to gu against the President of the United St being left uncovered in case of accid It so happened that the name of Attor General Daugherty, who made the t had been omitted accidentally from official White House list.

The President's little lecture to the porters on the dock was taken by members of the press generally as result of misunderstanding, and none Washington tried to read into it any tempt on the part of the White House censor comings or goings of reporters.

irst in San Francisco

1922

Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.

8,359,624
lines during first six months of 1922

Is your advertising story being told here?

The record of newspaper supremacy in last week's issue of the Editor and Publisher pointed unerringly to the San Francisco Examiner as FIRST in San Francisco. Again and again and again the Examiner has out-stripped every San Francisco newspaper in advertising leadership. Why? Because it gives an advertiser two things: A commanding circulation that dominates and a trade-aid service that stimulates.

Blanketing Northern and Central California with its circulation of more than 150,000 daily and 300,000 Sunday, the advertising influence of the San Francisco Examiner is overwhelming. Coupled with this is a merchandising service that puts added sales-force into every advertising dollar you invest in this rich trading territory. For details, write or get in touch with our representatives.

"There is no substitute for circulation"

AN AMERICAN PAPER FOR AMERICA FIRST THE AMERICAN PEOPLE

San Francisco Examiner

Monarch of the Dailies

REG. U.S. PAT. OFF

New York: W. W. Chew, 1819 Broadway

Chicago: W. H. Wilson, Hearst Bldg.

TRUTH ABOUT FARMERS IN DAILY NEWS WILL HELP NATION'S BUSINESS

Newspapers, by Competent Reporting of Rural Affairs, Can Focus Public Opinion on Marketing and Banking Systems, Accused of Causing Loss and Waste

By B. L. CRANDALL

UNDER the heading "More profit than ever to papers who secure farmers' patronage," in EDITOR & PUBLISHER for May 13, 1922, the writer presented some of the possibilities awaiting managing editors and crculation managers in the rural sections provided they made a real, thorough effort to give their papers an appeal to readers in the open country and small communities near them.

The article took the purely selfish standpoint, that of the financial gain and added prestige which would come to a newspaper from such effort, and almost entirely overlooked another reason why editors and circulation men should give more attention to their outside subscribers.

The daily newspaper has today probably the greatest influence upon public opinions, customs and policies of any institution in the country. Its influence is beyond measure, and in that very fact lies an economic reason why rural and agricultural news should receive more attention:

For many years, the farmer and events in the agricultural world were considered "back page" copy, something to be "buried" in an obscure part of the paper or never appear at all. Many newspapers seemed to pride themselves on their "metropolitanism," their ability to get by with editorials slapping the farmers and currying favor with their city readers, and their complete lack of anything that might be termed "farmer viewpoint." When farmers took them to task—but rarely—in letters to the editor, it frequently happened that far from practical replies were published or answers given which served more to arouse the ire of their country readers than to benefit the paper.

The situation was, and is, that little if any attention was given to rural problems. It apparently was taken for granted that as long as the milk man left milk at the door every morning and there was a good supply of fruits and vegetables in the markets, things must be prospering in the country and that it called for no attention from the man on the desk.

The result of this situation was that the farmer was getting along with his farm papers for agricultural news, taking the daily for the latest notes on crimes, strikes, scandals, fashions, fads and whatnot, but not getting a fair picture of the city man. At the same time the city man was not being kept in touch with country affairs. The farmer did not, and does not, fare as well in public opinion under this policy of the press. Too few newspaper men have any knowledge of farming and an even smaller number are informed about farm marketing problems. As a case in point, if the price of milk is raised in the city, howls of highway robbery by farmers are raised by many editors, totally disregarding the fact that no increase may have been made by the city distributor to the farmer, or if an increase was made, that it was not in proportion to that asked of the city consumer.

Many editors, even now, when agricultural matters are being given greater attention by newspapers, are guilty of caustic comments and expressions about farmers when they have to pay 25 cents for a head of lettuce worth about 10. When potatoes go up, or direct product of the farm, the farmer is associated with these high prices, for no other reason than that editors don't know the facts, have no reporters capable of getting them and presenting them and do not know that the average farmer gets only about 30 cents out of the dollar paid for his milk.

Because of this ignorance, the man in the country has been attacked when the real difficulty was and still is faulty marketing of farm produce, which results in the fleecing of both the producer and the consumer. The producer in but extremely rare instances sets the price at which his products are sold.

When business generally began to slow up after the war, everyone tried to ascertain the reason, and to provide a remedy. After all sorts of talk about steel credits, foreign exchange and markets, shipping, freight rates and countless other subjects, it was finally discovered that the farmer was at the bottom of the whole trouble, and he and his affairs immediately became a source of news.

The newspapers suddenly discovered that the man who was busy with his soil and stock, could not overnight cut down his production from war requirements, and had therefore flooded the markets with his products, knocked the price of farm produce right out from under himself, had produced at greater cost than he could sell for and was in such a position that he could not buy.

All the bright forecasts that things were improving and that good business was just around the corner failed, and it was discovered in addition that "agriculture is not only the foundation, but the pace-maker and barometer of all business."

It suddenly dawned on many publishers that after all they had been overlooking a good bet and several papers put agriculturally trained men on their staffs to write farm news and editorials on agricultural problems.

But it is undoubtedly true that few newspapers have staff men sufficiently informed on rural affairs and problems to attempt safely to take up the burden of drawing city and country people closer together. The average newspaper man is a "cub" when it comes to writing farm news. He is in most cases city-bred, out of sympathy with farmers, could not tell from an examination of a pedigree record whether it disclosed quality or not, and in most cases gets in hot water when he tries to write farm news.

Business in this country is not yet back to that condition vaguely termed "normalcy," and it will not be until agriculture is a more prosperous business for nearly half the population of this country. The farmer is a good buyer when he has money. He wants home comforts, good furniture and clothes, electric lights and modern appliances just as much as his city brother, but he cannot have them when he markets his produce below production costs. When he stops buying, all kinds of businesses slow up and the time has come when newspaper publishers should realize that unprofitable agriculture directly reflects unfavorably upon both the retail and manufacturing trade, their advertising sources.

The stage is set and the actors are needed, but the actors cannot be ordinary pencil-pushers. A type of news-writer and editorial writer must be and is being developed to meet the situation which confronts the nation and through the influence which their papers wield, bring about adjustment of agricultural problems through careful and accurate presentation of facts that will arouse public sentiment toward correction of evils which now exist.

The farmer of today is hemmed in by a marketing system which is uneconomic. This system and its disadvantages to the entire country are worthy of study by publishers who realize that their advertising revenues depend upon the problems of the farmer.

Effort to ascertain facts will quickly disclose that the man assigned to the task cannot have any set "beat." He will have to travel far and wide throughout the region his paper touches. In doing so, he will as a matter of course run into sources of many interesting news items which will make the paper more readable. This, if followed up by the circulation department, will result in a larger mail list.

One of the facts that such a news writer will quickly learn is that besides being handicapped by an inefficient means of getting his products to the consumer, the farmer is also up against a banking system which is far from right. The writer will sense the fact that through their influence newspapers can bring about a change in banking methods which will aid farmers, add friends for the paper and bring about not only better conditions for the farmer but the consumer and the country in general.

At present, it is the custom for most banks to loan money on three or four months' time. To be sure, many of the notes can be renewed but such credit is not flexible enough. It is a rare case when a farmer can plant, harvest and sell a crop within three or four months. The average growing season of most crops is longer than that, saying nothing about the time needed for sowing, harvesting and preparing for market.

The result is that even with an extension of time, the farmer is hurried in selling his crop, because the bank wants its money. This hurry causes "dumping" to secure funds, lowers prices unnecessarily, means smaller returns to the farmer and in consequence less purchasing power for him.

It is always risky to attempt to tell someone how to run his business, particularly when not familiar with all of the conditions affecting it, but investigation of conditions as briefly outlined above will undoubtedly show that there is a field for effort by newspapers, entirely different than they have ever tackled before.

John Hancock hit the nail on the head when he stated, "I have ever considered dividual, but more especially the comit as the indispensable duty of every member of society to promote, as far as in him lies, the prosperity of every inmunity in which he belongs."

Special Opens St. Louis Office

Alcorn-Seymour Company, Inc., newspaper representatives, open a St. Louis office September 1 under the management of C. A. Schulenburg, formerly of the Gardner Agency.

BALTIMORE

with a population of 750,000 people, 62 per cent of whom own their own homes, is a tryout market of unusual merit.

Your request for specific information will be given individual attention by the Service Bureau of The Baltimore Sun.

Everything in Baltimore
Revolves Around

THE SUN

Morning Evening Sunday



A BARGAIN IN NEWSPAPER CIRCULATION

THE recent acquisition of The Detroit Journal by The Detroit News and the former's consolidation with it has created the greatest circulation bargain ever offered advertisers in America. The News has added a third to its circulation and has not announced any advance in rates.

The circulation range of The Detroit News since the consolidation has been so far beyond the 260,000 expected that The News has hesitated to emphasize such an entirely new standard of proportion between rate and circulation. As the circulation and advertising rate of The News stand now it offers unquestionably the best advertising opportunity in America. Autumn will bring a still further circulation increase, which means an even greater bargain.

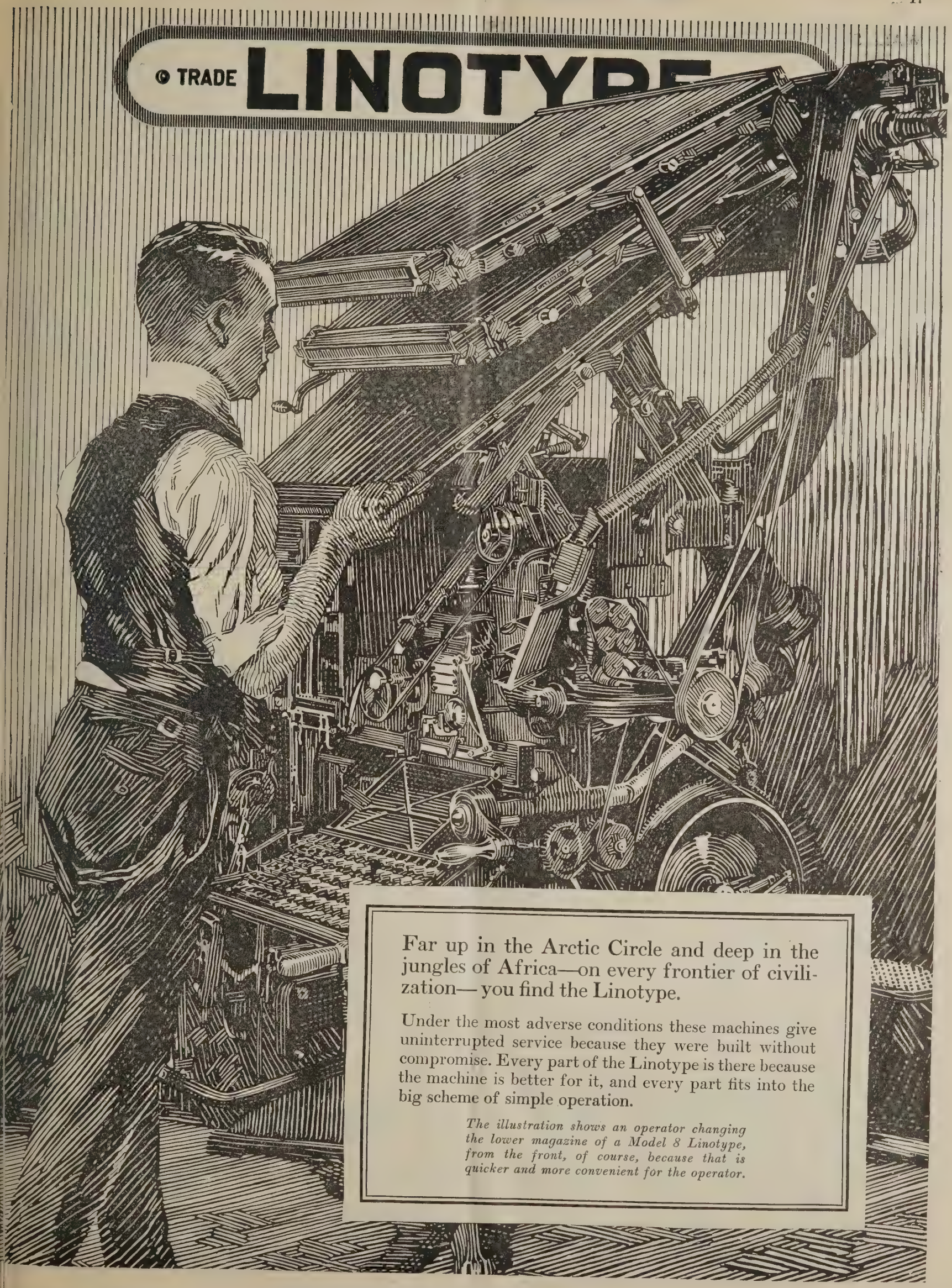
Advertisers should not miss this unique advantage of being able to reach a city of a million, outstandingly prosperous, at one time and with one rate. The News has 100% coverage of the field, reaching practically every English-speaking home in Detroit

The Detroit News

More Than Double Nearest Week Day City Circulation.
Greatest Sunday Circulation in Michigan.

"Always in the Lead"

Member Notional Newspapers, Inc. Sunday Advertising in Colors



Far up in the Arctic Circle and deep in the jungles of Africa—on every frontier of civilization—you find the Linotype.

Under the most adverse conditions these machines give uninterrupted service because they were built without compromise. Every part of the Linotype is there because the machine is better for it, and every part fits into the big scheme of simple operation.

The illustration shows an operator changing the lower magazine of a Model 8 Linotype, from the front, of course, because that is quicker and more convenient for the operator.

Composed entirely on the LINOTYPE *in the Scotch Series*

WALL ST. NOT MUNSEY'S TREASURE TROVE

In Denying Charges That His Stand Against Bonus Is Based on Self-Interest, He Says Work Made His Money

Emphatic, categorical denial of recent charges that self-interest prompted him in his opposition to the soldier bonus was made Monday by Frank A. Munsey in a four-column front-page signed editorial in his New York Herald, headed "A Few Facts That Are Due to the Public." The Herald's opposition to the various bonus measures is stated by Mr. Munsey to have been determined by himself on the ground that "with the country now carrying a war indebtedness of $23,000,000,000, the Congress has no right to put an additional burden of $5,000,000,000 of indebtedness on the backs of the people" and also because "the bonus measures are largely political raids on the Treasury devised and engineered by politician-statesmen in Congress as an appeal to the soldier vote."



FRANK A. MUNSEY

Mr. Munsey continues, stating that some of the charges levelled against him have been "bitter, some of them venomous and criminally libelous. Briefly, they amount to this, that I am a rich man, that I made a large share of my fortune in United States Steel and munition stocks, that these steel stocks were enormously profitable during the war."

He quotes at length from statements to that effect by the New York Daily News, denouncing them as "utterly and wholly false," and goes on:

"The facts that have to do with these charges are these. The fortune I have, be it little or big, did not come to any considerable extent through the buying and selling of stocks. Some years ago, when my income was mounting large from my magazine business, I put some of my money then lying idle in bank into the security market. Up to this time all my thought and energy had gone into the upbuilding of my magazines business.

"Weird stories have been circulated about my undertaking in the security market. Until now they have been good-natured, though, I must say, grossly inaccurate. The bitter charges now, because of my stand on the bonus, are largely founded on these inaccuracies and exaggerations with respect to my security holdings. But inaccuracies and exaggerations good-naturedly expressed are one thing, and malicious, bitter and wholly unwarranted attacks with the view to discrediting my newspapers in their fight against the bonus are quite another.

"It was recently said that in my stock transactions I acted upon inside information, a sure thing. There has never been a sure thing in any of my business activities, or in any of my financial investments. I have always been willing to take a chance on my own judgment, always been willing to take a loss on my own judgment.

I have never had a business partner in my publishing enterprises and other interests. I have reasoned out my own problems, done my own thinking and I followed this method strictly in my stock transaction.

"I bought always with a view to a long term and not a short one. Getting in and out of a stock every day, or every few days, or several times in a day, is highly speculative; buying for a long term, that is, to hold with the expectation of increased values with improving business conditions, is like buying and selling real estate.

"With sufficient experience in the security market to satisfy me and with some profit—not enough to get excited about—I withdrew my capital from the street and turned to something more dramatic, more worth while, the daily newspaper. My actual net profit from my security holdings was relatively inconsequential compared with the aggregate profit of years from my publishing, real estate and other interests.

"I have not owned a share of Wall Street securities of any kind whatsoever in, I should say, something like a dozen years. I owned no Wall Street securities at the beginning of the war. I owned no Wall Street securities during the war, and I have owned no Wall Street securities since the war. I do not own now, and never have owned, a share in any munition plant of any kind or description. I had no connection, directly or indirectly, with any property or interest that lent itself to profiteering during or after the war.

"I made no money whatever, directly or indirectly, out of the war or anything associated with the war. On the contrary, my interests, due to the high cost of magazine and newspaper-making and the generally disturbed condition of affairs, suffered a very heavy shrinkage during the war and in the inflation period after the war.

"This statement, answering the charges that my fortune has been made largely in Wall Street and from munition investments and war profiteering, must not be taken to mean that I have any apologies to make for my operations in listed securities. I ventured less into the realm of chance in Wall Street, far less, than I did in undertaking to found and build up without capital and without experience a magazine business in competition with the great established magazine properties of New York, and I took far less chance than I have taken, and one generally takes, in the daily newspaper field.

"The fortune I have, such as it is, has come primarily from two sources: the $40 capital I brought with me from Maine to New York 40 years ago and the capacity God gave me for work. It has been done by fairly sound reasoning, the courage to put my conclusions to the test and by paying the price in work.

"I am a thorough believer in work. I love work and I wish all Americans loved work as I love it. Generally speaking, there is no such thing as getting something for nothing. We must pay the price in thought, in care, in watchfulness, in work—intense, everlasting work.

"If I were a manufacturer of hardware, or textiles, or shoes, or anything else not linked up with public affairs, this statement in answer to careless and vicious charges would not be imperative, though I hold that one who is at all before the public, whatever his line of endeavor, owes it to the public to correct misstatements and put the truth before the public.

"But with the newspaper owner the situation is highly sensitive, as the newspaper is a public institution. The newspaper is just what the man back of it makes it. The newspaper mirrors the man back of it, mirrors the man who puts himself into it. If his heart is in the public service, his newspaper will be a bulwark of strength to the community and to the country. Indeed with the present political subserviency to the vote, the best hope for sound government must rest with the well-purposed, independent press.

"The attitude of the New York Herald on the bonus has been the conscientious attitude of the owner of the New York Herald. I have no personal or selfish motive in my objection to the bonus. Fifty bonuses might be paid to soldiers and it wouldn't affect me personally.

"I have taken my stand against the bonus on the ground that it is all wrong in theory, that it degrades the American soldier. It robs him of the spirit of patriotism, the spirit of defense of his country. I have taken my stand against the bonus because the Government is in no condition to shoulder this additional burden, because the taxpayers of the country are in no condition to shoulder this additional burden, and because the payment of the proposed bonus to soldiers would be a vicious precedent for future generations to deal with."

New Half-Owner of Oswego Times

(*By Telegraph to* EDITOR & PUBLISHER.)

OSWEGO, N. Y., August 31.—E. M. Waterbury, for 13 years city editor of the Corning (N. Y.) Leader, has become an equal partner with C. L. Snowden in the ownership of the Oswego Times and is now editor of the paper.

New York Ad Agency Bankrupt

The Riteservice Advertising Agency, Inc., 621 Broadway, New York, was placed in bankruptcy August 29 by the following creditors: the Press Publishing Company (the New York Yorld and Evening World), $14,841; the Star Company (the New York American), $913; and the News Syndicate Company, Inc. (the New York News), $2,678. This agency recently made an assignment for the benefit of its creditors.

Denver Post Entertains Merchants

The Denver Post entertained the visiting merchants who attended the "Market Week" held in Denver August 14 to 19. All merchants visiting the Post plant were shown all the workings of the plant from the big presses in the basement to the linotypes on the top floor.

Raising $50,000 for Advertising

The Commercial Club, Salt Lake City, is raising another $50,000 for advertising. Newspaper and advertising space will be used as it was last year when $40,000 was expended for this purpose.

Woll Again Heads I. P. E. U.

Matthew Woll, Chicago, was re-elected president of the International Photo Engravers' Union at its annual convention in Chicago. Other officers elected were: Vice-president, E. J. Volz, New York; second vice-president, J. F. Maguire, Boston; third vice-president, Charles Horrocks, Seattle; secretary-treasurer, H. F. Schmall, St. Louis.

Princetonian Adds Roto

The Princetonian, the daily paper of the Princeton University, will add a rotogravure section of from four to eight pages to its Saturday paper when publication starts for the college year. Last Spring the Princetonian absorbed the Princeton Pictorial.

It is with deep sorrow we announce the death on Tuesday, August 15th, 1922, of Mr. William F. Dobbs, owner and manager of the Dobbs Advertising Agency, Danbury, Conn.

The Agency will be continued at Mr. Dobbs' express wish by Miss Lula M. Sniffen, who for several years has been his private secretary and assistant. Miss Sniffen becomes the sole owner and manager of the agency and will carry it on under the same name and policies as have heretofore governed it.

The Ames Medicine Company, of which Mr. Dobbs was also owner, will be managed by Miss Sniffen in the interest of Miss Mabel R. Dobbs, daughter of the late Mr. W. F. Dobbs, and the business will be handled as usual from the office of the Dobbs Advertising Agency.

DOBBS ADVERTISING AGENCY.



You Really Contact the World With Washington (D.C.) Advertising

This is an international city now—more so than ever before—attracting people from everywhere. So that the eyes of the world literally focus on the advertising pages of The Washington Star.

The Star is sufficient for any advertising campaign in Washington—for nearly everybody here—resident and visitor—reads The Star.

Our Service Department will be glad to advise with you.

The Evening Star

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

Write us direct or through our

New York Office
Dan A. Carroll
150 Nassau Street

Paris Office
5 Rue Lamartine

Chicago Office
J. E. Lutz
Tower Building

TO TEACH ADVERTISING IN AUSTRALIA

N. S. H. Catts Brings Interesting Information on How Things Are Done in His Country—Few Women in Advertising

"The American exporter cannot take care of a market 10,000 miles away. Merchandising plans and copy appeal need to be adapted to local conditions and until he realizes that, American goods cannot be marketed to the best advantages abroad," says Norman S. H. Catts, of the Catts - Patterson Company, of Sydney, Australia. Mr. Catts is visiting New York and other principal cities of the country, in the interest of his firm. To illustrate the statement he made to EDITOR & PUBLISHER, Mr. Catts cited the case of several national advertisers who came to Sydney and other Australian cities, bringing with them the same copy and plans which they had used successfully in America, only to find their Australian campaign flat failures.



NORMAN S. H. CATTS

"If you should visit Sydney, in a little while, you would think you were in an American city, for we speak the same language, wear the same clothes, observe the same customs and in appearance—everything is the same. But when it comes to advertising it is different. I think for an advertising man to be successful in Australia, he has to live among the people of the country and study them, not for a few months, but for years.

"You will doubtless be interested to know that within perhaps a year's time, there will be a standardized course of advertising, used in all of the schools and colleges of Australia. An advertising man will not be born overnight, but will work for and obtain a degree, just as if he were a lawyer or doctor, or any other professional man. This advertising course is now in process of completion, and it's going to be an excellent one.

"Regarding women in advertising? Well, I can only think of three or four who have taken it up as a profession. So I know of very few newspaper women. While, of course, there are many women working in Australia, doing stenographic and clerical work, there are fewer in other lines. Perhaps that is due to the fact that Australia is one country which has more men than women," said Mr. Catts.

Mr. Catts, who is at the head of what is credited as being the largest advertising agency in Australia, has a number of American clients, and is responsible for the sale of many American products in his country. He is a native of Sydney, and has always been most active in advertising circles. He was one of the founders of the Advertising Club of Sydney and served for three years as its honorary secretary, before the club had a paid executive. In 1920 he was president of the club and was largely responsible for the wonderful success of the second convention of Australian Advertising Men, held in Sydney that year. As the club in Sydney prospered, Mr. Catts helped with the organization of clubs in six other cities of Australia and of two in New Zealand. In addition to his agency activities, Mr. Catts is interested in the publishing of "Aussie," a monthly magazine founded during the war by an Australian soldier.

Mr. Catts is leaving this week for Boston, where he will spend several weeks before returning to his home in Sydney.

"WORCESTER'S ONE BIG NEWSPAPER"

Telegram-Gazette

WORCESTER TELEGRAM PUBLISHING COMPANY
THEODORE T. ELLIS, PUBLISHER
WORCESTER, MASS

August 22, 1922

Mr. Paul Block,
95 Madison Avenue,
New York, N. Y.

Dear Mr. Block:—

I noted your advertisement of recent date in a trade paper, stating, on account of the sale of the Detroit Journal in which you were interested, that you are now in a position to accept another representation in its place. Sorry you did not write me before you published that advertisement, as I would have been pleased to allow you to state that you are sending my paper, The Telegram-Gazette, over $400,000 worth of foreign advertising this year.

If publishers in general knew as well as I do the kind of representation your splendid organization gives I believe the vacancy you now have would soon be filled.

Wishing you every success,
Cordially yours,
(Signed) Theo. T. Ellis.

The Telegram Gazette has 75,000 circulation

THE recent sale of the Detroit Journal to the News of that city, and its consolidation with this latter paper, places us in a position to add another strong newspaper to our list.

I have 26 men associated with me in the representation of the publications on our list. As I have not allowed the elimination of the Detroit Journal to affect the positions of any of my associates, each man is doubly anxious to do his share to look after the interests of the newspaper which might replace the Journal on our list.

I would be pleased to give to publishers interested complete information regarding our methods of newspaper representation and a record of our accomplishments for the publishers whom we have the honor to represent.

Paul Block

The above is the advertisement Mr. Ellis refers to in his letter

PAUL BLOCK INC.

Publisher's Representatives

New York — Chicago — Detroit — Boston

MAKE YOUR WINDOWS PAY DIVIDENDS BY USING THEM TO TELL YOUR STORY

Here Are a Few of the Hundred Ways They Can Be Made to Attract and Interest the Townsfolk from Whom the Newspaper Draws Its Revenue

By B. J. MUNCHWEILER

Salesmanship Instructor Philadelphia Y. M. C. A.

IT is hard to imagine a more willful and sinful waste in any business than found in the newspaper windows of the country.

The average newspaper office or plant window is used, as a rule, for bulletin board or baseball score announcements, but never to sell the public what the newspaper has for sale.

Let us take 100 newspapers located in 100 respective towns and cities of the country and place a value of but $1,000 per year on the unused window space. Thus we can get an idea of the appalling waste which takes place, and, if you do not think your window space is worth $1,000 per year, ask the leading merchants of the town if they will rent your windows for $1,000 a year. You will find they will jump at the chance.

If your windows are worth that sum to one outside the newspaper business, is it not safe and sane to assume they are worth many times that amount to you?

Of course, I am a layman, that is, I am not in the newspaper business. Still, if I were the owner or the business manager of a newspaper, I would at once put in a new background to my windows.

I would display old filed newspapers of days gone by, showing the news of the past, also display each day some of the processes which go to make a modern newspaper.

I would—once, anyway—place the copy reader in the window. Over his desk I would place a sign reading, "Every word which goes into print is subject to the most careful scrutiny, our motto is 'Be sure.'" And I would have the copy boy rush into the window at frequent intervals on his usual business.

By use of graphic charts, I would show the growth of the paper since its foundation, with circulation figures, and all this surrounded by photographs of the various buildings the paper has occupied since its inception.

I would also offer a prize for the oldest edition of the paper turned in by a reader, which would cause a skirmish in old trunks, chests and closets by old-time readers. The editions turned in would be displayed in the windows together with the person's name who submitted it.

In an effort to create additional goodwill I would offer a prize for the best editorial written by a reader covering a subject announced in the windows. For example, one week the window placard would read, "Prize for the Best Written Editorial Submitted by a Reader or Subscriber on the Subject of 'What Our Town Needs Most.'"

The editorials submitted would be displayed in the windows with a picture or photo of the writers. Each week something new, novel or attractive would go into my windows, for I know this will help sell goods, as I call newspaper circulation, and secure many new subscribers as well.

Many people have but a faint idea of just what newsprint is and what it consists of. Make arrangements with your paper house to exhibit paper from the pulp to the finished state, with a fitting explanation of each process. Pictures of the paper mills, the forest from which the tree was felled, the way the rolls are shipped and other interesting details would not be omitted, for I know the more attractive the windows can be made, the more "goods" I will sell and friends I shall make.

At night I would darken the windows and show a series of slides entitled, "The Making of a Newspaper." In fact, each week something that would cause people to stop, look and become interested would be my aim instead of allowing windows to remain idle.

A little thought, then a little action, plus a little labor would at once compel the average newspaper man to understand that to allow the windows of his plant or office to remain idle is a commercial crime that would not for one instant be allowed by any other class of merchants.

After all is said and done the merchandise a newspaper has to sell is sold to the same classes as patronize the store, the people whom Abraham Lincoln said, "God must love or he wouldn't have made so many of them."

Another attraction that would help create desire for the paper would be a photograph gallery of old-time subscribers and with each photo shown, the name of the subscriber, how long the paper has been taken by them, also the number of editions bought in the years the subscriber has been on the list. This could be supplemented at times by an exhibition of the oldest in years, the youngest, the one taking the paper from the furthest point in miles and other details of a like nature. The run of the press could be posted each day, together with a prize offering for the person who comes the closest to guessing the next day's run, something like the log prize aboard a steamer.

Yes, all it needs is a little thought and attention to make that unused, or but partially efficient, window pay a dividend far in excess of what you thought it was worth.

GATHERED AT RANDOM

"PRESS TIME"

I want to be back where the presses are humm-in',
A-hoppin' about in the bustle an' din;
I want to be *there,* where the "copy" keeps comin'—
An' everyone's *hustlin'*—busy as sin!
I want to be back, where the printers are pluggin'—
The ad-setter boys, an' the linotype men;
Where motors are whizzin', an' presses are chuggin'—
I want to be *back* on the old job again!

I want to be back, where the city room's swarmin',
With busy reporters a-hoppin' about;
The *thought* of it fills me with visions heart-warmin'—
The "boys"—and the *paper* they've got to get out!
The telephones ringin', an typewriters clickin';
The copy-boys runnin' about, to an' fro;
By golly, the thought of it makes my heart quicken—
Yep, *back on the job*—I am *yearnin'* to go!

'Way down in the press-room, the presses are feedin'—
A-eatin' up paper—a ton at a meal;
To give folks at breakfast, some breakfast-food readin';
The sad an' the bad—an' the *good* an' the *real!*
The pressmen are pluggin', to "run" the edition—
All covered with sweat, an' a coating o' ink;
To get out the paper *on time,* is their mission—
Just one little slip—*an' things go on the blink!*

I want to be back, where the night-shift is workin',
Beneath the white blaze o' the shimmerin' lights;
Where everyone's busy—an' nobody's *shirkin'*—
Gee! how my heart *aches* for those *newspaper nights!*
I want to be back, where the "copy" keeps *comin'*—
A-takin' my place with the type-settin' men,
Or hoppin' about, where the presses are humm-in'—
I want to be back on the old job again!

—JAMES EDWARD HUNGERFORD.

C. D. Jackson on Advisory Council

Clifton D. Jackson, secretary of the New York Advertising Club, has been appointed a member of the advisory council selected by Raymond T. Wilber, president of the United States Junior Chamber of Commerce. Mr. Wilber is assistant to the general manager of the Commonwealth Steel Company of St. Louis. The other members of this council are Robert Condon, the American Telephone & Telegraph Company; Col. Reynolds, general secretary, the Indianapolis Chamber of Commerce, and J. H. Ihlder, the United States Chamber of Commerce.

Receiver Appointed for Paper

The Marshfield (Ore.) Southwestern Daily News has been placed in the hands of William Carver, a Salem, Ore., newspaper man, as receiver upon the application of Earl W. Murphy, manager of the paper acting in the interest of the stockholders.

LEDGER SYNDICATE

NEWS AND FEATURE SERVICES

Maintain Prestige—Create Circulation—Attract Advertising

NEWS SERVICES

(Via leased wire or laid down in New York, Washington, Chicago, Cleveland, Dallas, Seattle, San Francisco or Los Angeles.)

PUBLIC LEDGER COMBINATION NEWS SERVICE.
PUBLIC LEDGER FOREIGN NEWS SERVICE.
PUBLIC LEDGER DOMESTIC NEWS SERVICE.
PUBLIC LEDGER BUSINESS NEWS SERVICE.

FEATURE SERVICES:

FEATURE PAGES IN MAT: Daily—Human Interest Page. Weekly—Personality Page, Special Feature Page, Science Page, Short Story Page. COMICS: "Somebody's Stenog." (Hayward), Daily Strip and Weekly Page; "That Reminds Me" (Collins), "And Then He Changed His Mind" (Dunn), "Dumb-Bells" (Dunn), "The Crossing Cop" (John). CARTOONS: Sykes' Daily; "Follies of the Passing Show" (Hanlon), Weekly; "Children of Adam" (Rehse), Daily. FICTION: Daily and Weekly Detective and Mystery Serials; Hazel Deyo Batchelor's Daily Love-Problem Serials; Daily and Weekly Short Stories. RADIO FEATURE: "Radio in the Home" (Daily). MIDGET FEATURES of stick length: "Things You'll Love to Make," "Things for Boys to Make," "The Housewife's Idea Box," "What's What," "After-Dinner Tricks," "The Home in Good Taste," "How to Save When Shopping," "Cultivating Your Charm," "Famous Ghosts," "Favorite Recipes of Famous Women," "Sharpening Up Your Memory," "Guess Who?" "Pam's Paris Postals," "The Children's Hour," "History of Your Name," "Who-Why-What-When-Where?" "Human Curios," "What Are You Good For?" "Making More Money," "Daily Fun Hour," "Can You Tell?" "Correct English," "Read Your Character." HOME PAGE FEATURES: "A Daughter of Eve," "The Latest" (Paris Fashions), "Home Cooking," by Queen Victoria's cook, "As Woman to Woman," "Dreamland Adventures." SPORTS FEATURES: "The Sportfolio," "Wise Tennis Tips" (Tilden). PUZZLES, CUT-OUTS, TRICKS and MAGIC.

LEDGER SYNDICATE

INDEPENDENCE SQUARE PHILADELPHIA, PA.

51 Ludlows

Already in Use in Chicago Alone

YOU will be interested to know of the popularity of the Ludlow in its own home city. The Chicago market is "hard-boiled." Chicago buyers investigate, compile data, keep statistics, analyze and weigh the cold facts in the scale of business experience. Yet they do recognize new possibilities. When once convinced, they have the courage to buy.

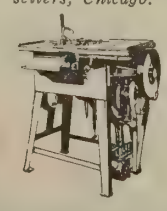
Commercial Plants as Well as Newspapers

The Ludlow product gives the Daily News ad pages a decidedly improved appearance over hand composition. — Chicago Daily News.

We can set more type with $25 worth of mats than we can with $2,500 worth of foundry type—and in a great many cases we do away with electrotyping.—W. F. Hall Printing Company, Chicago.

We use it entirely for all display work in connection with our linotype. It saves us a lot of money each month.—W. H. Wilton, Chicago.

For our plant we consider the Ludlow an absolute necessity.—A to Z Typesetters, Chicago.



Small job shops, in every section of the city, are represented in this list. The Ludlow has found a home in the small job shop, without keyboard machines. They use it for all hand composition needs, including borders and spacing materials.

Big commercial printers are among our strongest supporters. Alongside a battery of keyboard machines and in the same shop with sorts casters, the Ludlow more than holds its own.

Big newspaper offices, like the Chicago Tribune and the Chicago Daily News, find the Ludlow indispensable and use it for all-slug display. Five other newspapers in Chicago also use and recommend Ludlow equipment.

Trade composition shops, highly specialized and with facilities for judging, find the Ludlow a paying investment. In addition to heavy volume of usual work, they have dumped upon them all the freak jobs regular printers can't set. They set it and they sell complete composition out of the shop.

Manufacturers of tags, boxes, wall-paper, etc., use the Ludlow for imprinting their various products. Many more of these would find it a profitable investment.

The Ludlow is popular in its own home city; but there are few cities in the United States where installations are not in service.

Ask us, on your letterhead, for illustrated literature

Ludlow Typograph Company

2032 Clybourn Avenue, Chicago

Eastern Office: World Building, New York City

LUDLOW QUALITY SLUG COMPOSITION ABOVE 10 PT.

HEARST ADDS OAKLAND TO HIS LIST

Announced Purchase of Post-Enquirer on Aug. 26. With Charles S. Young as President of New Operating Company

Purchase of the Oakland (Cal.) Post-Enquirer by William Randolph Hearst from the Call Publishing Company was announced last Saturday by that paper, coincident with the appointment of Charles Sommers Young as its president, which was noted in EDITOR & PUBLISHER last week. The entire second-section front page of the Aug. 26 issue was given over to announcement of the transaction; letters to Mr. Young from Mr. Hearst and John Francis Neylan, president of the San Francisco Call-Post, and former head of the Post-Enquirer; congratulations to Mr. Young from friends all over the United States; a list of the Hearst newspapers and magazines, and a cut of Mr. Hearst.



WILLIAM R. HEARST

The scond page was also filled with congratulations to Mr. Young, which were carried to fill the third page and another back page.

That the sale of the paper to Mr. Hearst's Star Holding Corporation of New York was a carefully-guarded secret until its publication is evidenced by the fact that not one of the congratulatory letters and telegrams to Mr. Young refers in any way to the new ownership of the paper. Mr. Hearst's letter to the new Post-Enquirer chief is dated at New York Aug. 25, but on that date the Hearst general management in New York declined to comment to EDITOR & PUBLISHER upon Mr. Young's appointment.

Mr. Young will be publisher of the paper as well as president of the newly formed Post-Enquirer Publishing Company, which pledges the city "an independent, and progressive American newspaper, devoted to the upbuilding of everything that is clean, wholesome and constructive in our civic life. From time to time there will be added to the Post-Enquirer's already attractive list of features many others which have helped to make the Hearst publications the most widely read in America."

The Post-Enquirer was organized last January, when the Post, owned by the San Francisco Call-Post interests, took over the Enquirer. It has been reported for many years that the San Francisco Call-Post and the Oakland Post were somehow connected with the Hearst group and this report was again circulated when the Enquirer was merged with the Post last winter. Hearst executives have refused to comment upon the report, however, and the paper has never been included in any published list of Hearst publications.

Their present roster is given in the Post-Enquirer of last Saturday as follows:

Six morning newspapers—New York American, Chicago Herald-Examiner, San Francisco Examiner, Los Angeles Examiner, Boston Advertiser, Seattle Post-Intelligencer.

Eight evening newspapers—New York Evening Journal, Chicago Evening American, Boston American, Detroit Times, Washington Times, Milwaukee Wisconsin News, Atlanta Georgian, Oakland Post-Enquirer.

Nine Sunday newspapers—New York American, Chicago Herald-Examiner, Boston Sunday Advertiser, San Francisco Examiner, Los Angeles Examiner, Seattle Post-Intelligencer, Washington Times, Atlanta Sunday American, Milwaukee Telegram.

Eight magazines—Cosmopolitan, Good Housekeeping, Hearst's International, Harper's Bazar, Motor Boating, Orchard & Farm, Nash's Magazine (London), Good Housekeeping (London), and Motor.

While the published list of magazines omitted Motor, the Hearst offices in New York state that the magazine is being published and that its non-appearance in the Post-Enquirer was through a typographical error.

HEARST PAPERS NOT BANNED

Windsor, Ont., Could Not Legally Bar Detroit Times

An attempt to bar Hearst publications, notably the newly acquired Detroit Times, from Windsor, Ont., failed last week, when the city council, asked to pass a banning resolution, was advised by the city's law department that such action would be illegal.

The Windsor finance committee, according to the Windsor Telegram of August 12, instructed the city clerk to take "necessary steps" to ban the Times from the Canadian city, which is directly across the river from Detroit.

The city clerk asked legal advice. He held that federal action would be necessary.

A letter from a James Oliver, addressed to the finance committee, was the cause of the attempt to ban the newspapers. Oliver charged that the Times published anti-British propaganda which "constituted a menace to Canadians."

Clubhouse for N. Y. Women Writers

The New York Newspaper Women's Club at a meeting several days ago decided upon permanent headquarters at 43 West 47th street. The club rooms were opened informally on the evening of September 1, when a number of members called to inspect their new quarters. The rooms are located in the same building with the Stage Door Inn, and the members use the restaurant operated by this organization.

Ahead of the "Flush" Year of 1920

In National Advertising

THE WASHINGTON TIMES

Washington, D. C.

Daily Evening Sunday Morning

Has not only beaten its 1921 record each month this year, but is far and away ahead of its 1920 record when all newspapers carried their largest volume of advertising.

During the first 6 months period of this year—compared to 1920—The Times showed a gain of 134,047 lines in National Advertising.

During the past 9 months—compared to the previous 9 months—The Times, in National Lineage, has shown a gain of 319,140 lines.

Local display advertising during the so-called "Slack" months of June and July, has shown bigger gains than during any of the 14 months previous period.

THE WASHINGTON TIMES

3c Daily, 10c Sunday

G. LOGAN PAYNE, Pub.

National Advertising Representative
G. LOGAN PAYNE CO.
Chicago, Detroit,
St. Louis and Los Angeles,

PAYNE, BURNS & SMITH,
New York and Boston.

The Best Business Producer in Japan

First in News, Influence and Circulation Throughout the Far East

Morning and Evening Editions—Over a Million Copies

Established by the late Premier Okuma

THE HOCHI SHIMBUN

報知新聞

A Splendid Circulation

The Hochi Shimbun has had continuously since its establishment in 1872 the largest circulation in the Far East.

Oldest Evening and Morning Press

The Hochi Shimbun was the first newspaper in Japan to add an evening edition to its morning paper.

Advertising Rates

Per line	Y	1.25
Per Column	Y	170.00
Per inch	Y	12.50
Per page	Y	2,000.00

A Rich Field

There is no section of the Japanese buying community which is not reached by the Hochi Shimbun.

An Efficient Medium

The Hochi Shimbun is read extensively through Japan, Korea, Manchuria and Formosa, and is the foremost advertising medium.

THE HOCHI SHIMBUN SHA
TOKYO, JAPAN

THIS STORY WON'T INTEREST BIG CITY CLASSIFIED MANAGERS

At Least It's Not Written for Them—But It Tells the Small City Publisher How to Organize a Want-Ad Force and Create New Revenue

By C. L. PERKINS

Executive Secretary, Association of Newspaper Classified Advertising Managers.

JUDGING from a letter recently received, perhaps the readers of this page of EDITOR & PUBLISHER who own or work on small daily newspapers have the idea that they are neglected because these articles have not dealt more specifically with the problem of developing want-ads in small communities. As a matter of fact the small publications have not been neglected, although not specifically mentioned, since the principle of developing want-ads is the same on all papers, regardless of size. The only difference is the smaller paper cannot carry on as extended operations as the classified departments in larger cities.



C. L. PERKINS

Now, to be specific, let's consider what the small daily newspaper could do to build the want-ad columns to an extent that would make them profitable from a cash-drawer standpoint and an asset as builders of reader-interest from the circulation standpoint.

Even the smallest daily can, beyond question, afford to have two people devoting their time to the development of classified. One person, perhaps a young lady spending all her time in the office, and the other acting as salesman on the outside.

Before starting this two-person organization certain things, however, should be done. One of these is to establish a fixed place in the paper for the want-ad columns. They should always appear in the same relative position in the paper so that readers may know where to find them. Probably the next to the last page of the paper is preferable as it is one of the four fixed pages and probably the only one on which it is possible to print want-ads.

Having determined on this page or a page, the next step should be determining the position of the want-ads on the page if they occupy les than a page. The best plan would be to make up the want-ads from the last column of the page and work toward the first column, particularly if the page selected for the want-ads is the odd-numbered page. Any portion of the page not filled by want-ads should not be given to display advertising but filled with news.

Another matter in which the smaller dailies are also very lax is their system of classifications. Of course, the paper in the smaller community and with only a page or less of classified does not need as many classifications as the mertopolitan daily. Some of the classifications used in large cities are products of large centers of population and would never be used in towns of a few thousand people. However, even the fewer classifications of the small paper should be logically determined and named and then arranged in a definite and proper sequence.

And under these headings the advertisement shoud be set in a definite style. This is not done on many of the smaller dailies. The word style used here does not refer to typography. but to composition of advertisements. A few years ago nearly all the papers started rental ads with the words "to rent," lost advertisements with the word "lost," for sale advertisements with the words "for sale," help wanted with the word "wanted," etc.

Today the tendency is to eliminate these unnecessary words, beginning lost advertisements with the name of the article lost, rental ads with the address of the property to rent, etc. This indexing together with the arranging of the advertisement in alphabetical order according to these index words is a great step forward in classified advertising and could be adopted by small papers as well as the large ones. Whether this method is adopted or not, some definite style should be consistently used.

Typography is another thing which should be given more consideration by publishers on small dailies. For want-ads they should use the smallest type available, thus getting as many lines to the column as possible, and increasing the revenue per column. A large percentage of the subscribers of the newspaper read all the news items and there is therefore a reason for setting them up in type that can be easily read. On the other hand, the average want-ad is unlikely to be read except by those people who want something, so the number of readers is comparatively few and the amount of reading each individual does is small, making it possible to use smaller type in the classified than the news column. While all may not agree on this subject, we hold the opinion that no paper, and particularly the small one, should break column rules or use cuts and large display type in its classified columns. However, certain advertisers wanting display can legitimately be satisfied without hurting the appearance or readability of the paper by using a light-faced type, two or three times as large as that used in the body of the want-ads. The paper setting its want-ads in 6-point, for example, could use twelve and eighteen point light-faced type without harming its columns.

Having done these things, that is, having a tangible definite service to sell, the next problem is the securing of orders. The small daily with a staff of two people, one inside and one out, has four channels of securing orders:

First—Direct personal selling by the man working outside.

Second—Telephone selling by the person working inside.

Third—Through circular letters, and,

Fourth—Through promotion advertising in the display columns of the paper.

The outside man can devote his time to those advertisers whose business warrants them in regularly using these columns, such as real estate dealers, used automobile brokers, and those who have services of various kinds to sell. On the telephone the operator can first call and seek renewals on ads that have expired. If there is a competing newspaper, she can also secure leads from that. In addition there is no reason why the small man should not profitably adopt a plan effectively used in large cities of calling frequently everyone in the telephone directory and explaining the use of the want-ad and suggesting ways whereby they can be made profitable.

The small daily can also profitably circularize everyone in its community frequently, perhaps once a month. The method of this direct-by-mail promotion cannot be set forth because it depends entirely upon conditions and circumstances.

The small daily certainly can use in as large a way as the metropolitan paper one method of want-ad building. That method is display advertising in its own columns. Publishers of small papers, as well as large, believe in the power of display advertising. They certainly sell it and tell their advertisers it will be profitable. They not only believe in it or should believe in it but they should also, being in the business, be experts in the use of space. Yet judging by the small amount of promotion space used to sell classified advertising, one might believe that the publishers of the small dailies, and the large ones too, do not believe in advertising. And judging from some of the promotion that appears one might judge that those who do believe in it do not know how to use it. It can and should be the greatest factor in the upbuilding of the want-ad section. The display columns of every paper should daily contain advertising setting forth reasons why people should buy and read want-ads.

All these things can be done and done profitably if the small publisher will realize that he can greatly increase his rate. Rates today on small papers are as a rule far too low. Publishers have determined their want-ad rates by the size of a paper's circulation rather than by the service want-ads render the advertisers. The small town want-ad that sells a thousand dollar used automobile, renders exactly the same service as a want-ad in a large daily which sells a thousand dollar used automobile. Therefore, rates should be increased to a point where the business is highly profitable and effort should be made to secure lineage.

45 YEARS OLD.

ON August 1, The Passaic Daily News celebrated the 45th anniversary of its birth.

From a precarious venture, with nothing but the unbounded faith of its founders to welcome it to its future, the paper has grown steadily and rapidly until this year it has surpassed every previous record of circulation and advertising lineage.

The Daily News today stands supreme in the esteem and confidence of the reading public and of the advertisers of Passaic and the surrounding territory.

OVER 10,000 NET PAID DAILY.

Passaic's Oldest Daily

DAILY NEWS

Passaic, New Jersey

ARCHITECTS WANTED

The publishers of a daily newspaper, which has just purchased a site for a new plant, have asked EDITOR & PUBLISHER to put them into touch with architects who may be able to help them secure the most efficient arangement of layout and equipment. EDITOR & PUBLISHER will be glad to forward to its inquirer any names submitted to it.

COURT ALLOWS RACING FORM

Michigan Judge Grants Injunction for Grosscup Publication

Entanglements about whether daily newspapers of Michigan can or cannot print racing results, which has been in several courts for the last few months, granting of an injunction restraining was given a new twist today with the police from interfering with Daily Racing Form, a race track publcation issued by Louis Grosscup.

The injunction will hold until the supreme court of this state rules on the constitutionality of a law prohibiting publication of race results, it is expected. Meantime newspapers are printing results and odds in full.

Lodi News Now a Daily

The Lodi (Cal.) News has been changed from a tri-weekly to a daily paper, with United Press service. Frank DeMille is the business manager and Delbert Rinfret the editor. It will be published six times a week.

C. M. PALMER

ANNOUNCES

THAT THIS DAY HE HAS ASSOCIATED WITH HIM

AS CO-PARTNERS

E. D. DEWITT

DEAN PALMER

UNDER THE FIRM NAME OF

PALMER, DEWITT & PALMER

WHO WILL CONTINUE THE BUSINESS OF

BUYING, SELLING AND APPRAISING NEWSPAPER

PROPERTIES WITH OFFICES AT

225 FIFTH AVENUE

NEW YORK CITY

New York, September 1, 1922

A. N. P. A. ISSUES RULES FOR PAPER SAVING

Conservation Committee Being Organized—Local Agreements Urged in Order to End Wasteful Competition

Organization of the American Newspaper Publishers' Association conservation committee is under way, under the direction of Chairman W. B. Bryant of the Paterson Press-Guardian, but no announcement of personnel will be made until the committee is complete.

Meanwhile the A. N. P. A. is urging its membership to reduce their consumption of newsprint and this week suggested several methods, in addition to the War Industries Board rules which it advocated making effective last week. It also presents statistics on the consumption and production of paper up to July 31, which have been given during the past few weeks by EDITOR & PUBLISHER.

Its suggestions for paper conservation follow:

1. Discontinue the acceptance of the return of unsold copies.
2. Discontinue the use of all samples or free promotion copies.
3. Discontinue giving copies to anybody except for office-working copies or where required by statute law in the case of official advertising.
4. Discontinue giving free copies to advertisers, except not more than one copy each for checking purposes, and use tear sheets when possible.
5. Discontinue the arbitrary forcing of copies on newsdealers (i. e., compelling them to buy more copies than they can legitimately sell in order to hold certain territory).
6. Discontinue the buying back of papers at either wholesale or retail selling price from dealers or agents in order to secure preferential representation.
7. Discontinue publication of all extra editions—baseball and otherwise, except in most extraordinary events.
8. Discontinue free "write-ups" and eliminate the press agent.
9. Abolish use of premiums in canvassing or soliciting new subscribers.
10. Abolish prizes and contests as means of increasing circulation. Sell the paper on its merit of the best between the column rules—news, features and comics.
11. Secure local agreement on number of daily editions, also on time for first and last editions of both morning and evening papers.
12. Secure local agreement on uniform basis of allotment of news space daily and upon number of comic and magazine pages Sunday.
13. Systematic condensation of news so as to confine size to the least possible number of pages.
14. Standardize the page size for convenience in exchanging mats—column width 12½ ems pica, 8 columns to page, the A. N. P. A. standard, columns rules 5 point.
15. Refuse ads, or reduce their size, when their acceptance would necessitate four more pages in size of paper and making needless loose news space in consequence.
16. Reduce size of headlines, using fewer streamers.
17. Secure local agreement in each case when deviation from rate card rates is requested, for charity or any other purpose.
18. Keep records to show for every pound of paper used. This is of vital importance in keeping tab on waste.
19. Install a paper cutter and work up slabs of waste from rolls damaged in transit and turn this waste into a profit.
20. In unloading paper from cars, see that railroad representative signs for all rolls showing damage in transit, and collect for it from the railroad.

Drop in Canadian Paper Exports

Canadian exports of pulp and paper during July of this year dropped to $9,738,252 as compared with $10,534,876 in June, according to a report just issued by the Canadian Pulp and Paper Association. The figure, however, is still greater than that of July, 1921, which was $8,666,556.

TIMES SELLS TIDEWATER MILL

Perkins-Goodwin and Acer Syndicate Now Own Brooklyn Plant

Announcement was made this week of the sale of the Tidewater Paper Mill, Brooklyn, by the New York Times to a syndicate composed of the Perkins-Goodwin Company and the Acer Paper Sales Company, Inc. The sale is effective as of July 1, 1922. This mill was purchased by the Times in 1917 from the North American Pulp & Paper Companies, through the Perkins-Goodwin Company, as a safeguard against delay in deliveries of paper because of war-time emergencies, and has since been operated by the Times, turning out about 30,000 tons of newsprint a year.

Production above the Times' needs has been sold to other newspapers through the agency of the new owners and to their customers, whose future supply will be guaranteed under the present arrangement.

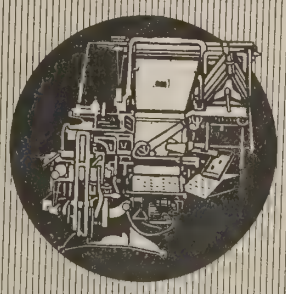
Active management of the mill will be in charge of John D. Coffin, vice-president of the Acer Paper Sales Company, and Arthur F. Allen will continue as manager of manufacturing. Finances will be in charge of F. W. Westlake, vice-president and treasurer of the Perkins-Goodwin Company. Sales will be handled by C. T. Rue of the Perkins-Goodwin Company, who will be vice-president and sales manager of the new organization. This company will be incorporated as a holding organization under the name of Tidewater Paper Mills Sales Corporation, and its officers, in addition to Mr. Rue, are:

President, J. D. Coffin; secretary, E. S. Pincott, of J. H. A. Acer & Co., Ltd., Montreal; treasurer, F. W. Westlake; chairman of the board, J. H. A. Acer, president of J. H. A. Acer & Co., Ltd., Montreal. These men, with Louis Calder, president of the Perkins-Goodwin Company, constitute the board of directors.

At the Times office it was stated that as Mr. Ochs was away no confirmation or denial of the sale would be made.

Haase Starts Own Service

Frederick Haase, until recently with the New York office of Nelson Chesman & Co., has opened a service agency of his own in New York.



INTERTYPE
"THE BETTER MACHINE"

See Our Page Next Week

INTERTYPE CORPORATION
805 Terminal Bldg., Brooklyn, N. Y.
548 Rand-McNally Bldg., Chicago
301 Glaslyn Bldg., Memphis
560-A Howard St., San Francisco
Canadian Agents:
Toronto Type Foundry Co., Ltd.

Sell the Great State of Illinois with Daily Newspapers

Plan now to sell more goods in Illinois. The market is here ready and waiting.

Illinois daily newspapers are just like next door neighbors.

They are "home folks," regular visitors and are so neighborly that they are part of the daily life of the people of the community in which they are published.

Their advertising columns are read—and results are sure. Illinois people like to know of the new things and the old things too—and they like to know where those things are to be found.

Local merchants like to have their stores linked up with the merchandise they sell and a spirit of co-operation is generally produced by advertisers who go into a town via the home town newspaper.

These daily Illinois newspapers are doing great work for national advertisers every day.

		Circulation	Rate for 2,500 Lines	Rate for 10,000 Lines
*Aurora Beacon-News	(E)	15,275	.055	.055
Bloomington Pantagraph	(M)	17,841	.05	.05
Chicago Herald-Examiner	(M)	395,861	.55	.55
Chicago Herald-Examiner	(S)	729,735	.85	.85
Chicago Daily Journal	(E)	117,483	.26	.24
Chicago Tribune	(M)	499,725	.70	.70
Chicago Tribune	(S)	827,028	1.00	1.00
*Moline Dispatch	(E)	9,165	.04	.04
*Peoria Journal-Transcript	(M&E)	30,993	.10	.09
Peoria Star	(E)	24,580	.075	.06
Rock Island Argus	(E)	10,022	.04	.04
Sterling Gazette	(E)	5,187	.03	.03

Government Statements, April 1, 1922.
*A. B. C. Publishers' Statement, April 1, 1922.

TIPS FOR AD MANAGERS

Adams-Pragoff Company, 24 Milk street, Boston. Reported will make up newspaper list in September for Minars Company, "Minards Liniment," Framingham, Mass.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Reported will make up list of farm papers for James Vicks' Sons, seeds, St. Paul, Rochester and New York. Reported will make up list of farm papers in September for Dingee & Conard Company, plants, West Grove, Pa. Again placing orders with newspapers in various sections for Armand Company, face powder, Des Moines, Iowa. Using 15 inches, across two columns, 6 times for Joint Coffee Trade Publicity Committee of the United States.

Barton, Durstine & Osborn, 25 West 45th street, New York. Handling advertising for Kellogg's Products Company, "King Nut" butter, Buffalo, N. Y.

Thomas E. Basham Agency, Inter-Southern Life Bldg., Louisville, Ky. Making 5,000-line contracts for Axton-Fisher Tobacco Company.

George Batten Company, 381 4th avenue, New York. Making 8,064-line contracts for Elie Storage Battery Company. Making 52-time orders for Bell & Co. Will use New York City newspapers for Atlantic Macaroni Company, 295 Vernon avenue, Long Island City, N. Y.

Julian J. Behr, 12 East 6th street, Cincinnati. Making 5,000-line contracts for Burger Brothers.

Benson, Gamble & Slaten, Corn Exchange Bank Bldg., Chicago. Making yearly contracts for Parker Pens.

Thomas M. Bowers Company, 304 South Wabash avenue, Chicago. Placing some advertising on the Morrison Hotel, Chicago.

Victor C. Breytspraak Company, 109 North Dearborn street. Reported will make up list of newspapers in September for General Laboratories, disinfectants, 950 South Dickinson street, Madison, Wis.

Emil Brisacher & Staff, Flood Bldg., San Francisco. Reported to be planning a newspaper campaign for California Health Company, "Zed" Cookies, San Francisco.

Chambers Agency, Maison-Blanche Bldg., New Orleans. Reported to be planning an advertising campaign in Southern newspapers for Van Antwerp Drug Corporation, "Soothe Skin Powder," Mobile, Ala.

Nelson Chesman & Co., 1127 Pine street, St. Louis. Reported will make up list of newspapers in September for Goodform Manufacturing Company, Abdominal Supports, 1110 Locust street, St. Louis, Mo.

Witt K. Cochrane Agency, 30 North Dearborn street, Chicago. Reported will make up newspaper list during September for Enoz Chemical Company, "Enoz" and "Vico" moth powder, 705 North Wells street, Chicago.

Critchfield & Co., Brooks Bldg., Chicago. Handling the following accounts: Worthington Pump & Machinery Corporation, Cudahy, Wis., and Scolding Lock Hairpin Company, Appleton, Wis. Using 672 lines, once for Oldfield Tire Company.

D'Arcy Advertising Company, International Life Bldg., St. Louis. Making 2,000-line contracts with newspapers in selected sections for Brevard Light Company (Anderson Sales Company), Lighting System, St. Louis.

Dauchy Company, 9 Murray street, New York City. Reported will make up newspaper list in September for Kenyon & Thomas, "Dr. Hale's Household Ointment," Adams, N. Y. Will make up lists in September for the Genesee Pure Food Company, Le Roy, N. Y.

Dorland Advertising Agency, 244 Madison avenue, New York. Using 60 and 30 inches, 4 times in September for Tuxedo Tobacco.

A. E. Dupell Advertising Agency, 752 Fulton street, Brooklyn, N. Y. Placing account for Dr. Charles Flesh Food Company, 752 Fulton street, Brooklyn, N. Y.

George L. Dyer Company, 42 Broadway, New York. Making contracts and placing schedules with newspapers in various sections for A. Allen Company, hosiery, Kenosha, Wis.

Erwin, Wasey & Co., 58 East Washington street, Chicago. Making yearly contracts for Graham Bros.' Soap. Making 7,000-line contracts for Goodyear Tire & Rubber Company. Making 5,000-line contracts for Barbasol Company. Will make up list for Reserve Remedy Company, Cleveland, "Musterole." Making 5,000-line contracts for Fairfield & Co., "Cleero."

Essex Rubber Company, Trenton, N. J. Places account direct and usually makes up list in Fall.

Federal Advertising Agency, 6 East 39th street, New York. Reports will start newspaper campaign for Cushman's Sons, Inc., bakers, New York.

Richard A. Foley Agency, Terminal Bldg., Philadelphia. Sending out 24 schedules for 24-time orders to start in November for William H. Luden's Cough Drops.

Gardner-Glen Buck Company, 1627 Locust street, St. Louis. Making yearly contracts with farm papers for Fouke Fur Company.

A. O. Goodwin, Inc., 19 West 44th street, New York and Central National Bank Bldg., Richmond, Va. Reported to be planning an advertising campaign for the Owl Head Light Screen Company, Norfolk, Va.

Charles C. Green Advertising Agency, 15 West 37th street, New York. Reported to be preparing newspaper campaign for Duz Company, Inc., "Duz" washing powder, 799 Greenwich street, New York and Miller Refining Company, "Miller's Prepared Chocolate," New York.

Grandin, Dorrance, Sullivan, Inc., 130 West 32nd street, New York. Making yearly contracts for the Studebaker Corporation.

F. A. Gray Advertising Company, Gray Bldg., Kansas City. Making 10,000-line contracts for Marathon Tire Company.

Guenther-Bradford & Co., Inc., 7 South Dearborn street, Chicago. Making 2,800-line contracts for George H. Mayr.

Gundlach Advertising Company, 400 North Michigan avenue, Chicago. Using 28 lines, 6 times for Heineman Brothers.

Hanff-Metzger, Inc., 95 Madison avenue, New York. Making contracts and sending out schedules for the Whistle Company of America.

Hanly Agency, 6 North Michigan avenue, Chicago. Has obtained account of General Box Corporation, Chicago.

Hewitt, Gannon & Co., 52 Vanderbilt avenue, New York. Reported will extend newspaper campaign in the New York district for J. Stern's Sons, "Insectago" and "Red Top," 301 East 94th street, New York.

Henri, Hurst & McDonald, 58 East Washington street, Chicago. Handling account for Pierce-Arrow Motor Car Company, Buffalo, N. Y.

Hill-Winston Company, 19 West 44th street, New York. Will make up lists in November for the H. Black Company, Cleveland.

E. T. Howard Company, 117 West 46th street, New York. Placing copy with newspapers in various sections for L. E. Waterman Company, "Ideal Fountain Pens," 191 Broadway, New York.

Hoyt's Service, Hanna Bldg., Cleveland. Placing accounts for Reznor Manufacturing Company, Mercer, Pa., Beaut Laboratories, Cleveland; Marshall-Gerken Company, Toledo, manufacturer of radio accessories.

Humphrey's Homeopathic Medicine, 156 William street, New York. Placing account direct and making up newspaper list.

Johnson-Dallis Company, Greenfield Bldg., Atlanta. Making 10,000-line contracts for the Southern Railroad Company.

Johnson-Read & Co., 202 South State street, Chicago. Reported will make up list of newspapers in September for Phillipsborn, Inc., clothing, 501 South Paulina street, Chicago.

Wylie B. Jones Agency, 107 Chenango street, Binghamton, N. Y. Making 2,800-line contracts for Norma.

Kirtland-Engel Company, 646 North Michigan avenue, Chicago. Will make up lists in September for C. E. Whitten & Son, Bridgman, Mich.

Lees Company, Inc., Sloan Bldg., Cleveland, Ohio. Placing orders with newspapers in various sections for Warren Refining & Chemical Company, "Warco" Motor Oil, Cleveland, and 291 East 137th street, New York.

H. E. Lesan Advertising Agency, 440 4th avenue, New York. Renewing some newspaper contracts for Swansdown Knitting Company, 349 Broadway, New York.

Lord & Thomas, Wrigley Bldg., Chicago. Reported will make up list of newspapers for C. A. Gambrill Manufacturing Company, "Pat-A-Cake," Baltimore, Md.

Lyddon & Hanford, 200 Fifth avenue, New York. Placing account for United Motor Products Company, "United Highway Special" auto truck, Grand Rapids, Mich.

Theodore F. MacManus, 82 Hancock avenue, East, Detroit. Making 1,000-line contracts for Hupp Motor Car Corporation. Making 2,800-line contracts for Maxwell-Chalmers.

Magin-Robinson Company, Lincoln Bldg., Louisville, Ky. Making 500-line contracts for Peaslee-Gaulbert Company.

Matteson-Fogarty-Jordan Agency, 215 North Michigan avenue, Chicago. Orders and contracts going out in Texas on the Premier Supply.

O. J. McClure Advertising Agency, 111 West Monroe street, Chicago. Placing orders with some Middle West newspapers for Haskins Brothers & Co., "Petrolene" laundry soap, Sioux City, Iowa.

McJunkin Advertising Agency, 5 South Wabash avenue, Chicago. Have secured the account of the H. D. Saal Company, Chicago (Saal Oil Shooter).

Homer McKee Company, Kahn Bldg., Indianapolis, Ind. Reported will use newspapers to back up local distributors for Real Silk Hosiery Mills, Indianapolis, Ind.

Robert M. McMullen Company, 522 5th avenue, New York. Making yearly contracts with farm papers for Products of Standard Milling Company.

Merrill, Price & Co., Wrigley Bldg., Chicago. Making 1,000-line contracts with newspapers for French Battery and Carbon Company, flashlights, Madison, Wis.

Paul Moffett Company, 303 Old Cassily Block, Canton, Ohio. Placing orders with newspapers in selected sections for Gordon Tire & Rubber Company.

Morse International Agency, 449 4th avenue, New York. Making yearly contracts for Potter Drug & Chemical Company.

Mumm-Romer Company, 314 East Broad street, Columbus, Ohio. Reported will make up list of farm papers in September for Roderick Lean Manufacturing Company, farm implements, Mansfield, Ohio.

Mutual Service Corporation, 140 Cedar street, New York. Reported to be planning campaign for Michico, Inc., Michigan Grape Growers' Association.

P. F. O'Keefe Advertising Agency, 45 Bromfield street, Boston. Again placing orders with newspapers in various sections of Landers, Frary & Clark, hardware, New Britain, Conn.

Patterson-Andress Company, 1 Madison avenue, New York. Making 5,000-line contracts for the Franklin Automobile Company.

Harry D. Phillips, 19 West 34th street, New York. Handling account for J. A. Migel, Inc., "Moon Glo," "Migel," "Pieretts" and "Tally Ho" silks.

Potts-Turnbull Company, 6 North Michigan avenue, Chicago. Have secured acount of the Jones Dairy Farm. Campaign being planned to advertise "Jones Meat Products." Sending out orders and contracts on the Portland Cement Association.

Frank Presbrey Company, 456 4th avenue, New York. Making 10,000-line contracts for the R. & G. Corset Company.

Redfield Advertising Agency, 33 West 34th street, New York. Making 2,000-line contracts for American Lead Pencils.

Frank Seaman Company, 470 4th avenue, New York. Will make up lists in the Fall for the Mint Products Company, Port Chester, N. Y., "Life Savers." Making 1,500-line contract for E. I. Dupont de Nemours & Co. Reported will make up lists of farm papers in September for Joseph & Feiss Company, "Clothcraft" clothes, 2149 West 53rd street Cleveland.

Russell M. Seeds Company, 330 University square, Indianapolis. Reported will make up list of newspapers in September for Milk Emulsion Company, Terre Haute, Ind.

Sehl Advertising Agency, 139 North Clark street, Chicago. Orders and contracts going out generally on Calumet Baking Powder Company.

J. William, Sheets, Inc., Central Bldg., Seattle, Wash. Placing readers with newspapers in selected sections for Golden Glint Shampoo.

Snitzler-Warner Company, 225 North Michigan Blvd., Chicago. Making 2,800-line contracts for the Glidden Nut Butter Co. Making 5,000-line contracts for R. L. Watkins.

Stack Advertising Agency, 29 East Madison street, Chicago. Sending out general orders and contracts on Swift & Co.

Stalker Advertising Agency, Nasby Bldg., Toledo, Ohio. Reported will make up list of farm papers in September for Rowe Sanitary Manufacturing Company, Detroit.

J. Walter Thompson Company, 242 Madison avenue, New York. Placing orders with newspapers that have rotogravure sections for Fleischmann Company, yeast, 701 Washington street, New York. Making 500-line contracts for Andrew Jergens Company.

J. Walter Thompson Company, 14 East Jackson boulevard, Chicago. Making 5,000-line contracts for Horlick's Malted Milk, Racine, Wis.

Tracy-Parry Company, LaFayette Bldg., Philadelphia. Making 5,000-line contracts for the International Proprietaries, Inc.

United States Advertising Corporation, 141 Madison, avenue, Toledo. Renewing some newspaper contracts for Willys Overland Motor Car Company, Toledo, Ohio.

Wade Advertising Agency, 37 West Van Buren street, Chicago. Will make up list for Keystone Steel & Wire Company, Peoria.

Wales Advertising Agency, 141 West 36th street, New York. Making 3,000-line contracts for the Crown Corset Company.

Wales Advertising Agency, 141 West 36th street, New York. Making 2,000-line contracts for Anderson Motor Company, Rock Hill, S. C.

Williams & Cunnyngham, Inc., 6 North Michigan avenue, Chicago. Will make up lists in September for the Baker-Vawter Company, Benton Harbor, Mich.

Williams & Cunnyngham, 6 North Michigan avenue, Chicago. Reported to be handling account for Cornell Wood Products Company, wall board, Chicago.

Williams & Cunnyngham Agency, 6 North Michigan avenue, Chicago. Placing orders on Lambert Pharmical Company.

Williams & Saylor, 450 4th avenue, New York. Making 5,000-line yearly contracts for the Sun River Company.

Beginning September 11

THE SCIENCE *NEWS* BULLETIN

will be

MAILED DAILY

instead of weekly

(with no increase in rates)

Forty Clients Now Receive This Service That Brings Science To

The Man In The Street

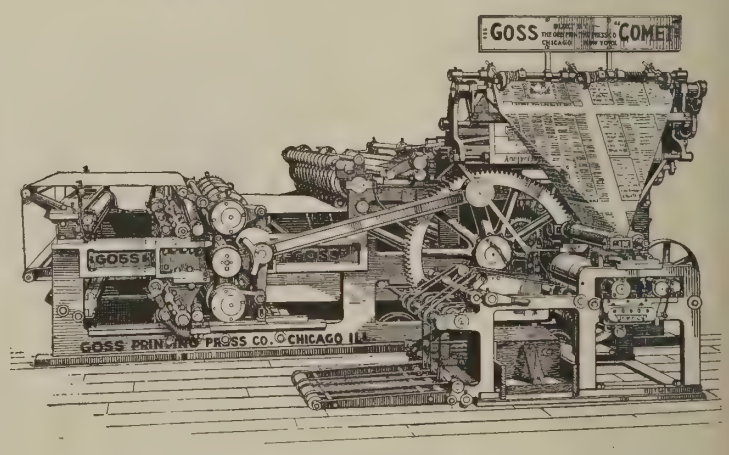
Wire for trial report

SCIENCE SERVICE

1115 Connecticut Ave., N. W.
WASHINGTON, D. C.

GOSS

COMET FLAT BED PRESS



Prints 4-6 and 8 Page Papers

From Type Forms and Roll Paper.
A 5 Horse Power Motor will drive it.

Now Being Built for Early Delivery

Write for Literature and Prices

THE GOSS PRINTING PRESS CO.

Main Office and Works: 1535 So. Paulina St., Chicago
New York Office: 220 W. Forty-second St.

HE'S ONLY A NEWSPAPER MAN, WHAT DOES HE KNOW OF BUSINESS!

Analysis of an Oft-Repeated Public Assertion Shows Newspaper Work Combines Every Element of Manufacturing and a Knowledge of Human Nature Besides

By JOHN LATHROP

IN a recent election nearby New York City, a personally respected newspaper man was nominated for a municipal office in which, if elected, he would have to do with the fiscal and other business of that municipality. Immediately he was nominated, his opponent, a successful merchant, declared that the other nominee was "only a newspaper man. What did he know of business?"

Hearing this declaration in a campaign meeting, I asked the newspaper man, after the close of the meeting, these questions:

"What is your function in newspaper work? Have you succeeded in your business? How long have you conducted it?"

"For twenty years," he replied, "I have been the publisher of my daily newspaper in this city. I have made it a profitable concern. I have paid every obligation. I have never had a note go to protest. My credit is good at the bank and with the supply houses."

It led me to some mental speculation as to this: What is a successful newspaper publisher? What is his business, when you take it to pieces and look at the several parts? Is it justified, after that process of analysis, to assert:

That the successful daily newspaper publisher is competent to claim classification among the men who speak with authority on national business affairs, on the basis of his experiences in his own business?

And, talking with various men high up in the daily newspaper publishing world, these were the conclusions:

I. The successful daily newspaper publisher is a manufacturer, with all of the problems that face any other manufacturer, and some that are peculiar to the publishing business.

II. He is compelled to possess a sense of literary values, in order properly to supervise the editorial department.

III. He is and must be always a correct judge of the state of the public mind, for upon that fluxing and flowing and mercurial thing his very business existence depends.

IV. He is and must be, according to his conceptions, a servant of the public good; for, unless he convince and freshen that conviction every day, in the minds of a given portion of the newspaper reading public, that he is conserving the public good, he will lose his following and his business will die the death.

V. He is a salesman who must find his clientele among the millions of mental fictions and opinions and prejudices and peculiarities of the people at large.

VI. He is, above all, day by day, the explorer of an unknown sea, the traveler across an unknown land, the analyzer of inter-relation of social forces which are a combination of a trillion of the minutiæ of humanity's component elements.

VII. He must be a diplomat, a statesman, an economist, patient but iron-rigid in determination, courageous yet not blustering, and persistent to a degree—for never may he lessen the intensity of his endeavor, the price of his success, no less than that of liberty, being "eternal vigilance."

VIII. And, above all else, the successful newspaper publisher, who through a cycle of years carries on with undiminished force and readjustment to the changing conditions, must be a man of vision—peering far into the future, sensing with keen intuition that which is to be, socially, politically, economically and from the standpoint of the patriot.

A Manufacturer? Each 24 hours, he utilizes tons of newsprint paper, bought in a changing market, which must be transported by rail or water, trucked through the streets, and arrive at the printing plant in just those quantities and at just those hours when they are needed—for he cannot store his paper supplies in a warehouse as may most other manufacturers.

He must bring this newsprint to his plant, accompanied by an adequate supply of inks, black and colored, which also must be bought in a changing market and be subject as to quality and time of delivery to all the vicissitudes of his own and the other manufacturers' troubles.

He must possess and maintain and operate a most expensive factory, into which every factor enters which makes up the operations of other manufacturers. This plant must be up-to-date, and maintained in that state of efficiency which will insure evenness of production—for time, tide and press-time wait on no man.

He must deal with labor in practically every branch—pressmen, machinists, compositors, stereotypers, electrotypers, engineers, firemen, paper handlers, engravers, mailers, drivers of trucks, bookkeepers, clerks, collectors and a dozen other kinds.

A salesman? He must sell every day on short time orders thousands and thousands of individual pieces of his product. He must get the product to his customers with such speed as no other manufacturer-salesman must attain. He must collect for his product from thousands of customers—agents and subscribers and the fleeting buyer on the street and in the public place.

But he sells more than the finished manufactured material product. For the newspaper publisher is a salesman of advertising space, which he must fit as to price to the cost of production and the ability of the other business man to pay. To do this, he must maintain a staff of keen, expert, efficient solicitors and "ad" writers, with such a man over them as is competent to judge as to what kind and how much of advertising space a

(*Continued on page* 33)

In New Orleans it's THE ITEM

Huber's ROTOGRAVURE INKS

Are free from Sediment

HUBER'S Colors in use since 1780

J.M. Huber

Main Office

65 W. HOUSTON ST., NEW YORK

It Pays to Huber-ize

One of the striking characteristics of West Virginia cities

is the newness of everything. They are not made over cities. They are new. No reconstruction—rather construction. New buildings—new stores—new hotels—new pavements—new homes—and everything up to the last minute in up to dateness.

This is particularly noticeable to one who is accustomed to seeing remodeled things.

It is typical of West Virginia. Everything must be modern.

Such a territory is a good territory to sell modern merchandise in.

These West Virginia daily newspapers are reaching the modern thinking people in this splendid territory.

Use them to put your goods where they will sell.

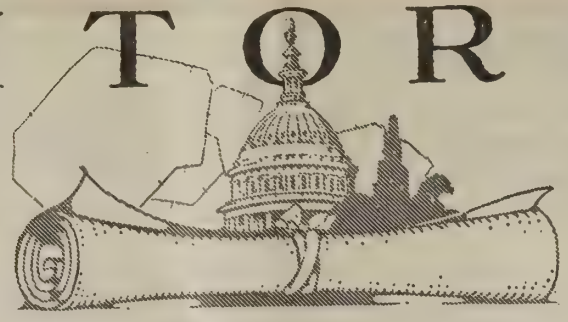
		Circulation	Rate for 5,000 lines
Bluefield			
††Telegraph	(M)	10,183	.025
Charleston			
*Gazette	(M)	18,777	.06
*Gazette	(S)	22,359	.07
Clarksburg			
†Exponent	(M&S)	7,879	.035
*Telegram	(E)	7,822	.035
*Telegram	(S)	18,042	.035
Fairmont			
*Times	(M)	6,881	.03
Huntington			
†Advertiser	(E)	10,635	.035
*Herald-Dispatch	(M)	12,523	.035
*Herald-Dispatch	(S)	12,559	.035
Martinsburg			
†Journal	(E)	4,086	.03
Parkersburg			
†News	(M)	5,568	.025
†News	(S)	6,366	.025
*Sentinel	(E)	6,419	.024

†Government Statement, April 1, 1922.

*A. B. C. Report, April 1, 1922.

††Publishers' Statement.

EDITORIAL



RESPONSIBILITY OF LABOR

LAWLESS union labor received its biggest setback in England last month when the Newcastle Police Court gave judgment for twenty-five shillings agreed damages and costs against each of the ninety-seven members of the Typographical Association of Great Britain, who were defendants in an action brought by the Newcastle Chronicle, Limited, and the Mail and Leader, Limited, both morning and evening papers published in Newcastle-on-Tyne, Northumberland County, England, a city of about a quarter of a million population.

The decision is so seriously regarded by union labor that Mr. Robert Smillie, one of the real great labor leaders of Great Britain, is urging the labor movement to support the printers and carry the case to the High Court, for the issue involved is vital to their cause.

Briefly, the printers took advantage of a clause in their contract with the publishers for an appeal to the Industrial Court on the question of wages. The Court, contrary to expectations, reduced wages. The printers left employment without proper notice—in other words, joined the ranks of the vacationists. The court holds that they had no legal right to do this and gave agreed damages and costs against each defendant, holding that they were bound by the national agreement.

The questions at issue on appeal in Great Britain resemble, in some respect, the questions adjudicated recently by the unanimous decision of the United States Supreme Court in the case of the United Mine Workers of America vs. Coronado Coal Company.

That celebrated decision is not generally understood. Contrary to general opinion it does not deal a death blow to unionism. It does not directly or indirectly prohibit strikes. It does not hold the unions responsible for all damages caused by strikes. But what does it accomplish, you ask? Does it hold the unions liable only when strikes are accompanied by acts of violence? Are any restrictions placed upon the right of the union to bring about strikes, to enforce the demands of its members as to wages, hours or working conditions, and if so, to what extent? Generally speaking, the decision does not answer these questions, but it does give added force and impetus to the "rule of reason" enunciated by the late Chief Justice White and it opens wide the doors of all of our Federal Courts to suits against labor unions in all cases where, by reason of the statute involved or diversity of citizenship, the Federal Courts have jurisdiction. It does mean that the unions are amenable to the law just as employers and citizens are amenable to the law. It does mean that they must answer to the law. It does mean that they are not above the law but on the contrary, subject to the law and must be law abiding. It is also probable that some of the State Courts influenced by the soundness of this new social policy will reach a similar conclusion.

The net result of it will be, let us hope, that labor unions, finding responsibility is no longer optional and cannot be escaped by remaining unincorporated, will seek the advantages of incorporation for much the same reasons that business men incorporate. A sharp line of distinction will then be drawn between union funds for benevolent purposes and funds raised for strikes, and the two funds will not be transferable. Unions' responsibility for the conduct of their strikes being determined, they will closely supervise and control them. The more responsible unions, and particularly the national organizations with large incomes and accumulated funds which are dependent on continued existence to preserve their prestige, will be obliged to exercise great care in the selection of officers to conduct their activities.

That is the virtue of responsibility and it may lead to the development of a better unionism.

JULY advertising statistics for 124 newspapers in 28 cities tell of a 5.9 per cent gain over last year. Only four cities fell behind their 1921 totals for the month. This is a decisive indication that the business trend is upward and that autumn demands for newsprint will foster a runaway market unless waste of paper is stopped from now on.

AN AMERICAN'S CREED

COMPILED BY CHARLES W. MILLER
Vicksburg (Miss.) Herald

O SING unto the Lord a new song; sing unto the Lord, all the earth. Sing unto the Lord, bless His Name; shew forth His salvation from day to day. Let the heavens rejoice, and let the earth be glad; let the sea roar, and the fulness thereof. Let the field be joyful, and all that is therein: then shall all the trees of the wood rejoice Before the Lord: for He cometh to judge the earth: He shall judge the world with righteousness, and the people with His truth.—(Ps. xcvi:1-2, 11-13).

HELPFUL SERVICE

THE value of the added service feature in last week's issue of EDITOR & PUBLISHER, in which the population, circulations, rates and lineage of 347 newspapers were visualized, has been at once appreciated by the space buyers in whose interest it was primarily prepared. It associates for the first time in one compilation the known factors that the space buyer weighs and evaluates, giving him a close-up, quick service view of the cost of a newspaper campaign in any or all of the cities listed and an appreciation of the service he will obtain through the use of the newspapers' advertising space. It makes it possible also for the space buyer to devote more of his time to the weighing of those intangible qualities of the newspaper and its market that need to be studied and carefully appraised if one would secure 100 per cent return on his newspaper investment.

The value of the feature to newspaper executives for comparative analysis and contrasts is apparent. A study of the figures discloses to what extent competition is controlling in the matter of rates and the policies of publishers with respect to their esteemed contemporaries.

We are grateful for the words of praise that have reached us this week in appreciation of the service EDITOR & PUBLISHER is performing and would respectfully request suggestions that our clientele may have to offer as to how we may make the next compilation of that character scheduled for the Year Book to be issued at the end of January, even more helpful and serviceable.

AMERICAN JAPAN EDITION

AMERICAN-JAPAN Edition of the Japan Advertiser, B. W. Fleisher's daily newspaper issued in Tokyo in English on the occasion of the visit to Tokyo of Secretary Denby's party, is a notable contribution to American-Japanese friendship and, as a bit of newspaper making, is superb. Attractively embellished with all of the latest art layout treatment of 120-line screen cuts, printed on super-calendered paper with a cover in colors, red, white and blue, it would do credit to any American printshop. But the achievement grows in importance as one considers that the composition was by native Japanese under American editorial direction.

The edition consists of 34 pages with 12 pages of paid advertising and 8 pages of pictures. Among the contributors of special signed articles were the Secretaries of State and the Navy, the American Ambassador, Judge Elbert H. Gary and Viscounts Kato and Shibusawa.

Among the American advertisers were Standard Oil, Ford Motor Company and the Philadelphia Public Ledger; the latter's page advertisement stated that the circulation of the Public Ledger had increased in nine years from 45,000 to 260,000 copies.

EDITOR & PUBLISHER congratulates most heartily Mr. Fleisher and the staff of the Japan Advertiser upon this noteworthy accomplishment.

THE INKY WAY

DIFFUSION of knowledge and intelligenc amongst the people was the primary purpos of the Congress in making provision for postage rate for newspapers and periodicals of penny a pound. That this policy was perfectl sound has been demonstrated in many ways. In deed, the high average of intelligence of ou people is due to their ability to secure neces sary and helpful information at a price they coul afford to pay for it and to the wisdom of the found ing fathers of the Republic who gave us freedo of the press, religious liberty and compulsory educa tion. But who could have imagined the tremendo development of the art of printing? Who could hav foreseen that the highway of intelligence and th market place of the nation would develop to suc a degree through the use of type and ink?

Every man, woman and child in the nation wi this year invest an average of $15 per head in new papers, periodicals, books, class, trade and technic journals, printed matter and stationery of all sort This is what the Inky Way means to the people as whole. Or if you prefer, let us put it in anoth way. Let us say that the per capita publicity ta of the people in the year 1922 will amount to $1 This small investment returns a handsome rate interest to the people in a multitude of ways that a at once altogether obvious. But at $15 per hea the sum invested in the Inky Way will this ye aggregate the enormous total of more than one a a half billions of dollars.

Roughly, newspapers will receive approximate $6 of the $15 or more than six hundred millions dollars. Book, stationery and job printing shops w also receive $6 of the $15 or more than six hundr millions of dollars, whilst magazines, periodica medical, technical and trade papers will receive a proximately $3 or over three hundred millions dollars.

FUNERAL OF LORD NORTHCLIFFE

FUNERAL services of Lord Northcliffe in Wes minster Abbey and the scenes in and arou the ancient cathedral are fully described pages 12, 13 and 14 of the London Times of Frid August 18th, that has just been received at t offices of EDITOR & PUBLISHER. Page 12 is giv over to pictures of the funeral cortege, notables tending the services, and of the multitudes of pe ple at different points in the city paying a striki tribute to his memory by their attitude of reverer and respect. Pages 13 and 14 are devoted to editorial appreciation of his hold upon his pub and their admiration of him as well as a charc drawing of the scene in the abbey, a story of services and a description of the scenes along route of seven miles to the cemetery through a pr tically unbroken avenue of reverent spectators.

As early as eight o'clock in the morning, the Tim says, people gathered at the doors of the ancie abbey.

It is said to have been the largest crowd e seen in and around the cathedral—even larger th the war ceremonials. The list of senders of flo gifts occupied a column and a half in the Times.

POSTAL ESTABLISHMENT

THE latest available information regarding t postal establishment reveals that 252,756 peo are regularly employed and 80,485 persons indirectly connected with the business of mail d tribution.

There are 51,948 postmasters of all grades follows: First class, 834; second class, 2,808; th class, 10,407; fourth class, 37,899. The assist postmasters number 2,730; clerks, 56,118; city a village carriers, 40,591; post office inspectors, 4 substitute clerks, 11,283; substitute carriers, 10,7 special delivery messengers, 3,500; railway pos clerks, 19,659; substitute R. P. O. clerks, 2,419; mail employees, 345; rural carriers, 44,086; mo vehicle employees, 3,177; mail messengers, 13,1 star route contractors, 10,766; steam boat contract 273, and post office department proper at Washingt 1,917.

PERSONAL

ROBERT R. McCORMICK, co-editor of the Chicago Tribune, who has returned to Quebec from an inspection trip of the Tribune's timber limits on the Gulf of the St. Lawrence, announces that he intends going through to Chicago by airplane.

Herbert F. Gunnison, publisher of the Brooklyn Daily Eagle, New York State's delegate to the Brazilian Centennial, and the party of Brooklyn Daily Eagle tourists, after spending a week in Buenos Ayres, has gone to Montevideo, Uruguay.

Dean Walter Williams and Frank L. Martin of the University of Missouri School of Journalism have collaborated on the preparation of a new book, "The Practice of Journalism," just published by the Missouri Book Company at Columbia, Mo.

Maj. Frank Knox, editor of the Manchester (N. H.) Union, was recently elected president of the New Hampshire Veterans' Association at its annual meeting.

William C. Reick, publisher of the New York Journal of Commerce, is in San Francisco on his first visit to the Pacific Coast.

Maj. C. E. Whipple, manager of the Hagerstown (Md.) Herald-Mail. is at the citizens' military camp at Camp Meade.

George V. Sheridan, former publisher of the Springfield (Ohio) Morning Sun, has been elected executive director of the Ohio State Council of Retail Merchants.

H. C. Adler, publisher of the Chattanooga Times and brother-in-law of Adolph S. Ochs, publisher of the New York Times, has recently been in the Pacific Northwest, returning to his home via California.

Pierce C. Starr, head of the Starr Service Corps, sailed recently to consult with London newspaper proprietors and publishers.

Val Peter, editor of the Omaha Tribune, and Mrs. Peter, have returned after three months spent traveling in Europe. They attended the Passion Play at Oberammergau.

IN THE EDITORIAL ROOMS

FRANK SARTWELL of the Washington Post, who was seriously injured July 2 in an automobile accident near Frederick, Md., while attempting to overtake President Harding's party en route to Gettysburg, has virtually recovered. He still uses a cane, but his lameness will not prove permanent.

Riley W. Weaver, formerly editor of the Sedgwick (Kan.) Pantagraph, but recently a reporter on the Kansas City Star, has been made secretary of the Alumni association of the Kansas State Agricultural College, succeeding Cliff J. Sutton, who returns to the Topeka State Capital.

Wilson Hicks, of the Kansas City Star staff, has resigned and will sail for Sidney N. S. W. about the middle of September to join his brother, John W. Hicks, Jr., Australian managing director of the Famous Players-Lasky Film Corporation.

J. W. Durham, managing editor of the Spokane Spokesman-Review, spoke recently before the Intermediate Rate Association at Salt Lake City.

Ellis Holums, city editor of the Jacksonville Metropolis prior to its sale and merge of name to the Journal, has become state editor of the Miami (Fla.) Herald, succeeding J. C. Baskerville, who has joined the staff of the Knoxville (Tenn.) Sentinel as telegraph editor.

A. J. West is the new editor of the Windsor (Ont.) Telegram.

Thomas Fay has resigned as police court reporter for the Springfield (Ohio) Sunday News and has returned to New Orleans.

Miss Frances C. Boardman will return to the St. Paul Daily News Oct. 1 to resume drama criticism after a year spent on the Denver Express.

Sherman A. Cuneo, chief of the publicity department, Prohibition Unit, Internal Revenue, expects his book, "From Printer to President," a biography of President Harding, will be published by Dorrance & Co., Philadelphia, shortly.

Percival F. H. Winner, formerly of the staff of the Paris Evening Telegram, has returned to New York, where he was born and did newspaper work before going abroad.

Arthur E. Payne has resigned from the editorial staff of the Jamestown (N. Y.) Morning Post, to join the Foamite-Childs Corporation, Utica.

Ed Burns, who was a Chicago Tribune artist before the war, has rejoined the staff as a reporter. He was formerly on the old Chicago Herald.

Miss Mary McGoorty, daughter of Judge McGoorty of Chicago, is a new reporter on the Chicago Daily Journal.

John Steger, former copy boy for the Chicago Tribune, is now a photographer in that paper's photo-bureau.

Lawrence Eastman of the copy and art service section of the Chicago Tribune recently became the father of a baby girl, his second daughter.

William Stuart Hill, who formerly covered the Court House and politics for the Miami (Fla.) Herald, is now with the advertising department of the paper.

C. H. Johnson has been promoted to morning asistant city editor of the Detroit Times.

Horace F. Wulf, a reporter on the Sioux City (Iowa) Tribune, has been named a delegate to the Iowa State convention of the American Legion.

J. E. O'Phelan, formerly sports editor of the Regina (Sask.) Leader, has joined the copy desk force of the St. Paul Pioneer Press.

Marvin Ferree, formerly of the Milwaukee Evening Wisconsin, is reading copy for the St. Paul Pioneer Press.

Cecil Lamont has left the Winnipeg Free Press to read copy on the St. Paul Dispatch.

Richard N. Heath, for five years a reporter for the Detroit Free Press, has resigned to become advertising manager of the "Square Deal" Miller jewelry store, Detroit.

Olaf A. Olsson, district man on the staff of the Lynn (Mass.) Item, and Miss Mildred G. Cochran have announced their engagement.

W. T. Stott, for many years in charge of Sunday features on the San Francisco Examiner, has left newspaper work to be head of publicity work for the National Paint, Oil and Varnish Manufacturers' Association.

Leroy F. Hennessy, for many years on the staff of the Chicago Evening American, has resigned to go with a Chicago picture studio.

Marvin Walker, formerly with the Tampa Tribune, has returned to the staff.

Frank Hale, formerly managing editor of the now defunct Winter Park Florida Post and lately of the staff of the Tampa Tribune, is now on the Fort Smith (Ark.) Times-Record.

Thomas R. Darden, of the Washington staff of the New York World, left the capital Friday for Prescott, Ariz., where he will enter a veteran's hospital for treatment. He commanded one of the first American tank squadrons to go into action in the war, was severely gassed and has never fully recovered.

David F. Perkins, former Portland (Me.) newspaper man, has been appointed exploitation director of the Black chain of theatres in New England.

Daniel E. Cushing, formerly of the Windsor (Ont.) Border Cities Star, is now with the Toronto Financial Post.

George Leaker, formerly Windsor reporter for the Detroit Times, has joined the Windsor (Ont.) Border Cities Star.

J. J. MacLellan, formerly of the London (Ont.) Advertiser, has joined the Windsor (Ont.) Border Cities Star.

Kenneth M. Olson, of the Milwaukee Journal promotion department, has been appointed managing editor of the Madison (Wis.) Capital City Times.

William Cuddy, who has been writing "The Poor Cuss" motor-tour articles for the Milwaukee Journal, is resigning to enter the advertising field.

Henry C. Dennis of the Milwaukee Journal copy desk, is now manager of the New Richmond (Wis.) News and Republican Voice, a semi-weekly.

Harold Linden, staff man of the Johnstown (Pa.) Tribune, has been placed in charge of publicity for the Greater Johnstown Industrial Exposition, which will be held in October.

Fred A. Cummings, formerly a member of the Worcester (Mass.) Telegram editorial staff, the Lynn Item, and the Haverhill Gazette, and more recently with the Eastern Massachusetts Railway, has been admitted to the Massachusetts bar.

Dan J. Duval, sports editor of the Schenectady (N. Y.) Union-Star has returned from the school of coaching, Springfield College, Springfield, Mass., where he took an intensive course in football, baseball and basketball as well as track.

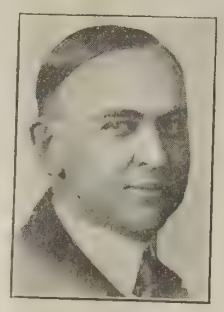
Bruce Cole, managing editor of the Ames (Iowa) Daily Tribune, has purchased an interest in the Prophetstown (Ill.) Echo and is now its editor and business manager.

Malcolm MacLean has returned to the night copy desk of the Minneapolis Tribune, having sold his interest in the La Salle (Ill.) Post and resigned as managing editor of that paper.

Edward Franey, lately of the Eau Claire (Wis.) Telegram, has joined the night copy desk of the Minneapolis Tribune.

FOLKS WORTH KNOWING

W. E. BOWMAN, for the past two years Washington correspondent for the Detroit Journal, Newark Star-Eagle and Toledo Blade, will go to Newark September 18 as managing editor of the Star-Eagle. Bowman was born in Hartford City, Ind., and began newspaper work in his home town after leaving school. In 1914-1915 he was temporarily out of journalism, being engaged in publicity work for the Indiana Republican State Committee.



W. E. Bowman

In 1916 he went to the Detroit Journal as a copy reader, and later became telegraph editor and news editor. He shifted into editorial writing and after a year was sent to Washington to take charge of a bureau maintained in the capital by the papers owned by N. C. Wright, H. S. Talmadge and their associates. Bowman is 33 years old and has two small daughters. He will succeed John P. Coakley in Newark, and Coakley will go to Washington.

THE BUSINESS OFFICE

JOSEPH A. SAVADEL, for 25 years business manager of the Fourth Estate and now a real estate broker at Stapleton, S. I., has been appointed publicity manager for the Staten Island Real Estate Board and the Home League of Staten Island.

Ernest K. Meredith, formerly advertising manager of the Iowa City (Ia.) Republican, has joined the advertising staff of the Des Moines Capital.

J. A. E. Evers who has been advertising solocitor for Successful Farming, has resigned to go into other business in Minneapolis.

Robert Mullaney is a new member of the Chicago Tribune's classified advertising staff.

Roy T. Burke, of the publicity division of the Thomas A. Edison Company, has joined the display staff of the Minneapolis Tribune to specialize in advertising promotion work.

Earl Lawler of the Minneapolis Daily News has joined the display advertising staff of the Minneapolis Tribune in charge of the real estate department.

Miss Jacqueline Gilmore, of the advertising staff of the Hutchinson (Kan.) News, has had a story accepted by Youth's Companion.

C. M. Campbell, formerly of the circulation department of the Chicago Tribune's European edition, has joined the classified section of the advertising department.

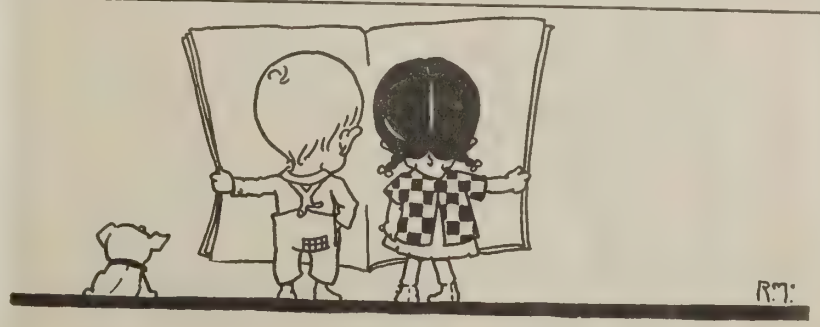
Walter Andrews, city circulation manager of the Johnstown (Pa.) Ledger, is the father of a baby girl.

Fred D. Fowler, formerly on the Denver News-Times, the Kansas City Star and the Winnipeg Tribune, has been appointed country circulation manager of the Cleveland Commercial.

NOTES OF THE NEWS SERVICES

ORA L. JONES who has been head of the New Orleans bureau of the Associated Press, has been transferred to the staff of the Southern Division headquarters in Atlanta. U. L. McCall, formerly of the Kansas City office, is superintendent in charge of this division.

Frederick Roy Martin, general manager of the Associated Press, who has been



If the little folks learn to Ask Haskin they will be wise when they grow up.

abroad for some time, has been spending this week in Holland and France.

L. D. Mueller, Associated Press correspondent at Green Bay, Wis., has been transferred to the staff of the Chicago office. He has been succeeded by Paul R. Mickelson. Mr. Mickelson has been ill and Lawrence H. Selz of the Chicago office held down the job during his absence. Mr. Mickelson has now entirely recovered and is back at his post and Mr. Selz has returned to the Chicago office.

Walter M. Kinkade of the San Francisco office of the Associated Press has been transferred to Chicago as day coast editor.

R. T. Dozier, formerly of the Omaha World-Herald, has joined the Chicago staff of the Associated Press.

Charles Stephenson Smith, head of the Berlin bureau of the Associated Press, returned to the United States this week on the steamship "America" for a several months' vacation. He is contemplating a trip to Canada.

Frank B. Noyes, president of the Associated Press, was in New York this week en route to Washington for sevral days before returning to his summer home at Winter Harbor, Me.

Byron L. Abernathy, Associated Press correspondent at Jefferson City, Mo., has been transferred to Wichita, Kan., where he will be in charge of that office, succeeding Kenneth L. Clark, who has been transferred to the staff of the Kansas City office.

Thomas D. Root has been sent from the Kansas City office of the Associated Press to Jefferson City, Mo., where he will act as correspondent. His place has been filled by Arthur E. Crissey, formerly of the Kansas City Star.

George Barnard, formerly connected with the Extension Magazine, is now the editor of the picture page which the news service of the National Catholic Council will commence to send out early in September. It will have pictures of Catholic interest gathered from all over the world by the council's staff correspondents.

Arthur J. Richey of the Newspaper Enterprise Association bureau in Cleveland is in the New York office in the absence of Frank J. Ryan, whose wife is seriously ill.

MARRIED

MAJOR JULIUS OCHS ADLER, vice-president and treasurer of the New York Times and a son of Harry Adler, publisher of the Chattanooga Times, and Mrs. Barbara Stettheimer were married in San Francisco, August 27. Adolph S. Ochs, publisher of the New York Times, Arthur Hays Sulzberger, also of the New York Times, and Mr. and Mrs. Harry C. Adler were among the out-of-town guests at the wedding. Major and Mrs. Adler are sailing Sept. 2 for a wedding trip in Europe.

Miss Evelyn Obera Hester, society editor of the Boulder (Colo.) News-Herald, and Wallace H. Rawles of the Boulder Camera, were married Aug. 20.

Edward J. Stewart, of the business office of the New York Times, was married August 30 to Miss Madeline Murdock of Burlington, Vt.

Miss Marie Rose Langbein, secretary to the manager of the New York Evening Telegram and Charles Conrad Crosby, manager of the Telegram's Harlem office were married last week in the Adirondacks, where they were spending their vacation.

Albert DeLorme, formerly of the Fitchburg Daily News but now on the Worcester Telegram, and Miss Yvonne DeBonville were married recently.

Robert J. Johnston, of the Duluth News Tribune display advertising staff, and Miss Margaret Underwood were married there August 24.

Warren J. Hoover, deaf mute printer on the Xenia (Ohio) Herald, and Miss Odessa M. Holden, of Columbus, also a deaf mute, were married Aug. 27. The sign language was used in the marriage ceremony.

WITH THE AD FOLKS

FRANK W. ATHERTON has been appointed account manager and supervisor of all art work layout and typography of the Seelye & Brown Advertising Company, Detroit.

R. H. Hyman, for seven years in charge of the merchandising department of the Cole Motor Car Company, has been appointed director of advertising of the Stutz Motor Car Company of America, Inc.

Marcus F. Weinberg, vice-president of the Hicks Advertising Agency of New York, is in Denver, Col., visiting his parents. His daughter, Miss Mascha, will join him here, later on going to Italy to complete her music studies.

V. E. Kirven, for five years advertising manager of the Duff & Kepp store, Kansas City, Mo., has resigned to become director of publicity and sales manager for the Texon Oil and Land Company, New York.

R. W. Emerson, for seven years a member of the staff of the Chicago Tribune, has been made vice-president and sales manager of the American Chamber of Economics, with offices at 30 Irving place, New York. During the war he was chief of the division of publications, the war loan organization, the Treasury Department. Later he was assistant director of the Bureau of War Risk Insurance. For the past year Mr. Emerson has been vice-president of the Willard M. Kiplinger Agency, Washington, D. C.

J. Carl Zachow, formerly of the Zachow Advertising Agency, Kansas City but recently of the W. B. Finney Advertising Company, has opened a new office for the company in Wichita, Kan., in the First National Bank Building.

J. E. Lillis, formerly sales manager of the radio division of the Reynolds Spring Company, Jackson, Mich., has been appointed advertising manager and director of sales promotion of the Jackson Corset Company, of the same city.

The Sacks Company, Inc., New York advertising agency, has opened an Atlanta office in the Georgia Saving Bank Building. Charles J. Kelley has been appointed manager of this Southern branch.

The Direct Advertising Corporation, Indianapolis, has been placed in the hands of a receiver because when B. G. Saltzgaber, the treasurer, committed suicide the books were found to be in a very unsettled condition. An audit of the books has been ordered by the court.

Frederick Haase, recently with Nelson Chesman & Co., has opened his own service agency in the Bush Terminal Sales Building, New York.

When a space buyer reads EDITOR AND PUBLISHER he reads it for information about daily newspapers.

The fact that the spenders of over a hundred million dollars every year do read EDITOR AND PUBLISHER regularly gives you a convenient, inexpensive, psychologically correct medium in which to tell your story, and have it get to the right people at the right time.

He Calls It Mob Insurance

No paper in the country has paid more attention to church advertising than The Oakland Tribune. Special editions of sixteen pages or more with church news and ads are not infrequent.

The man responsible for this says he looks on church advertising as mob insurance, panic insurance and strike insurance. In other words, people who go to church are not the ones who are moved by the sudden gusts of crowd action which unsettle business.

The Oakland Tribune prints church advertising at a loss and expects to continue to do so. It is sure the best interests of Oakland—the paper's best interests—are served if the largest possible number of persons go to church.

Ever think of church advertising from this standpoint?

The Church Advertising Department is ready to distribute Series No. 3. Copy for 52 good size display ads covering all the special church events of the year.

Proofs have been mailed papers which ordered previous copy from this Department. Any paper may have the entire set on request. Use of the copy in space donated by your paper will stimulate more advertising by individual churches.

The price per week is only $1.40 for the largest papers; $15 a year for papers under 10,000 circulation.

Permission to use granted only one paper in a town.

SEND FOR PROOFS NOW.

Address Herbert H. Smith, 156 Fifth Ave.
New York City

CHURCH ADVERTISING DEPARTMENT
A. A. C. W.

Editor and Publisher is thoroughly sold on church advertising. It donates this space.

Obituary

DAVID S. HASBROUCK, aged 72, associate editor of the Troy (N. Y.) Times and connected with that paper for 43 years, died Aug. 27. He was dean of the editorial writers of the Troy newspaper men. Beginning on the Times as telegraph editor, he gradually worked up to managing editor, which position he held until 1917. Since that time he had been associate editor.

RICHARD CLOYD LEE, for many years on the staffs of Pacific Coast newspapers, died August 18 at Portland, Ore.

SAMUEL M. CROCKETT, aged 58, for more than 25 years owner and editor of the Pocomoko City (Md.) Worcester Democrat, died recently following an operation.

MRS. MAUDE KEEBLER PAGE, for the last six years a writer for the Blaker Advertising Agency of New York, died Aug. 20.

WILLIAM F. DOBBS, owner and manager of the Dobbs Advertising Agency, Danbury, Conn., died Aug. 15. His agency will be carried on according to Mr. Dobbs' express wish under the same name, by Miss Lula M. Sniffen, his secretary and assistant.

J. B. MACK, traveling representative of the Sioux City (Iowa) Journal, died suddenly Aug. 15.

JOHN F. WIDDER, formerly credit manager of the Detroit Times, died in Lancaster, Pa., Aug. 22.

GEORGE S. WADSWORTH, aged 55, for more than 30 years president of the Gildreth & Rogers Company, publishers of the Lawrence (Mass.) Eagle and Tribune, died Aug. 26 after an illness of several months.

HARRY A. GREGG, veteran Michigan newspaper man and at one time reporter on the Detroit Free Press, died recently in Armstrong, Iowa.

I. L. PITLUK, aged 51, associated with his son in the Pitluk Advertising Company of San Antonio, Tex., died Aug. 24.

EUGENE E. KENDALL, aged 63, for many years a printer on the St. Paul Pioneer Press and the Globe, died Aug. 19.

MRS. S. G. PARKER, aged 51, wife of the editor of the Newport (Ark.) Citizen, died recently.

RICHARD C. LEE, for many years an active newspaper man in Philadelphia, San Francisco, San Diego and Portland, Ore., died Aug. 17.

JOHN F. SULLIVAN, formerly a member of the county staff of the Worcester (Mass.) Telegram and later became sports editor of the Springfield (Mass.) Union, died recently.

LUCIEN H. BARKDULL, for many years a member of the executive department of Ward and Thomas, Chicago, and at the time of his death secretary of the Richardson, Briggs Company, Cleveland, Ohio, died Aug. 28.

JOHN L. SPONSLER, aged 57, at one time part owner of the Hutchinson (Kan.) News, and later associated with the Kansas City Journal from 1895 to 1898, died in hospital in Muskogee, Okla., recently.

EDMUND G. CONKLING, aged 75, brother of Clark Conkling, well known Kansas publisher, is dead after a lengthy illness.

S. DAVELER, aged 65, formerly foreman of the composing room of the San Francisco Bulletin, is dead.

MRS. BELLE ARMSTRONG WHITNEY, aged former Boston newspaper woman and fashion expert, recently died at Paris.

MRS. J. Q. HOWES, aged 71, mother of Joel Howes, Topeka correspondent of the Kansas City Star, died last week.

MRS. O. D. BACKUS, wife of O. D. Backus, editor of the Waverly (Kan.) Gazette, died last week.

J. H. COLEMAN, aged 69, father of Percy A. Coleman, managing editor of the Wichita (Kan.) Beacon, died recently at his home in Shattuck, Okla.

MRS. MARY D. DIAMOND, aged 75, well known Kansas newspaper woman and editor, recently died at her home in Wichita.

MRS. CARMELLA PENQUE O'BRIEN, wife of John C. O'Brien, of the editorial staff of the Denver Post, died recently.

WILLIAM H. HAMILTON, aged 58, for the past seven years pressroom foreman of the Minneapolis Tribune, died Aug. 22.

LAURENCE G. MANLOVE, aged 39, who handled special-contract feature advertising for the Milwaukee Journal, died suddenly in the office of a physician where he had gone when taken ill while motoring.

ALFRED WINFIELD SWALM, United States Consul in Bermuda, and former owner and editor of the Fort Dodge (Iowa) Messenger, died Aug. 24.

JOHN L. CHIVINGTON, for 16 years city editor of the Chattanooga (Tenn.) Times and later editor of the American, a weekly political paper, committed suicide August 30. His health had been bad for several years.

SCHOOLS

THE University of Illinois, Urbana, Ill., will offer, starting this year, a full four-year course in journalism. During a week in February a "short course" in journalism open to all newspaper men of the state will be given.

Maurice E. Votaw, formerly professor of journalism at the University of Arkansas, will leave for China where he will work in the exchange department of a China newspaper.

The University of Denver (Colorado) has added to its curriculum a complete advertising course.

Clark H. Galloway, formerly with the Chicago Tribune, has been made an instructor in journalism at the University of Kansas, School of Journalism.

The summer school in the journalism department of the University of Wisconsin was attended, this year, by 202 students.

RADIO NOTES

THE St. Louis Post-Dispatch recently opened its radio broadcasting station. The official call is KSD.

The Burlington (Vt.) Free Press, during the county fair season, is broadcasting each evening an hour and a half program, using the University of Vermont station. Receiving stations are set up at the various fair grounds by a local radio dealer which receives the program sent out by the Free Press.

The Burlington (Iowa) Hawkeye recently joined with the Modern Electric Company in broadcasting radio concerts.

New Laredo Morning Paper

The Laredo (Tex.) Morning News has recently been established by Donald M. Bernard, business manager, and Walter F. Doney, managing editor. It has an Associated Press franchise.

26,000 last October—Now

150,000

DETROIT
Evening
TIMES

Dairy Products In Wisconsin

Wisconsin is famous as America's premier dairy state.

With 2,000,000 milking cows or 10 to each of Wisconsin's 190,000 farms, there were produced over 9,000,000,000 pounds of milk.

Dairy products alone produce wealth and prosperity that alone and unaided would make Wisconsin a fine place in which to advertise and sell your goods.

In mines, timber, quarries, manufacture and agriculture, Wisconsin is one of the greatest and most prosperous states. A large percentage of Wisconsin farmers own their own farms and in Wisconsin there are more silos than in any other state in the Union.

That means a solid, lasting, prosperous class of people — people who have the money to buy—people who read. And they read Wisconsin daily newspapers.

		Circulation	Rate for 5,000 Lines
Beloit News	(E)	8,769	.045
*Eau Claire Leader-Telegram	(M&E)	8,586	.035
*Fond du Lac Reporter	(E)	6,326	.03
*Kenosha News	(E)	7,306	.04
*Madison (Wis.) State Journal	(E&S)	17,392	.05
Milwaukee Journal	(E)	114,676	.20
Milwaukee Journal	(S)	89,857	.20
Milwaukee Sentinel	(M&E)	78,973	.14
Milwaukee Sentinel	(S)	62,548	.14
*Superior Telegram	(E)	18,332	.055
†Superior (Wis.) Sunday Times	(S)	8,000	.045

Government Statements, April 1, 1922.
*A. B. C. Publishers' Statement, April 1, 1922.
†Publishers' Statement.

Features by
Irvin S. Cobb
Fontaine Fox
Hugh Fullerton
Rube Goldberg
Ed Hughes
Burns Mantle
T. L. Masson
O. O. McIntyre
Frederick Palmer
H. J. Tuthill
and others
The McNaught Syndicate, Inc.
Times Building, New York

Jinx

can be eliminated by selling where there is real consumer demand for your product in the markets where you have distribution.

The Indianapolis News

New York Office: Dan A. Carroll, 150 Nassau St.
Chicago Office: J. E. Lutz, The Tower Bldg.
Frank T. Carroll, Advertising Manager.

The Standard of Influence
Discriminating readers and advertisers know that generations have found such power behind their favorite paper,
The Pittsburg Dispatch
the same year in and year out!
Branch Offices:
Wallace G. Brooke,
Brunswick Building, New York
The Ford-Parsons Co.
Marquette Building, Chicago, Ill.

THE
NEW YORK EVENING JOURNAL
has the largest circulation of any daily newspaper in America.

Few Papers — (if any) — surpass the TRENTON NEW JERSEY TIMES AS A Food Medium
A recent reader survey indicates that among the housewives of the city our Thursday Food Feature Department—upward of four pages devoted to food recipes and news and food advertising—is the best feature carried by the Times
Circulation 30,237 Member A. B. C.
KELLY-SMITH CO.
Marbridge Bldg. New York
Lytton Bldg. Chicago

MAKERS-MONEY-SAVERS

This is a regular weekly department designed to answer questions, offer suggestions and generally help the man and woman of the smaller city dailies and weeklies. Your ideas on money making and for money saving are wanted, and for each idea published we will pay $1. When your idea appears clip it out and send it to the MONEY SAVER EDITOR, and payment will be made. Your ideas must be workable, told in as few words as possible, and new to this department. Contributions to this department will not be returned.

WHY not let the literature and composition classes of your local schools fill a column a week of your paper? The material used in this column might be news of the schools, short essays, verses, original jokes and skits and so on. The news of the schools shouldn't take up more than half the column. Such a department would not only clinch the interest of all the school children and of everyone who is interested in the schools but would also prove of great interest to all your readers.—F. H. W.

Some people are, of course, always trying to get into your paper in various departments. They want all their comings and goings chronicled and also want their opinions about various things printed as communications to your paper. Sometimes there is so much of this stuff that it tends to become a joke. When this is the case the best way to shut off the enthusiasts and still retain their friendship is by asking them to buy from five to a dozen subscriptions to your paper for friends or relatives who will be interested in reading about their doings, basing your request on the fact that you are constantly printing so much news about them. In most cases this will shut off the flow of stuff. In some cases, though, it will result in the people buying the subscriptions as suggested and in such a case you can afford to continue printing a large amount of stuff about the family.—F. H. W.

When space drops off, the advertising manager might with profit to the paper look through last year's files and show merchants what they run in a certain issue the year before. The actions of all of us are based more or less on precedent, and if an advertiser wants to drop out this year it is pretty hard for him to tell why when he advertised last year.—N. B. S.

Most country newspapers could with profit adopt a more aggressive and steady circulation policy. The editor should forever keep his eyes open for new prospects and once they are in the prospect file they should be circularized regularly and not dropped from the list until they have given positive assurance that they will not subscribe for the paper. Building up a circulation list requires hard plugging, but in the final analysis that is what brings in the money.—N. B. S.

The Hartford (Conn.) Courant has obtained a slightly different twist to a stunt which can be applied by the small town daily or weekly as well as by a paper in a fairly large city. The Courant has a regular department headed "feminine topics," marked "advertisements." The column is made up of short, chatty, gossipy items about merchandise for sale in various stores interspersed with purely straight paragraphs of reading matter. This is read with interest by the women folks and saves advertisers for you who wouldn't use space otherwise as well as gets extra space from regular advertisers. It also affords close contact with the merchant.—J. M. M.

Why not let the Ladies' Aid Society of your leading church get out one issue of your paper this fall or winter? They can get in an amount of advertising which is surprising and some of them show an ability at editing and writing which is unexpected. Such a number should be profitable for you and them and ought to make a hit.—J. M. M.

Start a column for advertising local stores carrying nationally advertised products, such as Arrow collars, Ivory soap, B. V. D.'s, Eastman Kodaks, Eversharp pencils, Kelly-Springfield tires, etc. The idea that people buy with confidence articles advertised nationally will help to sell the space.—H. J. W.

"Succeed with Des Moines," was the heading of a department which ran recently in a Des Moines paper. The ads were run for 5 weeks and each week several of the firms advertised in it were given a news write up, in a center space for that purpose. Such a section appeals to the pride of the merchants and helps to boost the city as well.—H. J. W.

In these days of woman's independence, nothing makes a bigger hit than a page or section, dedicated to advertising stores and shops conducted exclusively by women. It might be headed "Leading Business Women of ....," and feature somewhere there in a short write up on what women are doing, and how they have progressed in business during the last few years. —H. J. W.

A. P. FORMS THREE NEW SOUTHERN CIRCUITS

Georgia, North Carolina and South Carolina Given State Services at Meetings Held in Atlanta and Raleigh—Virginia Next

Separate state circuits for Georgia and South Carolina were decided on August 24 at a joint meeting in Atlanta of the Associated Press members from the two states. The Georgia circuit, day and night, will be filled out of Atlanta and the South Carolina circuit, day and night, out of Charlotte, N. C., temporarily.

The members assembled on the roof garden of the Ansley Hotel at 11 o'clock with Clark Howell, editor of The Atlanta Constitution and a director of the Associated Press presiding. He outlined the general plan of the A. P. to provide improvements in the service to meet the wishes of the members and introduced U. L. McCall, superintendent of the Southern division, and Milton Gargas, of New York, chief of the traffic department of the A. P. They stated to the joint assembly the readiness and the desire of the A. P. to ascertain their wishes and explained similiar circuits which had just been voted by the members in Virginia and North Carolina.

Double trunk circuits, day and night, from Washington and Chicago, the members were told, will provide the general news of the world and the United States for the distributing centers at Richmond, Charlotte and Atlanta which will relay to the state circuits. In addition the regional news will be amplified and enlarged and will be supplemented by mail service from the various state capitals.

Mr. Howell and John S. Cohen, editor of the Atlanta Journal, entertained the visiting newspaper men at luncheon at the Capital City club. After the luncheon the South Carolina members organized themselves into the South Carolina Association of the Associated Press and elected B. H. Peace, publisher of the Greenville News, president. The Georgia members likewise formed themselves into the Georgia Association of the Associated Press and elected R. L. McKenney, news editor of the Macon News, president.

At a meeting of North Carolina members at Raleigh, August 19, a state organization to be known as the North Carolina Associated Press Club was formed. John A. Park, of the Raleigh Daily Times was elected president and The Associated Press correspondent to be appointed at Charlotte will be secretary. A state circuit similar to those for Georgia and South Carolina was decided upon.

It is proposed to hold a similar meeting of Virginia members at Richmond on September 5 at which time it is expected that a state circuit will be organized similar to those in North and South Carolina and Georgia.

Swanson Succeeds Winter

(*By Telegraph to* EDITOR & PUBLISHER.)

MINNEAPOLIS, August 31.—Neil Swanson, publicity director of the Minnesota Farm Bureau Federation, September 1, assumed the city editorship of the Minneapolis Journal succeeding C. B. Winter, who will do special work for the publisher of the paper.

Waterloo, Iowa
POPULATION 36,230
Waterloo Evening Courier
AND WATERLOO DAILY REPORTER
A. W. Peterson, General Manager
RATE 5c FLAT
Representatives
STORY, BROOKS & FINLEY
The circulation figures, totaling over 15,000, tell a wonderful story for Waterloo, and emphasize Waterloo as an important and intelligent center for national advertisers. The big point about this circulation of the Waterloo Evening Courier is the fact that it is absolutely steadfast—8,000 in Waterloo and 7,000 outside. Look up the record for any previous year, and see if the Courier's circulation has ever slumped in any year, or ever increased radically. Just a steady increase. Careful examination will show no trace of premiums, cut rates, or anything else that leads in some measure to subscribers taking a paper which is not their real choice.

Does This List of Publications Carry Weight With You?
The Chicago Tribune—McCall's—Successful Farming—New York Times—Indianapolis News—Cleveland Plain Dealer—Omaha World Herald—Christian Science Monitor—a half hundred others, large and small, of prominence in their localities.
They all investigated the MULTI-MAILER SYSTEM, learned how it took care of every addressing, listing, checking, and mailing operation connected with their mail lists—how it would give their subscribers the desired delivery satisfaction. Today, they all use the MULTI-MAILER SYSTEM. It's adapted to all sizes of mail lists.
Write today for a descriptive literature.
The Speedaumatic Company
MANUFACTURING
THE MULTI-MAILER SYSTEM
817-825 WASHINGTON BLVD.
CHICAGO

LOS ANGELES EVENING HERALD
LEADS ALL LOS ANGELES DAILY NEWSPAPERS IN TOTAL PAID CIRCULATION
Government statement for six months ended March 31, 1922
average 146,233 daily
New York
H. W. MOLONEY
604 Times Bldg.
Chicago
G. LOGAN PAYNE CO.
6 No. Michigan Ave.
Suite 401, Tower Bldg.

New Haven Register
is New Haven's Dominant Paper
Circulation over 32,500 Average
Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.
New Haven Register
The Julius Mathews Special Agency
Boston — New York—Detroit—Chicago

Science and Invention
A new daily feature by a popular science writer of high reputation.
THE INTERNATIONAL SYNDICATE
213 Guilford Ave., BALTIMORE, MD.

An Accounting and Federal Tax Service for Publishers

References on Application

CLIFFORD YEWDALL
33 West 42nd Street
New York City

FIRST IN PUBLIC SERVICE

The World
MORNING EDITION

The World and The Evening World have a combined circulation, daily, of 650,000 for $1.20 per agate line gross, subject to contract discounts. They carry more dry goods advertising; are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

Advertise in Newspapers by the Year

The Evening World
Pulitzer Building, New York
Mailer's Building, Chicago
Ford Building, Detroit

The Pittsburgh Post

A newspaper of character, integrity and enterprise which has earned the confidence of the people of the world's greatest industrial district.

DAILY and SUNDAY

SPECIAL EDITION
Advertising
Develops
Regular Advertisers
ASK US HOW?
JOHN B. GALLAGHER Co.
SUITE 5945 GRAND CENTRAL TERMINAL BLDG.
NEW YORK

We can increase your business—
ou want it increased.

ou have thought of press clip-
ngs yourself. But let us tell you
w prese clippings can be made a
siness-builder for you.

BURRELLE
45 Lafayette St., N. Y. City
tablished a Quarter of a Century

DOLLAR PULLERS

Advertising and circulation managers are always on the lookout for new ideas that will increase advertising receipts and win new circulation. Your idea for increasing advertising or circulation may not appeal to your manager, but it may be just the thing that some other manager wants. EDITOR & PUBLISHER *will pay $1 for each idea printed under this head. The fact that the idea is now being used in your city does not bar it from the department. Address your communication to the* DOLLAR PULLER EDITOR. *When they appear clip them and mail them in and receive payment. Unavailable ideas will not be returned.*

MATERIAL decrease in the loss of subscribers has resulted from the policy of one newspaper in sending a member of the circulation department to interview all persons who order the paper stopped. Report is made to the central office by carriers or sub-station agents of all such cases, and the follow-up is as quickly as possible. When a person is quitting because they intend to move, efforts are made to induce them to continue and the interviewer makes all necessary arrangements for transfer of the account. Often, too, misunderstandings that led to the discontinuance are ironed out and the subscriber's good will and business retained.—B. A. T.

The Dallas News is building a "Home Beautiful" and "Electrical Paradise." In their opening announcement they state that their purpose is "to arouse an interest in home ownership and to promote better design and construction in the building of dwellings." And I believe we should take them at their word, although there is a commercial side to the proposition in that for two Sundays they have been able to connect up with the scheme more than two pages of advertising. When completed in every detail, including entire furnishings and draperies, complete electrical equipment, a radio-receiving station and grounds planted in grass and shrubbery, the "Home Beautiful" will be opened to the inspection of the people of Dallas every day for two weeks. At the conclusion of the two weeks' period, sealed bids for its purchase will be received. It is estimated that construction will require from eight to nine weeks, and the advertising from builders and dealers in furnishinge should continue until the house is opened.—J. T.

A shopping page describing the stops and purchases of a shopper never fails to interest women readers. Put illustration of shopper in center of layout and sell ads on all sides. The following is a suggested tour: Shopper starts at 8:30 a. m. with a stop at the drug store; then her appointment with the photographer at 9 o'clock; at 10 she is fitted for a new suit and at 10:30 selects a hat at a millinery; at noon she lunches at a restaurant and at 1:30 meets her banker; then a call at the optometrist, which enables her to enjoy the matinee at theatre; after the show, she stops at the jewelry store for a gift for her husband; then she buys some flowers from the florist; on her arrival at home she finds the evening paper and then calls the grocery for supplies, she ends the day eating Ice Cream.—R. B. M.

Several newspapers are running a "Hidden Check Page" one day each week. In each ad on the page there is a surplus word. Pick out these words—put them together so that they form sentences. You will find therein the location of the hidden check for five dollars. The check may be found after a designated hour the next day.—R. B. M.

The local Ford agent gave us a considerable amount of copy on a contest we "sold" him.—"How Many Fords Are There in This City?" Prizes of tires, horns, etc., were presented to the winners. He considered it a great success. —R. M. C.

There is a "dead man's curve" or crossing in your territory. Locate it, get something of its history of tragedy. Then use this as the central feature for a "safety first page" whch will carry advertisements of safety devices for use of the motorist, horns, chains, side-sway checks, and so forth.—R. F.

Do you get any business from towel supply companies? We didn't until recently. One of our solicitors drew up a 4 in. advertisement, showing a half-open towel-supply cabinet at the top and filled in with an admonition that clean hands are absolute essentials at all times. It was exactly what one company was looking for, something tangible, we sold it; got an order on full position.—R. M. C.

Teach your carrier boys the value of news. Many times they are stopped by inquiries as to what's in the paper. Nine times out of ten they don't know. Encourage them to read the paper they deliver by offering small prizes at weekly quizzes to those who make the best grade on what news has been carried during the past week.— B. R. A.

The Boston Daily Advertiser, Pictorial Tabloid morning newspaper, has just entered upon a new promotion and publicity campaign which, for the prizes awarded, is something unique. The advertiser Pictorial has chosen to use the fall line of Peggy Paige dresses for the awards. One Peggy Paige dress is being given away every day for fifty consecutive days, each day's women winner receiving an order to go to the local store handling the Peggy Paige line and select any Peggy Paige dress she desires up to a retail value of $100. The contest plan is telling fortunes by cards and sending a fortune chart, which is published every day, to the publication office.—C.

The circulation department of the Lewiston (Me.) Evening Journal believe in giving public notice of the completion of a year's good service by their carriers. The following is an example:

A Lewiston Journal
Newsboy Makes Good

Gerald Adkins of Winthrop has just completed a year's service with the Lewiston Journal.

During that time he has lost only four trips, and that was on account of sickness.

He began work July 26, 1921, with 58 copies. The subscriptions soon increased to 110 making it necessary for him to have some assistance. He finally thought best to give up part of his route to another boy, Hall Briggs.

He now has 64 regular subscribers with several extras on Saturday.

He has found the work pleasant and profitable.

He has bought a nice bicycle that he uses to deliver his papers with, and also has a nice bank account.—R. M. C.

"Car for Sale as advertised in the Minneapolis Tribune" are cards that are distributed to automobile dealers who advertise in that paper. Similar cards are distributed for placing in homes that are for rent, or for sale, as the case may be. The card saves the advertiser the cost of purchasing one and the newspaper benefits by the publicity.—S. K. D.

In the minds of the public at large there is but little conception as to the functioning of homestead associations, and so far, in but few instances, the associations have waited until the interested prospect came to the office before his mind was set right. A new Orleans newspaper has worked up a series of fairly large ads explaining the simplicity and the functions of the modern homestead association, and the copy is signed and paid for co-operatively by a number of the leading associations in the city. The copy is run Sundays in the Home Building section.—R. R. M.

While the people are agitated over a probable shortage of coal this winter (or next winter), get clothiers to advertise overcoats and furs, using the slant that if readers have lost out on the coal supply now is the time to make certain of having warm garments, at least. Same idea could be used also to secure advertising of blankets, oil stoves, weather strips, storm windows, and probably other articles.—R. E. D.

Next month have a "Quota Month" for your advertising staff. Find out the average amount of business each member of your staff is handling. Find out, too, how much business you had a year ago next month in each department. Then send a substantial quota for each member of your staff which will be higher than the average amount of business he has handled and which quotas will bring in more business than a year ago. There's nothing like having a mark to shoot at to stimulate business, particularly when this mark is personalized and individualized so that every worker has his own particular mark.—F. H. W.

Each month in your city there are gas meter readers and electric meter readers going from house to house taking readings. You could use this fact to get some extra advertising out of the local public utility companies by suggesting that just before the meter reading period these companies run ads in which they would use the photos of their meter readers and explain just why metered service enables the companies to give lower rates than would be the case if there were no meters. Any local points coming up in the experience of the companies with regard to meter reading could also be explained in these ads.—F. H. W.

Proved value to Advertisers

shown by following extract from letter of B. T. Babbitt, regarding a recent Boston campaign:

"We feel the services rendered by the BOSTON AMERICAN have contributed in large measure to our success and we wish to thank you for the splendid way you co-operated with us."

LARGEST EVENING CIRCULATION IN NEW ENGLAND Sells at 3 Cents.

BOSTON AMERICAN

Reg'lar Fellers
by Gene Byrnes

A comic which appeals to youth and old age alike.

We can furnish full-page matrices, full color, black and red, or black alone, or as the first page of a printed comic section.

HERALD-SUN SYNDICATE
280 Broadway New York City

There's a Reason
Ask The Los Angeles Times

The Hollister Organization is now conducting its *third* circulation campaign for the Los Angeles Times.

Write or wire for more details of the circulation building plan that has repeatedly satisfied.



HOLLISTER'S CIRCULATION ORGANIZATION
Largest in the United States
300 MERRITT BLDG., LOS ANGELES, CAL.

The Mount Vernon, N. Y.
DAILY ARGUS
carries more display advertising than any other newspaper in Westchester County.

This is an acknowledgement of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon.

GEO. B. DAVID & CO.
Foreign Representative
171 Madison Ave., NEW YORK

NEWS OF THE ASSOCIATIONS AND CLUBS

PUBLISHING

THE New England Newspaper Alliance will meet early in September in New Bedford, Mass., as the guests of B. H. Anthony, proprietor of the New Bedford Standard.

Medill Building and Loan Association, conducted by the Chicago Tribune to finance the buying of homes among its employes, has elected the following directors: For one year, George Gunnison, stereotype department; William A. Strasburg, press room; Frank Racine of the engraving department. Two years, O. A. Mather, editorial department; William Sandamann, mailing room; Don Swinehart, composing room. For three years, W. J. Merrill, advertising department; E. M. Antrim, traffic department, and W. H. Whalen, general.

The Carolinas Advertising Managers' Association convention, which was to have been held at Asheville, N. C., August 28 and 29, has been postponed until February, 1923.

The National Publishers' Association, Inc., will hold its annual meeting in New York, September 19.

The Missouri Press Association has accepted the invitation of the Chamber of Commerce, Kansas City, Mo., to hold the annual meeting there in September.

The National Fraternal Press Association held its annual meeting in Montreal on August 28. Officers for the coming year were elected as follows: president, Syrus K. Drew, editor of the Fraternal Aid Union Guide; vice-president, Mrs. Julia Ward Clingen, publisher of the Fraternal Leader; secretary-treasurer, Mary McEachern Baird, editor of the Women's Review; and executive committee, A. J. Martin, editor, the Protected Home Circle: D. W. Dunham, editor, the Friend and Guide, and Gilbert Howell.

The New York Newspaper Club and the Association of City Hall Reporters will have a clam bake and field day at Duer's Casino, Whitestone Landing, September 10.

The Perth and Huron Press Association held its annual meeting, August 18, at Milverton, Ont. Topics discussed at the afternoon meeting were "Newspaper Make-up and the Treatment of News," by William G. Colgate, the Wingham Times; "The Value of the Editorial Page in the Weekly Newspaper," by W. H. Robertson, the Goderich Signal; "Saving Time in the Job Room," John W. Vanatter, the Goderich Star; and "Some Reminiscences of 40 Years," W. H. Kerr, the Brussels Post. Officers for the ensuing year were elected as follows: honorary president, John W. Eedy, St. Mary's Journal-Argus; president, W. H. Kerr, the Brussels Post; immediate past president, Malcolm MacBeth, the Milverton Sun; vice-president, John W. Vanatter, the Goderich Star; secretary, Alex Abraham, Stratford; executive committee: Malcolm MacBeth, William G. Colgate, the Wingham Times; J. W. Southcott, the Exeter Times, and H. D. Davis, the Mitchell Advocate.

The Midwest Circulation Managers' Association will hold their convention at the Broadmoor Hotel, Colorado Springs, Colo., September 6 and 7.

ADVERTISING

THE official record of the proceedings of the recent Milwaukee convention of the National Association of Newspaper Executives has just been sent out to members by Secretary Ralph Perry from the headquarters office at Fort Worth, Tex.

The Associated Advertising Clubs of Texas will hold their annual convention in Houston, Nov. 12, 13 and 14.

The Iowa Associated Advertising Clubs have postponed their convention to Sept. 12 and 13. The meeting place remains at Mason City.

SPECIAL EDITIONS

THE Decatur (Ind.) Daily Democrat, August 22, issued a special edition of 36 pages in six sections to celebrate the convention of the Brotherhood of American Yeomen which was held in Decatur.

The Mobile (Ala.) Truth-Advertiser August 26 issued its first anniversary number.

The Newton (Kan.) Kansan August 22 celebrated its fiftieth anniversary by issuing a 142 page special bound number 11 by 15¾ inches.

The Madison (Wis.) State Journal is publishing every Monday a farm newspaper, prepared by its own staff, illustrated by a staff photographer, which does not print propaganda or politics.

The Honolulu Star-Bulletin recently issued a special edition for the Shriners who visited Honolulu after the Shrine convention in San Francisco, giving a history of the organization in Hawaii and a brief history of the islands.

The Beaumont (Tex.) Enterprise, August 15, published a 72-page special Progress and Development edition to mark the opening of a new hotel and a number of skyscraper buildings.

EDITOR & PUBLISHER

NEW YORK, N. Y.
ADVERTISING RATES
in effect March 11, 1922

DISPLAY ADVERTISING

	Agate Lines	1 insertion	6 insertions within year	12 insertions within year	26 insertions within year	52 insertions within year
Full page	672	$200.00	$188.00	$175.00	$150.00	$125.00
Half page	336	113.00	100.00	94.00	88.00	75.00
Quarter page	168	60.00	56.00*	50.00*	47.00*	44.00
Eighth page	84	35.00	30.00*	28.00*	25.00*	23.00
Sixteenth page ...	42	20.00	18.00*	15.00*	14.00*	13.00

Less than sixteenth page transient rate 50 cents per agate line (minimum space 14 lines —1 inch).

All 52 consecutive-insertion contracts (see last column above) are based on consecutive insertions within the year. Extra space is charged at the 52-insertion rate, but contract is credited for one insertion only.

Half pages and full pages on 6, 12 and 26-time contracts may be used at the option of the advertiser within the twelve-month period.

*Quarter, eighth and sixteenth pages must be on definite copy schedule.

b. Contract advertisers are accorded the privilege of same insertion rate for larger space. For example: an advertiser under contract for twenty-six (26) quarter-pages at $47 per insertion is accorded the privilege of half pages at $88 and full pages at $150, but such advertisement is to be credited on contract as but one insertion of contract space.

c. Rate maker card—52 consecutive insertions—minimum space 28 agate lines—net rate 28c. per agate line. Extra space pro rata.

d. All rebates earned by advertisers using more than contracted space within life of contract are paid in advertising space to be used within one month after expiration of contract.

Classified Advertising

a. Help Wanted ..... .06 a word
For Sale ..... .06 a word
Situations Wanted ..... .03 a word
Business Opportunities ..... .06 a word

b. All advertisements inserted on a strictly cash basis, except on orders from contract advertisers.

c. No discount for frequency of insertion.

Reading Notices—(None.)

Commissions. Allowed to recognized agencies on other than publishers' advertising.

Preferred Positions

Front and back cover rates on application. Inside front and back covers 10% extra. All other positions 25% extra.

SUPPLIES & EQUIPMENT
For Newspaper Making

For Sale
Sixteen seven-column steel chases; one book bundling press, also quantity 18x23 matrix and tissue paper. Address Box C-861, care Editor & Publisher.

Hoe 12-Page Web Press,
printing papers six or seven cols, wide, 22¾ in. long, either 4, 6, 8, 10 or 12 pages, with stereotype outfit. Good machine at low price. Baker Sales Co., 200 Fifth Ave., New York City.

Printers' Outfitters
Printing Plants and Business bought and sold, American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

24-Page Potter Press For Sale or Will Trade for Goss Press to Fit Our New Equipment

This press is in fine running condition, does 2-color work, gives all sizes by two's in one signature up to 20 pages with single set of plates or two signatures of 12 pages each.
Can be seen in operation.
Delivery can be made about October 1st.
For further particulars address,
SUPERIOR TELEGRAM
Superior, Wisconsin

Take It To
POWERS
Open 24 Hours out of 24
The Fastest Engravers on the Earth
Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

Newspaper Plant Equipments
Established in 1912
PECKHAM MACHINERY CO.
MARBRIDGE BLDG, 34th & Bway
NEW YORK CITY

24-page Scott Straightline, delivery and erection in month. Shown running until Aug. 15th.
Complete Newspaper Plant Equipment.
8 Linotypes. Model B Intertype. Head Letter Matrices, Molds, Liners.
2 Monotype Equipments with mats.

FLEXIDEAL
A Dependable, Uniform
DRYMAT
Better in performance than any other, and at a LOWER price. A trial will convince you.
Unlimited Stock on Hand at all Times
The Flexideal Company
15 William Street
NEW YORK CITY

USE NEWSPAPER PRESSES
FOR PROMPT DELIVERY
Scott Three Tiered Two Page Wide Press
Prints 4 to 24 pages.
Scott Quadruple Press Four Tiered Two Pages Wide
Prints 4 to 32 pages
Hoe Sextuple Press
Prints 4 to 48 pages
Hoe Double Sextuple Press with Color Cylinder
also prints 4 to 48 pages.
WHICH PRESS INTERESTS YOU
WALTER SCOTT & COMPANY
Plainfield, New Jersey
New York 1457 Broadway — Chicago 1441 Monadnock Block

WORLD SERIES BASEBALL PLAYER BOARDS
ORDER NOW
Next week may be too late. 47 newspapers will attest to it's superiority.
STANDARD MAGNETIC BASEBALL PLAYER BOARD
Geo. H. Reynolds, Treas.
New Bedford Mass.

NEWSPAPER PRESSES
FOR SALE
Two 32-page 4-plate-wide Duplex "Tubular" Presses. Now printing the Richmond News-Leader.
Also two Duplex Sextuples now printing the New York Tribune.
For particulars apply to—
R. HOE & CO.
504-520 Grand St.
NEW YORK, N. Y.
7 Water St., Boston, Mass. — 827 Tribune Bldg. Chicago, Ill.

For Prompt Service
TYPE
Printers' Supplies
Machinery
In Stock for Immediate Shipment by Selling Houses conveniently located
"American Type the Best in Any Case"
AMERICAN TYPE FOUNDERS CO.

Boston	Pittsburgh	Kansas City
New York	Cleveland	Denver
Philadelphia	Detroit	Los Angeles
Baltimore	Chicago	San Francisco
Richmond	Cincinnati	Portland
Atlanta	St. Louis	Spokane
Buffalo	Minneapolis	Winnipeg

Introduction to Employer and Employee

SITUATIONS WANTED

c **A WORD for advertisements under this classification. Cash with order. For ose unemployed one insertion (adv. not to ceed 50 words) FREE.**

dvertising Assistant

oung woman, five years' advertising experi- ce (classified, foreign, display), wishes as- stant to manager position. Salary $30 per ek. Address Box C-858, care Editor & Pub- her.

dvertising or Business Manager,

fteen years' newspaper experience, holding in ccession positions of Circulation, Advertising d Business Managership. Thorough knowl- ge of mechanical and other departments. 36 ars of age, married, Protestant, best of ref- nces as to ability, character and habits. w seeking connection with opportunity for ger development as either Advertising Man- r or Business Manager. Box C-882, Editor blisher.

dvertising Executive

esman and efficient copy service man eks connection (ON STRICTLY MAKE OD BASIS) with daily newspaper—pre- ably in Southern or Western State. enty years experience, unquestionable erences and a result record worthy investi- gion. Competent to take full charge of l largest department or would consider ablishing copy service department for blisher wishing to expand. For further de- ls regarding the writed address, C-843, Etor & Publisher.

Circulation Manager

wes to make change after September 1st. Seven years' experience. Successful. Best references. Address C-851, Editor & Publisher.

Circulation Manager

ften years' successful experience desires to ate in western or southern city of 100,000. Excellent record. Available immediately. Age 3(Box C-889, Editor and Publisher.

Circulation Man,

l years' experience on big city newspaper, de- sis change. Knows all phases of circulation rk, including promotion and advertising. N seeking a sinecure but post where ability w be appreciated. 29 years old. Northern ti preferred. Address C-878, Editor & Pub- ser.

Critic and Columnist

Dramatic critic and columnist, capable news- paper man, now employed, wants broader op- portunity. Other work in addition not objec- tionable. Excellent newspaper experience and re ability for this work. Address Box C-875, Editor & Publisher.

Editor

Experienced newspaper woman; feature writer, copy, manuscript and copy reader; makeup for ly nationally known magazines; now avail- ble. C-887, Editor & Publisher.

Managing Editor,

ve wire, years of experience and a producer f eal newspapers, desires to make a new con- ection for personal reasons. Would accept e editorship or other desk job which has a ute. Address Box C-863, care Editor & ublisher.

Managing Editor,

ld in charge of successful metropolitan daily, ishes to make change to another metropolitan el or to smaller, growing city. Executive ion. Thoroughly trained and experienced in ll branches of editorial department. Has full sponsibility and authority for directing char- ter and content of paper in present employ- ent. Married man, settled habits; initiative it sense of proportion and fitness of things. ddress Box C-862, care Editor & Publisher.

Boxing Editor and Writer.

rrent employer says, "A sporting editor who nows sports and writes about them in interest- ng and informative manner." Six years' ex- rience. What can you offer? Address Box 81, care of Editor & Publisher.

Salaried

dvertising position by former advertising anager of small paper, experienced in copy iting, layouts and foreign schedules. Refer- nce. C. R. S., Box 41, R. F. D. 1, Hamp- n, Va.

SITUATIONS WANTED

Newspaper Man

Fifty, good health, good habits, experienced, want permanent connection with daily paper in town up to 25,000, preferably in full editorial charge of publication, but would consider place as editor alone. Capable, efficient. Best of reasons for desiring change. Have good reputation in State where I am at present located as editorial writer on publication in larger town. Can furnish references, samples of work, etc. Can come at once or later. Will sign contract, or let work speak for itself. Address Box C-857, care Editor & Publisher.

Well-Known Artist Painter,

with foreign academic education, wishes to be employed for half a day in the capacity of art manager for advertising, illustrating, painting of all sorts, interior decoration, theatre decoration, except fashion art. "Art Manager," 1482 Broadway, New York.

HELP WANTED

6c **A WORD for advertisements under this classification. Cash with order.**

Wanted

Circulation Manager for afternoon daily, except Sunday, in one of the best Michigan towns. This is an opportunity for a live wire to make a showing, and you can expect real co-operation from all departments. Write complete information regarding self, also give references. Ann Arbor Times News, Ann Arbor, Michigan.

Working Foreman

in 6-machine plant on evening newspaper in growing city near New York; 10 to 16 pages daily. Union. Must be able to handle men, as well as a quick makeup, and produce results. Letter must give age, experience and salary expected. Good opening for energetic and resourceful worker. C-880, Editor & Publisher.

Wanted:—

Reporter for general street work; must be able to take Associated Press "pony" report on typewriter over telephone. State age, experience and salary expected. Daily News, Connellsville, Penn.

HE'S ONLY A NEWSPAPER MAN!

(*Continued from page* 25)

business man should buy to get 100 per cent results.

A judge of literary values? Some of the cynics will laugh at that—cynics of the class who drool away their time for days to produce often that which possesses no more genuine literary and social value than quite as often some bright young reporter dashes off at forced-draft speed in half an hour.

He must see that the editorial department maintains a level of merit in writing and gathering news and opinions and all of the multitude of specialties that make up the modern newspaper—and do it within the economic limit of the newspaper's financial resources.

For the man who sits at the fountainhead of authority in the making of a daily newspaper must keep always in mind the two essentials—a high-grade product and one which is to cost what the newspaper may afford to pay, as well as to find the money with which to pay for it.

A public servant? Again the little cynic may laugh. But recall the course of journalism—which every day has to lay before the whole world its completed work for the inspection and criticism of every man and woman, which cannot be hidden away in records of meetings and secret conferrings, but must in the very nature of his lifework report every 24 hours on what he does and thinks—and compare it with the course of any other section of the social body.

Who, seeing that, will truthfully question that, taken by and large, with exceptions here and there, the daily newspaper man, not only has to, but joyously is willing to, order his days and his activities so as to conserve that which he believes in his very heart is for the good of the people?

Finally, the newspaper of today? Yesterday, it is admitted, there were basic weaknesses, somewhat of pandering, much of narrow partisanship, sometimes less than 100 per cent honesty in reporting and printing what the world was doing.

Today—the lesson learned, the daily newspaper publisher reaches out into the rich field of fact, and redeems the public press in the confidence of the people by performing honest work and faithful recording of the current fact.

In your heart, Mr. Business Man Critic of the Newspaper Press, imagine you every 24 hours having to tell to the whole world the things you have done. Have you, Mr. Average Business Man and Mr. Average Citizen and Citizeness kept so closely to the line of rigid truth as you understood truth as this newspaper publisher who lays before you and all men his daily record? May you, justly and fairly, refrain from according to him that full meed of credit for sincerity which all honest men must manifest?

The newspaper man referred to in the beginning was not elected. Instead, a man of immensely lesser business experience got the office. But this defeat was not characteristic of the recognition of newspaper men in other important walks of life. During contact with the highest minds and most potent leaders of public concerns, lately, I have discovered that at least half of them have had some training in journalism. And one must confess that, in meeting these leaders in keeping track of large current events of national and international import, the task is easier and the result more satisfactory when the other man shall have been once "only a newspaper man."

For, if so, how human, how understanding, how broadly informed on what has been and what is that fellow proves to be who was in years gone "only a newspaper man!"

BUSINESS OPPORTUNITIES

6c **A WORD for advertisements under this classification. Cash with order.**

For Sale

Good paying Pacific Coast daily newspaper located in thriving city. Doing business of nearly $75,000 a year. Owner has other interests that demand his time. Will sell half interest to right party. Address C-876, Editor & Publisher.

For Quick Sale

Afternoon newspaper in city of 15,000. Operating at a profit. Fully equipped. Owns plant and real estate. Will sell at a sacrifice. C-879, Editor & Publisher.

NEWSPAPERS WANTED

6c **A WORD for advertisements under this classification. Cash with order.**

Michigan or Mid-West Daily Wanted

The buyer will pay $100,000 cash payment on satisfactory proposition up to $500,000. Wire National Newspaper Bureau, 203 S. Dearborn St., Chicago.

A. B. C. to Convene in Chicago

(*By Telegraph to* Editor & Publisher)

Chicago, Aug. 30.—The eighth anniversary and ninth convention of the Audit Bureau of Circulation will be held at the Hotel La Salle, Chicago, October 19-20, 1922, it was announced today. The divisional meetings on Thursday, Oct. 19, will be devoted to the consideration of matters affecting the interests of each of the six divisions of the bureau. The annual convention of all divisions will convene at 10 a. m. Oct. 20 to consider the recommendations adopted at the division meetings and to transact other business presented by the board of directors. On the night of Oct. 20, a dinner will be held in the Drake Hotel. The bureau suggests that those wishing to attend the gathering make reservations early. The bureau has made public in addition to the names of the leading advertisers and advertising agencies the membership roll of the A. B. C., which includes the "honor list" of publications of the country which have willingly conformed to the requirements established by the bureau.

Bogus Times Solicitor Wanted

An impostor going under the name of J. H. Tyson and representing himself as a representative of The New York Times is offering the Midweek Pictorial and The Times War Book for $7.80 on a forged contract in Western North Carolina, Eastern Tennessee and Southern Virginia. He is not employed by The Times. When he is apprehended he will be prosecuted. He is about 35 years old, 5 feet 8 inches tall, weighs about 145 pounds and has dark hair, eyes and complexion. He has a strong clear voice and says he is an ex-service man.

Springfield Sun Adds Pictures

The Springfield (Ohio) Morning Sun has begun running a daily picture page.

Unusual Opportunities

Daily & Weekly
NEWSPAPERS
TRADE PAPERS

HARWELL & CANNON

Newspaper and Magazine Properties

Times Building, New York

Established 1910

WE CONNECT THE WIRES

NEWSPAPER BUSINESS MANAGER available—expert accountant, experienced in building circulation and foreign advertising, successful with union labor and mechanical problems. Publisher of 30,000 daily writes: "Master of every department except the editorial; can get further with less friction than any man I know." Our No. 1991-B.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.



STARR SERVICE CORPS
UPBUILDERS of NEWSPAPERS
BROKAW BLDG···42ND and BROADWAY
NEW YORK

NEWSPAPER MANAGER

Evening newspaper in city of 75,000 wants man who has a thorough knowledge of all phases of newspaper work. Pleasant surroundings and an attractive opportunity. All correspondence strictly confidential. Address Box C-877, care Editor & Publisher.

The Buffalo Territory Offers Big Possibilities To National Advertisers

Twelfth American City; second in New York State, Buffalo, with over half a million people and the surrounding trade area with three hundred thousand more, affords a rich market to national advertisers. The effective medium to capture this desirable market is the big, popular, home newspaper—A. B. C. Net paid 105,958, 80% of English-Speaking Homes.

The Buffalo Evening News
Edward H. Butler, Editor & Publisher
KELLY-SMITH COMPANY
Representatives
Marbridge Bldg. New York, N. Y.
Lytton Bldg. Chicago, Ill.

"THE METROPOLITAN FOR FICTION"

Stories by these Authors Soon

Mary Roberts Rinehart
A. S. M. Hutchinson
Gouverneur Morris
Samuel Hopkins Adams
P. G. Wodehouse
George Kibbe Turner

METROPOLITAN NEWSPAPER SERVICE
Maximilian Elser, Jr., General Manager
150 NASSAU ST. NEW YORK

When Seeking Facts

Librarians, business corporations, banking houses, writers, statisticians, reviewers, dramatists, critics, and others who need facts concerning events—national and international—state and municipal—and other information of particular interest—consult The New York Times Index. It traces the course of any event from its inception. The Times Index gives the date, page and column where desired information may be found in The New York Times.

THE NEW YORK TIMES INDEX
$2.00 a Volume $8 a Year
Issued Quarterly

The
Pittsburg Press
Daily and Sunday
Has the Largest
CIRCULATION
IN PITTSBURG
MEMBER A. B. C.
Foreign Advertising Representatives
I. A. KLEIN
50 East 42nd St., New York
544 Fort Dearborn Bank Bldg., Chicago
A. J. NORRIS HILL, Hearst Bldg., San Francisco

WIRE NEWS
For Evening and Sunday Newspapers
International News Service
21 Spruce St., New York

HUNCHES

Managing editors and city editors are always on the lookout for news; and feature ideas that can be used locally. Editor & Publisher *will pay $1 for each hunch published under this head. The fact that the hunch is not being worked successfully in your city does not bar it from this department. Address your contributions to the* Hunch Editor. *When they appear, clip them and mail them in and receive payment. Unavailable hunches will not be returned.*

"HOW Does Color Effect Your Moods?" is a series of interviews started by a middle-western paper. This is especially interesting to women because it embraces the subject of dress. Artists, interior decorators, actors, dress makers offer a good start but representation need not be confined to them because reporters will find a great many persons with opinions upon this subject.—H. D. K.

How much of your city's expense does each family in your city carry? How does 1922 compare with other years? The assessors can give all desired information and perhaps some of the city officials will make statements.—R. M. C.

Every town or city has enough musical talent or possibilities for developing musical talent to make a "Music Corner" feature a popular one for any newspaper. It can contain anything and everything musical—write-ups of musical concerts or programs, news items about certain bands or orchestras playing for some special occasion, news from music teachers, music news clippings from neighboring papers, music news clippings from music trade journals, interview articles of famous musicians playing in or near the town, items about the most popular sheet music, roll, and record for each month, anniversaries of musicians and music, new pieces by famous composers, write-ups of local musicians and short pithy articles from local musicians on popular musical topics. Music dealers, teachers, leaders of bands and orchestras, musicians and music-lovers will be only too glad to help maintain such a feature in a paper, assuring it much popularity from the start.—L. E. D.

Schools will soon be opening. Get boys and girls under twelve years old to write 100-word letters on "Why I Want to Start to School," by offering some small prize. Follow this up with a similar offer for the best article of same length on "Why I Don't Want to Start to School." Both series of letters will prove both interesting and amusing.— W. H. M.

A few weeks ago The American Magazine carried an article by H. G. Wells in which he attempted to choose the six greatest men in all history. He gave his opinions and reasons for his choice. Some newspapers have adapted the idea to their own use and are running interesting feature in which their readers determine "The ..... Greatest in ..... (city or state)." The Indianapolis News is asking its readers to submit names as the Ten Greatest Living Indianians and it is proving a most seccessful feature. The persons receiving the largest number of votes are automatically chosen. Reasons for the choice are sometimes given and this makes interesting reading.—Y. C. C.

All the world admires the man (and the woman) who keeps his temper under all provocation to lose it. Who in your town that meets large numbers of people daily—many irate—is a bear for equanimity? He may be some one at the post office, the "trouble" man of any of the public utility corporations, the superintendent of schools. (He may even be a city editor!) Whoever he is, there's a story in him. —D. M.

Nearly every person has had worries that after all have been needless and have amounted to nothing. Interview a number of people on "My Greatest Needless Worry and What Came of It." The interviews will be interesting and will prove helpful to many people.—W. H. M.

How many years will it be before the telephone company will have its lines and cables underground and rid the streets of the unsightly poles and wires. How much has been done in the past few years and how much does the local manager estimate will be done in the present year? It is bound to come and is only a question of time.—R. M. C.

Why not have a flower day once a week, when all people who so desire may bring flowers from their home gardens for distribution to hospitals and homes that do not have flowers. The plan is now is practice in Westchester County, New York, where flowers are brought into the Grand Central Terminal for distribution in New York City.—G. H. D.

"Husbands' Hall of Fame—Who are they and what do they look like, these husbands of prominent Chicago women?" is a daily photo and short biography feature started by the Chicago Herald and Examiner.—H. D. K.

"If they scrap 'Obey' in the marriage ceremony, why not scrap 'alimony' in divorce"? This is quoted in a press dispatch as being the view of a prominent Episcopal rector. Here is the basis for a colorful yarn with a chance for much humor interest and "sob" dope. Interview ministers and others. Get your readers to contribute their views. Play it up and you will start an interesting controversy.—F. C. D.

"Do you like your job? If so, Why?" Put that question to a representative list of employes in various industries and print the answers. It will provide a feature which will set your readers to arguing.—B. A. T.

What stand do the local temperance societies take on the prohibition laws? Are more stringent methods of enforcement favored or are various modifications desired? The local stand is much more interesting than the national poll now being conducted, and that is creating no end of conversation.—R. M. C.

Women readers establish a newspaper and it is well to play news to them. A small town daily offered a $5 prize for the best and quickest way to repair a dropped stitch in silk hose. The replies ran for a week and 200 new readers were put on.— B. R. A.

Walking encyclopædias are always interesting. Find an old collector who knows every street and alley in the town. Then get him to tell how the town has grown—what stood here and what stood there in the way of old landmarks and some of the experiences he has had.—B. E.

A St. Paul newspaper has running a series of short articles "Capitalized Hobbies" which have described hobbies of men in that city which have led to future life work. Many a man and woman has taken up a hobby or side line that has eventually led to full time work and a successful career.—G. S., Jr.

This world of ours has been teaching young girls not to go out auto riding with strange men. Now comes the Omaha Daily News with a feature on the same subject. A girl reporter was stationed at a prominent corner in Omaha as if she was waiting for a street car to town. The hour was the business rush hour to town in the morning. Out of 176 auto drivers, two asked her to ride, and they were personal friends. How is it in your city?—A. R. D.

The men who come nearest to knowing what the population of your city is going to be 10 or 20 years hence are the telephone company engineers. They make surveys to determine future equipment needs, and experience has shown their population estimates to be right to a remarkable degree.—E. C. L.

Tragedy and hope walk together at the general delivery window of the large city post office. There is the wayward son who has asked for money to come home and begin anew. Here comes the daughter who has forgotten the advice and prayers of her mother. Now she is just dying for a word from home. There comes a mother or father or son who are trying to trace each other through the channels of Uncle Sam's largest industry. Every letter sent or received at the post office has some kind of a sentiment attached to it. Women as well as men send and receive letters that they would not dare receive at home. Clandestine letters for and from both men and women make up a large part of the general delivery mail. Many human interest stories await the sympathetic reporter at the general delivery window of the post office. And the clerks know a lot too.—G. S., Jr.

About forty women from the ages of three to eighty years get their hair bobbed in Minneapolis every week according to a recent newspaper story. How many, and at what ages do the women in your city bob their hair? Why do they bob their hair? Have you any exclusive "bobber" shops in your city?—G. S., Jr

Your High-Class Readers Will Watch for
THE YOUNG LADY ACROSS THE WAY



THE YOUNG LADY ACROSS THE WAY.
The young lady across the way says her father and mother have had the same family doctor ever since they were married and he's getting to be quite a veterinarian in the service.

A Daily Two by Six
FOR
Those to Whom the Average Comic Does Not Appeal
THE McCLURE NEWSPAPER SYNDICATE,
373 Fourth Ave., New York City.

NEW ORLEANS STATES
ADVERTISING RATES AFTER OCT. 1
12c DAILY FLAT
15c SUNDAY FLAT
Daily over 51,000
Sunday over 63,000
PRESENT RATE
10c D. & S. on 2,000 Lines
Represented by
S. C. Beckwith, Special Agency
New York
John M. Branham Co., Chicago

Million Dollar Hearst Features
The World's Greatest Circulation Builders
International Feature Service, Inc.
New York

America's Best Magazine Pages
Daily and Sunday
Newspaper Feature Service
241 WEST 58TH STREET
New York City

DEVELOP YOUR BUSINESS IN THE SOUTH

The great purchasing power of the South is not limited to its agricultural resources. The South, through hard endeavor, has brought about a condition through which prosperous agricultural resources in timber and mining, and prosperous manufacturing has opened a most fertile field for National Advertisers and manufacturers of practically every class of necessities and luxuries.

The possibilities and opportunities are increasing every day, thus making the purchasing power greater not only of the South but of the entire nation.

The bank deposits have increased nearly ten times during the past twenty years until they have reached the stupendous amount of more than $6,000,000,000.

The South is producing nearly all the country's cotton, sugar cane, bauxite, barytes, turpentine and rosin, fuller's-earth.

It is producing over half of the country's petroleum, lumber, rice, cabbage, graphite.

Her mineral production exceeds two billion two hundred and eighty million a year.

The South wants and needs goods from the outside. Tell them what you have to sell in these daily newspapers. Right now the opportunities encourage heavy newspaper advertising.

	Circulation	2,500 lines	10,000 lines
ALABAMA.			
††Birmingham News .....(E)	65,152	.15	.15
††Birmingham News .....(S)	71,021	.15	.15
*Mobile News-Item .....(E)	10,392	.05	.05
*Mobile Register .....(M)	20,299	.07	.07
*Mobile Register .....(S)	32,442	.085	.086
FLORIDA.			
Jacksonville Journal .....(E)	19,508	.07	.07
*Florida Times-Union, Jacksonville(M&S)	33,398	.08(9cS)	.08(9cS)
*Pensacola News .....(E)	4,795	.03	.03
*Pensacola News .....(S)	5,291	.03	.03
St. Petersburg Independent.....(E)	5,048	.023	.023
GEORGIA.			
*Augusta Chronicle .....(M)	10,814	.045	.045
*Augusta Chronicle .....(S)	11,476	.045	.045
*Augusta Herald .....(E)	12,886	.05	.05
*Augusta Herald .....(S)	12,803	.05	.05
*Columbus Ledger .....(E&S)	8,789	.04	.04
*Macon Telegraph .....(M)	20,378	.06	.06
*Macon Telegraph .....(S)	21,837	.06	.06
*Savannah Morning News .....(M&S)	20,875	.055	.05
KENTUCKY.			
*Lexington Leader .....(E)	15,621	.05	.05
*Lexington Leader .....(S)	15,566	.05	.05
Louisville Herald .....(M)	43,629	.09	.09
Louisville Herald .....(S)	55,572	.09	.09

Government Statement, April 1, 1922.

*A. B. C. Publishers' Statement, April 1, 1922.

	Circulation	2,500 lines	10,000 lines
NORTH CAROLINA.			
*Asheville Times .....(E)	6,663	.04	.04
*Asheville Citizen .....(M)	10,280	.045	.045
*Asheville Citizen .....(S)	8,932	.045	.045
*Durham Herald .....(M)	6,495	.04	.04
Greensboro Daily News.....(M)	18,643	.05	.05
Greensboro Daily News.....(S)	26,112	.06	.06
*Raleigh News and Observer.....(M)	24,005	.06	.06
*Raleigh News and Observer.....(S)	28,190	.06	.06
*Raleigh Times .....(E)	8,203	.03	.04
SOUTH CAROLINA.			
*Columbia State .....(M)	20,298	.06	.06
*Columbia State .....(S)	21,760	.06	.06
*Greenville News .....(M)	12,039	.04	.04
Greenwood Index Journal .....(E&S)	4,185	.025	.025
*Spartanburg Journal .....(E)	4,125	.04	.04
*Spartanburg Herald .....(M&S)	5,511	.04	.04
TENNESSEE.			
*Chattanooga News .....(E)	20,731	.06	.06
*Chattanooga Times .....(M)	21,209	.07	.07
*Chattanooga Times .....(S)	23,053	.07	.07
Memphis Commercial Appeal.....(M)	83,113	.16	.15
Memphis Commercial Appeal.....(S)	110,907	.19	.18
*Nashville Banner .....(E)	41,700	.07	.07
*Nashville Banner .....(S)	42,931	.08	.08
VIRGINIA.			
‡Bristol Herald Courier.....(M&S)	7,336	.04	.04
Danville Register and Bee.....(M&E)	11,992	.045	.045
Newport News Times-Herald.....(E)	9,041	.05	.05
Newport News Daily Press.....(S&M)	6,051	.05	.05
*Roanoke Times & World-News.(M&E)	21,420	.07	.06
*Roanoke Times .....(S)	14,560	.07	.06

‡Includes Bristol, Tenn.

††Publisher's Statement for July, 1922.

ADVERTISERS

Advertise *for* Results

TO HEAR some of those who pretend to know something about advertising argue against the direct results produced through well-directed and properly timed newspaper advertising and in favor of mediums alleged to produce different effects must be disheartening to the man who pays for the space.

To the merchants doing a business running up from $9,000,000 to $50,000,000 a year—those who live and have built up their enormous traffic through local newspaper advertising—and who have admittedly reduced retailing to a successful science, the arguments of the sellers of space in general mediums must seem like childish prattle.

It is the retailers all over the country who are the natural distributing channels to the consuming public. These retailers have learned the power and direct action of newspaper advertising in moving stocks from their shelves.

For the manufacturer of any line to be sold to the public through retailers, newspaper advertising over local dealers' names is distinctly the best dealer help and a most powerful force in securing distribution.

Those advertisers who fight shy of using space in our Saturday newspapers on the ground that there is too long a carry-over until Monday, with Sunday papers intervening, are losing an opportunity. To make their appeal where it will be more readily seen, as in a Saturday paper, is being found very effective by some merchants who feel the strain of being compelled to use much larger space Sunday in order to have a chance of their ad being seen.

THE NEW YORK GLOBE

MEMBER A. B. C. JASON ROGERS, *Publisher* MEMBER A. B. C.

Chicago LORENZEN & THOMPSON, Inc., *Special Representatives* New York

THIS ISSUE: TO SANDY GRISWOLD, SPORTSMANSHIP'S THE THING

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1922

Original second class entry—The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the act of March 3, 1879. Published every Saturday.

[Copyright, 1922, by The Editor & Publisher Company, James Wright Brown, president and editor.]

Vol. 55. No. 16 NEW YORK, SATURDAY, SEPTEMBER 16, 1922 By Mail in Advance $4, U. S. A.; $4.50, Can.; $5 For. 10c Per Copy

Tribune Milline Rates Decline

Chicago Tribune rates per line have not been raised in more than two years, but Chicago Tribune circulation has increased enormously.

524,746

was the net paid week-day circulation of The Chicago Tribune in August—the largest monthly average in our history. On week days (exclusive of Sunday) The Tribune now far exceeds all other papers in Chicago and suburban circulation—370,200 net paid in August. Two years ago the Milline rate for advertising in The Daily Tribune was $1.55. Today it is $1.33.

What Are Your Milline Costs in Other Mediums?

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

The Tribune's new Book of Facts on Markets and Merchandising will be mailed free to any selling organization requesting it on business stationery.

THE EMPIRE STATE
LEADS THEM ALL
IN
1922 INCOME TAX RECEIPTS

In the report for showing collections from income and profits taxes in the United States for 1922, New York State is shown to have paid the largest amount, $529,971,676, on a total receipt of $2,087,946,243 or over 25% of the whole. The next highest state paid only 11% of the whole.

New York is the true goal of mercantile conquest for every advertiser. The really big merchandising successes all obtained by going where the BIG money is—and here is why the Empire State is the successful National Advertisers' big money maker.

The merchandising organizations of the New York State newspapers guarantee co-operation that is safe, sane, sound in principle and certain to link the sales organization with the advertising endeavor so strongly that success is certain for merchandise of merit.

THESE ARE THE PAPERS WHICH WILL SELL YOUR PRODUCT

	Circulation	2,500 Lines	10,000 Lines
*Albany Knickerbocker Press.....(M)	31,950	.09	.09
*Albany Knickerbocker Press.....(S)	47,041	.11	.11
Auburn Citizen .....(E)	6,702	.04	.035
*Brooklyn Daily Eagle.....(E)	61,561	.20	.20
*Brooklyn Daily Eagle.....(S)	75,566	.20	.20
*Buffalo Courier and Enquirer...(M&E)	85,857	.18	.18
*Buffalo Courier .....(S)	120,554	.27	.22
*Buffalo Express .....(M)	38,099	.12	.10
*Buffalo Express .....(S)	58,205	.18	.14
*Buffalo Evening News .....(E)	104,958	.21	.21
*Buffalo Evening Times.....(E)	85,006	.15	.15
*Buffalo Sunday Times .....(S)	102,809	.15	.15
*Corning Evening Leader.....(E)	7,364	.04	.04
Elmira Star-Gazette .....(E)	23,792	.09	.07
Geneva Daily Times .....(E)	5,432	.04	.04
*Glens Falls Post-Star.....(M)	7,324	.03	.03
*Gloversville Leader Republican.....(E)	6,295	.03	.03
Gloversville Morning Herald.....(M)	5,717	.035	.03
Hornell Tribune-Times .....(E)	6,874	.035	.035
*Ithaca Journal-News .....(E)	7,454	.04	.04
*Jamestown Journal .....(E)	7,030	.025	.025
*Jamestown Morning Post.....(M)	9,525	.05	.03
*Middletown Times-Press .....(E)	6,721	.03	.03
*Mount Vernon Daily Argus.....(E)	8,056	.04	.04
**Newburgh Daily News.....(E)	10,378	.05	.05
New Rochelle Daily Star.....(E)	3,900	.02	.02
*New York Globe.....(E)	149,882	.40	.38
*New York Evening Mail.....(E)	147,760	.41	.40
New York Evening Post.....(E)	35,006	.32	.25
The New York Herald.....(M)	177,629	.48	.45
The New York Herald.....(S)	177,629	.48	.45
The Sun, New York.....(E)	180,442	.48	.45
New York Times.....(M)	344,596	.65	.6305
New York Times.....(S)	542,039	.75	.7275
*New York Tribune.....(M)	137,011	.40	.36
*New York Tribune.....(S)	141,973	.40	.36
New York World.....(M)	351,309	.60	.58
New York World.....(S)	601,108	.60	.58
New York World.....(E)	280,727	.60	.58
*Niagara Falls Gazette.....(E)	14,196	.06	.05
*Olean Times .....(E)	6,227	.03	.03
*Poughkeepsie Star and Enterprise..(E)	11,340	.05	.05
Rochester Times-Union .....(E)	64,388	.20	.18
Saratoga Springs Saratogian.....(E)	8,224	.04	.04
*Staten Island Daily Advance.....(E)	8,782	.04	.04
Syracuse Journal .....(E)	45,014	.10	.10
Troy Record .....(M&E)	22,647	.05	.05

Government Statements, April 1, 1922.
*A. B. C. Publishers' Statement, April 1, 1922.
**A. B. C. Auditor's Report, April 1, 1922.

YOU CAN CASH IN ON NATIONAL BETTER HOMES WEEK

OCTOBER 9th TO 15th

The Better Homes Movement is sweeping the country. If there has not yet been a Better Homes Exposition or Institute in your town there will be. Better Homes Week has the endorsement of President Harding, Vice-President Coolidge, Secretary Hoover, the Governors of almost all the States, Educators and the Clergy generally and all sorts of Civic Organizations. Ten thousand Women's Clubs will observe Better Homes Week with appropriate programs. These folks expect their newspapers to take some special notice of Better Homes Week.

SO DO THE RETAIL FURNITURE DEALERS EVERYWHERE

WE CAN SHOW YOU HOW

To Take Full Advantage of This Advertising Opportunity

BETTER HOMES SERVICE meets every imaginable newspaper need for Articles and Features, Illustrations, Advertising Layouts and Designs suitable for use for Better Homes Week.

This Service is not merely a collection of pretty pictures and trite "household hints" warmed over by hack writers. *It is fresh and authoritative in every line.* The authors are experts in furnishing, interior decoration, domestic science, architecture and design. Many of them are regular contributors to the foremost women's magazines. The illustrations, like the text, are up to the minute and practical. *Everything shown in them is current merchandise that every dealer can supply* or that is otherwise commercially available, yet these photographs and drawings are absolutely non-commercial works of art, specially grouped and drawn by artists of merit for this Service.

This Service Includes

1. Text and illustrations for a Better Homes Department, Section or Supplement of any size up to 24 pages.
   Text supplied in either proofs, mats or plates as desired. Cuts supplied in photographs, mats or plates.
   Full pages in mats or W. N. U. plates.
2. Advertising Designs and Layouts suitable for all classes of furniture and house equipment advertisers.
   Supplied either in mats or mortised stereo plates.
3. Complete program of special features and "stunts" which you can develop to give local color to Better Homes Week in your town.

The Cost Is Nominal

Newspapers equipped with BETTER HOMES SERVICE can approach their local Retail Furniture Dealers, Interior Decorators, Piano and Phonograph Dealers, Art Dealers, Electrical Supply Houses, Carpet and Rug Houses, Housefurnishing Equipment Concerns, Building Supply and Material Men, Contractors—every line that has to do with the building, furnishing, equipping and decorating of the home—with full confidence that the quality of co-operation which the newspaper is thus enabled to offer its *advertisers* will be appreciated to the utmost.

At the same time, newspapers using this Service have the satisfaction of knowing that they are giving their *readers* precisely what they know that they need, in practical, interesting information, advice and suggestions for the improvement of the home in all of its aspects, social and moral as well as material.

Better Homes Service can be had on an Exclusive Limited Territory basis if desired.

For Proofs, Prices and Terms Write or Wire

BETTER HOMES SERVICE

Division of American Homes Bureau

714 Monadnock Building, 53 W. Jackson Blvd., Chicago

What home life in Philadelphia means to you

In Philadelphia there are 400,000 separate homes. Of this great number, 175,000 are owned by the families which reside in them.

Thus a large portion of Philadelphia's population of workers has a pride of possession which is justified by the fact that, structure for structure, homes in Philadelphia surpass those of other cities.

Belief in home life is inherent in Philadelphia. In the "City of Homes" the family circle holds thousands of individuals who value highly the things that add to the comfort, the convenience and the enjoyment of life.

To manufacturers who produce articles that make home life more attractive—furniture, carpets, musical instruments, and scores of other things —Philadelphia now holds out big openings for profitable business.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

"In Philadelphia nearly everybody reads The Bulletin"

The Bulletin

A. B. C. report of net paid daily average circulation for six months ending March 31, 1922—494,499 copies a day.

The circulation of The Philadelphia Bulletin is one of the largest in America.

NEW YORK
Dan A. Carroll,
150 Nassau Street.

CHICAGO
Verree & Conklin, Inc.,
28 East Jackson Blvd.

DETROIT
C. L. Weaver,
Verree & Conklin, Inc.,
117 Lafayette Blvd.

SAN FRANCISCO
Allen Hofmann,
Verree & Conklin, Inc.,
681 Market Street

LONDON
M. Bryans,
125 Pall Mall, S. W. 1.

PARIS
J. J. E. Hessey,
5 rue Lamartine (9).

(*Copyright 1922, Bulletin Company*)

Total Circulation of This Issue: 6,300

EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten P. M. on the Thursday preceding the date of publication—by the Editor and Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Branch Telephone Exchange, Beekman 4330. Charter Member Audit Bureau of Circulations.

Vol. 55 NEW YORK, SATURDAY, SEPTEMBER 16, 1922 No. 16

TO GRISWOLD, SPORTSMANSHIP'S THE THING

Veteran of the Sport Desk Whose Work Has Carried Through from the Fight of Sullivan and Ryan In 1882, Finds Music in the Murmur of a Brook.

By BASIL G. RUDD

WHERE is there another active sports writer who has sat at the ringside of more great battles than Sandy" Griswold?

Since the days of bare knuckles and pikes, Sandy has been turning in copy. And now at the age of 73 he is still flashing a pencil—for he has never learned to use a typewriter—as sports editor of the Omaha World-Herald.

But Sandy is more than a veteran sports writer. He is a sportsman as much at home in forest, field and stream as he is at any sporting event. Perhaps that explains why he looks and acts like a 33-year-old rather than as a man over three score and ten.

"Since the most callow days of my youth," he said in his column the other day, "the rustling of the winds through trees, the murmur of brook or stream, the note of bird or animal has been an invitation to join them and get a little of that rest that Mother Nature always vouchsafes her children."

It was in the woods around Marion, Ohio, wher he was born, that Sandy, christened Samuel Girard Veals Griswold, caught faint glimpses of the text that nature has been expounding to him ever since.

Mr. Griswold comes of a family distinguished in letters, art and science. It is not strange that when 15 years of age he started writing gratuitous sketches. In 1873 he joined the staff of the New York Sun. Within a year his work attracted the attention of Francis S. Street of the New York Weekly. While working with the latter publication, Mr. Griswold entered the field of dime novel writing.

Dead broke one day he sat in his room on lower Broadway and batted out between 4 p. m. and 10:30 a. m. the next day the thirty-thousand word dime novel, "Border Fugitives." For his work he got $100. In the seventies he produced sixty-five such novels. Among his contemporaries in that realm of literature were men like Sylvanus Cobb, Ned Buntline, Edward S. Ellis, Hamilton Myers, Captain Prentiss Ingraham and Emerson Bennett.

Later Sandy became city editor of the Toledo Commercial. From there he went to the Cincinnati Enquirer. In 1886 he came to Omaha, Nebraska, to work for the Omaha Be as sports editor. A few years later he accepted the position of sports editor of the newspaper now known as the World-Herald. And he works at his job with the World-Herald now with a vigor and enthusiasm that is not surpassed by his much younger assistants.

Sandy can take one back to the fight of Sullivan and Ryan in 1882. That was his first big assignment in the ring. Since then he has reported more big scraps at the ringside than any active newspaper man. Cast your eye over this list:

Sullivan and Kilrain in 1889.
Fitzsimmons and Black Pearl in 1891.
Fitzsimmons and Peter Maher in 1892.
Corbett and Sullivan in 1892.
Fitzsimmons and Jem Hall in 1893.
Corbett and Mitchell in 1894.
Fitzsimmons and Choynski in 1894.
Fitzsimmons and Corbett in 1897.
McCoy and Choynski in 1890.
Jeffries and Fitzsimmons in 1899.
Jeffries and Corbett in 1900.
Fitzsimmons and Ruhlin in 1900.
Fitzsimmons and Upham in 1900.
Fitzsimmons and Sharkey in 1900.
Jeffries and Ruhlin in 1901.
Jeffries and Fitzsimmons in 1902.
Jeffries and Corbett in 1903.
Jeffries and Munroe in 1904.

And so the list grows up to and including the Dempsey-Carpentier contest.

Though Sandy is cognizant of great changes in the evolution of sport, he still believes that the savage in us demands to see a scrap. It is the fight in us that makes sports such a prominent feature of the news, he says. "Men love to watch a contest between the brain and muscle of a man with another, and between a team of men with another. Civilization demands that danger to life be eliminated, and rightly so. But so long as there is red blood in us, we shall enjoy to watch a scrap."

Throughout the section covered by Omaha newspapers, Sandy's dope, his nature stories and his opinions on all kinds of sports, both indoor and outdoor, are sought by thousands of readers. By means of the written word, he has established a personal journalism on the sports page like unto that which characterize some of the great editorial writers of a few decades ago.

While talking of his vocation, the eyes of Sandy wandered to a giant tree shading the side of his apartment. And the dean of sports writers wandered into reminiscences about the "little creatures of the wild" upon which he keeps "devoted espionage."

"Men don't kill birds as they used to," he mused. "Even scientists, who used to kill strange specimens, study them alive now." And here he recalled the "salad days" in the late Sixties when he saw wild pigeons in Ohio so thick that waves of them would obscure the heavens.

"A big bag was the ambition of sportsmen those days. Now there is not a wild pigeon left," he said regretfully. "But sportsmen are more thoughtful now. They are contented with the joy of the great outdoors and a reasonable bag of game."

Comparing sports writers of modern times with those of the old days of Langdon Smith, "Right Cross" Armstrong, P. J. Donahue, Howard Hackett, Nelse Innes, Joe Campbell, Bill Blunt and Macon McCormick—all now silent—Mr. Griswold was chary with his comment. With delight he recalled their work as that of "men of culture, refinement and rare intellection."

"They were probably no more brilliant nor capable than many of those of the present time. And yet," he mused, "they stood out in bold relief that is difficult to attain in these days of countless, splendid and graphic pictorial writers, simply because in those times there were fewer of them than there are today. Those writers obtained distinction for accuracy, a stickling for truthfulness in detail and for the picturesque construction of their stories. Rare as he was, the old day sporting editor was certainly a god of the realm among the rabid admirers that fairly swarmed to his colors.

"Today," Mr. Griswold thinks, "there is less opportunity among the numerous sport scribblers to attain the heights of fame and popularity that was accorded them a few decades ago. Yet there are many of them in the public eye today even more gifted and more versatile in their general characterization than there were in Auld Lang Syne."

Sandy has contributed considerably in quickening interest in nature among persons of all ages in this middle west. Some twenty years ago when Theodore Roosevelt and John Burroughs attacked stories that William J. Long had written for study in schools, Sandy made a vigorous defense in behalf of the accuracy of Long's stories. And since that time Sandy has been writing columns each week for the daily press of the hints at a larger life out with nature.

"I found," he writes, "much at variance with the mandates of man in the lives of the little folk of the wood and field and stream—always striving to understand their common life, as well as my own, and always endeavoring to be fair and generous and cherful about it. And you must admit the doctrine still holds good, as the sun goes down upon mellowing old age, much better than falling into the depths with Schopenhauer, and finding no good in anything."

Those lines give one a glimpse of the soul of this virile, poetic, kindly, picturesque and prolific sportsman and sports writer. He is a sportsman first. He has found the fountain of youth. And he journeys hopefully and joyously in the belief that "the best is yet to be."



Blood of the true sportsman tingles in the veins of Sandy Griswold and he accepts the note of a bird or the rustling of wind through the trees as an invitation for the quiet and rest that Mother Nature vouchsafes her children.

HEARST'S ROCHESTER DAILY STARTS; SYRACUSE PAPER, SEPT. 27

Rochester Journal Had 16-Page First Issue Sept. 12—Rush Plans in Syracuse for Evening and Sunday American—Binghamton and Albany Mentioned for Future Papers

NEW YORK State publishers in several cities are looking forward to invasion of their fields in the near future, as the result of the start this week of the Rochester Evening Journal and the announcement that the Syracuse American, evening and Sunday, would be on the streets Sept. 27. Despite Mr. Hearst's recent statement, printed in EDITOR & PUBLISHER of August 26, that he would not enter small city fields, there have been persistent reports this week that he has been endeavoring to purchase the Binghamton Sun from Congressman William Hill, or failing in that, that he would establish a new daily in that city. Albany is also mentioned as included in Mr. Hearst's plans.

The Rochester Journal appeared Monday, with a 16-page edition. Its make-up follows the general line of the New York Evening Journal and it carries the usual Hearst features. The pages are eight columns wide, with 12-em columns. In addition to city, vicinity, telegraph and sporting news, the paper carried a full page of cartoons, two pages of New York Journal features and the editorials on the last page, in accordance with the Hearst custom. In addition to a double-page advertisement of the Cosmopolitan Magazine and considerable advertising of the new paper, about 20 columns of other advertising was carried in the first edition, which is stated to have had a circulation of about 30,000.

The daily is being produced under the direct supervision of E. C. Rogers, formerly business manager of the Washington Times. Mr. Rogers is listed as publisher, with Shirley Olympius as general manager. Harry Gray, formerly of the New York American, is managing editor, and Lawrence D. Gehrig, formerly of the Rochester Post-Express, is advertising manager.

The average Sunday circulation of the Rochester Sunday American, which started June 24, is given as over 45,000, and the paper claims an average local display advertising in excess of other Rochester Sunday papers. To date the average advertising carried by the Sunday American figures over 160 columns, according to its officials.

The Rochester paper has an editorial staff reputed to cost in excess of $2,000 weekly. It is headed by Morris Adams, as city editor. He was formerly managing editor of the Rochester Democrat & Chronicle. The staff includes C. Ray Remington, sports editor, formerly at the same desk for the Rochester Herald; Miss Ruth Chamberlain, Raymond C. Ghent and William Costello, formerly of the Democrat & Chronicle; Willis Broadbrooke, formerly of the Rochester Picture Play News, and others.

In a special article in the Wednesday edition of the Rochester Journal, a number of officials of the Rochester Chamber of Commerce and other organizations expressed their approval of the Journal. Up to Wednesday each edition contained 16 pages.

The Rochester Sunday American and Evening Journal will be represented in the foreign advertising field by Payne, Burns & Smith, Inc., in the East and the G. Logan Payne Company in the West.

The record set for installing a newspaper plant when the Rochester Sunday American was started will be broken in the Syracuse preparations, it is believed. Workmen started September 12 to prepare the two-story brick building purchased from the Firestone Tire Company for $125,000 cash last Saturday. The pressbeds were laid Monday and the press is now on the way to Syracuse. Five carloads of machinery have been unloaded and it is believed that the plant will be in operating condition in time for the first issue on September 27, the day before the Democratic State convention opens in that city. This is pointed out by local newspaper men, despite Mr. Hearst's repeated denials that politics have nothing to do with his newspaper enterprises. It is also reported that Mr. Hearst during the summer tried to purchase one of the local afternoon papers, but was unsuccessful.

The rumor has again been revived that Mr. Hearst was negotiating for the purchase of the Albany Times-Union, now owned by former Gov. Martin H. Glynn. This rumor was given out several weeks ago by William J. Connors, proprietor of the Buffalo Courier & Enquirer, but was denied both by Mr. Hearst's representatives and by Mr. Glynn.

EDITOR AND PUBLISHER received Thursday the following telegraphic message from Mr. Glynn: "There is no foundation to the persistent rumors that I have sold the Times-Union. The stock, bonds and real estate are held absolutely and solely by myself and members of my family and staff."

"NOT FOR SALE," SAYS HANNA

Hearst Purchase of Cleveland News-Leader Denied

Reports that William R. Hearst had purchased or was endeavoring to purchase the Cleveland News and Sunday News-Leader were denied this week by Dan R. Hanna, Jr., vice-president of the Cleveland company. Mr. Hanna told EDITOR & PUBLISHER "there is no truth in the rumor of Hearst's purchase of the News-Leader. In fact there have been no negotiations. The Cleveland News and Sunday News-Leader are not in the market."

It is believed that the report gained currency following a recent visit to Cleveland by Arthur Brisbane and references in his column in the Hearst newspapers and others to the character of Cleveland office buildings and their architecture.

HEARST PAPERS ON 12-EM BASIS

Using 70-Inch Instead of 72-Inch Paper, at Saving of 3 Per Cent

All Hearst newspapers are now using an eight-column page, 12 ems to the column, and have reduced their newsprint rolls from a 72-inch to a 70-inch basis. Column widths have been reduced half an em and margins have been reduced very slightly from their former widths of one inch in the center crotch and five-eighths of an inch on the side.

The new size, which was instituted on the Hearst Pacific Coast newspapers six months ago, permits a paper saving estimated at 3 per cent. The New York papers, which use somewhat less than half of the annual Hearst consumption of 200,000 tons of newsprint, were the last to change their make-up. The money saving possible under the new size is theoretically about $400,000, less expense of altering chases and presses to accommodate the new pages.

The chief difficulty, it is stated, has been to induce the paper mills to change their machines to the 70-inch sizes, due to lack of market for the extra trim.

Roto for Democrat & Chronicle

The Rochester Democrat & Chronicle has added an eight-page rotogravure section to its Sunday edition.

Times-Union Starts Sport Extra

The Rochester Times-Union has started a six o'clock evening sporting edition, consisting of a green cover extra for the usual financial edition. It contains all baseball scores, racing results and telegraph and local news received too late for the regular editions.

I. T. U. LIKELY TO O. K. APPEAL ON "BOGUS"

Convention Politics Favor Syracuse Union—Kellogg Says I. T. U. Has No Jurisdiction, as Matter Has Been Decided

(*By Telegraph to* EDITOR & PUBLISHER)

ATLANTIC CITY, N. J., Sept. 14.—With the conservative forces firmly in the saddle it is considered probable that the convention of the International Typographical Union, now in session at the Hotel Ambassador here, will sustain the appeal of Syracuse Union No. 55 from the decision of the Executive Council on the question of the arbitrability of the reproduction of foreign advertising.

The matter is now in the hands of the Appeals Committee and it is expected that a report will be made on the floor of the convention either tomorrow morning or afternoon. Nothing could be learned this evening on the nature of the report to be made by the committee, but if it is unfavorable to the Syracuse union and sustains the Executive Council, it is believed that the conservatives in the convention will muster sufficient strength to carry it over the report of the committee.

The convention's action in the Syracuse matter will have no weight in the settlement of the dispute, however, according to H. N. Kellogg, chairman of the special standing committee of the American Newspaper Publishers Association, who holds that the entire proceeding is under the International Arbitration Contract and that no other body or court than the International Board of Arbitration has jurisdiction or the right to rule on it.

Mr. Kellogg outlined the position of the special standing committee in a bulletin to members dated Sept. 9, as follows:

"Immediately after the ruling of the International Board of Arbitration at its meeting in June, 1922, in the matter of a decision by the chairman of the special standing committee and the president of the I. T. U. concerning the arbitrability of a demand for the resetting of foreign matter, that the local parties proceed at once to local arbitration, as provided in the arbitration contract, the publishers requested the union to join them in such procedure.

"The union notified the publishers it would not comply, and that it would appeal its case to the convention of the I. T. U. The publishers immediately sent a protest to the chairman of the special standing committee who in turn submitted it to the president of the I. T. U. The president forwarded a copy of the publishers' appeal to the union. During the early part of the proceedings the union, after presenting its first counter-proposal to the publishers' proposition, desired the publishers to consider a second counter-proposal, which the publishers refused to do.

"About August 13, President McParland received a communication from the union in which the organization stated that it maintains its right to have consideration of its so-called 'counter-proposal' given by the publishers and that 'this is what should be done, for our proposition contains all the elements of a mutual agreement, or its acceptance or its rejection.'

"The chairman of the special standing committee was advised of this by the president of the I. T. U. and the chairman wrote the publishers suggesting that they write the union and say that if the organization would give its written assurance that it would arbitrate, if the publishers gave consideration to the union's second 'counter-proposal' and rejected it, the publishers would be willing to proceed along those lines. The union, however, refused to give any assurance to arbitrate and stated the 'publishers are without justification in asking a condition precedent to recognition of the union's right to an answer.'

"It is quite evident that the uni purpose throughout this whole matte to delay proceedings as long as poss In any event, whatever decision is m by the convention of the I. T. U. have no bearing on the matter, so fa the publishers are concerned, because executive council of the I. T. U. and I. T. U. convention have no jurisdic whatever in the case.

"The joint letters outlining subj that are arbitrable in the proposit of the publishers and the union w written by the chairman of the sp standing committee and the presiden the I. T. U. under authority veste them by the arbitration agreement. International Board ruled at its J 1922, meeting that the local parties r proceed to arbitration; the entire ceeding is under the International bitration Contract, hence no other b or court has jurisdiction or the r to rule on the matter."

James M. Lynch, a former presider the International and a member of Syracuse union, is directing the against the decision of the executive c cil and the subject has received n attention from the delegates outsid the convention itself. President McParland is expected to take charg the progressive forces.

In the first test of strength, which curred over the appointment of the peals committee, the conservatives by a large majority. In other ma when conservatives and progressives fer the former had continued to keep same lead.

It is the contention of the Syra union that the question is not arbitr but is covered by international law that the executive council in refe it to the International Arbitration B was acting without warrant. Wi representative of the American New per Publishers' Association on the Art tion Board, they alleged that the acti the executive council was "playing the hands" of the employers.

President McParland, on the hand, whose decision in the case later upheld by the Arbitration B claims that the point at issue was trable and to send it from the exec council to the Arbitration Board wa proper step for which there have many precedents.

This question is the only matte come before the convention to the pr time in which relations with the A P. A. have been mentioned.

THREATEN STRIKE IN MONTR

Situation Improves Over Night—P ful Settlement Possible

(*By Telegraph to* EDITOR & PUBLISH

MONTREAL, Sept. 14.—In all proba the typographical staffs of the G and Herald will be on strike tomo The Star and La Presse are in ne tion now and a breach may be av J. F. Brady of Vancouver, I. T. U resentative, arrived here today and sulted with local union regarding ne tion with the newspapers. The want $42 for a week of 46 hours. papers are believed to be offering

The wage question is not so imp with the Gazette, the main point at there is the right of the firm to u newspaper force for job printing in of pressure.

This the union is not prepared to cede, as the job printers are on str

No shops have ceased work toda

Active work has been in progres some time with the support of the U Typothetæ of America, training printers, and it is possible that in where a rupture takes place, an will be made to run with non-labor.

MONTREAL September 15.—The ing situation has distinctly improved night. The Gazette appeared as this morning, immediate action h been staged and negotiations for ment of differences are in progress newspaper printers are at work morning and it is hoped that a settlement of all questions in disput be reached without stoppage of w

IO GREEN OLIVES REMAIN IN SPAIN AFTER U. S. NEWSPAPER CAMPAIGN

Importers Co-operated in Purchase of Newspaper and Magazine Space, Filled It With Tempting, Appetizing Copy, and Seville Sold New Crop and Hold-Overs

By HAMMOND EDWARD FRANKLIN

EDITORIAL NOTE.—*This is the ninth of a series of articles by Mr. Franklin on important uses of creating sales through newspaper advertising, based on studies of methods and results of current successful local sectional and national users of newspaper advertising. Readers of* EDITOR & PUBLISHER *who know the facts behind noteworthy efforts are invited to send them to Mr. Franklin, care of* EDITOR & PUBLISHER. *Suggestions and comments are invited. The next article of the series will appear in an early issue. Look for it.*

THIS year Spanish green olives were advertised for the first time by the association known as the American Importers of Spanish Green Olives. Newspapers were depended upon almost entirely to carry the responsibility for the success or failure of the co-operative effort.

This dispatch from New York tells what happened as to sales:

'Spanish olive prices have been again advanced all along the line and stocks are hard to obtain. The steamship "Ortega" has arrived with a fair cargo, but it is understood that practically all have been sold 'to arrive.'

'Stocks in Seville are practically depleted, the 1921-1922 crop of 1,530,000 metric tons having been moved in addition to the carry-over of 1920-1921 crop goods. In the local market it is not so much a question of price as it is of obtaining the goods, so great is the scarcity."

This statement, made after careful study by the New York Commercial, authority on market conditions, contains food for thought.

A limited district around Seville, Spain, furnishes Queen olives. Manzanilla olives also grow there in abundance. In fact, no other section of the world so far has succeeded in growing green olives of the proper size, texture and flavor for marketing except from within about 25 miles of this Hispanic city of ancient times.

The delicious flavor of the Spanish green olive is by no means a natural one. When it is picked, it is exceedingly hard, rough-skinned and very bitter. A favorite joke of the growers is to hand a freshly gathered olive to a watching tourist who happens to be present and then observe his discomfiture with glee. The formula, which has been transmitted from generation to generation, is used to cure the olives. Then they are washed in fresh water brine and permitted to ferment in the sun. After several weeks of this fermentation, the olive has become a softer and crisp product, with the appetizing flavor which is familiar.

Apart from having a flavor which developed to make the olive more popular than it was, it was found that the fruit had an important food value. The Department of Agriculture announces that Spanish green olives yield 975 calories to the pound, more than twice that credited to potatoes or whole milk, and much higher than pork tenderloin, lean ribs of beef, eggs or cream.

This is due to the fact that the curing and storing in brine stores in the green olive a liberal amount of olive oil. This oil, with cottonseed oil and refined lard, heads the list of common foods in calorie value per pound.

The Queen and Manzanilla olives both are transported to this country, where under the existing strict sanitary laws, they are bottled by the importers. It is customary, however, for the Manzanillas to be stuffed in Spain. A bit of pimiento usually is used to fill the space formerly occupied by the pit. The contrast of the red with the green of the olive has made an unusually eye-compelling window display for many grocers.

Capers, pickled celery, pieces of Queen olives, anchovies and sometimes a mince of several delicacies are made use of for stuffing sometimes, but pimiento alone is the main stuffing used.

The green olive growers and importers both rather pride themselves on the fact that, although a hue and cry was raised over poisoning from olives several years back, there has never been an instance of poisoning from bulk, canned or bottled Spanish green olives known.

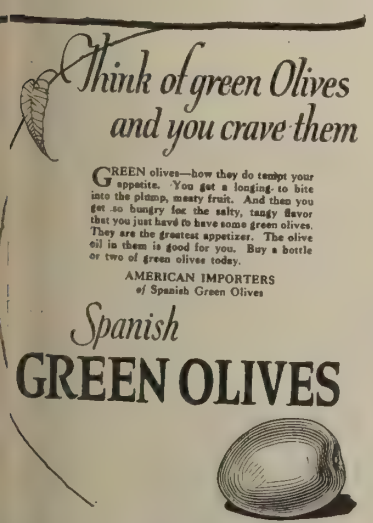
Green olives have been imported into the United States for 80 years. Stuffed olives, however, were not known until 1893. Because of its saltiness, the green olive has been found to blend well with bacon, tomatoes, eggs, cheese, pecans and lettuce. An olive club sandwich has come into increasing vogue. Formerly, olives were used principally in occasional sandwiches and salads and as an appetizer at course dinners. They now are made the basis of a number of sauces, dressings, savories, more salads and many of the most delicate and delicious hors d'oeuvres.

"The association known as the American Importers of Spanish Green Olives is not a new one," an executive of N. W. Ayer & Son, Philadelphia, the agency in charge of the account, pointed out when asked to give the essential facts behind and results from this co-operative advertising effort for EDITOR & PUBLISHER readers. "In 1914 several of the most prominent importers organized it for the purpose of bettering shipping conditions from Spain, standardizing containers and improving transportation facilities of bottled green olives in this country. Advertising was thought of for several years, but it was not until 1922 that a campaign was finally put on.

"Before the campaign started, the annual consumption of Spanish green olives in the United States was 3,337,954 gallons. These figures looked large and yet the per capita consumption amounted to but 12 olives per day, or one a month.



Appetite advertising in the newspapers sold out the hold-over from last year and this season's Spanish green olive crop, too.



This copy shows what business men can do cooperatively when they get together in newspaper advertising for the greatest good of all.



Wouldn't this make you hungry for olives? It did thousands of women reached by the newspapers.

The association desired to increase the consumption of olives generally as well as educate the American public to look upon green olives as an all-the-year-round food rather than a seasonable one to be eaten only during the summer."

The copy was designed, first of all, to tease the appetite. The nutrition idea was kept secondary. Nearly every piece of copy showed one or more large green olives almost "good enough to eat" in itself as printed on the newspaper page. The three words, "Spanish GREEN OLIVES," were featured in each advertisement.

The use of an olive branch with leaves on it in various ways in each piece of copy of the series made the advertising distinctive and in every case caused the eye to run unconsciously from the heading at the top to the olives themselves and the name, Spanish Green Olives.

In one piece of copy, the heading aims to tempt mouth-watering this way: "Think of green Olives and you crave them," and follows it up thus:

"Green olives—how they do tempt your appetite. You get a longing to bite into the plump, meaty fruit. And then you get so hungry for the salty, tangy flavor that you just have to have some green olives. They are the greatest appetizer. The olive oil in them is good for you. Buy a bottle or two of green olives today."

Another piece of copy bears the headline, "A salty, tangy flavor all their own."

"Something makes you think of green olives. And immediately you get hungry for the salty, tangy flavor.

"You want to bite into the firm, meaty fruit,—to enjoy the keen delight that green olives bring to your taste. And you just have to have some.

"You can eat one after another—and they are good for you. For the olive oil in green olives is wholesome and healthful. And there is no better appetizer for indifferent appetites. At America's most famous dinners green olives are a part of the menu.

"In salads and sandwiches—as garnishes—or by themselves, green olives are individual and delightful in flavor. Keep them on your table. Buy a bottle or two today."

People are urged to eat all they want and do it often in another advertisement, headed, "You crave that salty, tangy flavor."

Another piece of copy showed the bottle of Spanish Queen Olives put out by the association members and contained the head, "Never packed in anything but glass," thus counteracting any tendency

(*Continued on page* 36)

BREAKING THROUGH TO THE HUMAN SELF IN THE PERSONAL INTERVIEW

Marcosson, Prince of Interviewers, Before Sailing for Germany Gives His Golden Rules for Securing Material on Which to Build Page-1 Stories

By HAROLD BUTCHER

"I have interviewed celebrities all over the world. I have just cleaned up Japan and China, and there is nothing more to do."

Whereat Isaac Frederick Marcosson, Prince of Interviewers, sighed for more worlds to conquer when he himself was interviewed Saturday morning at his apartment, 18 West 25th street, three hours before he sailed by the White Star liner Olympic, for Germany to investigate conditions. He has interviewed kings and presidents, princes and premiers, earls and generals, Wall Street magnates—even authors and newspapermen!—and now he is going to find out how Germany is facing up to her colossal post-war task of upbuilding broken fortunes.

As an English reporter—I choose the simple word that Marcosson believes covers everything in writing—I have long been interested in the great American interviewer, and before calling on him knew him intimately, so it seemed, from a careful study of his "Adventures in Interviewing."

When I pressed the button of the electric bell by his apartment door the only response, for a few moments, was the continued clicking of a typewriter within. I rang again and then Marcosson himself appeared and with easy courtesy greeted me.

He looked just like the well-known picture in which he stands by the side of the late Lord Northcliffe, but physically he was smaller than I expected. I observed, however, that he was stocky, vigorous and intensely energetic—as he ought to be, for he is in his prime—45 this week, on Wednesday, the 13th. He was the embodiment of alertness, but his keen eyes were almost hidden behind heavily horn-rimmed spectacles. He gave the impression of doing everything by a system, and of finding time to do many things a less occupied man would say could not be done.

"You have caught me when I'm very busy," he said, as he glanced at the serviceable typewriter at which his secretary was finishing some articles and letters for him. "I have to go to Germany this afternoon. What can I do for you?"

Now those words, "What can I do for you?" are a lead. Marcosson, the interviewer, knows exactly what to do when some ruler, boss or statesman asks him that question. One of his maxims is that the interviewer must know exactly what he wants—no vague generalities will do—and must be ready to say immediately, "That is what I want."

So I produced a list of questions. "I knew this would have to be a lightning interview," I explained, "so I came prepared."

He smiled knowingly, took the list, and sat down with it at his desk. His pipe was comfortably settled in the corner of his mouth. He was wearing a Palm Beach jacket over his shirt, which, despite his reputation for startling designs—on account of which Lord Northcliffe dubbed him, "The Shirt King"—was of a quite ordinary blue. I asked him during the interview whether clothes made any difference—thinking of Sir Philip Gibbs, who says they must fit the occasion—but he didn't think that what a man wore was worthy of consideration. I wish I could express the exclamation of disgust with which he dismissed the notion.

"Did you become an interviewer by choice or chance?" Marcosson wrote in pencil his answer to that first question, "By necessity."

"Owing to my father's financial difficulties," he went on, "I had to get out and work when I was sixteen years old. I am illiterate—that is to say I had no public school education such as you would have in England. All that I know I had to acquire myself by practical experience, which is the kind of education that counts."

Perhaps he was thinking of those early days as a cub reporter on the Louisville Times, of the rough and tumble, the poignant pathos, the human tragedies, revealed by his run of the police stations, the hospital, the coroner's office and the morgue. He had six weeks of that for 0 dollars 0 cents per week, and such was the state of the family exchequer that when he threw up a safe job at five dollars a week in exchange for this apprenticeship to journalism it was a serious step that had to be taken with a full consciousness of the risks involved! However, at the end of his six weeks he emerged a fully-fledged reporter and has never looked back since.

The walls of Marcosson's study are covered with pictures of the people he has interviewed. Lloyd George, Northcliffe, Clemenceau, Cardinal Mercier, Winston Churchill, H. G. Wells and J. M. Barrie—to mention but a few—are there.

"He was my great friend," said he as his eyes travelled to Northcliffe's autographed picture.

"Which interviews have you most enjoyed?" I asked.

"Those with Northcliffe and Lloyd George," he answered without hesitation.

"And the most difficult?" I thought he would say, "The Prince Regent of Japan," whom he met only after the most elaborate preparations, but he replied.

"Hugo Stinnes, the German industrial magnate, who had never been interviewed and has never been interviewed since. It took me six weeks to get him and then I almost lost him. At length I had only two hours before catching a train. Hugo Stinnes came round to my hotel—I do not go round begging for interviews now—but I had just gone out to get some flowers for a friend, and the clerk did not tell him where I was. When I returned I found what had happened and thought the opportunity had gone. I tore about till I tracked him down, and he left a meeting and talked with me for an hour. The interview was published far and wide and caused a sensation."

"Have you any golden rules for interviews?"

"Now that's a question in which I am very much interested. First, find out all you can about your man. Get to know his work, his interests, his hobbies. Let him talk on his favorite subject and play the game squarely with him. Never betray a confidence even if it means success. That kind of success is never permanent.

"Don't take notes. That is where you English reporters make a mistake. Taking notes interrupts the smooth flow of a man's conversation. He is never so free and easy when he sees a notebook in front of him. You can remember what he says without notes by picturing his actions at the time, and when you recall these afterwards you will recall also his words."

"How do you manage to discover secrets and awkward truths?" I inquired.

"By being honest and frank," he answered.

Find out all you can about your man.

Get to know his work, his interest and his hobbies.

Let him talk on his favorite subject and play the game fairly with him.

Never betray a confidence, even if it means success. That kind of success is never permanent.

—Isaac Marcosson



"True," I admitted, "but many a time a man realizes that he would not like to see published all that he has said, and asks the interviewer to leave it out."

Marcosson was ready for that objection.

"The more important a statement the more casual the interviewer must become," he declared. "He must not show any excitement; he must not get up suddenly and go away otherwise his man is sure to ask not to be quoted. He must learn that interviewing is an art, and that at the root of it is human nature. He must know human nature and so arrange that by this knowledge he may steer clear of requests to treat certain remarks as confidential. Once he makes a promise he must keep it.

"In this connection I always think of Henri de Blowitz, who was the Paris representative of the London Times for many years. His advice was that when a man gives a correspondent an important piece of news he must stay on and change the conversation. He must not think of leaving till the talk becomes trivial."

Near Marcosson as he spoke was a copy of the Saturday Evening Post, upon which he served as financial editor from 1907 till 1910. This was after his four years under Walter H. Page (who became American Ambassador to Great Britain) on The World's Work, which he joined in 1903 when spending, as usual, his summer vacation in New York with the novelist, James Lane Allen, author of "The Choir Invisible" and "A Kentucky Cardinal." It was on The World's Work that he first had experience of big interviewing, an experience that led to the discovery of those qualities which a first-class interviewer must possess.

"He must have character, patience and resource." Marcosson was quite definite about those qualities, and he wrote them down. "He must inspire confidence when he goes to interview a p character. Nothing is so importar character."

He was right to include patience resource. During the Great War he was constantly travelling bet America and Europe, when he i viewed men on land and sea and i air, when he knew what a fierce s at sea can mean, when he went in of his life from submarines, whe had to break down the barriers o lence surrounding generals and ticians, he needed patience and res —and courage—for even his great and friend Lord Northcliffe coul little more than secure valuable i ductions for him.

He had half-a-dozen appointr with Lloyd George, for example, they all had to be scrapped, and i end he had to travel in the same as the Premier from London to B and interview him on the way bac

Sir J. M. Barrie, the creator of Pan, was another hard nut to c because his shyness made him flee an interview. But he fell to Marcos persistence, and the reason was be Marcosson applied another of the ciples he finds so useful—the san he employed on Stinnes. He finds after a long period of persistent se the thing to do is to force the iss dramatic fashion. Thus on the e his departure from England he graphed to Barrie that he MUS him before he left the country, and wherever he was he would go to Barrie could easily have said, unfortunate Then we shall never *Instead, he went to Marcosson* they became firm friends.

Another question I put to the of Interviewers was: "If you h survey and epitomise the work of in a week how would you set abou

"I would see the average people said. "They are the sum of the Most prominent people are the mo informed people in the world. Y to know the life of a city by mi with the ordinary people whose and enterprise are running it."

As I was leaving he handed o other piece of advice to interviewe

"Remember," he stated, "that w busy man gives you fifteen minut means fifteen minutes. If you go b that you will be encroaching on hi and will make yourself unpo God-bye and good luck!"

And I left him to his typewrit articles, his pictures of celebritie pipe and his sighing for more wor conquer. What will he do if h lives to repeat himself?

It is high time that someon covered that the moon or Mars habited, and that Isaac Marcos included in the first expedition planetary liner to interview the M the Moon or one of Wells's Marti

GILBERT DID IT

Philadelphia Correspondent Admi Wrote "Mirrors of Washingto

WASHINGTON, Sept. 13.—Wha been an open secret for months in ington newspaper circles,—that W. Gilbert, correspondent for the delphia Evening Public Ledger author of the "Mirrors of Washir has been announced to the world P. Putnam's Sons. The announ was made in connection with G latest volume,—"Behind the Mi brought out anonymously recently the author of the "Mirrors."

For a short time after the publ of the "Mirrors," Washington respondents engaged in free- guessing contest, for it was appar once that the author was a Wash newspaper man, or one very cl the newspaper game as it is pla the capital. Through a process of nation which was carried on by down the anecdotes and incidents in the book, Gilbert was soon fixe and forced into tacit acknowled of the authorship.

THEY ARE ALL IN THE DAY'S NEWS



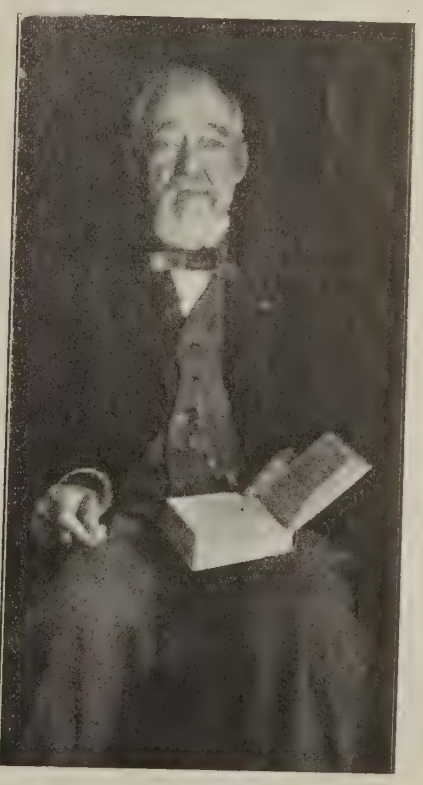
Photo by P. & A.

These have been trying days for newspaper men on the White House run. "Slightly better; crisis passed" brought general relief to the men who have kept close vigil since Mrs. Harding became seriously ill. This group has just received a bulletin from the attending physicians.



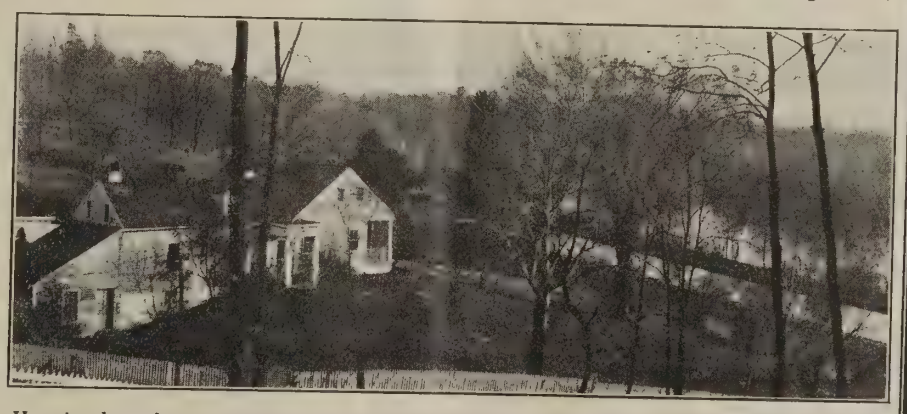
Dr. Sao-Ke Alfred Sze, Chinese Minister to the United States, and his family have been at their summer home at Wood's Hole (Mass.) for the last few months. What should be more natural than for the Minister to consent to go down to New Bedford (Mass.) and present medals given by The Standard, to school children of non-English speaking parentage. Miss Minna Littman, Society Editor of The Standard, went there to discuss plans for the visit of the family of Dr. Sze to the home of Publisher Benjamin H. Anthony. Naturally, tea was served.

There are a lot of people that wonder where the "krum" comes from in Morkrum, that electric transmitter and recorder of news that is fairly well known in the newspaper field. Permit us to present Andrew J. Krum, age 95, and probably the oldest living practical printer. He was born at Utica (N. Y.), 1827, last worked on the Democrat at Madison (Wis.), and is still a resident of that city. The inventor of the Morkrum is his grandson.





Looks like a good time. C. Earl Whipple, general manager of the Hagerstown Mail and Herald, is musing upon the chicken dinner being at the club. Other members of the party, left to right, are Miss Janette Lyon, Miss Sadie Lowry, Anthony Hankey and Edgar Phillips.



Here is where the men and women who get the Herald-Mail publications at Hagerstown, Maryland, and members of their families enjoy their week-ends and vacations bass fishing, bathing and tramping through those historic hills. This old Colonial home, which overlooks the Potomac and Chesapeake and Ohio Canal, is one of the few individual outdoor newspaper clubs in America.

As an educator it is pretty hard to get over his it to 'em by word of mouth. As one of the executive editors of the New York Times, Dr. John H. Finley has every opportunity of telling with the printed word, but doesn't him.

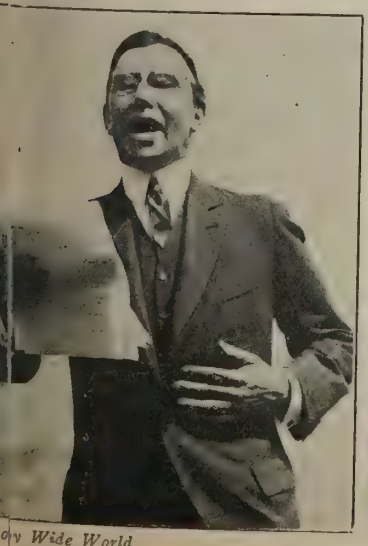


Photo by Wide World

The first Newspaper Institute of the East (below) was held at Rutgers College this week under the auspices of the New Jersey Press Association and was attended by men and women from every part of the State.



NEW YORK USING 27 PER CENT MORE NEWSPRINT THAN IN 1920

Circulations Greater and Drop in Advertising Offset by Loose Newspapers—17 Dailies Consumed 231,429 Tons from January 1 to August 31, This Year

TWELVE of the seventeen Greater New York daily and Sunday newspapers are using more newsprint now than they used in 1920, according to EDITOR & PUBLISHER'S circulation and advertising records covering the first eight months of the year.

Of these twelve, only two printed more advertising between January 1 and August 31 of this year than they did in the same months two years ago. Neither of these two have as large an average circulation for the six months ending April 1, 1922, as they had for the period ending April 1, 1920. None of the five papers whose 1922 paper consumption is within the 1920 figure has exceeded the 1920 advertising volume or circulation.

On the opposite page are printed tables showing calculations, total pages printed, approximate newsprint tonnage used and its value at market prices for the years when it was consumed. The last two totals are estimated for the January-August period in 1922, 1921 and 1920. These tables supplement those on advertising volume for these periods and its relation to the size of the papers which were printed last week, and are reprinted on this and the next page for purpose of convenient comparison.

Outstanding totals of the new compilations may be given as follows:

WEEKDAY CIRCULATION

April 1, 1922—3,571,609 copies per day
April 1, 1922—3,154,945 copies per day
April 1, 1920—3,334,030 copies per day

This circulation, which is the total distribution (including net paid and unpaid), shows an increase for 1922 over 1920 of 7.1 per cent and for 1922 over 1921 of 13.2 per cent.

SUNDAY CIRCULATION

April 1, 1922—3,157,389 copies per issue
April 1, 1921—3,240,594 copies per issue
April 1, 1920—2,701,573 copies per issue

Sunday circulation for 1922 shows a loss of 3.1 per cent from last year, but a gain of 16.1 per cent over 1920.

TOTAL PAGES PRINTED

	Weekday	Sunday	Total
Jan.—Aug., 1922	79,874	26,528	106,402
Jan.—Aug., 1921	70,282	22,886	93,170
Jan.—Aug., 1920	69,474	21,811	91,285

The total for 1922 up to September 1 is 16.2 per cent above that for 1920 and 14.2 per cent ahead of the same period last year. Weekday issues this year had 14.9 per cent more pages than in the same months of 1920 and 13.6 per cent over the total for the 1921 period. Sunday papers show a gain for 1922 over 1920 of 21.6 per cent and over 1921 of 15.9 per cent.

ESTIMATED NEWSPRINT CONSUMPTION
(Stated in Tons)

	Weekday	Sunday	Total
Jan.—Aug., 1922	145,238	86,191	231,429
Jan.—Aug., 1921	119,546	73,867	193,413
Jan.—Aug., 1920	113,426	67,881	181,307

Recall that circulation, 1922 against 1920, shows an increase of 7.1 per cent for the six-day total and 16.1 per cent for Sunday, and that total pages for the January-August period increased 14.9 per cent weekdays and 21.6 per cent Sundays. Then note what these increases mean in newsprint tonnage:

Total consumption for the January-August period increased, 1922 over 1920, 27.7 per cent, and over 1921, 19.6 per cent. Weekday tonnage increased 1922 over 1920, 28.0 per cent, and over 1921, 21.5 per cent. Sunday tonnage increased, 1922 over 1920, 26.9 per cent, and over 1921, 16.6 per cent.

ESTIMATED TOTAL VALUE OF NEWSPRINT

Jan.—Aug., 1922	$16,198,630
Jan.—Aug., 1921	20,094,952
Jan.—Aug., 1920	20,556,260

Despite an increase in tonnage used of 27.7 per cent, the drop of newsprint prices from the post-war peak has reduced the estimated cost of paper for the January-August period, 1922 against 1920, by $4,357,630, or 21.2 per cent. Reduction in cost for 1922 from 1921 for the eight months is $3,896,322, or 19.3 per cent.

It should be noted here that these prices are based on the average of all contract prices covering the full years 1922, 1921 and 1920 for the product of the principal newsprint mills. For 1922, the rate taken is $70 per ton; for 1921, the price was $104; for 1920, it was $110. The figures are purely arbitrary, so far as individual papers are concerned, as EDITOR & PUBLISHER does not feel free to use in a discussion of this kind any information it has regarding costs of individual publishers.

Tonnage was determined on the basis in common use among those who weigh newspapers in bulk—that 1,000 eight-page papers weigh 128 pounds, that there are 62.5 pages to the pound, or 125,000 pages to the ton. No allowance has been made for the weight of ink in the printed papers. Neither has any deduction been made for rotogravure stock or special paper for magazine sections. Tabloid pages have been counted as half-pages in computing the tonnage and in listing the total pages in all tables. The one exception to this rule is the Daily News. Its pages have counted as full pages in the total pages column, but as half-pages in computation of tonnage. No additions have been made to tonnage for white and printed waste, which in large pressrooms in the city runs from one to two per cent of the white paper.

The figures for the respective periods are therefore conservative as regards newsprint consumption. Statistics of past years show that about 64 per cent of the year's lineage is carried in the January-August period, but that percentage will probably not hold for this year if early September indications are reliable guides to the volume of advertising for the next four months. The advertising art director of one New York newspaper group was hailed one night this week going home for a late supper. He threw up his hands at the "How goes it?" question and replied:

"The barrage came down the day after Labor Day and it's getting heavier every day. No sign of a let-up."

"Is business running much ahead of August?" asked the EDITOR & PUBLISHER man.

"Far ahead—and August was a whale That's the situation on several of the newspapers, especially those which have been getting the heavy run of the year's business so far and which have been using larger quantities of newsprint. And it is the reason that EDITOR & PUBLISHER believes its estimated newsprint consumption for the January-August period is conservative. Its figures for that period are well below 64 per cent of the estimated 1922 tonnage of several of the New York and Brooklyn newspapers which have supplied their figures. It is evident that the publishers are providing for an expected increase in advertising volume during the autumn which will carry the 1922 total lineage to the level of 1920, if not above it.

The largest New York consumers of print paper—with the exception of the Hearst group—the American and the Evening Journal—have been adding about one page of news or features for every additional page of advertising over last year's total. The Hearst papers are giving their readers an even larger measure of text matter in proportion to increased advertising, and their newsprint consumption for this year has been 37 per cent of the city's total.

Their increases in tonnage are the largest of any in tons and in percentage of any of the papers except the Daily News, which was in its first year in 1920 and did not start its Sunday edition until May, 1921.

The Journal and the Sun were the only papers which printed more advertising so far this year than they did in 1920.

The Herald and the Telegram, which with the Sun are owned by Fran Munsey, used less paper this year they did in the January-August p of 1920. The Munsey trio used 2 tons in the first eight months o boom era of two years ago, but used in the same period this year 22,542 tons, according to the estir Other newspapers which have re their tonnage are the Globe, the Ev Post and the Evening World, a which have less circulation in their six-month statements than they ha years ago. They sold then for 2 on the street, against 3 cents at pr

Besides the newsprint table, the site page also has interesting con sons of advertising lineage and th of the papers for the January-Jul riod in 1922, 1921, and 1920, as w a separate table for August sta These were all printed last week, the August Sunday figures, which not tabulated in time for the Sept 9 issue. This record makes the f ing points:

New York City newspapers p 40,761.41 pages of advertising in th seven months of 1922.

They printed 41,427.22 pages of tising in the same period of 1920.

The loss of advertising for that in those years is 665.81 pages, of cent of the 1920 total.

These same papers in the first months of 1922 printed a total of pages.

In the first seven months of 192 printed 80,709 pages.

The gain in total pages was pages, or an increase of 16 per cer the 1920 amount.

There it is in a sentence—adve dropped 1.6 per cent, but for ever of advertising that was lost, 20 pa text were added during the seven n

It is also shown that in the firs months of 1920, the average pro of advertising to text was 51.3— better than the fifty-fifty basis th the old loosely-kept standard.

In the first seven months of th the proportion had dropped to 43.

Both of these proportions are h many of the papers listed, the being brought up by newspapers maintain their advertising at 50 p or more of their total space. Eve papers, however, with their prese margins, are printing less adverti ratio to their total pages than t last year or two years ago.

Last year's statistics for the period are also given, even thou advertising volume was considera than in 1920 or this year. The to the spot where the present t toward papers overweighted wit and features originated—the spur petition in maintaining a "front" size of the papers, when the sup advertising was lacking. Statemer the newspapers were overbalanc advertising in the 1920 boom and relaxation had to be made if th to hold their readers are not bo by the three-year comparison.

Sunday advertising and spa which a separate analysis is mad ing the seven months in the thre shows about the same proportio cline in ratio of advertising to tot and larger increases in the nur pages.

August statistics for the thre are also presented. The month i which advertising is normally at point of the year. It is also a n which demands on news space usually heavy in New York pa that its figures do not have the that the seven-months' totals ca

It is interesting to note, in the all these factors, that the total August showed an increase of cent over August, 1921, and 17 over August, 1920; that adverti the month maintains about the sa slightly smaller, loss against the in 1920 and that the proportion o tising to total pages was 38.7 this year, against 44.3 per cent As was to be expected, the pape more loosely constructed in Aug in the average of the seven p months.

SUNDAY ADVERTISING AND TOTAL PAGES JAN.-JULY, 1922, 1921, 1920

Name of Paper	Total Pages, Jan. 1-July 31 22-21-20 Sunday Only			Total Pages of Advertising Sunday Only Jan. 1-July 31, 22-20			Per Cent. Sunday Adv. to Total Pages Jan. 1-July 31, 22-20		
	1922	1921	1920	1922	1921	1920	1922	1921	1920
American	3,494	3,006	2,724	1,701.17	1,635.20	1,517.00	48.7	54.3	55.6
Brooklyn Eagle	2,760	2,464	2,393	1,332.03	1,239.87	1,253.44	48.2	50.3	52.3
Brooklyn Times	848	640	248††	182.32	160.01	98.16	21.5	25.0	39.5
Telegram	680	636	610	236.28	226.66	243.03	34.7	35.6	39.8
Herald	3,078	2,736	2,568	1,189.11	1,275.01	1,266.18	38.6	45.8	49.3
Daily News†	1,480	552*	....	233.85	82.32*	.....	15.8	15.0	...
B'klyn Standard Union	1,402	1,416	1,528	445.85	415.70	543.18	31.8	29.3	35.5
Times	3,948	3,566	3,524	2,295.49	2,115.49	2,310.40	58.1	59.3	65.5
Tribune	2,490	2,418	2,414	812.80	866.71	920.14	32.6	35.8	38.1
World	3,546	3,020	3,162	1,910.26	1,718.61	1,932.74	53.8	56.9	61.1
Totals	23,726	20,454	19,171	10,339.16	9,735.58	10,084.27	43.5	47.6	52.6

*May 1 to July 31 only. †Tabloid. ††March 1 to July 31 only.

SUNDAY ADVERTISING AND TOTAL PAGES, AUGUST, 1922, 1921, 1920

Name of Paper	Total Pages, August, 22-21-20, Sunday Only			Total Pages of Advertising, Sunday Only August, Each Year			Per Cent of Sunday Adv. to Total Space August, Each Year		
	1922	1921	1920	1922	1921	1920	1922	1921	1920
American	374	364	358	184.79	183.18	158.62	49.4	50.3	44.3
Brooklyn Eagle	326	280	336	148.34	134.99	165.27	45.5	48.2	49.1
Brooklyn Times	100	82	84	20.74	18.60	23.36	20.7	22.6	27.8
Telegram	80	66	86	26.72	20.00	31.41	33.4	30.3	36.4
Herald	372	306	370	138.99	132.81	180.25	37.3	43.4	48.7
Daily News*	192	160	...	28.40	20.90	.....	14.8	13.0	....
Standard Union	160	160	220	51.91	38.02	70.02	32.4	23.7	31.8
Times	480	412	538	257.61	221.09	311.62	53.7	53.6	57.9
Tribune	316	274	350	87.29	77.60	116.36	27.6	28.3	33.2
World	432	330	484	229.86	180.89	257.67	53.2	54.8	53.2
Totals	2,832	2,434	2,826	1,174.69	1,028.08	1,314.58	41.4	42.2	46.5

*Tabloid: Roman—morning papers (weekday issues); italic—evening papers (weekday issues). Evening Telegram is issued Sunday evening.

ADVERTISING LINEAGE, CIRCULATIONS, PAGES PRINTED, NEWSPRINT USED, AND ITS COST, JANUARY 1—AUGUST 31, 1922-1920, IN NEW YORK PAPERS

Name of Paper	Total Average Daily Distribution As of April 1, Each Year			Total Pages Printed Jan. 1-Aug. 31, Each Year			Estimated Tons of Newsprint Used Jan. 1-Aug. 31, Each Year			Estimated Value, Newsprint at Average Market Price for Each Year*** 8 Months' Consumption		
	1922	1921	1920	1922	1921	1920	1922	1921	1920	1922	1921	1920
merican (6 days)	356,127	300,966	293,552	5,224	3,898	3,782	14,880	9,385	8,890			
(Sunday)	1,092,713	1,048,203	952,551	3,868	3,370	3,098	33,813	28,260	23,608			
Total	.....	.....	.....	9,092	7,268	6,880	48,793	37,645	32,498	$3,408,510	$3,905,080	$3,574,780
urnal (6 days)	655,963	650,894	714,185	6,938	5,224	4,652	37,209	27,202	26,579	2,604,630	2,829,008	2,923,690
rooklyn Eagle (6 days)	62,846	57,530	49,997	5,746	5,040	5,038	2,889	2,328	2,015			
(Sunday)	76,577	71,156	67,691	3,086	2,744	2,719	1,891	1,562	1,472			
Total	.....	.....	.....	8,832	7,784	7,757	4,780	3,890	3,487	334,600	404,560	383,570
rooklyn Times (6 days)	46,987	46,897	43,280	3,182	2,382	2,014	1,201	894	697*			
(Sunday)	46,987	46,897	43,280	948	722	348*	356	271	120*			
Total	.....	.....	.....	4,130	3,104	2,362	1,557	1,165	817*	108,990	121,160	89,870
ommercial (6 days)	11,833	12,081	11,413	3,148	3,018	2,854	298	292	260	20,860	30,368	28,600
aily News (6 days)	444,402	338,225	123,339**	5,064	4,302	2,112**	8,913	5,770	1,042			
(Sunday)	270,479	405,591	.....	1,672	712	.....	1,809	1,155	.....			
Total	.....	.....	.....	6,736	5,014	2,112	10,722	6,925	1,042	750,540	720,200	114,620
obe (6 days)	151,626	165,442	180,280	4,084	3,718	3,916	4,954	4,921	5,651	346,780	501,784	621,610
erald (6 days)	176,082	200,259	212,020	4,648	4,252	4,818	6,557	6,812	8,172			
(Sunday)	196,103	220,118	234,398	3,450	3,042	2,940	5,352	5,357	5,513			
Total	.....	.....	.....	8,098	7,294	7,758	11,889	12,169	13,685	832,230	1,265,576	1,505,350
ail (6 days)	148,663	156,054	158,082	3,846	3,638	3,480	4,574	4,542	4,401	320,180	472,368	484,110
st (6 days)	35,933	39,986	35,008	3,958	4,406	4,552	1,138	1,409	1,275	79,660	146,536	140,030
n (6 days)	181,862	191,311	206,454	5,024	4,258	4,224	7,309	6,517	6,976	511,630	677,768	767,360
legram (6 days)	105,389	106,352	133,899	3,818	3,696	4,120	3,219	3,145	4,413			
(Sunday)	121,369	126,640	137,491	760	702	690	738	711	759			
Total	.....	.....	.....	4,578	4,398	4,810	3,957	3,856	5,172	276,990	401,024	568,920
mes (6 days)	346,764	329,065	329,118	6,864	6,076	6,356	18,802	15,995	16,735			
(Sundays)	545,276	507,999	501,892	4,428	3,978	4,004	19,316	16,135	16,077			
Total	.....	.....	.....	11,292	10,054	10,360	38,118	32,130	32,812	2,668,260	3,341,520	3,609,320
ribune (6 days)	138,364	143,715	121,988	4,330	4,110	4,138	4,792	4,708	4,038			
(Sunday)	143,471	144,210	115,863	2,806	2,692	2,730	3,221	3,106	2,530			
Total	.....	.....	.....	7,136	6,802	6,868	8,013	7,814	6,588	560,910	812,656	722,480
orld (6 days)	353,199	349,137	326,969	5,240	4,434	5,362	14,806	12,385	14,026			
(Sunday)	602,359	624,678	593,287	3,978	3,350	3,594	19,169	16,741	17,058			
Total	.....	.....	.....	9,218	7,784	8,956	33,975	29,126	31,084	2,378,250	3,029,104	3,419,240
orld (6 days)	282,910	315,300	335,233	5,116	4,552	4,570	11,579	11,481	12,256	810,530	1,194,024	1,349,160
ooklyn Standard Union (6 days)	72,659	67,031	59,213	3,644	3,278	3,486	2,118	1,760	1,651			
(Sunday)	42,055	45,102	55,120	1,562	1,576	1,688	526	569	744			
Total	.....	.....	.....	5,206	4,854	5,174	2,644	2,329	2,395	185,080	242,216	253,550
Totals (6 days)	3,571,609	3,154,945	3,334,030	79,874	70,282	69,474	145,238	119,546	113,426			
(Sunday	3,137,389	3,240,594	2,701,573	26,528	22,888	21,811	86,191	73,867	67,881			
Grand totals	.....	.....	.....	106,402	93,170	91,285	231,429	193,413	181,307	$16,198,630	$20,094,952	$20,556,260

*March 1 to August 31 only; **May 1 to August 31 only; ***Average of contract prices, f. o. b. North American mills for entire years used as basic price—1922, $70 per ton; 1921—$104 p ton; 1920—$110 per ton; Roman—morning papers; italic—evening papers.

ADVERTISING AND TOTAL SPACE, NEW YORK NEWSPAPERS, JAN.-JULY, 1922, 1921, 1920

Name of Paper	Seven-Day Total Pages Jan. 1-July 31, 1922, '21, '20			Increase or Decrease Jan. 1-July 31, 1922 vs. 1921, 1920				Agate Lines Per Page	Seven-Day Totals Pages of Advertising Jan. 1-July 31, '22, '21, '20			Eight Months, Each Year Percentage of Advertising To Total Pages		
				1921		1920								
	1922	1921	1920	Pages	%	Pages	%		1922	1921	1920	1922	1921	1920
erican	8,038	6,450	6,136	1,588	.24	1,902	.31	2,212	2,924.65	2,718.77	2,978.30	36.3	42.1	48.5
oklyn Eagle	7,826	6,900	6,869	926	.13	957	.13	2,180	4,086.70	3,599.79	3,652.82	52.2	51.6	53.2
klyn Times	3,630	2,708	2,000†	922	.34	.....	..	2,380	842.20	792.79	622.45†	23.2	29.2	31.1†
mmercial	2,758	2,638	2,506	120	.04	252	.10	2,352	670.19	776.64	874.88	24.3	29.4	34.8
rnal	6,148	4,652	4,192	1,496	.32	1,956	.46	2,240	2,943.43	2,786.96	2,489.36	47.8	59.9	59.4
il	3,428	3,210	3,100	218	.06	328	.10	2,400	1,412.57	1,496.75	1,568.92	41.2	46.6	50.6
st	3,494	3,888	4,010	394§	.10§	516§	.12§	2,352	975.25	1,501.23	1,351.94	27.9	38.6	33.7
n	4,436	3,786	3,756	650	.17	680	.18	2,380	2,293.64	2,255.46	2,174.14	51.7	59.5	57.9
egram	4,052	3,896	4,284	156	.04	232§	.05§	2,352	1,697.99	1,650.35	2,052.09	41.9	42.3	47.9
orld	4,490	4,064	4,080	426	.10	410	.10	2,240	2,248.44	2,299.47	2,503.37	50.0	56.5	61.3
Globe	3,640	3,286	3,516	354	.10	124	.03	2,394	1,717.49	1,669.67	2,035.67	47.1	50.8	57.9
Herald	7,172	6,490	6,948	682	.10	224	.03	2,380	2,860.81	2,992.67	3,228.16	39.8	46.1	46.4
Daily News‡	5,912	4,318	1,644¶	1,504	.35	.....	..	1,015	1,838.26	1,280.45	412.45	31.0	38.4	25.0
Brooklyn Standard Union	4,598	4,292	4,568	306	.07	30	.007	2,380	1,843.75	1,650.85	2,119.01	40.0	38.4	46.3
Times	9,976	8,948	9,150	1,028	.11	826	.09	2,352	5,844.88	5,285.02	5,917.96	58.5	49.0	64.6
Tribune	6,298	6,046	6,068	252	.04	230	.04	2,360	2,277.23	2,333.69	2,507.31	36.1	38.6	41.3
World	8,096	6,934	7,882	1,162	.16	214	.03	2,240	4,283.93	4,165.62	4,938.39	52.9	59.9	62.6
Totals	93,992	82,504	80,709	11,488	.14	13,283	.16	....	40,761.41	39,256.18	41,427.22	43.3	47.5	51.3

*No Sunday edition. †March 1 to July 1, only. ‡Tabloid. §Decrease. ¶May 1 to July 1, only. Roman—Morning papers. Italic—Evening papers.

ADVERTISING AND TOTAL SPACE, NEW YORK NEWSPAPERS, AUGUST, 1922, 1921, 1920

Name of Paper	Seven-Day Total Pages Aug., 1922, '21, '20			Seven-Day Totals Increase or Decrease Pages Aug., '22, Over '21 and '20				Agate Lines Per Page	Seven-Day Totals Pages of Advertising Aug. 1922, '21, '20			Seven-Day Totals Percentage of Advertising To Total Pages		
				1921		1920								
	1922	1921	1920	Pages	%	Pages	%		1922	1921	1920	1922	1921	1920
rican	1,054	818	744	236	29	310	41	2,212	352.54	308.00	328.11	33.5	37.6	44.1
rklyn Eagle	1,006	884	888	122	14	118	13	2,180	486.94	429.17	448.34	48.4	48.5	50.4
rklyn Times	500	396	362	104	26	138	37	2,380	105.11	120.97	119.03	21.0	30.5	32.8
mmercial	390	380	348	10	02	42	12	2,352	87.86	93.21	116.29	22.5	23.0	33.4
rnal	790	572	460	218	28	330	71	2,240	310.77	277.37	231.83	39.3	48.5	50.4
il	418	428	380	10‡	02‡	38	10	2,400	143.39	155.79	165.71	34.3	36.4	43.5
st	464	518	542	54‡	10‡	78‡	14‡	2,352	96.22	159.02	131.30	20.7	30.7	24.2
n	588	472	468	116	24	120	26	2,380	248.73	201.85	229.62	42.3	42.7	49.0
egram	526	492	526	34	07	.....	..	2,352	211.48	196.06	218.69	40.2	39.8	41.5
orld	626	488	490	138	28	136	28	2,240	222.39	227.39	248.53	35.5	46.6	50.7
Globe	444	432	400	12	03	44	11	2,394	179.88	188.41	180.47	40.5	43.6	45.1
eld	926	804	810	122	15	116	14	2,380	331.67	315.07	365.37	35.8	39.2	45.1
a News§	824	696	468*	128	18	356*	76*	1,015	219.98	186.51	121.39	26.7	26.7	25.9
rklyn Standard Union	608	562	606	46	08	2	..	2,380	229.67	208.01	265.56	37.7	37.0	43.6
rs	1,316	1,106	1,210	210	19	106	08	2,352	688.73	576.69	707.92	52.3	52.1	58.5
ime	838	756	800	82	11	38	04	2,360	250.72	235.10	279.82	29.9	31.0	34.8
cd	1,122	850	1,074	272	32	48	04	2,240	582.99	431.23	612.81	51.9	50.7	57.0
Totals	12,410	10,654	10,576	1,756	16	1,843	17	.....	4,709.47	4,309.85	4,770.79	38.7	40.4	44.3

*No Sunday edition. §Tabloid. ‡Decrease. Roman—Morning papers. Italic—Evening papers.

AMERICAN FIRMS SEEK JAPAN'S TRADE THROUGH NATIVE NEWSPAPER ADS

Name Which Are Household Words in United States Bring New Touch to Vernacular Press With Familiar Pictures Under Japanese Copy

By JOHN R. MORRIS

Far Eastern Editor, EDITOR & PUBLISHER

TOKYO, Aug. 16.—This morning's edition of the Jiji Shimpo illustrates in a manner which will surprise many American readers the extent to which American products are being advertised in the vernacular press of Japan. Cuttings from this issue, reproduced here, furnish also an idea of the form taken by typical Japanese copy.

which are handled in Japan by large American importing firms. The appropriations for both campaigns came from the manufacturers in the United States.

The accompanying reproduction of the Jiji's front page illustrates the Japanese practice of devoting this entire space to advertising, at rates from 15 to 50 per cent. higher than space on ordinary pages.



The Jiji offers unquestionably the best examples of American advertising in Far Eastern vernacular and in this issue have bunched their American ads in a way which makes quite a showing without piecing in cuttings from several parts of the paper.

The Jiji admittedly stands high in the best class of Japanese newspapers and its wide influence in business circles makes it one of the most effective mediums for the American advertiser in this field. The large amount of space devoted to foreign advertising in the Jiji therefore does not imply that American advertisers are using all other Japanese newspapers as liberally. Four Tokyo newspapers, among the vernaculars, carry practically all of the foreign advertising. They are the Jiji, Asahi, Hochi and Nichi-Nichi. Outside of this list, the total space devoted to advertising foreign products is extremely small.

The issue of the Jiji referred to is its regular morning edition, but it carries no less than seven advertisements of American products. All seven occupy what is considered fairly large space in Japan (for advertisements in this country generally do not run as large as in the United States) and two of them are the largest occupying preferred front-page position. These two consequently are the highest-priced advertisements in the paper and they advertise the Hupmobile and the National Cash Register, both of

The two large American advertisements are readily distinguished by the blocks (furnished by the advertisers) which make their central designs pictures of the products advertised. At the bottom of the page and next to the Hupmobile advertisement on the left is a smaller one announcing the agency for an American-made power-hammer, and one removed from this, skipping over a musical instrument advertisement, is an advertisement of an American system for generating electricity.

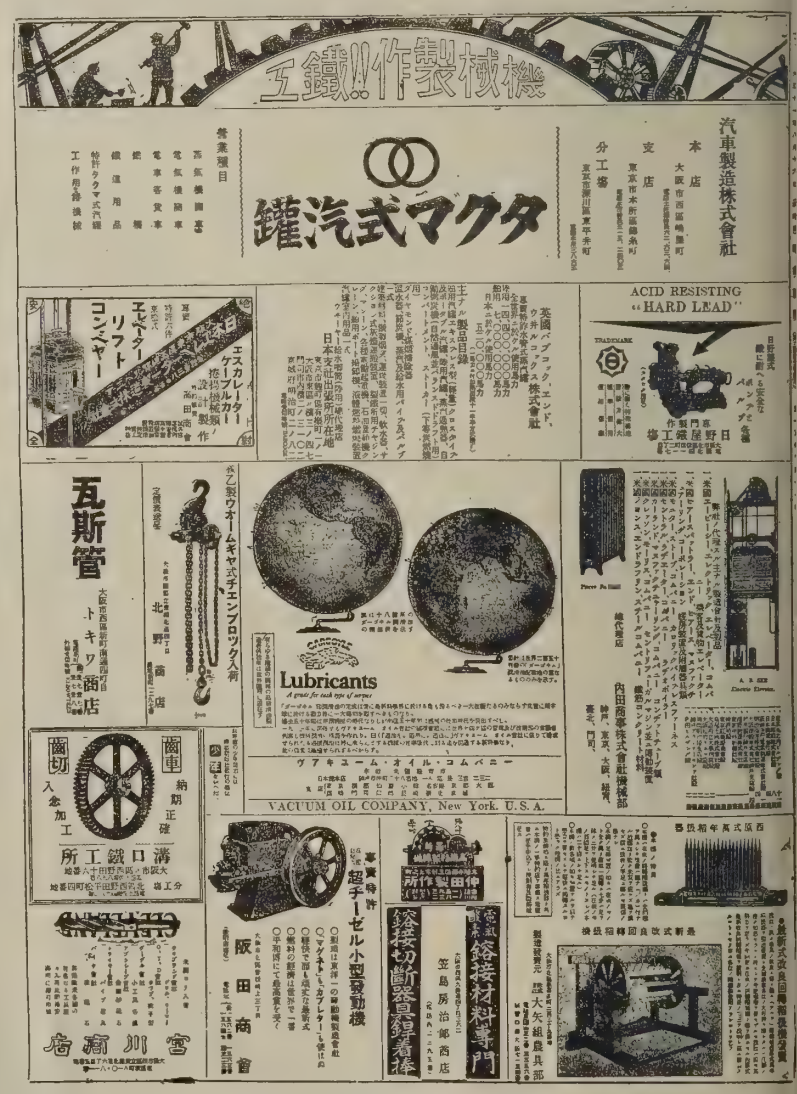
The second-page reproduction shown here is a full page of industrial advertising which appeared in the same issue of the Jiji under an appropriate banner design which suggests the character of the advertisements appearing below. The Jiji carries more advertising of this nature, both foreign and domestic, than any other newspaper in Japan and long ago inaugurated the practice of running special pages for this as well as for certain other lines of advertising.

In the center of the industrial page for today is an advertisement of motor lubricants manufactured by the Vacuum Oil Company of New York. Directly to the right is the advertisement of a Japanese importing firm which handles American elevators and heating equipment, and other similar lines enumerated in the advertisement.

In the lower left-hand corner of the same page is an advertisement of Cleveland drills, sold in Tokyo by a Japanese agent. This advertisement presents a good example of the difficulty experienced in introducing English into Japanese advertisements, for here the trade-mark has been inverted by the make-up man, to whom the well-known sign of the manufacturers looked as well from one side as from the other. When it is considered that foreign advertisements receive at least as careful and expert attention in the Jiji as in any other native newspaper plant in Japan, some idea of the obstacles to be encountered is conveyed.

In this case, according to information just received, the copy and a perfect proof had been approved by a man familiar with English, but later when the advertisement was in the forms a make-up man changing its position had dropped the trade-mark and placed it back in reverse position.

The other advertisements on the page are those of Japanese firms and foreign manufacturers other than American—among them British and German organizations. The space immediately above the Vacuum Oil advertisement is that of Babcock & Wilcox, the British manufac-



Signs of American influence on advertising copy in Japan are easily found. Illustratio notably have improved, although they are yet a long way from American standard due to many natural problems.

turers. This one is almost solid reading matter and is entirely without illustrations.

American advertising campaigns conducted in Japan have had considerable influence on the ad copy of this country. Effective illustrations were first stressed here by American advertisers, but the "missionary work" along this line has yet some distance to go before being carried to its logical conclusion: that of bringing advertising copy in Japan up to a standard which compares with the standards of American newspapers.

Improvement in this respect (as regards the advertisements of Americ products in Japanese newspapers) cann be effected individually by either the a vertiser or the Japanese copy writer. must be brought about by co-operati between the two. The Japanese co writer who reads English—and it is u fortunate there are so few—will tell y that American advertising copy, wh probably reaching the nearest point perfection in the world, is not suitable f publication in Japan. At best, it must altered to suit the market here and t is by no means unnatural.

The advertising psychology of Jap requires a long story in itself, but sig of American influence on advertising co in Japanese newspapers are easily fou They are the natural results of the creased volume of foreign advertisi which the leading Japanese newspap have carried in recent years.

SETTLING NORTHCLIFFE ESTA

Rothermere Expected to Acquire But the Times

The London News of the World serted September 9 that Lord Rotherm will acquire all or part of Lord Nor cliffe's estate's interest in the Lond Daily Mail and other papers wh Lord Northcliffe owned. The mana ment for Lord Rothermere will be in

THE BIRTHPANGS OF AN EMPIRE

A Series of Sunday Articles by

CORNELIUS VANDERBILT, Jr.

The Japanese dream of Empire depicted in a new and amazing light.

THE SERIES INCLUDES:

Japan's Program of Conquest
Japan Since the Washington Conference
Dr. Sze as Premier of China
The "Twin of Rapallo"
The Proposed Racial Conference
Japan's Folly If It Should War with America
One Year After the Arms Conference
Japan and Its Foreign Relations
The Question of Racial Assimilability
Hypothetical War in the Pacific

(Five More to Be Announced Later)

The articles are based on a minute study of problems confronting Japan and the development of Nipponese history before, during and in the wake of the Washington Arms Conference.

Mr. Vanderbilt covered the Arms Conference as a reporter. An admonition by Lord Northcliffe, the late great British publisher, to Vanderbilt suggested the young millionaire writer's study of the Orient. Vanderbilt is convinced, and shows his convictions in an unbiased way, that Japan is pregnant with events which may spell a new and startling world history in the coming decade.

His articles serve as a warning to America of the vital import of affairs in Asia.

Territory has been closed for the following cities:

New York City; Harrisburg, Wilkes-Barre, Pa.; Jackson, Detroit, Mich.; Boston, Mass; Washington, D. C.; Chicago, Ill.; Seattle, Wash.; Elmira, Buffalo, Schenectady, N. Y.; Los Angeles, San Jose, San Francisco, Riverside, Santa Rosa, Calif.; New Brunswick, N. J.; St. Louis, Mo.; Havana, Cuba.

OCTOBER 8—FIRST RELEASE—OCTOBER 8

Wire for Terms in Territory Not Taken

C-V NEWSPAPER SERVICE

52 VANDERBILT AVENUE, NEW YORK CITY

WASHINGTON, D. C. SEATTLE, WASH.

MANY PITFALLS AWAIT THE PUBLISHER ON "CHANCE" ADVERTISING

All Copy of This Kind Should Be Submitted to Postal Authorities for Judgment Before Acceptance—Two Examples of Thoughtlessness and Neglect

THE need of publishers to obtain complete legal advice on or to submit to the postal authorities any advertisement given them for publication when it pertains to chance drawings, endless chain enterprises, prize contests, coupon schemes, guessing or estimating contests, etc., before accepting it, is emphasized by a case just brought to attention of EDITOR & PUBLISHER by one of its readers, who asks the question:

"Can you tell us whether or not advertising like the copy herewith enclosed is permissible in newspapers? Do you know of any court decisions or have you printed any decisions or Post Office rulings on the subject? We took the advertisement from an exchange and wonder whether or not it is within the law?"

The advertisement in question follows:

Here's another car to be given away. This cozy Overland Sedan will be presented to one of our customers without one cent of cost.

Because so many customers were pleased with our last automobile drawing, we have decided to give away another car. This time we have selected a 1922 model Overland Sedan; a car that anyone would be proud to own. Tickets are now ready and are being given with every dollar purchase.

Mr. ..... Wins Ford. The Ford car given away last month was won by....., a son of ...., formerly of .... Co. The drawing was conducted by customers who were present at the drawing and in the presence of hundreds of ticket-holders. This car will be given away in like manner.

Who Will Win Sedan? Everyone who has seen this beautiful car is delighted with it. It stands now on our Main floor, where all may see it. In addition to the car, an insurance policy insuring the car against fire and theft will be given by Mr. ....., the insurance man. Remember that every ticket you hold makes you a possible winner of this splendid gift. Get, therefore, all the tickets you can.

Advertising Stunt. Hundreds of customers have asked: "How can you afford to do this?" In answer we explain that we are using money in this way that would ordinarily be used in other forms of advertising. Remember that in a business of this size many forms of advertising are used. In a case of this kind, we simply will not use some of the usual methods of advertising, but divert the money to this use. Remember, too, that such forms of advertising so increase the sales of merchandise that the cost of advertising is insignificant. In this "stunt" then, we are simply giving to our customers a part of our advertising allowance.

How to get the tickets. You will be entitled to one ticket on the car with every dollar you spend. If clerks fail to give you the tickets, please remind them that you want them. Also a ticket will be given with every dollar paid on account. This applies to all old balances as well as current charges. Tickets given when payments are made.

Tickets at No Cost. Remember that the tickets cost you absolutely nothing. The same low prices apply on all purchases whether you take the tickets or not. And in order that everyone might have an interest in this affair we are eager that everyone who is entitled to them shall have tickets with every dollar purchase.

Prices Still Low. You will find that all prices are as low as they would have been had this advertising plan not been adopted. We fully expect to sell two dollars' worth this month where we would have sold but one had not this unusual offer been made. We wish to explain that no one connected with our store in any way will be permitted to participate in this drawing. Clerks and members of the firm do not expect, and will not be allowed to hold tickets. Everyone present at our last drawing was pleased and satisfied with the fair and clean manner in which it was conducted. This drawing will be conducted exactly as was the last.

The newspaper carrying this advertisement is violating the lottery laws and is amenable to punishments therein provided, according to an opinion rendered by Postmaster E. M. Morgan of New York, to whom EDITOR & PUBLISHER submitted the question. Mr. Morgan said:

"An advertisement reading according to the enclosed copy, which refers to a drawing for an automobile, would be unmailable, as would be also all other matter relating to such scheme. Under Section 482, Postal Laws and Regulations, drawings are lotteries and the mailing of matter relating to any lottery is prohibited by law."

The Postal Laws and Regulations, referred to by Mr. Morgan, as covering lottery schemes, endless chain enterprises, prize contests, coupon schemes, guessing or estimating contests, etc., follow:

SEC. 482. No letter, package, postal card or circular concerning any lottery, gift enterprise or similar scheme offering prizes dependent in whole or in part upon lot or chance; and no lottery ticket or part thereof, or paper, certificate or instrument purporting to be or to represent a ticket, chance, share, or interest in or dependent upon the event of a lottery, gift enterprise, or similar scheme offering prizes dependent in whole or in part upon lot or chance; and no check, draft, bill, money, postal note or money-order, for the purchase of any ticket or part thereof, or of any share or chance in any such lottery, gift enterprise or scheme; and no newspaper, circular, pamphlet or publication of any kind containing any advertisement of any lottery, gift enterprise, or scheme of any kind offering prizes dependent in whole or in part upon lot or chance, or containing any list of the prizes drawn or awarded by means of any such lottery, gift enterprise or scheme, whether said list contains any part or all of such prizes, shall be deposited in or carried by the mails of the United States, or be delivered by any postmaster or letter carrier. Whoever shall knowingly deposit or cause to be deposited, or shall knowingly send or cause to be sent, anything to be conveyed or delivered by mail in violation of the provisions of this section, or shall knowingly deliver or cause to be delivered by mail anything herein forbidden to be carried by mail, shall be fined not more than one thousand dollars, or imprisoned not more than two years, or both; and for any subsequent offense shall be imprisoned not more than five years. Any person violating any provision of this section may be tried and punished either in the district in which the unlawful matter or publication was mailed, or to which it was carried by mail for delivery according to the direction thereon, or in which it was caused to be delivered by mail to the person to whom it was addressed.

SEC. 483. The term "lottery," as used in Section 482, embraces all kinds of schemes, general or local, for the distribution of prizes by lot or chance, such as gift exhibitions or enterprises, concerts, raffles or the drawing of prizes in money or property at fairs.

2. Section 482 applies to any letter, ordinary or registered, if it concerns any lottery, gift concert or scheme described in said section, and to lottery tickets, checks, drafts, bills, money, postal notes or money-orders for the purchase of lottery tickets, or any share or chance in a lottery or gift enterprise, and to the list of the drawings at any lottery or similar scheme.

3. The law prohibits the mailing of "lottery" matter by citizens to lottery concerns and their representatives as well as the mailing of such matter by lottery companies to their customers and other persons.

The following extract on the same subject, is taken from the U. S. Official Postal Guide:

Attention * * * is directed to Section 482 of the Postal Laws and Regulations by the provisions of which newspapers or other publications of any kind, circulars and pamphlets, containing advertisements of lotteries, gift enterprises or similar schemes offering prizes dependent in whole or in part upon lot or chance, or lists of the prizes awarded in pursuance of such schemes, and all other matter relating to them, are declared to be unmailable. The terms "lottery, gift enterprise, or similar scheme offering prizes dependent in whole or in part upon lot or chance," as used in that section, include "guessing" or "estimating" contests for prizes, as well as drawings and raffles of every kind, whether general or local, whether for private gain or in aid of charitable, educational or religious objects, and whether the consideration for chances be money or other thing of value. Enterprises in which prizes are distributed among purchasers of merchandise in stated amounts, or among subscribers for publications, or for shares of corporate stock, through the medium of drawings or guessing contests, are lotteries within the meaning of that section. Publications, circulars, cards or pamphlets containing advertisements of such enterprises, or notices or other information of any kind relating to them, should be withdrawn from the mails and treated in accordance with Sections 547, 574 and 593 of the Postal Laws and Regulations.

"Endless chain" enterprises designed for the sale or disposition of merchandise or other things of value through the circulation or distribution of "coupons," "tickets," "certificates," "introductions" and the like, are held to embrace the elements of a lottery, and also to be fraudulent. Matter of every kind relating to such enterprises should be excluded or withdrawn from the mails, and treated in accordance with Sections 547, 574 and 593 of the Postal Laws and Regulations.

An idea of how easy it is to get into trouble through advertising copy involving the element of chance is furnished by the action just taken by the Post Office Department against the Haldeman-Julius Company, of Girard, Kan., which operates one of the largest publishing businesses in the United States. A Post Office order, brought about by a Haldeman-Julius advertisement, last week tied up for twenty-four hours the mailing of 27 magazines, prevented the sale of 7,500,000 volumes of Shakespeare as planned, and requires the return of all money sent to the company as the result of $60,000 worth of advertising.

The predicament is brought about solely because of admitted thoughtlessness of the lottery laws by one of the heads of the advertiser firm and carelessness by the publications that accepted the advertisement without obtaining competent legal advice on its lawfulness.

The September numbers of 27 monthly magazines carry an advertisement offering a complete set of Shakespeare for $2.35. In the advertisement appeared this paragraph, an afterthought, Mr. Julius says, which had little to do with the "pulling power" of the advertisements:

"FREE TRIP TO EUROPE. Twelve readers of Shakespeare will be given a trip to England to Shakespeare's birthplace and other points of interest in England and France, with all expenses paid. Each set of Shakespeare contains full information as to how, without selling effort or solicitation, you will automatically become a contestant."

The little notice loomed large to Solicitor John Edwards, of the Post Office Department. An order immediately was issued to the magazines that the advertisement constituted an infringement against Federal laws covering the operation of lotteries, and that the magazine could not be circulated through the mail.

An attorney for the Haldeman-Julius Company hurried to Washington. He was informed that the law prohibits the publication of notice of a contest without simultaneous publication of the conditions of the contest. Twenty-seven magazines were held up 24 hours while the company's attorney explained the conditions. The result was a promise to return all money received as a result of the advertisement.

(*Continued on page 37*)

BALTIMORE

with a population of 750,000 people, 62 per cent of whom own their own homes, is a tryout market of unusual merit.

Your request for specific information will be given individual attention by the Service Bureau of The Baltimore Sun.

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

The Detroit News

Consolidated — Detroit Journal — July 22, 192

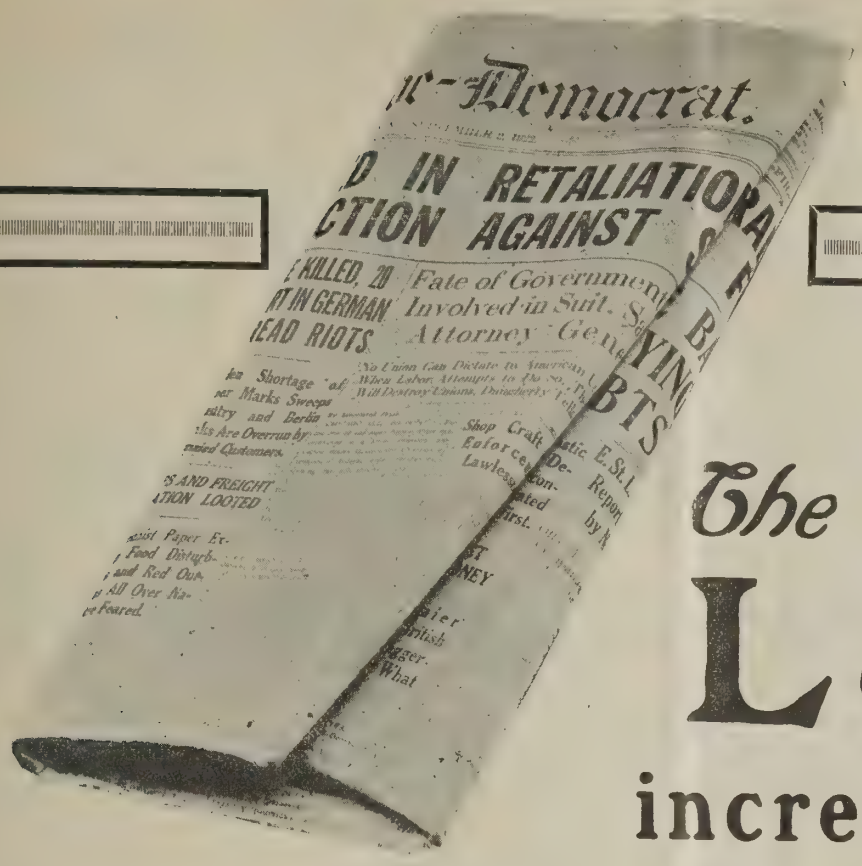
Over 275,000

Net paid circulation

The Greatest Circulation Bargain In America

Today The Detroit News circulation is many thousands over above stated figure.

Announcement of actual net paid circulation will be made after sufficient time has elapsed for complete stabilisation.



The Leader increases the LEAD

ST. LOUIS' Largest Daily gained nearly 50,000 in circulation during the year closing August 31.

These gains widened the gap between the Globe-Democrat and the runner-up, whose gains were less by 10,500.

Globe-Democrat	**Daily Average August, 1922**	**221,377**
Second Daily	Daily Average August, 1922	186,557
Globe-Democrat's Advantage,		**34,820**

(These figures give circulation after deducting all unsold papers, spoiled in the press room, left over, unaccounted, registered on the presses but not delivered to the mail room.)

The Globe-Democrat covers not only St. Louis and suburbs. It covers the St. Louis trade area (radius 150 miles) as no other paper even claims to do.

St. Louis Globe-Democrat

St. Louis' Largest Daily

NATIONAL REPRESENTATIVES:

F. St. J. Richards, NEW YORK
Guy S. Osborn, CHICAGO
J. S. Scolaro, DETROIT
C. George Krogness, SAN FRANCISCO

Dorland Agency, Ltd., London
Associated American Newspapers, Paris

NINE AMERICAN DAILIES TELL EUROPE ABOUT U. S. MARKETS

Associated American Newspapers, With Offices in London, Paris and Berlin, Offer Foreign Manufacturers Entry to Gigantic Sales Fields

By HERBERT C. RIDOUT

London Editor, EDITOR & PUBLISHER

IF there is one characteristic in American life that has been apt to puzzle the Britisher it is the readiness of the U. S. business man to join hands with competitors for the benefit of all. The British business man is getting over this puzzlement to a degree and is gradually coming to see that in combination with men of allied interests there exists a power and influence that individual effort could never provide; it is taking the form of industrial associations and unions of manufacturers.

But up to now he has not appreciated to any noticeable extent the possibilities of actual trade development by combination, the co-operation in his associations being extended rather in the direction of mutual protection and safeguard.

For that reason, considerable interest has been created by the establishment of a European office representing nine American newspapers intent upon developing trade in Europe. The idea is something new to the British mind.

Associated American Newspapers is the name of the undertaking, and it embraces the active interests of the Chicago Tribune, New York Times, Philadelphia Bulletin, Boston Herald-Traveller, Washington Star, Pittsburgh Post and Sun, Cleveland Plain Dealer, Minneapolis Tribune, and St. Louis Globe-Democrat.

Mortimer Bryans is in charge of operations and from him I was able to obtain some interesting details of the working of this eminently practical plan for the cultivation of the American market for European goods and the European market for American goods through the medium of advertising.

Mr. Bryans is operating in Great Britain from the London office of Associated American Newspapers at 125 Pall Mall, and is linked up with a branch in Paris at 5 rue Lamartine, and in Berlin with R. A. Washburn as representative for the Continent. The association of these nine journals for the one purpose came about through the efforts of Mr. Bryans and his colleague, Mr. Hessey, both of whom, having studied conditions in Europe during the war and during some years' residence in England, decided that there was a big opportunity for developing British business in the American markets.

The idea was placed before the heads of the various newspapers and at once approved. Some of the journals had previously been represented separately in Europe, but under the scheme of associated interests it was felt that a great deal more could be accomplished by offering the British merchant or manufacturer facilities for adequately covering the most important markets in America, as against single markets singly exploited. Representation of the chain is on the advertising side only; the news arrangements are unaffected.

Asked whether he though much more could be done by unified efforts as evidenced in this co-operation scheme than by individual propaganda and soliciting, Mr. Bryans said:

"It is of course apparent that more can be done by unity, inasmuch as the United States represents a series of connected selling fields or markets, and no one newspaper could adequately cover such a field. It gives an opportunity of offering these markets either as a group or singly, in any instance where one market is better suited to a purpose than another, thereby serving the advertiser to the best advantage and developing him for all of the markets ultimately.

"Our plan of campaign is primarily to interest British merchants and manufacturers in developing their business in America, but we are also endeavoring to develop the interest of the various railroads, hotels and resorts in approaching American tourists through the medium of these American newspapers. We are using various means of publicity for accomplishing this purpose, as may be seen from the type of advertisements we are running. Our campaign has actively commenced."

One of the points made by Mr. Bryans in his publicity for the A. A. N. is that if one picks up a copy of any representative American newspaper there will be found direct reference to European-made merchandise in the retailers' advertisements. This indicates the fact that merchandise made in Europe is recognized by American retail merchants as a strong selling argument. The reputation that has been created for European merchandise in the United States, Mr. Bryans claims, is a solid foundation on which merchants or manufacturers can develop their business in the most desirable market in the world today.

To the question whether any success has been achieved to date, Mr. Bryans replied:

"Practical results have already been achieved, but I do not care to name them specifically. One of the largest manufacturers in his line in Great Britain is prepared to follow our plan. Considerable interest has been shown by various British advertisers, and particularly advertising agents. But we do not confine our efforts solely to existing British advertisers, and are endeavoring to develop all possibilities."

Mr. Bryans has a sound and intimate knowledge of American marketing conditions and his method of "Selling America" to British manufacturers is both practical and convincing. He was, as is well known, associated with the Chicago Tribune for a number of years, having gone through the various advertising departments, and the merchandising service department of that institution when it was first started. He was also associated with the Cleveland Plain Dealer, Philadelphia North American, and other newspapers, which he represented in various cities in America in an advertising capacity.

Mr. Bryans came to London in 1915 as the representative of the Vanadium Corporation of America, with which he remained for some five years. The reason for his choice of his present work is because he naturally felt that there was a great opportunity for developing this field through such an association of powerful American newspapers, and his present go-out-after-it activities suggest that it is likely to work out just as he planned.

COMMERCIAL TRIBUNE MOVES

Leaves Old Building for Modern Home —Whole New Linotype Battery

The Cincinnati Commercial Tribune, the control of which was obtained by Harry W. Brown in March, 1919, will move commencing September 17 from its old building at 528 Walnut street, which it recently sold, to new quarters. A four story fireproof building at 408 to 422 Pioneer street has been leased for a term of years as a new home for the paper. By city ordinance the name of this location will be changed to Commercial Square.

While the removal is in process, ty will be set by the Commercial Tribu and the paper printed by the Times-Sta The presses, which were purchased r cently will be taken down and moved the new building, where foundations a pits have already been constructed. T linotype machines in the composing roo will not be moved but will be replac by a battery of 24 new machines. R moval will be completed by September

BECK AND SIMONS RESIGN

Succeeded as A. B. C. Directors Stone and Youngreen

The directors of the Audit Bureau Circulation, at their recent meeting the Hotel Biltmore, New York, accept the resignations of E. W. Simons, of t James Manufacturing Company, Fort A kinson, Wis., and Thomas Beck of t Crowell Publishing Company, New Yo

Their places were filled by C. Youngreen, advertising manager, the I. Case Works, Racine, Wis., and F. Stone, of the Review of Reviews, N York. Messrs. Youngreen and Stone w hold office until the annual meeting the bureau in Chicago October 20.

Starts New York Local Weekly

The Fordham Times, a new New Yo neighborhood weekly, has been est lished, T. C. Odum, formerly publish of a Brooklyn weekly local paper, is publisher and S. S. Coine, recently of advertising staff of the Brooklyn Citiz is business and advertising manager.

SLOW ACCOUNTS ARE A MILL-STONE ABOUT THE NECK OF ANY NEWSPAPER

The Best Evidence of the Value Your Readers Place Upon—

Our Insurance Service Plan

Is Their Prompt Payment of Subscriptions to Insure Continuous Protection of the Policy.

HICKEY-MITCHELL COMPANY

(Builds and Holds Circulation)

U. S. MGRS.—NATIONAL CASUALTY CO.—NEWSPAPER DEP'T

PIERCE BLDG. ST. LOUIS



The Washington (D. C.) Star and Financial Advertising

Those concerned with the sale of reputable securities will find in the National Capital a public with the inclination and the resources for investment—and in The Star the most direct medium for reaching them all.

Knowing, as all Washingtonians do, the strict censorship exercised by The Star, they accept with confidence the integrity of the advertisements appearing in its financial section.

The Evening Star

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

Write us direct or through our

New York Office
Dan A. Carroll
150 Nassau Street

Paris Office
5 Rue Lamartine

Chicago Office
J. E. Lutz
Tower Building

AGAIN!

Universal Service First By Twenty-four Hours With News of Rail Strike Settlement

ONCE more Universal Service delivered to its client newspapers the most important news of the day before all other news agencies carried a line of it. An exclusive dispatch from Chicago, carried by Universal Service clients on Wednesday morning, September 6th, announced the impending settlement of the Railway Shopmen's strike. Full details of the peace terms were included. This copyrighted story positively announced that B. M. Jewell, head of the shop crafts union had called a meeting to settle the strike. For twenty-four hours, other news agencies were unable to confirm this exclusive news, and so denied the authenticity of Universal's information. The next day full admission was made of Universal's Big Scoop.

Universal Service established such a remarkable record throughout the developments of the rail strike that railroad officials, union executives and newspapers alike acclaimed in messages of congratulation its extraordinary enterprise and achievement.

Send for sample copy of exclusive news feature report

UNIVERSAL SERVICE

M. Koenigsberg, President **George T. Hargreaves, Editor and Manager**

New York City

SAVE READERS' TIME BY STATING PRICES IN CLASSIFIED ADS

A New York "Cave Dweller" Protests Against Omission of Rent Asked by Apartment Advertisers—Want Ad Users Asked to Help Keep Columns Clean

By C. L. PERKINS

Executive Secretary, Asscciation of Newspaper Classified Advertising Managers

MANY times in this column classified managers have been urged to conduct campaigns for the purpose of educating classified advertisers to state prices in their copy. The man who has $100 to spend for a certain thing cannot afford the $200 grade, and does not want to look at an article he cannot buy. A want-ad reader seeking a $200 per month apartment oftentimes applies to advertisers who have $400 apartments, merely because the reader was not told in the advertisement that the apartment cost $400. This wastes not only the time of the realer but also of the advertiser. That readers object to have their time wasted and do not like to read advertisements without prices quoted is shown by the following letter recently written to the New York Times and printed on their editorial page:

"To the Editor of the New York Times:

"I have had occasion to scan the columns of 'Apartments to Let—Unfurnished' and am struck by the number of advertisers who omit to mention the most essential factor, viz., 'rent asked.' Is it that they are asking too much and know it, or have they the erroneous idea that the question of price is only of secondary importance?

"If a column were devoted to offers 'with prices' only, such classification would receive the attention of those interested. Does this voice anyone else's viewpoint?

"A CAVE DWELLER."

* * *

THE St. Paul Pioneer Press & Dispatch, A. Levich, classified manager, has always been an advocate of clean classified advertising, realizing fully the importance of building up and maintaining reader confidence.

At the present time it is running a very comprehensive and intelligent campaign, capitalizing the fact that it carefully censors all want-ads.

The following is taken from a half-page advertisement, one of a series:

THE VALUE OF TRUTHFUL WANT-ADS

Naturally when persons refer to the want-ads of their favorite newspaper, they do so for a specific reason. Perhaps the reader is seeking a used automobile, a new home, a furnished apartment, a good used piano, a desirable lot for building purposes, farm land; perhaps he has lost something of great value to him, and is looking to the want-ads for recovery of same; or it may be a score or more of other things the reader desires to buy or sell.

Regardless of the occasion for reference to the want-ad section of the newspaper, the average person wants to have the assurance that whatever is listed in this section of the newspaper is honestly described, properly classified, and of a dependable nature.

The more care a paper exercises with regard to the character of its classified advertising, the more confidence will its readers place in every individual advertisement that is published, and the more quickly and readily will they respond. The Dispatch-Pioneer Press takes every precaution possible to guard against the insertion of any classified advertising which would appear to be deceptive or misleading in any way. Every ad is subjected to the strictest censorship before it is allowed to appear in print.

QUESTIONABLE CLASSIFIED ADVERTISING AMOUNTING TO HUNDREDS OF DOLLARS

is refused every month by the Dispatch-Pioneer Press to protect the interest of its thousands of advertisers who have honest offers to make—and to protect the interest of its thousands of readers who respond to the large volume of classified advertising appearing in the Dispatch-Pioneer Press daily.

The strict censorship of every want-ad appearing in the Dispatch-Pioneer Press increases materially the volume of honest advertising inserted in these newspapers by advertisers who realize that the appearance of their want-ad in this clean classified medium stamps it as being dependable—and your offer will inspire reader confidence by reason of its appearance in these great newspapers.

YOU ARE CONFERRING A FAVOR WHEN YOU

Report Information Regarding FRAUDULENT ADVERTISING

appearing in the classified columns of the Dis-Patch-Pioneer Press to the classified department.

Brewer Sells Gazette and Times

The Cedar Rapids (Iowa) Gazette and Times, which were consolidated last Fall, have been sold by Luther A. Brewer to a syndicate composed of Col. W. G. Dows, president of the Iowa Railways & Light Company; Ike Smith, vice-president of the same company; W. G. Haskell, president of the Haskell Coal Company; and H. W. Havner, former attorney general of Iowa, they will take possession October 1. It has not been announced who the new editor of the paper will be but, it is understood, he is now connected with the journalism department of the state university.

SUPPLEMENT CASE HEARD

Decision of Interstate Commerce Commission by November 29

The Interstate Commerce Commission hearing on the abolishment of baggage rates for the transportation of rotogravure sections from special printers to newspapers was held September 11, in the assembly hall of the Merchants' Association, New York, before Examiner Gerry. It was completed in one day. Both sides have until October 11 to file briefs with the Commission. The final decision of the Commission will be handed down on or before November 29, 1922.

General Baggage Agent McVail, of the Pennsylvania system, one of the witnesses called by the railroads, in the course of cross-examination, stated that it was tr that the railroads had been considering general increase in baggage rates for newspapers.

Charles M. Galloway, appearing f the Art Gravure Company, the Washin ton Post, the Philadelphia Public Ledg the Buffalo Express, the Rochester Dem ocrat & Chronicle, the Providence, a the other papers for which the Art Gr vure Corporation prints, was in charge the case for the newspapers. He w assisted by G. E. Mahaneey, represent the Buffalo Times, and L. H. Axma representing the Hearst newspapers.

The witnesses called on behalf of t newspapers were W. C. Shelton, t Washington Post; Allison Stone, t Providence Journal; William F. Lat the Philadelphia Public Ledger; G. Zippel, general baggage agent the Lack wanna Railroad, and Hugh O'Donn the New York Times.

A. A. A. A. to Meet Oct. 11 and 1

The annual meeting of members of American Association of Advertisi Agencies will be held at the Hotel A bassador, New York, on October 11 a 12. This meeting will be preceded by regular quarterly meeting of the execut board of the association.

Reg'lar Fellers
By Gene Byrnes

The Quincy, Ill., Whig Journal is the new paper this week.

They are still coming.

Furnished full page matrices, black alone, black and red and black and three colors; or, as the first page of a printed comic section.

HERALD-SUN SYNDICATE
280 Broadway New York City

TRADE LINOTYPE MARK

No Make-Shifts
No Evasions

Every part of the Linotype is there because the machine is better for it and every part fits into the big scheme of simple operation

The illustration shows the operator of a Model 9 Linotype shifting magazines. Multiple distribution gives him instant command of as many as eight different faces.



This advertisement composed entirely on the Linotype

...RAIL PEACE ...
...ERTY'S IMPEACHMENT DE...
...WORLD LAUDED IN SE...TE

...e Committee Hea...
...s Senator ...
...at He Institu... Ac-
...st Attorn... Gen-
...udge Wilker...

...ERAL STA... E
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...Speech, Pres... d
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...of Attorney Ge...ral
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...dicago, who s...ed
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Senator Borah by
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this district. This

...,000 railroad shop-
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we urge upon
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...y General
...l Federal
...unction

...STILL DIG TO SAVE ... CALLS ... INJUNCTION...

The World and Mr. Daugherty

(Special to The World.)

WASHINGTON, Sept. 6.

In the course of a speech in the United States Senate this afternoon criticising the Daugherty injunction, Senator Robinson (Dem., Ark.) said:

The New York World, under date of Sept. 2, in an editorial entitled "Daugherty's Injunction" discloses the sham, the pretense and the injustice underlying the injunction in the shopmen's strike.

This morning's Washington Post quotes the Attorney General as saying that the decent press of the United States, which includes 90 per cent. of the newspapers published in America, supports his action, the inference being that The New York World and all the newspapers edited by men who have the courage, in the face of unpopularity, to stand for the Constitution of the United States and the principles of human freedom are indecent.

No newspaper that I have read has denied in an editorial, but, on the contrary, by implication, the editorials have admitted, that the injunction, out of what they term public necessity, goes too far.

The United States and our people enjoy the services of a great many newspapers which have devoted their columns to right, justice and the honest impartation of news. No newspaper in the United States has more certainly, in the judgment and presentation of public questions, earned the title and all that goes with it of an honest, fearless newspaper than The New York World.

It is a matter of common knowledge that so eagerly is that newspaper read by Senators that within an hour after the Senate has assembled it is difficult, if not utterly impossible, to procure one of the four copies of that paper kept upon the table in the reading room for Senators.

It is read more by Senators than any other two papers which come upon that table. Why? Because when officers of the United States Government are willing to prostitute their powers and their positions to the procurement of illegal process from the courts, that paper and others of equal courage stand up for life, stand up for law.

The Attorney General, by impliedly branding The New York World and other papers which in this controversy have spoken for justice and right and liberty and in the name of humanity, cannot destroy their reputation for honesty and fairness nor can he give to them a reputation for indecency.

The New York World editorial to which I have referred will be printed in the Record following my remarks. It points out the Administration's efforts to obtain political advantage through a belated and questionable use of the injunction.

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STILL SETTING A PACE THAT'S HARD TO BEAT

THE EVENING TELEGRAM
TORONTO

HEAD OFFICE:
CORNER BAY AND MELINDA STREETS

ESTABLISHED 1876
BY J. ROSS ROBERTSON

REPRESENTATIVES
VERREE & CONKLIN
NEW YORK, 200 MADISON AVENUE
CHICAGO, STEGER BUILDING

July 24th. 1922.

Mr. H. V. Ball,
Messrs. R. Hoe & Co.,
MONTREAL. QUE.

Dear Mr. Ball:-

Please do not overlook the foundation plans for our new superspeed press. You might also advise us how the work on it is progressing, and just when you expect to make delivery.

Enclosed find another months press report from our Uptown superspeed press which I thought might interest you for you see we used our spare unit on two occasions forming a 6 roll press with a single pair of folders, thereby having a straight cut of 44 pages. This is a better output than our previous one, so you can see the Telegram is still holding the record.

Yours very truly,
THE EVENING TELEGRAM

A. T. Cockburn

ATC-AF. Business Manager.

Hoe Heavy-Design Presses Equipped with the Hoe Superspeed Rotary Camless Folder, Hoe Patented Automatic Ink Pump System of Distribution and other exclusive Hoe Features, give a Greater Net Output with Less Paper Wastage than machines of any other kind.

Hoe Presses are Designed and Built to do the Best Work in the most Efficient and Economical Manner—Not Merely to Sell at a Price

FIGURES THAT SPEAK FOR THEMSELVES AND ARE POSSIBLE ONLY WITH

HOE SUPERSPEED PRESSES

TABULATED STATEMENT OF UPTOWN PRESS
DAILY RUNS, UPTOWN BRANCH
650 DUPONT ST.

SUPERSPEED NO 5, PRESS

May	Pages	Printed	Minutes	Average per Hour
1.	28. x	26800.	60.	26800.
2.	36.	26900.	60.	26900.
3.	32. x	26700.	51.	31411.
4.	40.	27800.	54.	30888.
5.	40.	27000.	56.	28928.
6.	40.	27700.	80.	20775.
8.	30. x	27000.	52.	31153
9.	36.	27000.	56.	28928.
10.	36.	26900.	55.	29345.
11.	40.	26900.	58.	27758.
12.	44. #	36500.	80.	27375.
13.	40.	27600.	67.	24716.
15.	30. x	27900.	58.	28862.
16.	36.	26800.	51.	31529.
17.	36.	26800.	62.	25935.
18.	40.	26800.	54.	29777.
19.	44. #	36400.	84.	26000.
20.	40.	27300.	56.	29250.
22.	32. x	26900.	54.	29888.
23.	36.	27000.	58.	27931.
25.	36.	26700.	57.	28105.
26.	36.	26900.	57.	28310.
27.	36.	27600.	58.	28551.
29.	26. x	28000.	70.	24000.
30.	32. x	27300.	50.	32760.
31.	32. x	27100.	53.	30679.

Average as Octuple Press 29,156 per hour
" " 5 Roll " 27,712 " "
" " 6 Roll " 26,670 " "

x Equals Octuple Run
" 6 Roll "
Blank Equals 5 Roll Run

NET OUTPUT IS WHAT COUNTS IN NEWSPAPER PRESSROOMS. WHAT IS THE NET OUTPUT OF YOUR MACHINES?

R. HOE & CO.

7 Water Street, BOSTON
827 Tribune Bldg., CHICAGO
504-520 Grand St.
NEW YORK CITY
109-112 Borough Road
LONDON, S. E. 1, ENG.

The Best Business Producer in Japan

First in News, Influence and Circulation Throughout the Far East

Morning and Evening Editions—Over a Million Copies

THE HOCHI SHIMBUN

Established by the late Premier Okuma

報知新聞

A Splendid Circulation

The Hochi Shimbun has had continuously since its establishment in 1872 the largest circulation in the Far East.

Oldest Evening and Morning Press

The Hochi Shimbun was the first newspaper in Japan to add an evening edition to its morning paper.

Advertising Rates	
Per line.....	Y 1.25
Per Column..	Y 170.00
Per inch....	Y 12.50
Per page....	Y2,000.00

A Rich Field

There is no section of the Japanese buying community which is not reached by the Hochi Shimbun.

An Efficient Medium

The Hochi Shimbun is read extensively through Japan, Korea, Manchuria and Formosa, and is the foremost advertising medium.

THE HOCHI SHIMBUN SHA
TOKYO, JAPAN

GENUINE AUTO NEWS WILL BE PRINTED

W. A. Bermingham of Chicago Post Tells Motor Advertising Men How to Get Publicity Into the Newspapers

Automobile men received expert advice on how to get reading matter into the columns of the daily newspapers that will be of value to the entire industry as well as the firm sending it out, from Walter A. Bermingham, automobile editor of the Chicago Evening Post, who put it in the form of an address to the Motor & Accessory Manufacturers' Association advertising conference at Buffalo September 14.

Mr. Bermingham did not approve newspaper policy which forbade the mention of an automobile firm's name in news matter, but he advised the motor advertising managers to put their publicity into the hands of trained newspaper men, who knew news values and space-values and the advantage of "saying it with pictures." He pointed out that automobile manufacturers benefited even from a page of good roads news, accident prevention hints, and routes for tours, which did not mention the name of individual cars or manufacturers. He portrayed the development of automobile publicity from the days when any statement about the "horseless carriage" had a ready audience among newspaper readers until the present, when cost of production of newspapers forces editors to eliminate everything which does not interest a wide circle of readers.

"The public became more interested in the live events and daily happenings of the motor world than in the news of the trade itself," continued Mr. Bermingham, "and the publicity men who failed to capitalize that interest lost out.

"Some of them, in their shortsightedness, failed to appreciate the value to the industry in general of news that was not merely a puff for his employers or a description of the new model in production.

"But is it not a fact that the entire trade profits from an automobile page even if it contains no personal mention of individual firms or cars, but deals with subjects like good roads, week-end or transcontinental tours, or accident prevention? Not an inch of disguised advertising matter, and yet publicity of the best kind.

"I don't wish to be misunderstood. While some newspapers have excluded trade and shop news altogether, including mention of firms and machines, there are still some who continue the old policy, and I am inclined to believe that they are right.

"Suppose one firm has sold a million cars. Naturally, the majority of owners are enthusiastic on the subject of this particular car. They rave about its pick-up, its smooth running qualities, its hill-climbing ability. Here is a good-sized audience interested in a certain machine. They will read any item in which the name of their favorite car is mentioned. Editors who realize this will still give space to the trade item

"But the problem of obtaining free publicity is becoming more and more difficult. Editors, are—and have to be—discriminating. Readers of the automobile pages are seeking not mere piffle; out-and-out praise of this or that product, but real news and constructive news. They want enlightenment on automotive subjects—information that will help them solve their mechanical problems; information about roads; news of club and associations; of racing, touring, record-breaking, or of some odd happening.

"The up-to-date publicity man is no longer a space-grabber. He is a trained newspaper man, alive to the interests and desires of the reader.

"The publicity director of today has analyzed the various newspapers and has studied their respective policies. Thus he does not waste effort, time, and material with publicity matter that is doomed to the waste-basket before it leaves his office.

"One newspaper will specialize [illegible] good roads; another on accident prevention; another on tours; and another on the personal gossip of the trade.

"It has always been my contention that the automobile has deserved the co-operation it has received on the part of the press because it has helped to educate the public to the use and maintenance a necessary article. Motion pictures have progressed along the same lines as the auto, although the newspaper space devoted to them seems to me out of proportion to their merit. Just now radio is receiving a good deal of attention, and radio departments in the newspapers have sprung up all over the country. While the radio is an innovation it is just as much a trade proposition as the motor car.

"Automobiles and accessories deserve the same amount of attention as professional baseball. Some astute sporting editors, I notice, have begun to see the fallacy of giving everything for nothing and handing the owners of professional baseball teams page after page of free publicity.

"My final word to the publicity man in the automobile field, then, is one of encouragement. The game is just as good today as it ever was. If you have something of news interest to say, and are able to dress it up in such a manner that it will appeal to the editor, you will find your scrapbook growing despite the apparent conspiracy against you on the part of the newspapers."

DEMAND BETTER TRAIN SERVICE

Interstate Circulators Ask P. O. to Investigate Railway Conditions

(By Telegraph to Editor & Publisher*)*

Lancaster, Pa., Sept. 13.—The Interstate Circulation Managers' Association met at Pittsburgh Sept. 12, with an attendance of over 50. President R. W. Weiler, Allentown Morning [illegible] presided.

As a result of reported bad railway mail service in certain sections of the territory covered by the association a resolution was passed appealing to the postmaster general to investigate conditions and restore discontinued service.

Twenty-two new members were elected as follows: Harry W. Cullis, Chester Times; Hilda Larson, Tarentum News; George E. Evans, Charleston Daily Mail; Frank W. Hurst, Lebanon Daily News; W. H. Childs, Clarksburg Telegram; H. Long, Hanover Record-Herald; Howard C. Lee, Philadelphia Enquirer; F. G. Lane, Monessen Daily Independent; M. S. Lunn, Pittsburgh Post and Sun; L. E. Lauer, Oil City Derrick; C. Perry, Pittsburgh Press; Campbell March, Washington (Pa.) Observer-Reporter; Paul Sergent, Baltimore News and American; Dave Trimble, Connellsville Daily News; Edmund B. Crane, Paterson Press-Guardian; E. H. Bell, Asbury Park Press; James Sherman, Greensburg Record; H. C. Comstock, Sharon Telegraph; John S. McIlvaine, Beaver Falls Tribune; A. W. Ambler, Trenton Times; Phillip Meyer, Jr., Branch Record; Walter G. Andrews, Johnstown Ledger.

Baltimore was selected as the next meeting place in March.

It was decided to print the proceedings of the convention, including all papers and addresses, and furnish each paid member a copy.

One member told how his paper had won a fight to prevent subsidization of a leading department store advertiser. Another told how he had spent over $75 a year for premiums.

One member told how he would give his papers free to out-of-town readers if stands if necessary to gain representation, while another was on an absolute returnable basis.

New angles for the surest way to get service from railway mail clerks on newspaper mail were explained.

Texas Daily Enlarging

An extension to the quarters of the Cuero (Tex.) Daily Record is being built for the paper's pressroom.

EIGHTH DISTRICT BROKEN UP

ach State to Have Own A. A. C. W. Organization Hereafter

(*By Telegraph to* EDITOR & PUBLISHER)

MINOT, N. D., Sept. 14.—The annual ighth district convention of the Asso- ated Advertising Clubs of the World, ow in session in Minot will be the last strict meeting of the organization be- use the district association will be dis- lved and instead each state will have an dividual organization of its own, ac- rding to an announcement by Vice- esident C. G. Ferguson of Minneapolis. legislative committee was named today draft a bill, to be presented to the xt session of the North Dakota legis- ture, asking for finances to promote a vorable advertising campaign for the lickertail State."

A committee was appointed to stimu- e interest in the 1923 Atlantic City rtional convention of the A. A. C. W.

9H DISTRICT A. A. C. W. FORMED

wa Associated Ad Club Succeeded by Iowa-Nebraska Organization

(*By Telegraph to* EDITOR & PUBLISHER)

MASON CITY, Iowa, September 13.— e Associated Advertising Clubs of wa no longer exists. Its place has n taken by the Associated Advertising bs of the Ninth District, which com- ses both Iowa and Nebraska. This or- ization was formed in convention held e September 11 and 12. Joe Langford Davenport, Ia., became the president the new organization. J. R. Kriedke, of Lincoln, Neb., was elected vice-president representing Nebraska and James A. King, Mason City, vice-president for Iowa. Mr. Langford is also vice-president of the Associated Advertising Clubs of the World representing the Ninth district.

Louis Holland, president of the A. A. C. W., was a guest at the annual banquet Tuesday night. Carl Hunt, general manager of the A. A. C. W., spoke for the "big brother" movement.

The ninth district organization adopted a program for building up struggling ad clubs in its territory by sending out speakers to co-operate in increasing the membership of such clubs. Monthly bulletins will be sent to all clubs so that they may be kept in touch with developments.

Davenport was selected for the 1923 meeting of the Ninth district clubs. The Des Moines Register and Tribune silver cup was awarded to the Davenport Ad Club for rendering the best services to advertising during the year.

A Correction

Through an advertising copy error in EDITOR & PUBLISHER for September 16, it was stated that the newspaper series "Forty Winning Plays in Football" was being handled by the Science Service Inc., whereas it is one of the features of the International Syndicate, Baltimore.

Gilman Adds Albertan

Gilman, Nicoll & Ruthman, New York, Boston and Chicago, have been appointed foreign representatives of the Calgary Albertan, effective September 1, 1922.

The Ludlow

For Profitable Job Printing

YOUR low-priced competitor does get the jobbing business. He may be losing money, or maybe he has a Ludlow. You can tell by watching the character of his work. If he prints in all new faces, in series, and makes free use of italics, without broken letters; if he frequently makes long runs of 42, 48, and 60 point, bold and extended faces—it's a Ludlow! You can't undersell him, but you can match him. You can use a Ludlow, too.

He Can Make Money, Where You Lose It

With no distribution of used forms, he saves, in cold cash, what you pay for this item. He can set matter out of one font all day and all night, yet his cases are always full.

He never buys type, because he never needs any. Ludlow matrices do not wear. He can always set an abundance of new type matter in any font. Yet he needs no sorts caster or type storage.

His all-slug method saves time on make-up. Slugs handle like cuts. They never pi. He even uses the Ludlow for spacing material.

He saves electrotypes by casting each line twice or more, and making up multiple forms at slight expense—and without waiting upon the foundry.

He saves press work by recasting lines for enough forms to fill the capacity of his press.

His presses are busier because little makeready is required. Ludlow slugs are remarkably accurate in height-to-paper.

No work-ups or broken letters occur with Ludlow slugs. Letters can't work up, and letters can't break.

He keeps standing forms without limit and without running out of sorts or spacing materials. And alterations for reprints are made without patching plates.

Before the installation of the Ludlow achines I was com- lled to employ ex- a men on Sunday distribute display pe for use on Mon- y. Since their in- llation I have done vay with this non- oductive work.— Paso Herald.

I can say in all ankness that the dlow is adapted to y work that can be ndled with foun- y type, no matter w complicated, as ll as many things possible to do with e.—Liberal (Kan- s) Democrat.



Ludlow Typograph Company
2032 Clybourn Avenue, Chicago
Eastern Office: World Building, New York City

LUDLOW QUALITY SLUG COMPOSITION ABOVE 10 PT.

IN ST. LOUIS THE STAR

Daily and Sunday, in August

GAINED 195,375

Agate Lines in

Total Paid Advertising

—An Increase of More Than

40%

Over the Same Month Last Year

The Star's gain in Total Paid Advertising was greater than the gains of all other St. Louis newspapers *combined.*

The Star's gain represents 55% of the total increased lineage placed by advertisers in St. Louis newspapers.

CIRCULATION GAINS

The Sunday Star	30,193
The Star, Daily	8,291

August, 1922, Compared With August, 1921

don't say "Paper"—say "STAR"

Trade Mark Registered

National Advertising Representatives

Story, Brooks & Finley

New York Chicago Philadelphia Los Angeles San Francisco

BENJAMIN SHERBOW DEAD

Was Author and Authority on Typographical Matters

Benjamin Sherbow, typographic consultant and author of several works on the general subject of type display, including "Making Type Work" and "Effective Type Use," died September 1, at Patchogue, N. Y., where he had gone for a rest.

Mr. Sherbow was born in Germany in 1878 and came to this country when eight years old. He first worked for the Curtis Publishing Company and later joined the Calkins & Holden Advertising Agency staff as typographer, probably the first person to have such a position. A number of years ago Mr. Sherbow started his own business as a typographic consultant which he maintained until the time of his death.

Obituary

MRS. EMILY NORTON COLEMAN, wife of Charles M. Coleman, managing editor of the Seattle Post-Intelligence, died at Pasadena last week.

MRS. KATE FRENCH WHEELOCK, aged 86, widow of Joseph A. Wheelock, for 45 years editor of the St. Paul Pioneer Press, is dead. She was the mother of Webster Wheelock, who succeeded his father as editor of the Pioneer Press.

JOHN QUINCY ADAMS, colored, aged 74, editor of the St. Paul Appeal, a negro paper, was struck by an antomobile and killed, Sept. 3.

S. H. COTTRELL, father of Jesse S. Cottrell, former Washington correspondent and now minister to Bolivia, died Sept. 10.

CHARLES THORPE, aged 34, foreman of the Newark (N. J.) Ledger composing room, died Sept. 9.

GEORGE SAUNDERS, aged 63, correspondent for the London Times who served as Berlin correspondent of the London Morning Post from 1888 to 1897 and Paris correspondent of the Times from 1897 to 1908, died Sept. 9.

W. F. BISBEE, aged 60, editor and publisher of the Benjamin (Tex.) Post, died Aug. 27.

GEORGE READ MAGOWAN, aged 32, at one time on the Philadelphia North American advertising staff and recently eastern representative of the National Stockman and Farmer, died Sept. 7, following an attack of appendicitis. He is survived by a widow and a 3-year-old son.

ALFRED ELLSWORTH, formerly on the editorial staff of the Jamestown (N. D.) Alert, died recently.

MRS. CHARLES H. LUDINGTON, wife of the vice-president and treasurer of the Curtis Publishing Company, died Sept. 7, at her summer home at Saranac Lake, N. Y.

AARON JACOBS, aged 62, next to the oldest pressman of the Boston Globe, died recently.

DR. HAROLD C. ERNST, prominent writer on medical subjects, editor of the Journal of Medical Research, died recently.

WILLIAM F. WOODS, aged 63, editor of the Tacoma (Wash.) Globe before he went to Chicago 30 years ago and since then on various papers there, died of heart failure on the Jackson Park golf links last week. At the time of his death he was secretary of the Chicago Law Bulletin Company.

COL. MARION MACQUEAN OGDEN, aged 63, formerly city editor of the Oakland (Cal.) Chronicle, died Sept. 2. He is survived by his widow, who is the present city editor of the Chronicle.

THOMAS WILLIAM MATTINGLY, aged 61, former business manager of the Little Rock (Ark.) Daily News, died recently.

W. WYNN JOHNSON, who retired as advertising manager of the Portland (Ore.) Telegram about 15 years ago and who prior to that was connected with the advertising departments of papers in San Francisco and Los Angeles, died recently in Dallas, Ore., where he has been a prune grower since he left newspaper work.

MISS DORRIS LUND, aged 20, an employee of the Nebraska City (Neb.) Daily Press, was killed in an automobile accident Sept. 7.

JOSEPH S. GLICK, aged 66, founder of the Pittsburgh Volksfreund, died Sept. 8. He was active as editor and publisher until July 1, last, when he retired from the editorship.

AMOS MCCONNELL, founder and for many years editor and publisher of the Vernon (Tex.) Record, died last week.

T. H. COLEMAN, aged 69, father of Sidney Coleman, managing editor of the Wichita (Kan.) Beacon, died last week.

FRANK P. CRAVENS, aged 60, first business manager of the Waco (Tex.) Examiner and, at different times connected with newspapers in Austin, Dallas, and Houston, died in Los Angeles, Cal., recently.

DUNCAN MCEWAN, sales and promotion manager of the Paramount Knitting Company, Chicago, died in that city September 6.

L. P. HILL, editor and publisher of the Ensley (Ala.) Enterprise, a weekly publication, and pioneer citizen of Birmingham, died September 4. The coroner attributed his death to an acute attack of heart failure.

MRS. MARTHA NELSON BEATON, wife of Kenneth C. Beaton, "K. C. B." of the Hearst newspapers, died in Los Angeles September 8 after a long illness.

Boston Advertiser Moves Want Staff

The want ad department of the Boston Advertiser has been moved to the street floor of the Little building, 82 Boylston street.

LEDGER SYNDICATE

NEWS AND FEATURE SERVICES

Maintain Prestige—Create Circulation—Attract Advertising

NEWS SERVICES

(Via leased wire or laid down in New York, Washington, Chicago, Cleveland, Dallas, Seattle, San Francisco or Los Angeles.)

PUBLIC LEDGER COMBINATION NEWS SERVICE.
PUBLIC LEDGER FOREIGN NEWS SERVICE.
PUBLIC LEDGER DOMESTIC NEWS SERVICE.
PUBLIC LEDGER BUSINESS NEWS SERVICE.

FEATURE SERVICES:

FEATURE PAGES IN MAT: Daily—Human Interest Page. Weekly—Personality Page, Special Feature Page, Science Page, Short Story Page. COMICS: "Somebody's Stenog." (Hayward), Daily Strip and Weekly Page; "That Reminds Me" (Collins), "And Then He Changed His Mind" (Dunn), "Dumb-Bells" (Dunn), "The Crossing Cop" (John). CARTOONS: Sykes' Daily; "Follies of the Passing Show" (Hanlon), Weekly; "Children of Adam" (Behse), Daily. FICTION: Daily and Weekly Detective and Mystery Serials; Hazel Deyo Batchelor's Daily Love-Problem Serials; Daily and Weekly Short Stories. RADIO FEATURE: "Radio in the Home" (Daily). MIDGET FEATURES of stick length: "Things You'll Love to Make," "Things for Boys to Make," "The Housewife's Idea Box," "What's What," "After-Dinner Tricks," "The Home in Good Taste," "How to Save When Shopping," "Cultivating Your Charm," "Famous Ghosts," "Favorite Recipes of Famous Women," "Sharpening Up Your Memory," "Guess Who?" "Pam's Paris Postals," "The Children's Hour," "History of Your Name," "Who-Why-What-When-Where?" "Human Curios," "What Are You Good For?" "Making More Money," "Daily Fun Hour," "Can You Tell?" "Correct English," "Read Your Character." HOME PAGE FEATURES: "A Daughter of Eve," "The Latest" (Paris Fashions), "Home Cooking," by Queen Victoria's cook, "As Woman to Woman," "Dreamland Adventures." SPORTS FEATURES: "The Sportfolio," "Wise Tennis Tips" (Tilden). PUZZLES, CUT-OUTS, TRICKS and MAGIC.

LEDGER SYNDICATE

INDEPENDENCE SQUARE PHILADELPHIA, PA.

THE NEW BOOKLOVERS' PICTUREGAME ANNOUNCED FOR SEASON 1922-1923

Prior to the war the Booklovers' Picturegame was a sensational success for over five years with 132 newspapers in the United States. Since 1917 it has been allowed to rest and we believe the territory is now ripe for this high class circulation and revenue feature. It will produce Paid-in-advance New Subscriptions or can be used as a high class editorial feature. The Picturegame can be fitted to any condition for any newspaper and will pay for the prizes and advertising space used in promoting same. Nearly every newspaper that used it before the war ran two or three Picturegames, which speaks for its results. The Evening Mail of New York City has used it consistently for eleven years. THE ROCHESTER TIMES UNION WILL START THE NEW PICTUREGAME ON SEPTEMBER 15th.

Write us for full details and particulars of the plan without obligation or expense to yourselves.

BOOKLOVERS CONTEST CO.
32nd FLOOR
WOOLWORTH BUILDING

'RESS CANNOT OUTSTEP HUMAN KNOWLEDGE

Can Print All Big News, But It Cannot Make People Read and Understand It, Declares Dr. Bleyer

Dr. Willard G. Bleyer, head of the epartment of Journalism at the Uni-rsity of Wisconsin was the speaker of a round table discussion of problems of newspaper making at the Wamsutta Club, New Bedford, Mass., Sept. 8. Dr. and Mrs. Bleyer and the Standard editorial staff were guests at dinner of Managing Editor George A. Hough.



r. Willard Bleyer

"We may say that a certain cable from a Cnoa conference is big news and put it o the first page," said Dr. Bleyer, "but ds doesn't make people read it. We 're got to find some way to link this ghering abroad to our readers. The ference is to have a vital effect on lise readers' lives eventually. The task o interpret or present the event now that the readers will appreciate the nnection and, prompted by selfish in-st, assimilate the news."

he speaker readily admitted the diffi-ty of doing this. The nearness of tariff or the bonus to individuals ened to the whole party to be easily onstrated. The difficulty of awaken-interest in such a news event as the oa conference was suggested by a ndard man who told of seeking in-iews on the importance of the Genoa erence to America from the leading ness men and manufacturers of ngfield. He had to give up the task use he couldn't find a handful of who knew the subject well enough iscuss it.

r. Bleyer called attention to Walter mann's recent book "Public Opin-r and summed up Mr. Lippmann's pres-tion of the immense burden society as upon the newspaper today.

"Unconsciously the theory sets up the le reader as theoretically omnicom-nt, and puts upon the press the en of accomplishing whatever rep-ntative government, industrial organ-on and diplomacy have failed to mplish," Lippmann wrote in the ge which Dr. Bleyer paraphrased. ing upon everybody for 30 minutes hours, the press is asked to create ystical force called Public Opinion will take up the slack in public in-tions . . . Institutions, having l to furnish themselves with instru-s of knowledge, have become a le of 'problems,' which the popula-as a whole, reading the press as a e, is supposed to solve."

. Bleyer agreed with Mr. Lippmann all this is expected of the news-r and that the newspaper is failing eet such a requirement. But the Dr. Bleyer stressed, is not that of ewspaper. This brought the discus-directly back to his first point—that one thing to print significant news another to make the newspaper read it. In short, he showed that ore is expected of the newspaper is possible of accomplishment.

Bleyer discussed the importance e reporter, the responsibility and gnity of his work. He emphasized pportunity for public service in gently gathering and presenting

described the labor turnover on apers and suggested that there are reasons why a reporter should re-small salary increases as induce-to frequent jumps from city to nd devote himself for a consider-eriod to mastery of the community and the particular problems or news fields in which he specialized. Dr. Bleyer admitted the importance of the financial consideration, but insisted that the opportunity for service as well as the opportunity for the individual's own development must be considered.

RECEIVER FOR LANSING NEWS

B. N. Garstin Has Left City and Old Heads Are in Charge

(*By Telegraph to* Editor & Publisher)

Lansing, Mich. Sept. 12.—The Capital News, an afternoon daily established about a year and a half ago, is now operating under a receivership. C. Donald Call, who has been connected with the paper since its inception, was appointed receiver Saturday by Judge Leland W. Carr in Ingham Circuit Court. The petitioners for the receivership, according to the formal statement of the paper, were the minority stockholders.

Bert N. Garstin, who last May bought sufficient stock in the company to take control, is no longer with the paper and nothing can be learned here of his whereabouts. Edward M. Lucas and Arthur L. Francis, who helped found the paper but whose stock Mr. Garstin bought, have again been named managing editor and advertising manager, respectively. The paper has gone back to its original style and policy, which were modified by Garstin. A hearing of creditors has been set for October 21 and until that time it is understood that an effort would be made to continue publication. Further plans have not been divulged by the management.

It is known that Francis and Lucas recently made a payment down on certain equipment of the Port Huron Press, another Michigan daily which failed in its infancy, and it is rumored that they plan to start an entirely new paper here should it be decided definitely to abandon the News venture.

NEW PATERSON DAILY

Company to Launch Democratic Morning Paper Soon

Plans for starting a Democratic morning paper in Paterson, N. J., between October 1 and 15, have been announced by the Passaic County Publishing Company, just incorporated. The title has not yet been decided upon. It will be the only paper in the city pledged to the Democratic party. The Call, the only morning paper now, being Republican, and the Press-Guardian and the News, the two evening papers, being independent. Business offices have been established at 13 Prince street, where equipment is being installed.

Directors of the new corporation include Frank J. VanNoorte, mayor of Paterson; John J. O'Rourke, secretary to the mayor; John J. Downey, Jr., city comptroller; Charles A. Roemer, city attorney; Peter J. McGinnis, former state senator; John Quigley, building inspector; L. M. Neikrug, a printer; Samuel Geldziler, a retired business man, and Ellsworth Lee, an architect.

New York Ad Agent Bankrupt

The William J. Bryan Company, advertising agency, 110 West 40th street, New York, filed schedules in bankruptcy September 12, listing its liabilities as $18,955 and its assets as $5,938. The principal creditors include the Vogue Publishing Company, $2,037; Harper's Bazaar, $1,908; William L. Bands, $2,250; the New York American, $789; and the House Beautiful Publishing Company, $757.

Bluefield Telegraph Starts Soon

The Bluefield (W. Va.) Daily Telegraph will commence publication shortly as an afternoon paper serving Bluefield, Princeton and the neighboring towns and coal fields. It has applied for Associated Press membership. The printing of this paper will be done by the Princeton Printing Company.

OAKLAND-CALIFORNIA

THE POST-ENQUIRER

WHERE RAIL AND OAKLAND WATER MEET

BEGINNING today, The Post-Enquirer is the property of the Star Holding Corporation of New York, which is owned and controlled by William Randolph Hearst.

Within the last ten days, the Star Holding Corporation has purchased from the Call Publishing Company all of the stock of The Post Publishing Company and of the Oakland Enquirer Publishing Company. A new corporation, already formed, known as The Post-Enquirer Publishing Company, will publish this newspaper in the future.

It is the determination of the new owner of The Post-Enquirer to give to the City of Oakland an independent and progressive American newspaper, devoted to the upbuilding of everything that is clean, wholesome and constructive in our civic life. From time to time there will be added to The Post-Enquirer's already attractive list of features many others which have helped to make the Hearst publications the most widely read in America.

The time has come when the City of Oakland, with its teeming population, its marvelous development, and its assured future as a great city, should have the finest newspaper service and newspaper features that are to be obtained.

With this in mind, no expense will be spared and no energy conserved in making The Post-Enquirer an agency for the intelligent exploitation and upbuilding of the community.

Every officer of The Post-Enquirer Publishing Company will be a resident of Oakland, or of a transbay region.

Charles Sommers Young will be president of the new corporation and the publisher in active charge of The Post-Enquirer.

—from an editorial announcement in The Post-Enquirer, Oakland, California, August 26, 1922

EASTERN REPRESENTATIVES

Cone, Hunton and Woodman Advertising Agency

225 Fifth Ave. New York
72 W. Adams St. Chicago
142 Lafayette Blvd. Detroit
Victor Building Kansas City
404 Constitution Bldg Atlanta, Ga.

Although an Agricultural State

WISCONSIN

has crept up to tenth state in the Union by the volume of its products.

Agriculturally Wisconsin is adapted to a large variety of crops and products. She is first in America in such special crops as canning peas, dry peas, clover seed; second in cabbage; third in tame hay; fourth in oats, rye and potatoes and fifth in barley.

Wisconsin makes the most delectable of cheeses, infinite in variety, butter of the most delicate flavor, and condensed milk of matchless richness—the production of which calls for the highest intelligence and skill.

The people of Wisconsin are free spenders, but your appeal must be to their intellects. They are well trained to think before they buy. You must get your goods before them by newspapers with the "reason why." You must use these dailies to reach the buying class.

		Circulation	Rate for 5,000 Lines
Beloit News	(E)	8,769	.045
*Eau Claire Leader-Telegram	(M&E)	8,586	.035
**Fond du Lac Reporter	(E)	7,000	.04
*Kenosha News	(E)	7,306	.04
*Madison (Wis.) State Journal	(E&S)	17,392	.05
Milwaukee Journal	(E)	114,676	.20
Milwaukee Journal	(S)	89,857	.20
Milwaukee Sentinel	(M&E)	78,973	.14
Milwaukee Sentinel	(S)	62,548	.14
*Superior Telegram	(E)	18,332	.055
†Superior (Wis.) Sunday Times	(S)	8,000	.045

Government Statements, April 1, 1922.
*A. B. C. Publishers' Statement, April 1, 1922.
†Publishers' Statement.
**Publishers A. B. C. Report, Sept. 1, 1922.

WHAT OUR READERS SAY

Titular Editors on American Newspapers

LOUISVILLE, Ky., September 4, 1922.

TO EDITOR & PUBLISHER: Taking the death of Charles R. Miller of the New York Times as the text for his remarks, a writer in a recent issue of the New Statesman discourses at some length on American journalism in that London weekly. He is very fair in his treatment of the daily newspapers of this country, comparing them, especially those of New York, with those of Great Britain.

Speaking of Miller he said that although he was called the editor-in-chief, actually his province was the editorial page alone. The New York Times affords, he declared, an illustration of the secondary position of the titular editor. The power lies in the hands of the management and the managing editor, who together have command of the news pages and the policy governing the display of news.

This is, on the whole, the governing fact of American journalism, in the opinion of the writer in the New Statesman. It explains why the present generation in the United States has seen no editor of the great old school. A daily that is a unit—as Horace Greeley's was, or the Manchester Guardian is—would be almost impossible in present day America. This fact explains, also, to some extent, the contradiction which every English journalist remarks in the American editorial page: namely, its imposing look and its general weakness. An American daily does not give less space than an English daily to leading articles. Often it gives more, but they are apt to be of little account; first, because the "lead" is not there, and secondly, because the editorials are frequently written by one whose equipment is inferior to that of the special writer.

There are, of course, noteworthy exceptions. Speaking of the New York World the Englishman says its staff includes a group of clever writers at present unequalled in America, while the Globe enjoys the services of the ablest and best informed company of young editorial writers on the evening press.

The critic of the New Statesman doesn't refer to the Hearst papers further than to say that a whole volume would be required to deal with them. In conclusion he sums up as follows: "In certain respects the American journalistic situation is, perhaps, somewhat more hopeful than our own. Three in particular may be noted. First, the increasing thought and practical effort that are being devoted to the consideration of the press as a liberal profession and a public service—as illustrated by the rapid growth of university schools of journalism. Secondly, the energetic movement toward the establishment of independent news service, especially in the economic field. Thirdly, the wide and varied opportunities that America provides for the special correspondent and commentator on affairs, even if his opinions are unpopular. In the United States it is the rarest thing for a well known descriptive writer or publicist to be unemployed."

JAMES C. MOFFET.

An Answer to Mr. Richardson

NEW YORK, SEPTEMBER 7, 1922.

TO EDITOR & PUBLISHER: Mr. Richardson, of the Vick Chemical Company, has presented an interesting argument on the advertising commission system, as presented editorially in your issue of August 12. It does not, however, reflect on the known value of the reputable advertising agency to its clients.

Advertising agents, especially in New York City, and other large cities, are essential. It would be impossible for publishers to maintain staffs sufficiently large to afford service to the great number of advertisers. The duplication and waste of effort would be enormous—out of all proportion to the cost that such advertising could bear.

Advertising agencies give service to all publishers according to the requirements of their client's business. While each publication must maintain a large staff, advertising agents make it possible that this force be largely of service men.

I believe more credit is due to advertising agents for the development of new business and the increment of old business than to any other instrumentality. The advertising agents are in a sense representatives of publication. Theirs is a representation based on close personal contact with the business of their clients that would be impossible to the representative of each publication. It is inconceivable that any business executive would permit a close analysis of his business plans, his business policies, his business secrets by the representative of each publication. Such analyis is essential to productive advertising and is given in confidence to advertising agents.

It is, nevertheless, true that the agent must first please the client without regard to the pleasure of the publication. He must write copy that is definitely productive and use mediums the result from which can be readily determined; otherwise the account will be lost to him.

I can imagine only chaos in publication offices if there were no advertising agencies. The client, in attempting to place his own copy direct, would upset the policies and rules of the publication he intended to use. It is beyond the capacity of the average business executive to determine not only his manufacturing and distribution policies, and to attend also to the details inherent in an advertising campaign.

The great development of newspaper advertising is a source of particular gratification to newspaper publishers. This development is due largely to advertising agencies. Their studies of the products to be advertised has resulted in text, drawings and layouts which are up to the best artistic standard and which bring satisfactory results to their clients.

Advertising, like every other great force, has developed its specialists; and out of this has grown the profession now practised by the advertising agents. By the practise of this profession the agent has done for the manufacturer what the latter could not do for himself. The manufacturer's interest naturally lies first in the production of his product. It is physically impossible for him to thoroughly analyze and digest the selling conditions throughout the entire country, although upon them his distribution plan must be based. The advertising agency does this work for him and thereby develops and fosters the growth impossible to the manufacturer working alone.

If one compares the advertising of twenty years ago with that of today the evidence of specialization is so striking that it needs no comment. The copy, art work, typographical layout, are all due to the specialization of the advertising agency and impossible, except in a few instances, to the manufacturer. The artistic talent brought to advertising has been the result of the activity of the advertising agent; this applies as well to the distinguished writers who have from time to time written advertising copy.

Many large agencies now charge their clients a fee for the preparation and placing of copy and remit all commissions and cash discounts to the advertiser. While this may indicate that the agency commission could be abolished, it would put out of business a great many of the smaller agencies handling the accounts of new and very valuable advertising manufacturers. I believe experience shows that where a direct advertiser has endeavored to build a completely organized advertising department he finds it is either insufficient, or more expensive than carrying on his campaign through an agency. There are, of course, exceptions to the rule, and it may be that the Vick Chemical Company is one of them.

There has been a notable improvement in advertising agencies since the organization of the American Association of Advertising Agencies, increasing their efficiency and elevating their standards. The A. A. A. A. now insists upon the financial responsibility of its members, and to that end exacts a thorough financial statement from each. This benefits both client and publisher. The code of ethics and standard of practice of the Association have improved agency morale, and its standard order blank and standard rate card have helped much to improve their service.

The advertising agent has made the advertising profession what it is today. He has developed small concerns of intrinsic value into well organized institutions. Because of a specially selected personnel he has been able to educate the public to a degree that would have been impossible to the direct advertiser, intent solely on personal profits. The agency in many well-known instances has fostered growing concerns by giving them service based on long eperience. Certainly these services warrant consideration.

LOUIS WILEY,
Business Manager New York Times.

B. H. Anthony Host to Alliance

NEW BEDFORD, Mass., September 14.—Benjamin H. Anthony, publisher of the New Bedford Evening Standard and Morning Mercury, was host to the New England Newspaper Alliance at its regular September meeting Wednesday. It was largely social in character. The executive session was held in the afternoon at Hixbridge, following a morning devoted to serial events and a clam bake. Twenty-five members and guests were present. T. T. Ellis, publisher of the Worcester (Mass.) Telegram and Gazette, presided at the meeting. The other papers represented were the Fall River News, the Manchester Union, the Taunton Gazette, the Providence Tribune, the Waterbury American-Republican, the Brocton Enterprise, and the Lynn Item.

Publisher Writes Book

Ambrose E. Gonzales, publisher of the Columbia (S. C.) State, which, with his brother, the late N. G. Gonzales, he founded in 1891, is the author of "The Black Border," just off the press. The book is a collection of 42 short stories of gullah negroes. These negroes, who live on the sea islands fringing the South Carolina coast, are descended from the earliest slave cargoes brought from the west coast of Africa.

Bergen Record Opens New Home

The Hackensack (N. J.) Bergen Evening Record held a house warming of its new home September 15. It opened at one o'clock with a reception, followed with an inspection of the composing room, a demonstration of its new 32 page quadruple press, and a general tour of the building.

CHAIN PAPERS MENACE FREE PRESS—SEITZ

Their Rise Encourages Regulation, He Tells New Jersey Newspaper Institute at New Brunswick

(By Telegraph to EDITOR & PUBLISHER)

NEW BRUNSWICK, N. J., Sept. 13.—Competition is a healthy state for newspapers, Don C. Seitz, business manager of the New York World, told 92 New Jersey editors gathered at Rutgers College here Monday and Tuesday for the Newspaper Institute of the New Jersey Press Association. Newspaper combinations require big financial backing, he pointed out, which lays the press open to the public fear and suspicion that it is controlled in the interest of those whose money is invested.

He decried the growing sentiment among publishers for chain newspapers, saying this he was not in accord with the views of many of those present. Mr. Seitz concluded by warning his audience that the present cry for censorship and regulation of all human affairs by law must be fought by the newspapers, or freedom of the press will be only history.

The country weekly of the future may develop into a chain proposition in the opinion of Prof. M. V. Atwood of Cornell University, who spoke on this subject. Prof. Atwood told of what is being done at Cornell to develop greater appreciation of the editor and his work in small communities. He said that the country weekly is so close to its readers that it holds a place which the big city paper never can fill, but that too few editors realize their field and work it to the best advantage.

Following a suggestion from Prof. Atwood that there might be better profits in newspapers in the chain system, Mr. Seitz said:

"I see in the chain system and the increased tendency of newspaper ownership to concentrate in a few hands, the danger of restriction of the liberty of the press by legislative action. It will not be well with the notion of so doing, but it is time to protect the public from the horrors of such a situation. That is to say, under the guise of guarding the liberty of the press its liberties will be 'regulated' just as everything else is being regulated, under a theory of protection to the public.

"I am not altogether certain but it may be possible to eliminate the guarantee of freedom of the press from the constitution itself, should some William Allen Ryan rise up and start a crusade. What has already been done in the way of subsidizing its freedom through the powers of the post office. The legislation that governs the advertising as against reading matter, that requires a statement of circulation and one of ownership are all steps in the direction of complete current.

"Now it can be argued that a newspaper which alone of all industries publishes its deeds on its face, can be regarded as mysterious and dangerous, I do not know. But that is the attitude in which it is placed by the postal laws. The worse is to come if the competitive principle is destroyed. Without that principle in operation there can be no progress and no progress in the world."

The institute proved so successful in arousing interest in "shop" topics that directors voted unanimously to make it an annual event. One of the features of the first meeting was a newspaper exhibit which covered the walls of the auditorium. About 100 weekly and daily front and editorial pages were displayed with special classes for agricultural pages, country correspondence, boys' papers and special editions. There was no competitive judging of exhibits but much favorable comment from out-of-state authorities.

The point of attendance the institute was a great success. The publishers and editors were not only registered but they attended all the sessions, nearly 100 being present at all times.

Chief among the conclusions that the newspaper men and women went home with was that editors don't read their own newspapers closely enough; that follow-up possibilities were often missed. Another conclusion was that the newspapers are practically neglecting school news, despite its value as interesting news and in building circulation among a large part of the newspapers' potential field.

Robert Lane of the Newark Evening News told his fellow publishers at the opening session that he considered it a newspapers' duty to record the news and not to make it. He warned against carrying crusades so far that the public loses faith in all the matter printed in the paper. He urged more use of the human interest story but said that if it cannot be handled well it should be left alone.

T. H. Alvord of the Livonia (N. Y.) Gazette spoke on "The Cost of Producing Advertising in the Country Weekly." He showed that as a job of printing most weeklies do not pay the owner enough profit.

The need of a definite educational program for the New Jersey publishers was pointed out by Ross W. Kellogg, director of the Empire State School of Printing at Ithaca, N. Y. Mr. Kellogg quoted figures from a survey which he has made of the newspaper plants of New Jersey showing that the ratio of apprentices to journeymen printers in the weeklies is 1 to 4; on the dailies it is only 1 to ten. The ratio for the industry as a whole, he found to be 1 to 7. He said that unless a ratio of 1 to 5 is maintained a shortage of printers will result.

President E. A. Bristor said that the New Jersey Association would consider not only the education of printers but also the education of newspaper writers and managers.

Edward P. Howard was emphatic in his statements that no newspaper publisher is getting enough margin on advertising at 25 cents an inch. He advised country weeklies to do away with cheap national advertising, to find out their true financial status and to charge a blanket rate for advertising, so that they will be self-supporting without job work.

The institute was unanimous that unsigned communications should not be printed and that letters dealing with politics should be treated with regard to a limit on the quantity of controversial matter.

Among other speakers were: Prof. James Melvin Lee, New York University; Robert Lane, Newark Evening News; M. V. Atwood, Groton (N. Y.) Journal and Courier; U. McClinchie, Clinton Weekly; Frank L. Moreau, Freehold Transcript; W. A. Haffert, Sea Isle City Times; Charles Alvord, Livonia (N. Y.) Gazette; J. G. Lipman, director New Jersey Agricultural Experiment Station; Robert Towne, American Newspaper Corporation; Merton E. Burke, formerly of the New York Daily News.

Round table discussions were led by J. P. Logan of the Newark Sunday Call; J. L. Clevenger of the South Amboy News; C. H. Bateman of the Somerville Unionist Gazette, and E. H. Carpenter of the Woodbury Democrat.

The Institute wants regional conferences held among publishers of New Jersey throughout the year to discuss problems of editing policy, advertising, etc. E. A. Brister, editor of the Passaic Herald and president of the New Jersey Press Association; J. E. Clary, Madison Eagle, and Earl R. Woodward were instrumental in starting the institute movement here.

Ad Women to Hold Dinner

The New York League of Advertising Women will hold its first dinner-meeting of the season, September 19, at the Advertising Club. The president, Miss Helen M. Hill, will preside and the honor guests will be C. K. Woodbridge, president of the Advertising Club of New York; H. H. Charles, district vice-president of A. A. C. of W., and Carl Hunt, business manager of A. A. C. of W.

WEST VIRGINIA'S PLACE AMONG THE STATES IS 40th IN AREA AND 27th IN POPULATION

But it is first, second or third by very many comparisons.

Only one state exceeds it in total tons of coal produced annually, in tons of coke manufactured, in the number of its glass factories.

It leads them all in its available bituminous coal, white sand petroleum of the Pa. grade, natural gas marketed, production of carbon blacks and glass sand available.

It has the largest number of home owners per capita of any state in the Union.

Also do not overlook the fact that it ranks second state in the value of its mineral production while remaining primarily a farming territory.

It is a "market by itself" and can be economically influenced your way by these newspapers.

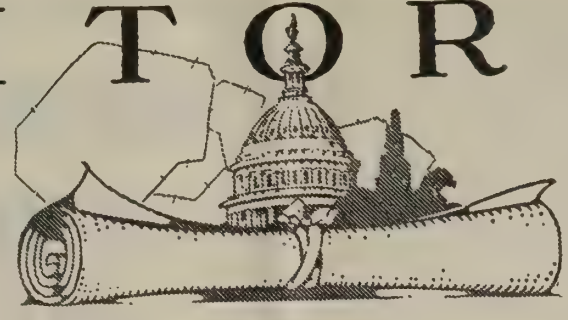
		Circulation	Rate for 5,000 lines
Bluefield			
††Telegraph	(M)	10,183	.025
Charleston			
*Gazette	(M)	18,777	.06
*Gazette	(S)	22,359	.07
Clarksburg			
†Exponent	(M&S)	7,879	.035
*Telegram	(E)	7,822	.035
*Telegram	(S)	10,042	.035
Fairmont			
*Times	(M)	6,881	.03
Huntington			
†Advertiser	(E)	10,635	.035
*Herald-Dispatch	(M)	12,523	.035
*Herald-Dispatch	(S)	12,559	.035
Martinsburg			
†Journal	(E)	4,086	.03
Parkersburg			
†News	(M)	5,568	.025
†News	(S)	6,366	.025
*Sentinel	(E)	6,419	.024
Wheeling			
*Intelligencer	(M)	11,536	.0325
*News	(E)	13,569	.05
*News	(S)	17,314	.07

†Government Statement, April 1, 1922.

*A. B. C. Report, April 1, 1922.

††Publishers' Statement.

EDITORIAL



VOTE FOR THE AMENDMENT

AUDIT BUREAU OF CIRCULATIONS was formed by the publishing and advertising interests of America to supply the "scales" with which to "weigh" circulation, to apply the "yard-stick" to quantity of circulation, and to "certify" the facts, thereby placing the stamp of authority—"sterling mark"—of the Bureau upon the known factors of circulation.

For eight years the attention of directors, auditors and managers of the Bureau has been concentrated almost entirely upon an effort to devise ways and means—"rules and regulations"—to obtain accurate and dependable information as to NET PAID circulations. In this period circulation records and forms have been standardized and all avenues of distribution have been charted so that the space buyer may ascertain by a glance at a Bureau report the amount of NET PAID—city, suburban, country, bulk sales, etc. In addition to which file copies, free copies, unpaid and service circulation has been segregated.

To such an extent has the passion gone for NET PAID circulation that some space buyers, following the campaign of the Bureau to its logical conclusion, refuse to consider or give credit to any publication for anything but NET PAID circulation.

This raising of standards has been a good thing for the publishing business. On the whole it has proved beneficial and helpful all around. But are these standards to be thrown overboard now that the Bureau is firmly established and enjoying a large income with adequate cash reserves?

Are these ethical standards of the Bureau to be lowered, now that the Bureau has grown great and powerful, to oblige a small, but clever minority of its members, who desire that the Bureau give aid and comfort to publications of free circulations?

Certainly not. But there is grave danger that this may be accomplished at the annual meeting of the Bureau at the La Salle Hotel, Chicago, on October 20th next, if the real friends of the Bureau are not present or represented by their affirmative votes on that occasion. Indeed, it will require a two-thirds vote of all the members present and voting and a two-thirds vote of all proxies to maintain present Bureau standards. The amendment to the by-laws eliminating from membership all publications of free circulations should carry by an overwhelming vote.

Newspaper proxies may be sent to Mr. W. A. Strong, of the Chicago Daily News, or Mr. E. R. Shaw, Power Plant Engineering, Chicago. Both of these gentlemen are members of the Board of Directors of the Audit Bureau of Circulations and have maintained a consistent attitude during this past year at all meetings of the Board of Directors in advocacy of the elimination of all such publications from membership in the Bureau.

STRAIGHT TALKING WINS

SENATOR LAFOLLETTE, consistent opponent of secrecy and the old order of politics that has as its basis government of the many by the few, has received an overwhelming vote of confidence from his own people in Wisconsin.

In his victory there is more than one worthwhile lesson for the professional politician if he cares to stop to study causes; there is also a cause that played an important part in the final result that is deserving of the serious consideration of American editors who are seriously concerned about the secret of winning public confidence.

Whether we agree with LaFollette in his political beliefs is immaterial; but of one thing, namely, that ours is a government with the consent of the governed, he has been a fearless exponent.

He has not only preached "this government belongs to all the people," but he has won the hatred of political partisans and opponents by ripping aside veils of secrecy and exposing the operation of the public's business to the public's view.

In other words, while many others have only preached, LaFollette, in the full belief that the American people are worthy of being trusted if given all the facts in matters of their concern, has refused to play the game of political bicker and trade behind closed doors that holds half-truths as its chief ally.

It is true that LaFollette's course has not won him popularity with his Senatorial colleagues, but to him that is certainly immaterial, for among them he is the only one this year who can boast of a public trust that was spoken with a 200,000 majority.

Regardless of what we may think of LaFollette's political acts, he has been a good reporter. In a speech before the United States Senate on July 7 and 8 he gave a better report of the tariff experiences of this Government since the passage of the McKinley Bill than the newspaper men assigned to cover Washington made of that speech. It is a scathing arraignment of back-stairs tariff-making that is disclosed in a reprint from the Congressional Record of a part of that speech in the searchlight for July 31.

At no time has LaFollette forgotten his obligation to his constitutency and never has he failed to report to it on the meaning of business transactions in Washington.

It was because of his ability as a reporter that LaFollette was not made a Republican member of the committee that drafted the present tariff bill, a place that rightfully belonged to him under party rules.

LaFollette has never admitted the right of executive sessions in the transaction of public business and he has always maintained himself under the accepted practices of gentlemen by giving due notice before entering such meetings that he would make a complete report of what occurred. For this reason LaFollette is not considered a safe man where any trading is to be done at the people's expense.

LaFollette is a good example of what a newspaper reporter should be if he wishes to win and hold public confidence in the times of his newspaper's greatest trials.

Some Washington correspondents—as well as newspapers—should profit from the example of LaFollette in giving the public all the facts as they have found them and reap the rewards of public confidence.

AN AMERICAN'S CREED

COMPILED BY CHARLES W. MILLER
Vicksburg (Miss.) Herald

ONE generation passeth away, and another generation cometh: but the earth abideth for ever. All the rivers run into the sea; yet the sea is not full; unto the place from whence the rivers come, thither they return again. The thing that hath been, it is that which shall be; and that which is done is that which shall be done: and there is no new thing under the sun. Is there any thing whereof it may be said, See, this is new? it hath been already of old time.—(*Eccl. i:* 4, 7, 9, 10).

ADVERTISING NOT A COMMODITY

EVERY now and then someone raises his voice in praise and admiration of the advertising agent and the helpful service he performs in the production and placing of national advertising or in condemnation of present day universal practise in allowing an advertising agency commission.

Mr. Louis Wiley's letter, to be found in another column, is of more than ordinary interest to advertising people as it presents a point of view with respect to the part the agent plays in advertising that is undoubtedly the consensus opinion of the publishing world.

The letter of the business manager of the New York Times is in reality an answer to the statement of the case of the direct advertiser by Mr. H. S. Richardson, of the Vick Chemical Company, referred to editorially in the EDITOR & PUBLISHER for August 12th.

Mr. Wiley wastes no time in a consideration of the ethical standards involved in the payment by publishers of a commission to advertising agents on advertising produced and placed by them. To Mr. Wiley the question is a practical one. He says the advertising agent is an essential factor in advertising, performing a helpful and necessary service to the entire satisfaction, at least of the newspaper publisher.

Mr. Wiley holds that the advertising agent is the representative of publication. Theirs is a representation, he says, based on close personal contact with the business of their clients that would be absolutely impossible to the representative of each publication. On the other hand, Mr. Wiley believes that only chaos in publication offices would result if Mr. Richardson's views were carried to their logical conclusions and the advertising agencies were eliminated.

Mr. Wiley does not discuss the question raised by Mr. Richardson, but not stated, as to whether or not advertising is a commodity, subject to regulation by the Federal Trade Commission.

That question seems to us to have been disposed of by the United States Supreme Court in the case of the Blumenstock Brothers vs. Curtis Publishing Company. The Supreme Court held in that case that a business conducted by an advertising agency in placing advertising for manufacturers and merchants by contracts with publishers in magazines which are published and distributed throughout the United States is not interstate commerce. Although the circulation and distribution of the publications themselves be such.

NEW YORK PRINT SITUATION

AS the great Daniel Webster once remarked it is well now and then for the mariner to stop, look and listen, consult his compass and barometer, ascertain the prevailing winds and study the depth, direction and speed of currents.

So it is equally important for the newspaper owner, editor, publisher and executive to stop now and then in the midst of the rush of present day accomplishment, reflect on the errors of his course and study the tendencies of these present-day trends on the seas in which he navigates.

In the spirit, therefore, of an humble servant EDITOR & PUBLISHER this week visualizes, for the information of the New York City newspaper owners and executives, the factors that must be weighed and studied in the present newsprint situation. The tables on pages 10 and 11 of this issue show clearly and distinctly the known factors of circulation, advertising lineage, total pages printed, tons of newsprint consumed of the week-day and Sunday issues of the 17 New York City newspapers for the period January to August, inclusive, for the years 1920, 1921 and '22.

Briefly, DAILY circulations of these 17 newspapers, 6 days a week, at April 1, 1922, show an increase of 416,664 copies per day over April 1, 1921. Pages show an increase in 8 months in 1922 of 9,592 pages over the first 8 months of 1921. Advertising shows an increase in the same period 1,164 pages. Newsprint consumption is shown to have been 25,692 tons more in eight months of 1922 than in same period 1921.

The comparisons for SUNDAY are as follows: Total circulation as of April 1, 1922, shows a decrease of 103,205 copies per Sunday, as compared with the total as at April 1, 1921. Pages for the 8 months, 1922, as compared with eight months 1921, show an actual increase of 3,640. Advertising shows an actual increase of 840 pages in the period of 8 months, 1922, as compared with 8 months, 1921, whereas, newsprint consumption in the 8 months period covering the years 1921 and 1922 for the Sunday only show an actual increase of 12,324 tons.

The morning, evening and Sunday papers combined show a total circulation at April 1st, 1922, of 6,708,998, as compared with 6,395,539, with an actual increase in total circulation of 313,459. The pages for 8 months, 1922, was 106,402, as compared with 93,170 for 8 months 1921; an increase in 1922 of 13,232. Advertising shows an increase in 1922 of 1905 pages. Newsprint consumption for the first 8 months 1922 totaled 231,429 tons, as compared with 193,413 tons for 8 months in 1921, or an increase in consumption of newsprint, 1922, of 38,016 tons, or $2,661,120 figured at present contract prices.

PERSONAL

ILTON A. McRAE left Detroit September 12 for San Diego, Cal., re he will, following his usual custom, id the Winter.

ert L. Kuhn, who has been editor of Shanghai (China) Daily Star, has e to Honolulu to vecome editor of Star-Bulletin.

V. D. Eaton, said to be the dean of a newspaper men, having served 61 s in the editorial rooms, has sold his r, the Clinton (Iowa) Mirror, to k Neumann.

uce W. McCarty, who established Eagle Lake (Tex.) Headlight 20 s ago and has served as its editor published continuously, has retired sold his interest to F. A. Norman D. S. Taylor, who have taken ge.

Douglas Williams, general manager in e United States for Reuter's News cy, sailed on the Majestic Septem- 6. During his absence Isroy Norris charge.

Cle Orwig, publisher of the Napoleon o) Northwest News, is now mak- n extensive tour of the Far East.

Crson Taylor, publisher of the Ma- (P. I.) Daily Bulletin, has returned Islands after a vacation of several ns spent with his family in Los An-

N THE EDITORIAL ROOMS

CS PEABODY SWIFT of the Chicago Tribune Foreign News e is now in Vienna, but will re- shortly to Berlin, rejoining Mrs. there. During the past six months covered operations for the Chicago ne in England, Ireland, Serbia nd, Germany and Czecho-Slovakia.

rton E. Burke, managing editor of ew York Daily News, has resigned een succeeded as acting managing by Philip A. Payne.

is F. Dow, telegraph editor of the gton (Vt.) News, will be the edi- the University of Vermont Alumni ly this year, in addition to his other succeeding James R. Jennings, who signed to go to the Gas Age, New

old E. Rockwell, who has resigned rts editor of the Burlington (Vt.) will be in charge of the publicity of the University of Vermont, he will also take the pre-medical

mas Dawson, who has been Wash- correspondent for the Christian e Monitor of Boston for the past nths, has resigned and will return former position of curator of the do Historical Society. Mr. Daw- ho expects to be back in Colorado r 1, will leave Washington next His successor as head of the ir bureau has not been announced.

k P. Stockbridge, formerly man- editor of the New York World, itor of the New York Globe, and of Mechanics magazine, has been ed director of information of the an Home Bureau.

larry Ferris, formerly a member staff of the Boston Transcript, different times employed by ston American and papers in ter, Mass., and New Haven, has joined the staff of the Bur- (Vt.) Free Press as a special

h Tendler and Arnold Darsch members of the Chicago Evening portorial staff.

Keefe, formerly of the St. Paul News, New Orleans Picayune and American, has returned to St. here he is doing publicity work kelstein & Ruben. His cousin, eefe, late of the New Orleans also in St. Paul acting as press or the Orpheum.

Perry, recently city editor of Centro (Cal.) Press and formerly with the Seattle (Wash.) Times, has gone on the copy desk at the San Diego (Cal.) Union.

J. Harvey Whitney, formerly of the Jacksonville Times-Union, but who served during the war as executive secretary to the Florida food administrator and later as secretary of the Florida Hotel Men's Association, has joined the staff of the Tampa Times.

Robert Knoff has resigned the editorship of the Monroe (Wis.) Times to go with the tour department of the Milwaukee Journal.

Thaddeus Preuss, formerly a reporter for the Kuryer Polski and the Milwaukee Sentinel, has been admitted to practice in the United States court district.

William Sunde, formerly connected with the Winona (Wis.) newspapers, has become a member of the staff of the Milwaukee Journal's Retail Journal.

Morris O'Brian, picture page and feature editor of the Buffalo Evening News, has resigned is succeeded by Herbert Peters, who has been chief of the copy desk. Charles Taylor, former assistant city editor, is now copy chief. William G. Hippler, former managing editor of the Buffalo Commercial, is a new member of the News' copy desk.

Rondo Hatton, police reporter for the Tampa Times, is subbing on the telegraph desk, pending the return from vacation, of Mrs. Irene Rovira, the regular telegraph desk executive. He succeeds Raymond B. Nixon, who is returning to Emory University, Atlanta.

Irwin Gordon has just resigned as assistant city editor of the Philadelphia Evening Public Ledger to become director of publicity of the Philadelphia Welfare Federation. He has been succeeded by Arthur St. J. Joyce, who has at various times been connected with the North American and the Public Ledger, and until recently was in the copy department of the Donovan & Armstrong Advertising Agency. The Evening Public Ledger staff gave a dinner for Mr. Gordon last Wednesday.

Paul J. Pierce, Minneapolis newspaper man has been appointed Western advertising manager of the Popular Monthly.

S. Deane Wasson, San Antonio, staff correspondent for the Houston (Tex.) Chronicle at San Antonio, has moved his office to 527 Gunter Building.

L. E. Leigh, 71 years old, a former newspaper man and now a banker and insurance man of Little Rock, Ark., has been accepted as a special student in philosophy by the University of Colorado.

Harry L. Sexton, for several years foreman of the composing room of the Brownsville (Tex.) Herald, is now managing editor of that paper.

John V. A. Weaver, literary editor of the Brooklyn Eagle, and Miss Peggy Wood, star of "Marjolaine," have announced their engagement.

Edward D. Wilder, formerly financial editor of the Louisville (Ky.) Post, has accepted a position as secretary of the Jacksonville (Tenn.) Association of Commerce.

Harry Stringer, formerly of the Washington bureau of the Universal Service, has been attached to the Republican Senatorial Campaign Committee. During the 1920 pre-convention campaign Stringer handled publicity for Senator Poindexter's boom for the presidential nomination, and during the campaign was with the Republican National Committee at Chicago.

Willard E. Hawkins, for several years connected with the editorial staffs of the Denver Times and Rocky Mountain News, has been made editor of the Rocky Mountain Hotel Bulletin and the American Greeter.

Edward R. Padgett, for the past four years Sunday editor of the Detroit News, has gone to the Baltimore American to be its Sunday editor.

Harry Fridinger, sports editor of the Hagerstown (Md.) Morning Herald, has resigned and will go into business in Hagerstown.

Leonard Poffenberger, of the news staff of the Hagerstown (Md.) Daily Mail, has resigned and been succeeded by Elmer Jackson.

Bernard Kaufman has left the Rochester (N. Y.) Post-Express staff to go with the Rochester American. He was formerly engaged in newspaper work in the Far East as a special correspondent for the Northcliffe publications.

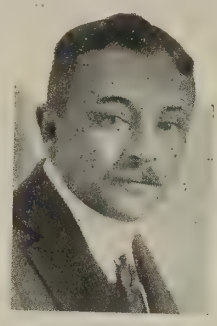
Carl Wise has resigned from the local staff of the Wilmington (Del.) Every Evening to finish a course at the University of Delaware and has been succeeded by G. M. Dwyer of Springfield, Mass.

Ralph D. Casey, since the first of the year on the publicity staff of the Seattle Chamber of Commerce, goes to the University of Oregon this month to become a member of the journalism faculty and will take charge of its press bureau. He is succeeded at the Seattle Chamber of Commerce by Edwin H. Ford, recently night correspondent of the Associated Press at Seattle.

W. Hanny, at one time cartoonist on the St. Joseph (Mo.) News-Press, has been named art editor of the St. Paul (Minn.) Dispatch.

NEW N. Y. GLOBE EXECUTIVES

JOHN C. COOK returned to newspaper work in New York a few days ago after a year as vice-president of the Haring Paper Corporation. He is now business manager of the New York Globe. Another new executive is O. O. Scattergood, until recently with the Detroit Journal, who is now circulation manager of the Globe. H. H. Knickerbocker resigned last week as business manager and has not yet announced his future plans. S. P. Booth, who resigned as circulation manager after a long term of service, will devote all his time to the Interborough News Company and the News Distributing Company, city circulation organizations which he has been conducting for some years. John Tole, who has been assistant business manager, also resigned last week and reached for a statement of his future no successor has been appointed. Julius Stolz remains as city circulation manager.



JOHN C. COOK

William Hughes, a former Milwaukee newspaperman, has succeeded to the British courtesy title of Lord Roberts. He becomes a peer at the death of his father, also Lord Roberts.

Dan Ruggles, formerly telegraph editor of the Houston (Tex.) Post, is now telegraph editor of the Dallas (Tex.) Morning News.

Douglas Hawley, Dallas (Tex.) newspaper man, is advertising manager and director of publicity for the Texas State Fair, to be held in Dallas in October or November.

THE BUSINESS OFFICE

MAURICE LEVY, business manager of the Cincinnati Post, found his desk decked with flowers, September 8, which was the 26th anniversary of his association with that paper.

L. J. Luckett, formerly Cincinnati advertising manager of the Westinghouse Company, has joined the advertising staff of the Cincinnati Post.

Daniel Henderson has resigned as promotion manager of the New York Evening Post to become associate editor of the People's Home Journal.

R. B. Clark, formerly of the advertising department of the Los Angeles Examiner, has just arrived in Manila to joni the Bulletin Staff.

A. J. Wesselman, for several years on the Cincinnati Post business staff, on September 11 became classified advertising manager of the Evansville (Ind.) Press.

P. J. Crystal, formerly advertising manager of the Winnipeg Tribune, has joined the advertising staff of the Cincinnati Post.

Sherman H. Hill, for the past three years business manager of the Kingston (Ont.) Standard, has resigned.

H. H. Brown, of the Charlotte (N. C.) Observer staff, has become advertising manager of the Rock Hill (N. C.) Herald.

Peter J. Sullivan, for several years connected with Ralph R. Mulligan, publishers' representative, has joined the advertising staff of the Long Island City Daily Star. Mr. Sullivan will represent the Star locally in New York and Brook-

(*Continued on page 30*)

VISITORS TO NEW YORK

ROBERT L. EWING, New Orleans Daily States.

B. H. Peace, Greenville (S. C.) News.

Parke M. Walker, Fort Smith (Ark.) Southwest American.

Homer E. Moyer, Harrisburg (Pa.) Patriot-News.

The Editor

who uses the free information bureau conducted by

FREDERIC J. HASKIN

provides a special representative in Washington for every one of his readers.

lyn, with Manhattan offices in the Longacre Bldg.

NOTES OF THE NEWS SERVICES AND SYNDICATES

MISS WANDEN MATHEWS, for several years society editor of Vogue, has become art director of the C-V Newspaper Service.

William M. Sweets, formerly with the United Press Association's New York and London bureaus, has become managing editor of the Ashland (Ky.) Daily Independent.

George R. Holmes, chief of the Washington Bureau of the International News Service, is the father of a 10-pound baby girl.

James Nourse, Senate man in Washington for the Universal Service, has announced the birth of a son.

C. Colton Bingham, at one time connected with the New York Herald, is now director of sales of the C-V Newspaper Service.

Mauritz A. Hallgren, formerly on the staff of the Cincinnati Times-Star, has joined the Chicago bureau of the Associated Press as wire editor.

J. A. Rawlings, chief of the Associated Press bureau at Omaha, is spending his vacation in New York.

Allen M. Dalrymple, formerly on the staff of the Indianapolis News and the Frankfort (Ind.) Times, has joined the Indianapolis bureau of the Associated Press as day pony editor, succeeding Joseph H. Shea who has been promoted to night editor.

Joseph A. Fox, who has been day editor in the Detroit bureau of the Associated Press, has been transferred to the Richmond (Va.) bureau.

Frank B. Noyes, president of the Associated Press, after a business trip to Washington and New York has returned to his summer home at Winter Harbor, Me.

MARRIED

E. L. OGILVIE, publisher of the South St. Paul (Minn.) Daily Reporter, and Mrs. Alice Maude Stone were married on September 4 at Winnebago, Minn.

Thomas F. Mulhern, of the circulation and classified advertising departments of the Brooklyn Eagle, and Miss Dorothy Dyhynska were married recently.

Frank Reis, a former member of the advertising staff of the Brooklyn Eagle and now on the advertising staff of the New York Telegram, and Miss Marie E. Haynes, formerly of the business office staff of the Eagle, were married August 20.

Arthur Cayo, a member of the composing room force of the Burlington (Vt.) Free Press, and Miss Rhea Patno, of the news staff of the Free Press, were married September 2.

G. Prather Knapp, vice-president in charge of advertising, for the Bankers' Service Corporation, and previously publicity manager for the Mississippi Valley Trust Company of St. Louis, and Miss Lucy Norvell, daughter of Saunders Norvell, chairman of the Board of McKesson & Robbins, wholesale druggists, New York, were married recently.

William M. Hatch, city editor of the Springfield (Mass.) Union, and Miss Edith F. Wood were married recently.

Willard Cope, of the editorial staff of the Atlanta Georgian, and Miss Marjorie Mathis, formerly a reporter on the Galveston News, were married last week.

Henry J. Prentiss, Jr., of the editorial staff of the Des Moines Register, and Miss Marion V. Chase, were married September 2.

WITH THE AD FOLKS

CHARLES J. O'MALLEY, president of the O'Malley Advertising and Selling Company, Boston, recently arrived in Switzerland.

The Adva Talks Company, Dallas, Tex., general advertising agency, has been organized with a capital of $50,000. The incorporators are Mark A. Powers, R. J. Powers and F. N. Watson.

E. F. Voss, a member of the Davenport (Iowa) Ad Club, recently won the $100 prize offered by the Spokane Spokesman-Review for the best letter commenting merits of the paper's method telling of its field to advertising and circulation people.

Miss Anita Lindsey Weathers, formerly connected with the advertising department of James McCreery & Co. and recently advertising manager of Stern Brothers, has been made manager of the local service department of the Ferry-Hanly Avertising Company, New Orleans.

Allan Herrick, advertising manager of the Banker's Trust Company of Denver, Colo., has returned after a four months' trip in Europe.

Mrs. Edna Dunlop, president of the Milwaukee Women's Advertising Club, and Misses Louise Block, Mary Curran and Barbara Dunlop are motoring to New York, carrying the club pennant attached to the windshield.

Earl B. Stone, formerly district sales manager and advertising manager of the Cleveland Tractor Company, joined the staff of Cleveland office of Hoyt's Service, Inc., Sept. 1, as assistant to H. R. Van Pelt, the manager.

William M. Stedman, formerly of E. I. DuPont de Nemours & Co., Inc., is now with Sweeney & Price, publishers' representatives, Boston.

Herbert M. Morgan, a former director and first vice-president of the financial division of the Associated Advertising Clubs of the World, has resigned as an officer of the St. Louis Union Trust Company to accept the vice-presidency and treasurership of Johnson, Read & Co., Chicago advertising agency. He has also been chosen as lecturer and director of the advertising course of the School of Commerce, Northwestern University. Mr. Morgan has been a director of John Read & Co. for a number of years.

Ben D. Jennings has resigned as account executive with the Power, Alexander & Jenkins Company, Detroit, to join the western staff of Grandin-Dorrance-Sullivan, Inc.

Charles F. Burns and E. D. Wolaver have incorporated the Burns-Wolaver Company as a general advertising agency and opened offices at 5005 Euclid avenue, Cleveland.

A. C. Clay, formerly with the Wichita (Kan.) Beacon in advertising department, has opened an advertising agency in the offices of the Brooks Letter & Addressing Co., North Main street, Wichita, Kan.

JOIN WASHINGTON TIMES

G. Logan Payne Adds Waldron, Bull and Morrissey to Staff

G. Logan Payne, publisher and general manager of the Washington Times, has just announced the addition of three new executives to the advertising staff of that paper.

E. W. Waldron, for some years advertising manager of the Washington Post, has resigned and joined the staff of the Times as director of the service and promotion bureau of that paper.

Norman E. Bull, for a long time advertising manager of the Washington Herald, has also gone to the Times to be in charge of the advertising for the Sunday Times. George Morrissey likewise has joined the Times advertising staff, resigning from the staff of the Post to specialize in financial advertising and to handle some of the larger local accounts for the Times.

Butte Post in New Home Dec. 1

The Butte (Mont.) Daily Post expects to move into its new building, now in course of construction about December 1.

Value of Ten Leading Alabama Crops Show Over Sixty Million Dollar Increase in 1922 Over 1921

F. W. GIST

State and Federal Agricultural Statistician's Report Issued September 9th Is as Follows:

Crop prospects in Alabama on September 1st, computed as a whole, were better than a year ago; reduced to value, they promised an increase of 45 per cent over last year. The value of ten leading crops, calculating the value of prospective production on the basis of present prices, amounts to $193,463,000 compared with a value of $133,407,000 for the same ten crops harvested last year. These ten crops constitute about 75 per cent of the harvested crops of the state.

These crops at present prices, would bring the values given below, compared with the values stated for 1921:

	1922	1921
Corn	$45,814,000	$38,844,000
Cotton	97,468,000	50,800,000
Peanuts	6,015,000	5,082,000
Hay	11,424,000	12,380,000
Sweet potatoes	14,145,000	8,870,000
Irish potatoes	7,675,000	4,080,000
Sorghum sirup	2,816,000	3,213,000
Sugar cane sirup	3,987,000	5,413,000
Oats	3,719,000	4,404,000
Wheat	300,000	321,000
Total value ten crops	**$193,463,000**	**$133,407,000**

(Signed)—F. W. GIST,
Agricultural Statistician

Do you want Alabama Money? If so, use—

ALABAMA FARM FACTS

Alabama's only farm paper devoted exclusively to Alabama Farmers.

Circulation over 40,000

Advertising Rate 25c. per line

ALABAMA FARM FACTS

Members of A. B. C.

MONTGOMERY, ALABAMA

REPRESENTATIVES:

E. Katz Special Advertising Agency, New York, Chicago, Atlanta, Kansas City, San Francisco

URGES HISPANIC AID FOR PRESS CONGRESS

Dr. Beteta, Executive Committee Member, Tells of Congress' Plans at Luncheon Given by El Universal of Mexico City

Dr. Virgilio R. Beteta, member of the executive committee of the Press Congress of the World, representing the Hispanic newspapers, who is now in Mexico engaged in organization work, was recently the guest of honor at a luncheon given by El Universal in Mexico City. In the course of an address, Dr. Beteta outlined the purposes in mind in starting the Press Congress, what it has accomplished to date, its plans for the future and the special importance the Congress bears to the Hispanic race. Dr. Beteta said:



DR. V. R. BETETA

"The next Congress will be held next year in Europe, possibly in Seville, and the subsequent one will be held in Santiago, Chile, as we have been invited already by Dr. Augistin Edwards, the proprietor the El Mercurio of that city to meet there in 1927 to commemorate the centennial of El Mercurio. If, as it is expected, the next two general meetings of the Congress will take place in Seville and in Santiago, respectively, it is obvious to state that our race will have the chance of its life to advertise its accomplishments throughout the world.

"Our race, our Hispanic America, has its hopes in the Press Congress, and Mexico, the country that has given to the world such a brilliant roll of intellectuals, well known in art, in philosophy, in journalism, and in literature, should also identify itself with this great movement of culture and human solidarity. Mexico should come with energy and with enthusiasm to the Congress. The intellectual relations and especially the journalistic relations between Hispanic-Americans, as many other relations, are today only a myth.

"The truth is that we do not know each other at all. In cable news, the fact that the Press Congress intends to do to move the world, the Hispanic-American has done very little. Only the very large newspapers have correspondents in one or two of the larger capitals. But the net of intercourse of news which will improve the mutual knowledge is to uninitiated. All the news with respect to Hispanic America is obtained from foreign sources, biased by foreign psychology in the offices of the foreign agencies that, journalistically speaking, live upon us. We can say as much of the writer who is still tied up to the old spirit of journalism, the newspaper man who may be able to say something about his own country but who is altogether ignorant as to the things that are happening in the big world outside are happening outside his frontiers.

"The Press Congress will have some of an intercontinental organism that will create the newspapers with respect to the other nations of the world than their own. Thus the Congress will be the instrument to bring about a close acquaintanceship and better relations between the sons of the American continents and the other nations of the world, and in the intercourse Hispanic America will find for the first time in its history an opportunity to be known, to be heard, and to be judged with respect to its national necessities and its national aspirations."

Tunks Goes to Vancouver World

W. C. Tunks, manager of the Portland (Ore.) Daily News for the past 10 years, has resigned and on September 1 became general manager of the Vancouver (B. C.) World.

NEWS WRITING SUGGESTIONS

HALF a dozen news writing suggestions, included in recent service orders sent out by the Associated Press to its correspondents, should prove helpful to all other newspaper workers, as well. They are:

Use care in cutting stories that contain direct quotes. The context of a direct quote should never be changed.

In handling radio stories, remember that the past tense of the verb "broadcast" is "broadcast" and not "broadcasted."

Observe the rule of good grammar that provides for the use of the definite and the indefinite article. Omission of the article often affects the meaning of a sentence and offends good taste.

Be at all times prepared to carry stories correcting improper or libelous statements.

When referring to the head of the Supreme Court, remember that his correct title is "Chief Justice of the United States," not "Chief Justice of the Supreme Court of the United States."

Look out for that word "strike-breaker." It is associated in the public mind with the bully or thug supplied by professional strike-breaking agencies, and should not be used to describe men who act individually in accepting positions.

EL UNIVERSAL RESUMES

Armed Union Reporters and Syndicalists Drive Employees Out

El Universal, Mexico City, resumed publication September 13, under government guarantee provided by Governor Gasca of the Federal district, by direct orders from President Obregon, after suspension since September 9, when members of the Graphic Art Syndicate and the recently organized Reporters' Union drove out all of the employees of the paper at the points of guns and destroyed all of the papers which had just been printed.

The statement issued by the Compania Periodistica Nacional, of which Senor Palavicini is the president, said:

"Because of lack of guarantees for work, this company had decided definitely to suspend the publication of all its periodicals, confident that some day it will be able to resume its labors when liberty of the press is maintained."

All the machinery, the stocks of paper and other equipment of the plant of El Universal were placed under an embargo by the National Paper and Type Company, an American concern, as a measure of protection both for the company and for Senor Palavicini.

This was the culmination of charges and countercharges between the editor and his supporters and the syndicalist leaders. Senor Palavicini asserted that a strike did not exist, inasmuch as the employes of El Universal had no grievances and were prepared to work. A memorial to that effect was prepared by them and presented to the Chamber of Deputies, September 9. The memorial precipitated a lively debate, which ended when the deputies gradually departed from the chamber, leaving it without a quorum.

Official intervention thus far has been confined to the placing of armed police at the entrance to the building of El Universal "to prevent any disorders."

Rumors that similar action by the syndicalists was to be taken against the Excelsior led that paper to request a police guard.

Pittston Daily Press Delayed

Publication of the Pittston (Pa.) Daily Press, which was to have begun immediately following Labor Day, has been deferred to October 1. Lateness of machinery in arriving is the cause, W. H. Hughes, its business manager, informs EDITOR & PUBLISHER.

$5,874,000,000

Worth of Products Annually In Illinois

With an income like this, added to the income derived from 237,000 farms valued at $6,666,767,000 (the second highest farm value of any State in the Union) **Illinois is deserving of first consideration from any National Advertiser.**

But the National Advertiser must think daily newspapers as the media to carry his message.

Illinois daily newspapers are representative—and localize national advertising so that with the co-operation of local merchants, who get their business through their home town daily newspapers, national advertisers get action commensurate with their expenditures.

		Circulation	Rate for 2,500 Lines	Rate for 10,000 Lines
*Aurora Beacon-News	(E)	15,275	.055	.055
Bloomington Pantagraph	(M)	17,841	.05	.05
Chicago Herald-Examiner	(M)	395,861	.55	.55
Chicago Herald-Examiner	(S)	729,735	.85	.85
Chicago Daily Journal	(E)	117,483	.26	.24
Chicago Tribune	(M)	499,725	.70	.70
Chicago Tribune	(S)	827,028	1.00	1.00
*Moline Dispatch	(E)	9,165	.04	.04
*Peoria Journal-Transcript	(M&E)	30,993	.10	.09
Peoria Star	(E)	24,580	.075	.06
Rock Island Argus	(E)	10,022	.04	.04
Sterling Gazette	(E)	5,187	.03	.03

Government Statements, April 1, 1922.
*A. B. C. Publishers' Statement, April 1, 1922.

TIPS FOR AD MANAGERS

Aitkin-Kynett Company, 1328 Walnut street, Philadelphia. Making contracts and placing schedules for 21 insertions with newspapers in various sections for G. H. P. Cigar Company, "W1 Producto" cigars, Philadelphia.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Reported will make up list of newspapers during October for Charles E. Hires Company, Hires Rootbeer and Ginger Ale, 206 South 24th street, Philadelphia. Again placing schedules for Joint Coffee Trade Publicity Bureau, 74 Wall street, New York.

Barton, Durstine & Osborn, 25 West 45th street, New York. Handling account for The Knox Hat Company, New York, and Dunlap Hat Company, New York.

Brandt Advertising Company, 5 South Dearborn street, Chicago. Placing orders with newspapers in Middle Western and Central States for Condensed Blueing Company (Little Boy Bluing) and (Little Bo-Peep Ammonia), Chicago.

Bromfield & Co., 45 West 34th street, New York. Reported will make up list of newspapers in October for W. Atlee Burpee Company, seeds, 485 North 5th street, Philadelphia.

George Batten Company, 381 4th avenue, New York. Renewing contracts for Bell & Co. Reported will begin newspaper campaign for Armstrong Cork Company, Armstrong Linoleum, Lancaster, Pa. Has secured the following accounts: Atlantic Macaroni Company, Brooklyn, N. Y.; Smalley, Kivlan & Onthank, Boston.

Berrien Company, 19 West 44th street, New York. Sending out orders for George P. Ide.

Blow Company, 116 West 32nd street, New York. Renewing newspaper contracts for S. Glemby's Sons Company, "Jean Hair Nets," 12 East 22nd street, New York.

Birch-Field Company, 110 West 40th street, New York. Again placing schedules with newspapers for J. C. Roulette & Sons, R. A. Underwear, Hagerstown, Md.

Campbell-Ewald Company, Marquette Bldg., Detroit. Making 7,000-line contracts for General Motors Corporation.

Chambers Agency, Maison-Blanche Bldg., New Orleans. Using Southern newspapers for Crazy Wells Water Company, Mineral Wells, Tex. Using Southern newspapers for the Van Antwerp Drug Corporation, Mobile, Ala. (Van Antwerp's Skin Powder).

Nelson Chesman & Co., First National Bank Bldg., Chattanooga, Tenn. Renewing newspaper contracts for Cattanooga Medicine Company.

Nelson Chesman & Co., 27 East Monroe street, Chicago. Making 1,000-line contracts for Val Blatz Brewing Company.

Churchill-Hall, 50 Union Square, New York. Placing orders with newspapers in Eastern and Central states for Gordon-Pew Fisheries Company, Gordon Cod Fish, Boston.

Corman Company, 19 West 44th street, New York. Placing account for Murphy Varnish Company, Newark, N. J.

Critchfield & Co., 223 West Jackson boulevard, Chicago. Have recently secured the account of the Scolding Locks Hair-pin Company, Appleton, Wis.

J. H. Cross Company, 214 South 12th street, Philadelphia. Making 2,800-line contracts for Vitamon Corporation.

George S. DeRouville, Albany County Savings Bank Bldg., Albany, N. Y. Making 1,000-line contracts for Jacques Capsules Company.

Robert H. Dippy, Denckla Bldg., Philadelphia. Making contracts with some Middle Western newspapers for H. G. McFaddin & Co., "Emeralite" lamps, 38 Warren street, New York.

Erwin, Wasey & Co., 58 East Washington street, Chicago. Making 10,000-line contracts for the Forhan Company (tooth paste). Making 5,000-line contracts for the Reserve Remedy Company.

Evans & Barnhill, 10 East 43rd street, New York. Reported to be placing orders with some New York state newspapers for Banana Specialties Company (Banana Crystals), Brooklyn, N. Y.

Federal Advertising Agency, 6 East 39th street, New York. Making 1,000-line contracts for Moody's Investors Service. Using 500 lines in one year for Tim's Caps. Sending out fall copy for Corning Glass Company (Pyrex), Corning, N. Y.

Richard A. Foley Agency, Terminal Bldg., Philadelphia. Placing schedules for 24 insertions for North East Electric Company, Lighting and Ignition Systems, 355 West 52nd street, New York.

Charles H. Fuller Company, 623 South Wabash avenue, Chicago. Making 5,000-line contracts for Cooper Pharmacal Company.

Fuller & Smith, 1501 Euclid avenue, Cleveland, Ohio. Making 3,000-line contracts for Glidden Company.

Gardner-Glen Buck Company, 1627 Locust street, St. Louis. Making 6,280-line contracts for the Ralston Purina Company.

H. H. Good Agency, 45 Murray street, New York. Sending out orders for Carter Medicine Company and Dr. Tutt Manufacturing Company.

Gray Advertising Agency, Gray Bldg., Kansas City. Making 3,000-line contracts for Barbo Manufacturing Company

Charles C. Green Advertising Agency, 15 West 37th street, New York. Sending out fall schedules to New England newspapers for C. F. Mueller Company (Mueller's Food Products. Sending out schedules to New York and Virginia newspapers for the General Chemical Company (Sofos).

Green-Fulton-Cunningham, Inc., Free Press Bldg., Detroit. Placing account for C. H. Wills Company, automobiles, Marysville, Mich.

Hill-Winston Company, 19 West 44th street, New York. Placing account for Goetz Silk Manufacturing Company, 185 Madison avenue, New York. Placing account for Parker Hosiery Mill & Dye Works, "Parkernit," Portsmouth, Va.

E. T. Howard Company, 117 West 46th street, New York. Making 2,800-line contracts for Phillips-Jones Corporation, Van Heusen Collars.

Hoyt's Service, 116 West 32nd street, New York. Placing accounts for Harder Manufacturing Company, Albany, N. Y., Kleen-Kold Refrigerators; Milton-Bradley Company, Springfield, Mass.; Dunham Mills, Inc., Hartford, Conn.; E. J. Wilkins Company, Gloversville, N. Y.

James Advertising Agency, 120 West 42nd street, New York. Making plans for fall campaign for Sloan's Liniment. Will use rotogravure newspapers in a few cities for Richard Hudnut.

Johnson-Read & Co., 202 South State street, Chicago. Preparing copy for Phillipsborn, Inc., Chicago.

Kendall Products Corporation, 709 6th avenue, New York. Preparing to open fall newspaper drive in Boston for Ken, a soap product made from corn.

Knight Advertising Agency, 137 South La Salle street, Chicago. Have sent out copy on Benzel Chemical Company.

Philip Kobbe Company, 208 5th avenue, New York. Will use daily and Sunday newspapers in the Metropolitan district for the Warde-Landsboro Homes Corporation, operating the Warde-Landsboro System for financing and building of homes.

Charles D. Levin, Inc., 158 West 45th street, New York. Making contracts with some Mid-West newspapers for Carbona Products Company, cleaning fluid, 302 West 36th street, New York.

Littlehale Advertising Agency, 175 5th avenue, New York. Placing orders with newspapers in selected sections for Moth-K Company, moth destroyer, 175 5th avenue, New York.

Manternach Company, 983 Main street, Hartford, Conn. Will make up lists in October for the Stanley Works, New Britain, Conn.

Martin & Davidson, Los Angeles. Reported will start newspaper campaign in Northern Ohio and Western New York for Citrus Soap Company, San Diego, Cal.

McKenna-Muller, 290 Washington street, Brooklyn. Placing orders with newspapers in selected sections for Postal Telegraph Co., New York.

Robert M. McMullen Company, 522 5th avenue, New York. Reported will make up list of farm papers in October or November for A. R. Mosler & Co., spark plugs, 50 Railroad avenue, Mount Vernon, N. Y.

Merrill, Price & Co., 400 North Michigan avenue, Chicago. Placing some copy on the French Battery Carbon Company, Madison, Wis.

Newell-Emmett Company, 120 West 32nd street, New York. Placing copy with some Pacific Coast newspapers for American Chicle Company, Long Island City, N. Y. (Flavory Four.)

Newell-Emmett Company, 120 West 32nd stret, New York. Will make up lists in October for Western Electric Company, 110 William street, New York.

Charles F. W. Nichols Company, 20 East Jackson boulevard, Chicago. Has recently secured account of the Stillman Cream Company, Aurora, Ill.

Nuway Advertising Agency, Atlanta. Making up lists for A. U. Valvout Company, Atlanta, auto accessories. Preparing copy and lists for Anydayte Calendar Company, Atlanta.

Patterson-Andress Company, 1 Madison avenue, New York. Making 2,800-line contracts for the Franklin Automobile Company.

Peck Advertising Agency, 347 5th avenue, New York. Placing the following accounts: Cadet Knitting Company, Philadelphia, and F. Ad. Richter & Co., Anchor Pain Expeller.

Pepsin Syrup Company, Monticello, Ill. Placing copy direct twice a week until May 28, 1923.

Peruna Company, Columbus, Ohio. Making 3,000-line contracts direct.

Harry C. Phibbs, 440 South Dearborn street, Chicago. Placing copy on National Bureau of Analysis.

Harry Porter Company, 15 West 44th street, New York. Sending out schedules for fall copy for Baume Bengue.

Porter-Eastman-Byrne Company, 22 West Monroe street, Chicago. Sending out 34 and 25-time orders for Black Silk Stove Polish Works.

Potts-Turnbull Advertising Company, Gates Bldg., Kansas City. Sending out 42 and 21-line copy to farm papers for the U. S. Farm Sales Company.

Redfield Advertising Agency, 34 West 33rd street, New York. Again making contracts with newspapers for Sonora Phonograph Company, 297 Broadway, New York.

Joseph Richards Company, 9 East 40th street, New York. Placing account for J. B. Williams Company, Glastonbury, Conn., shaving soap and toilet preparations.

Rose-Martin, Inc., 1400 Broadway, New York. Will make up lists in October for Colt's Patent Fire Arms Manufacturing Company, Hartford, Conn.

Sacks Company, 116 West 32nd street, New York. Repotred will make up newspaper list in October for Raybestor Company, Brake lining, Bridgeport, Conn.

L. A. Sandlass, 217 West Saratoga street, Baltimore. Making 2,800-line contracts for the Resinol Chemical Company.

Russel M. Seeds Company, 330 University Square, Indianapolis. Sending out 52-time orders for Pinex.

Saxe Advertising Agency, Inc., Boylston street, Boston. Distribution in Greater Boston being obtained for the Pepsinic-Seltzer Company, Worcester, Mass., for Pepsinic Seltzer (Amelotte), a product which gives stomach relief. Newspaper advertising will begin when distribution is secured.

Sehl Advertising Agency, City Hall Square Bldg., Chicago. Making 4,200-line contracts for Calumet Baking Powder.

Snodgrass & Gayness, 489 5th avenue, New York. Placing 98-line, double column, twice a week for three months with newspapers within a radius of 30 miles of New York for William Crane Company, 16 West 32nd street, New York (Vulcan Gas Heater).

Staples & Staples, Mutual Bldg., Richmond, Va. Will make up lists in October for T. W. Wood & Sons, Richmond, Va.

Suedhoff-Ross Company, Shoaff Bldg., Fort Wayne, Ind. Will make up lists in October for J. C. Hutzell, Fort Wayne, manufacturer of "Ovelmo," treatment for skin diseases.

Thomas Advertising Service, Graham Bldg., Jacksonville, Fla. Placing 30-inch orders twice for Advertising Committee, City Council of Jacksonville, Fla.

J. Walter Thompson Company, 244 Madison avenue, New York. Making 1,000-line contracts for Penick & Ford. Again placing schedules with newspapers for Andrew Jergens Company (Woodbury Facial Soap), Cincinnati, Ohio.

Thresher Advertising Service, 136 Liberty street, New York. Placing orders with farm papers and a try-out campaign in Binghamton, N. Y., dailies for American Molasses Company (Amolco molasses), 111 Wall street, New York.

Vanderhoof & Co., Ontario and St. Clair streets, Chicago. Placing account for Illinois Moulding Company (Narcissus Mirrors), Chicago. Planning to use newspapers for the Gold Furniture Company (Rex Sanitized Upholstered Furniture), Chicago. Using trade papers and planning national campaign for Perfection Gear Company (Perfection Silent Timing Gears), Chicago.

Wales Advertising Company, 141 West 36th street, New York. Placing 12-time orders with newspapers in various sections for Crofton Corset Company (Rengo belt corset), 295 Fifth avenue, New York.

Williams & Saylor, 450 4th avenue, New York. Placing schedules with newspapers for Sun River Chemical Company (Sun River Ointment), 1914 Broadway, New York.

Keefe Receiver for Riteservice

Judge Mack has appointed Harold F. Keefe receiver for the Riteservice Advertising Agency, Inc., 621 Broadway, New York, which was placed in bankruptcy recently. The receiver gave $10,000 bond. It is stated that the liabilities are about $37,000 and assets about $20,000.

Join the Pioneers

Scores of papers have joined the pioneer effort to move people to church through display advertisements in space donated by the paper. Why not yours?

We have the copy, at a ridiculously low price. Show it to churches if you prefer to sell the space. Other papers use it as part of a special display with each individual church ad loaded with enough to cover the cost of the general announcement.

Send for proofs of 52 ads and get your solicitors busy.

ADDRESS

HERBERT H. SMITH, 156 Fifth Ave., New York

CHURCH ADVERTISING DEPARTMENT

A. A. C. W.

This department has no regular income. The Presbyterian Church donates time to write this copy, and James Wright Brown donates the space. Join the pioneers!

Publishers' Co-operation puts added value in advertisers' space

HARVEST WITH SEAL OF SERVICE
THRESHER
SERVICE ADVERTISING
Formerly
Williams Agency
Founded 1891

136 Liberty St., New York
Phone Rector 7880-1-2
Cable Address "Flailad"



INTERTYPE
"THE BETTER MACHINE"

See Our Page Next Week

INTERTYPE CORPORATION
805 Terminal Bldg., Brooklyn, N. Y.
548 Rand-McNally Bldg., Chicago
301 Glasiyn Bldg., Memphis
560-A Howard St., San Francisco
Canadian Agents:
Toronto Type Foundry Co., Ltd.

Fall Business
will be
Great
for the newspapers

Find the right men to create and handle the new accounts *through*

Editor & Publisher
Help Wanted Advertisements

NEWS OF ASSOCIATIONS AND CLUBS

EDITORIAL AND PUBLISHING

TWO baseball games enlivened the clambake of the New York Newspaper Club and the Association of City Hall Reporters, held September 10 at Whitestone, N. Y. The first game, between teams captained by John H. Gavin, city editor of the New York World, and William H. Egan, station agent at the Pennsylvania station, resulted in a victory for the Gavins by a score of 13 to 12. The second game, between teams captained by Grover A. Whalen, Commissioner of Plant and Structures, and State Senator James J. Walker, ended in a tie, 6 to 6. After the bake there were four exhibition boxing bouts.

The Texas Women's Press Association convention will be held in Fort Worth, Tex., in November.

The Blue Pencil, the official publication of the Miami (Fla.) Press Club has made its appearance. It is a single sheet about 12 x 16 inches, printed on one side.

The Business Editors' Association of Chicago started their season September 12 with a luncheon at the City Club, P. L. Ford, of the American Lumber, is now chairman of the organization.

The meeting of the Society of Midland Authors which has been held September 29 and 30 has been indefinitely postponed because of general railway situation.

The Tri-City Press Club held a meeting at Moline, Ill., August 31. The next meeting of the club will be held at Davenport, Iowa, in September.

The Black Hills Press Association will hold a special meeting at Rapid City, S. D., on Armistice Day, November 11.

ADVERTISING

THE Poor Richard Club of Philadelphia will hold its first Long Table Luncheon of the fall season on September 21.

The New England Advertising Clubs will hold its convention in Providence, R. I., November 16, 17 and 18.

The question of newspaper advertising was considered at the second annual Progressive Business Congress held recently in St. Paul. Retail merchants from all parts of the northwest were in attendance. Fred P. Mann, president of the North Dakota Retailers' Association, gave an address on "Successful Retailing," using newspaper advertisements to illustrate his points. He referred to the necessity for newspaper advertising in retailing. T. K. Kelly of Minneapolis advocated the use of specifically descriptive newspaper advertising. "Advertise religiously and continually," he urged. "The farther you go into detail in describing your merchandise the greater will be the number of sales."

The annual outing of the Pittsburgh Advertising Club was held at The Pines, on Saturday, September 9. John Harman was chairman of the entertainment committee and was assisted by Joseph J. Vigneau, Roy Hoover, Andrew W. Crawford, Vinton H. McClure, J. A. Cullison, J. F. Allen, William B. Akin, E. S. Craighead and John L. Marshall.

The Sherman (Tex.) Advertising Club has launched a publicity campaign to boost the Red River Valley Fair to be held in Sherman September 26 to 30. The club voted to have the line "Meet me at the R. R. V. Fair" set on linotype slugs and furnished in quantity to all the newspapers in the district to be used in display advertisements inserted in their papers by merchants and others. Committees will enlist the newspapers and also the merchants to see that this line appears in every display advertisement published until the opening of the fair.

The Lantern Club, composed of Boston newspaper and magazine representatives and advertising men, will hold its annual golf and tennis tournament Sept. 20 at Concord, Mass.

The first luncheon of the season of the New York Advertising Club will be given September 20. Floyd Parsons will speak on "Coal." The golf tournament for the Presbrey cup will be played at Shackamaxon, L. I., September 27.

The Associated Advertising Clubs of Texas will have its convention November 13 to 15. This date was decided upon at a meeting of the executive committee in Fort Worth recently, E. W. Bateman of Dallas, president of the state organization, presiding. Following the meeting of the executive committee, its members were guests of the Fort Worth Advertising Club at its weekly luncheon.

GATHERED AT RANDOM

CONFESSIONS OF A PINCH HITTER
Enterpe

OUR muse used to be a nice, well-behaved girl. She never was brilliant or beautiful or even stylish. Yet apart from a slight metrical limp that you didn't notice after you knew her and a fondness for rhyming moon and June, vain and pain and fire and desire, she was all right, as muses go.

She was staid and unobtrusive. She had none of the wild yearnings of the present generation for bobbed hair and vers libre. She was just a quiet, respectable, modest, Presbyterian muse. We liked her.

And then they made us edit a column.

Our muse used to be plump. She is wan and haggard now, and her joints stick up like those of an emaciated cow. She used to be placid and self-contained. If she sees us as much as look at a typewriter, these days, she bursts into sobs. She was once affectionate and trustful. Now, when she sees us coming, she goes and sticks her head into a corner, like Bill Sike's dog.

She was built for comfort. Her true sphere was the verses to be put with presents in the Christmas stockings. We have used her for speed. For forty-odd weeks she has been inspiring our lyrics, three and four a week. That's why she looks that way. That is also why they sound that way.

We have employed our kind, helpful, obliging, flivver-runabout muse for heavy trucking and sprints. We have nicked our gears and cracked her crankcase and bent a radius rod. We have tried to get her up Parnassus on high. We have bumped her over sonnets; urged her through ballades; driven her smack into rondeaux. The wonder is that she didn't simply fall to pieces long ago.

And now that we are through with her, we are going to follow the traditional masculine method and cast her off. She has given and given and given. We have been amazed to find what she could do when you treated her rough. Now we are going to toss her aside like an old glove. Not that we do toss aside our old gloves. We give them to our wife, who wears them at night after cold-creaming her hands. But, anyway, we're through with her—the muse, we mean.

But there is this much to say in extenuation of our conduct. We're not jilting her for any one else. We're through. From now on we're celibate. The next muse that comes and hangs around our house can wait for employment until our three-year-old son has his first love affair.—*F. P. A. in The Tower of the New York Tribune on the occasion of his retirement as a column conductor from the time of the going of F. P. A. to the coming of Don Marquis.*

Lord Riddell's Book Out

Lord Riddell, publisher of the London News of the World and close personal friend of Lloyd George, is the author of a book entitled "Some Things That Matter," which has recently been published by the George H. Doran Company, New York.

Ahead of the "Flush" Year of 1920

In National Advertising
THE WASHINGTON TIMES
Washington, D. C.
Daily Evening Sunday Morning

Has not only beaten its 1921 record each month this year, but is far and away ahead of its 1920 record when all newspapers carried their largest volume of advertising.

During the first 6 months period of this year—compared to 1920—The Times showed a gain of 134,047 lines in National Advertising.

During the past 9 months—compared to the previous 9 months—The Times, in National Lineage, has shown a gain of 319,140 lines.

Local display advertising during the so-called "Slack" months of June and July, has shown bigger gains than during any of the 14 months previous period.

THE WASHINGTON TIMES
3c Daily, 10c Sunday
G. LOGAN PAYNE, Pub.

National Advertising Representative
G. LOGAN PAYNE CO.
Chicago, Detroit,
St. Louis and Los Angeles,

PAYNE, BURNS & SMITH,
New York and Boston.

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.

BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

WORLD SERIES PLAYER BOARD

Seven more available

WIRE

STANDARD MAGNETIC BASEBALL PLAYER BOARD
Geo. H. Reynolds, Treas.
New Bedford Mass.

The Pittsburgh Post

A newspaper of character, integrity and enterprise which has earned the confidence of the people of the world's greatest industrial district.

DAILY and SUNDAY

Features by
Irvin S. Cobb
Fontaine Fox
Hugh Fullerton
Rube Goldberg
Ed Hughes
Burns Mantle
T. L. Masson
O. O. McIntyre
Frederick Palmer
H. J. Tuthill
and others
The McNaught Syndicate, Inc.
Times Building, New York

An Accounting and Federal Tax Service for Publishers

References on Application

CLIFFORD YEWDALL
33 West 42nd Street
New York City

LOS ANGELES EVENING HERALD
LEADS ALL LOS ANGELES DAILY NEWSPAPERS IN TOTAL PAID CIRCULATION
Government statement for six months ended March 31, 1922
average 146,233 daily
New York
H. W. MOLONEY
604 Times Bldg.
Chicago
G. LOGAN PAYNE CO
Suite 401, Tower Bldg.
6 No. Michigan Ave.

The
Pittsburg Press
Daily and Sunday
Has the Largest
CIRCULATION
IN PITTSBURG
MEMBER A. B. C.
Foreign Advertising Representatives
I. A. KLEIN
50 East 42nd St New York
544 Fort Dearborn Bank Bldg., Chicago
A. J. NORRIS HILL, Hearst Bldg., San Francisco

"The African World"
AND
"Cape-to-Cairo Express"

Published every Saturday in London.

MAKERS-MONEY-SAVERS

This is a regular weekly department designed to answer questions, offer suggestions and generally help the man and woman of the smaller city dailies and weeklies. Your ideas on money making and for money saving are wanted, and for each idea published we will pay $1. When your idea appears clip it out and send it to the MONEY SAVER EDITOR, and payment will be made. Your ideas must be workable, told in as few words as possible, and new to this department. Contributions to this department will not be returned

THE postoffice department's blank for your "Statement of Ownership" will reach you soon. As the publisher of a weekly newspaper, will you stand on your prescribed rights and fail to answer the question about your average circulation, which the daily newspaper is required to answer? Here's a fine opportunity for the publisher to go on record with a sworn statement of his circulation figures. Don't you ever believe that people are going to pass this statement unread, even if the make-up man does bury it in some out-of-the-way corner. They all have enough curiosity to want to know a little of the inside affairs of the newspaper; you should take advantage of it.—J. T.

Do the front windows in your newspaper office serve any good purpose for the business? Frequently they do not. But let's look around and borrow a few ideas from others, and I think you will then agree that window space is valuable for advertising and publicity purposes even to the country newspaper. The city newspaper bulletins the news on its windows, and a crowd is usually congregated there in consequence; then, why shouldn't the country editor bulletin local news on his windows? The exact figures on election returns, particulars of accidents, fires and thefts, announcements of births, marriages and deaths, jury decisions, baseball and football scores—in fact, any real news that street gossip is unlikely to handle authentically—may be bulletined on a neat board in one of the windows. Such a policy would give the newspaper the reputation of being an alert news medium. Turing to the advertising side of your business, we find another opportunity to profit by the example of the city papers. Some of them are utilizing their windows for exhibits of merchandise on sale by the local retailers; of course, these displays are usually in conjunction with advertising campaigns being run by national advertisers in the newspaper's columns. You can do the same; devote your window space to displays that will help your retailers, thereby assuring yourself of their good will and the favored end of their advertising expenditures. In connection with the job printing side of your business there are two opportunities to use your windows. Either use them for a neat bulletin board on which you will post all the sale bills, window cards and other public announcements, or use them for displaying samples of your job printing. Perhaps you have done the latter; but did you leave the samples in the windows until they were faded, fly-specked, dusty and disarranged? Now, let's turn to the possibilities of using the windows for publicity purposes. Have you ever visited the office where the linotype machine was placed in the front window space? I know this near-human machine will attract much attention, and quite a few of those who stop outside to watch it perform will drift inside the office for a better look. In our office the policy is for someone to take this visitor in charge immediately, make him feel welcome, explain the linotype machine to him and have the operator cast a line with the visitor's name on it, after which take him back in the office and show him the presses and other equipment. They always appreciate the attention, even though not so much interested in all the machinery. Our last suggestion is borrowed from the banker, who, by the way, is running a "service" institution fundamentally the same in principle as our own business. He uses the extra space in the bank lobby and windows for exhibits of farm products raised in the neighborhood. That is a good-will winner for him; why schouldn't it be for us? It will profit you to urge the farmers to bring in samples of grain, fruit and vegetables of which they are proud, and then to take some extra pains in displaying them with neat cards attached in your windows. But, whether or not you deem it worth while to take advantage of any of the six ideas I have advanced, don't make the mistake of letting your windows get dusty, fly-specked and smoke-stained, for you and your business may be judged by the appearance of the front of your building.—J. T.

Late copy, always to be expected in a weekly newspaper office, is just about the hardest nut for the publisher to crack. It ought to help the situation a little to send out a notice to your advertisers, reading something like this: "You know, in your own business, what it would be if all your day's customers waited till ten minutes of closing time and then squeezed in and demanded instant and perfect attention. It's exactly like that when advertisers squeeze their copy into our office at the last minute and then expect the same results as if they'd given the composing room boys enough time to turn it into snappy layouts. You do your best by your advertising only when you give us time to do our best by it."—J. T.

The Monterey (Cal.) Peninsula Daily Herald worked up much community interest and got out a big edition by staging an industrial show. A vacant lot was secured free, and sufficient space rental was charged to cover actual costs with no profit. The paper sponsored the idea, it caught fire; result, an ordinary eight-page daily got out a 24-page for three days while the industrial show was running. Find out the main industries of your territory and sponsor a similar show. Circulation will increase and considerable advertising revenue may be built up in an "off" month.—A. B. F.

Have you a stencil-cutting machine in your plant? If you have, use it for making slides for your stereopticon which will now have a little use during the political season. We used some fairly light cardboard, made our stencils out of that, and the results were gratifying—the reflections were legible, constant, easy to read, and the crowd stood by.—R. M. C.

DISCUSS PAPER IN TEXAS

Chief Topics at Publishers' Meeting in Galveston This Week

(By telegraph to EDITOR & PUBLISHER*)*

GALVESTON, Tex., Sept. 12.—The regular semi-annual meeting of the Texas Newspaper Publishers' Association was held at the Galvez Hotel, Sept. 11. The print paper situation was the subject of much discussion and earnest consideration on the part of the members. Complete reports of labor negotiations and conditions in the various cities were presented to the meeting, together with a report of the present status of arbitration negotiations.

National collective advertising of Texas as a market and the menace of billboard advertising received consideration and committees on these were appointed.

Walter A. Dealey, assistant general manager of the Dallas (Tex.) Morning News and the Dallas Journal, vice-president of the association, presided. G. I. Palmer, of Houston, special commissioner of the association, was also present.

The Galveston Daily News and the Galveston Tribune were hosts to the visiting publishers and their ladies for luncheon. Present at the meeting were: W. A. Dealey, G. J. Palmer, J. L. Mapes and Alfred Jones, Beaumont Enterprise and Journal; Frank M. Huntress, San Antonio Express and News; John H. Payne and J. L. Everett, Houston Press; Charles H. Newell, Dallas Dispatch; A. L. Shuman, Fort Worth Star Telegram; J. L. Greer, Denison Herald; Harry I. Cohen and A. L. Perkins, Galveston Tribune, and John F. Lubben, Galveston News.

Glass Made Chairman

Maj. Powell Glass, editor of the Lynchburg (Va.) News and Advance, has accepted the chairmanship of the committee on the Washington and Lee Memorial School of Journalism of the Southern Newspaper Publishers' Association. It is the aim of this committee to re-establish the school of journalism which was founded by Gen. Robert E. Lee at Washington and Lee College and which was abandoned 8 years after his death because of lack of funds. At the S. N. P. A. 1922 convention the matter was brought before the organization again and a number of publishers headed the subscription list with $1,000 contributions. The complete committee will be announced shortly.

NEW ORLEANS STATES
ADVERTISING RATES AFTER OCT. 1
12c DAILY FLAT
15c SUNDAY FLAT
Daily over 51,000
Sunday over 63,000
PRESENT RATE
10c D. & S. on 2,000 Lines
Represented by
S. C. Beckwith, Special Agency
New York
John M. Branham Co., Chicago

The Buffalo Territory Offers Big Possibilities To National Advertisers

Twelfth American City; second in New York State, Buffalo, with over half a million people and the surrounding trade area with three hundred thousand more, affords a rich market to national advertisers. The effective medium to capture this desirable market is the big, popular, home newspaper—A. B. C. Net paid 105,958, 80% of English-Speaking Homes.

The Buffalo Evening News
Edward H. Butler, Editor & Publisher
KELLY-SMITH COMPANY
Representatives
Marbridge Bldg. New York, N. Y.
Lytton Bldg. Chicago, Ill.

FIRST

In eight months of 1922 the Rotogravure-Picture Section of The New York Times published 507,386 agate lines of advertising—a greater volume of rotogravure advertising than any other publication.

THE NEW YORK EVENING JOURNAL
has the largest circulation of any daily newspaper in America.

In New Orleans it's THE ITEM

Punch

can be put in your selling in Indianapolis by supporting your distribution with advertising in the newspaper that clearly dominates the market.

The
Indianapolis
News

York Office: Dan A. Carroll, 150 Nassau St.
icago Office: J. E. Lutz, The Tower Bldg.
Frank T. Carroll, Advertising Manager.

FIRST IN PUBLIC SERVICE

The World
MORNING EDITION

The World and The Evening World have a combined circulation, daily, of 650,000 for $1.20 per agate line gross, subject to contract discounts. They carry more dry goods advertising; are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

Advertise in Newspapers by the Year

The Evening World

Pulitzer Building, New York
aller's Building, Chicago
Ford Building, Detroit

There's a Reason
k The Los Angeles Times

he Hollister Organization is w conducting its *third* circulan campaign for the Los Angeles mes.

rite or wire for more details of circulation building plan that s repeatedly satisfied.

HOLLISTER'S CIRCULATION ORGANIZATION
Largest in the United States
300 MERRITT BLDG., LOS ANGELES, CAL.

Proved value
o Advertisers

n by following extract from of B. T. Babbitt, regarding a t Boston campaign:

"We feel the services rendered the BOSTON AMERICAN e contributed in large measto our success and we wish thank you for the splendid y you co-operated with us."

EST EVENING CIRCULATION W ENGLAND. Sells at 3 Cents.

STON AMERICAN

DOLLAR PULLERS

Advertising and circulation managers are always on the lookout for new ideas that will increase advertising receipts and win new circulation. Your idea for increasing advertising or circulation may not appeal to your manager, but it may be just the thing that some other manager wants. EDITOR & PUBLISHER *will pay $1 for each idea printed under this head. The fact that the idea is now being used in your city does not bar it from the department. Address your communication to the* DOLLAR PULLER EDITOR. *When they appear clip them and mail them in and receive payment. Unavailable ideas will not be returned.*

FALL planting will soon be in order. Why not get up a special page devoted to the bulbs or seeds best suited for fall planting, the care of the garden during the winter, the construction of cold frames, etc. Then get seedsmen, gardeners, and lumber concerns to advertise on this page.—G. H. D.

Perhaps interesting and valuable data could be obtained for the merchant if the newspapers would question the buying public especialy in the rural districts, "Why They Buy from the Mail Order Houses Instead of the Home Town Merchants?" And another question to ask is "Why They Prefer Trading at the Old Home Town Instead of Buying from the Mail Order Houses?" All letters accepted for publication by the editor on both questions could be paid for at the rate of $1.00 per letter. This no doubt would tell the merchant what was wrong with his policy.—V. B. N.

An "Emergency List" appears daily in an Indiana newspaper. This is made up of one-inch advertisements, properly classified, of various professional or other persons whose services might be desired in a hurry. The list included plumbers, electricians, nurses, etc.—B. A. T.

The Oakland (Cal.) Tribune gained considerable circulation among radio enthusiasts with a "bandit" chase. A car driven by a member of the automobile department of the paper and a State speed officer was painted with a broad checkered band around the middle. Fifteen minutes after it was driven from the Tribune building a fleet of private cars, all equipped with radio receiving apparatus started after it. Everyone who saw the car was requested to 'phone its location to the Tribune radio department. At 15-minute intervals reports were broadcasted from the Tribune tower both by radiophone and wireless telegraph to the pursuing automobilists. The "bandit" car was captured one hour and forty-five minutes after it had started; it having covered more than 100 miles. Interest was worked up in this novel stunt for three weeks, prizes being offered the captors.—A. B. F.

The publisher of a daily in the East found that music meant a great deal to many of his readers so he conceived the idea of starting a record and piano roll review department in his paper. He found that many of the manufacturers of records and rolls were more than willing to send him one each of their new releases every month. After they were reviewed he would sell them at a discount to a local dealer and thus turned a new department into a revenue producer. Some advertising also came as a result. Sheet music was later added with equal results.—R. R. V.

A good motor-page stimulator is to offer a casing to the car owner who identifies his own car. The staff camera man snaps busy corners with motor cars and the owner identifies his car from these pictures when reproduced in the newspaper. The stunt is good publicity for the advertising tire dealers and arouses interest of motorist readers.—B. R. A.

Why not an "Advertising Editorial"? Write one for your editorial columns advising your readers to read the advertisements as well as the news. Explain to them how they can be really benefitted by doing this. Cite specific examples, if possible, of instances where reading the advertisements resulted in profit to someone.—D. R.

Auto accessory dealers will grab space on an "accessory page." Allow each dealer to advertise but one accessory, and permit no duplication in advertisements. Make the page complete so that the car owner, Ford or Packard, can secure complete equipment without consulting other than the advertisement.—B. A. T.

Many newspapers are running a department of "New Arrivals," in which they chronicle the coming of new inhabitants. Of course they get the names and addresses of the newcomers from the chamber of commerce, the water and light offices, the gas company, the real estate board, or some such source, and the department makes an interesting feature for the paper's readers. But I wonder how many circulation managers are cashing in on this feature. In many places it would be entirely practical to sample copy these new residents, and from personal experience I know that the newspaper which the newcomer reads during the first three or four days of his coming is likely to be the paper he will read thereafter. I suggest that sample copies be sent to them for three days, and then have your carrier or district man call for a subscription.—J. T.

The Ames (Ia.) Tribune boosted its circulation considerably this summer at little cost by announcing that instead of paying a subscription solicitor a salary, it was going to give its readers the benefit of the cost of securing new subscribers. "Some of your friends and neighbors aren't taking the Tribune," the announcement read. Talk to them about it, and for each new subscription you bring it at $5 a year we will extend your own subscription three months, allow you $1 on your renewal, or pay you $1 in cash."—B. C.

Help some merchant to advertise his special sale days in a more distinctive way than that of listing his bargains under the stereotyped headline "Specials for ————" Have him call them "Clover Days." Use the slogan "Good Luck for Everybody." Have him link up his window displays with the advertising by using an abundance of artificial clover in window-trimming. And as a final touch he should have his window cards, counter cards and price tickets in clover designs and printed in green ink.—J. T.

The Hyde Park Herald (Chicago), serving a high-grade residential section of Chicago, supplies its advertisers with a poster for window display on which the advertisement in each week's edition of the paper may be pasted. The poster is headed in large type "Our Advertisement Appears Weekly in The Hyde Park Herald."—P. M. H.

The Muskogee Times-Democrat has been using on alternate days a "Find the $10 in Gold" contest that has excited considerable interest among advertisers and the public. A page of ads from a dozen firms is used as the basis for the contest. Extra letters are scattered through the ads. When these extra letters are arranged correctly, they spell about eight words showing just where the $10 in gold is hidden—always at the place of business of one of the advertisers, however. The first one there gets the money, but others aren't far behind and it all helps the business man.—E. H. J.

In Philadelphia, the rapid transit company is advertising "trolley hikes." Interesting places or picturesque scenery is described; the itinerary is prepared, and directions are given as to the car to be taken, at the end of the hike, back to the starting point. All this information is presented in a series of newspaper advertisements. Perhaps the street railways, or even the bus lines, will be prospective advertisers for a similar campaign in your paper.—G. H. D.

In the fall is the busy season for photographers with Christmas pictures coming on. Why not induce these fellows to have cuts made of some of their best work and have them printed in their ad in place of the usual appeal to "Do Your Christmas Picture-Taking Early." Some of these cuts also might be of use to the paper at some time and it could help pay the cost of them.—E. H. J.

Photographs of the men at the head of various local stores were printed in double-page advertisements, paid for by the merchants were printed in one issue of an Ohio newspaper. Readers were asked to name the men and state their business connection. Prizes were awarded for the most complete replies. The advertisements were secured by urging the "personal touch" on the merchants.—B. A. T.

The Nashville Tennessean has recently inaugurated a puzzle picture game which is proving a good circulation getter. The contestants compete for a list of special prizes by making up the largest list of words starting with a certain letter, naming objects illustrated in the picture. Three sets of prizes are offered. The first prize if no subscriptions accompany the answer is to be $30. If one subscription accompanies the answer, the winner receives $350 and if two subscriptions accompany it, the prize is $1,000.—R. L. S.

Do Your Papers Always Reach Subscribers On Time?

For 14 years we have been studying the causes for papers delayed or undelivered. We have found that 90% of the causes are due to improper, incomplete, illegible addressing—to addresses coming off, being mutilated, or covering reading matter—to delays in complying with request for changes or corrections in the mail list.

All such complaint-causes are impossible where the MULTI-MAILER SYSTEM is used. A complete understanding of it might be the first step in solving your mail list problems. Let us send you full information. Write us today sure.

The Speedaumatic Company
MANUFACTURING
THE MULTI-MAILER SYSTEM
817-825 WASHINGTON BLVD.
CHICAGO

26,000 last October—Now

150,000

DETROIT
Evening
TIMES

The Mount Vernon, N. Y.
DAILY ARGUS
carries more display advertising than any other newspaper in Westchester County.

This is an acknowledgement of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon.

GEO. B. DAVID & CO.
Foreign Representative
171 Madison Ave., NEW YORK

45 YEARS OLD.

ON August 1, The Passaic Daily News celebrated the 45th anniversary of its birth.

From a precarious venture, with nothing but the unbounded faith of its founders to welcome it to its future, the paper has grown steadily and rapidly until this year it has surpassed every previous record of circulation and advertising lineage.

The Daily News today stands supreme in the esteem and confidence of the reading public and of the advertisers of Passaic and the surrounding territory.

OVER 10,000 NET PAID DAILY.
Passaic's Oldest Daily

DAILY NEWS
Passaic, New Jersey

NO GREEN OLIVES LEFT IN SPAIN

(*Continued from page 7*)

which might exist for women to look upon bulk green olives as in the same class with the standardized, advertised product.

"You will always find this finest of appetizers packed in the finest of containers—glass," it was explained. "For glass is the cleanest, most attractive and most sanitary of containers—the most satisfactory in which to pack Spanish Green Olives.

"In these delightfully transparent bottles, the salty, tangy fruit stands out to delight your eye, and later to pacify your taste. Choose either the plain olives or those that are stuffed with delicious Spanish sweet peppers. Both are equally delicious.

"Plain or stuffed, they are Spanish Green Olives. Or, as they are more generally known, Spanish Queen Olives. For every queen olive is a green olive.

"Spanish Green Olives are good for you. The olive oil in them is healthful and nourishing. Children may eat all they want.

"Spanish Green Olives make wonderful salads and sandwiches. Use them as garnishes, too. Or serve them by themselves. Either the plain or stuffed Spanish Green Olives would be a welcome delicacy at dinner tonight. Buy a bottle or two today."

The advertising has been and is being carried on in several women's magazines, which appeal particularly to dieticians. But the main power of the campaign has been derived from the use of newspapers where the copy appeared usually on the women's page.

"About the only problems encountered were those which are the common experience of all associations," EDITOR & PUBLISHER was told. "That is the difficulty of getting a number of men in the same business to look at things in the same light; to realize the advantage to each one of deriving a common benefit from concerted action; and converting the various members to the policy of concerted action to the point where proportionate contributions to the expense would be made.

"Advertising was placed with many of the metropolitan dailies located in New York, Chicago, Philadelphia, Cleveland, St. Paul, San Francisco and other large cities.

"Both ten-inch and 30-inch newspaper copy was used and advertisements were scheduled to appear from three to eight times a month in the various papers. The copy, as may be observed, is appetizing copy, although the food value is featured also.

"We shall not attempt to estimate just how much the advertising is responsible for the apparent depletion of the 1921-1922 crop in Spain. Our client, however, feels well satisfied with the results of the advertising."

POTTSTOWN LEDGER SOLD

The Roths, Who Have Been Operating Paper, Are Its Buyers

The Pottstown (Pa.) Ledger has been purchased outright by P. Quinn Roth, Earl R. Roth and H. E. Roth, who have been operating the paper for the past year with the option of purchase. P. Quinn Roth, who will continue as general manager, becomes the president of the Ledger Company, while Earl R. Roth, editor of the paper, becomes secretary of the new holding company.

P. Quinn Roth, before coming to Pottstown, was for nearly a quarter of a century identified with the Norristown (Pa.) Times. Earl R. Roth began newspaper work with the Bristol Times and was later managing editor of the Bristol (Pa.) Courier and publisher of the Ridgefield Park (N. J.) Review.

The publishers have appointed S. G. Lindenstein, Inc., 118 East 28th street, New York, as special foreign advertising representative, and George A. Lessig, local advertising manager.

The Ledger is in its 50th year as a daily paper, and has a history of more than 75 years as a weekly. The entire capital stock and equipment is involved in the deal.

ENDORSES ADVERTISED GOODS

Chicago Electrical Development Society Tells Members of Advantages

The Society for Electrical Development issued a bulletin in Chicago during the past week, advising its members to buy and sell advertised goods. Goods constantly advertised, says this bulletin, have the following advantages, prestige established; more rapid turnover; increased profit caused by more rapid turnover; general willingness of the consistent advertiser to stand behind his wares; faith of the consumer in the advertised article.

"Any manufacturer who does not advertise in some form or other has insufficient faith in his product," it says further. "Why, then, should you, pin your faith on and invest your money in merchandise produced by such a manufacturer? The soundest advice we can give our members is: Buy and sell advertised goods for the benefit of their customers and their own advantage."

J. R. Williams Controls Herald

J. Roy Williams, for about five years owner and publisher of the McAlester (Okla.) News-Capital, has acquired a substantial interest in the Anaheim (Cal.) Daily Herald and became editor and manager of the paper September 1. He will be assisted by Blaine Gibs managing editor, and Stanley Curt advertising manager, both of whom h become stockholders. Oscar Conklin no longer connected with the paper S. S. Conklin has resigned as mana but will remain a director.

EDITOR & PUBLISHER

NEW YORK, N. Y.
ADVERTISING RATES
in effect March 11, 1922

DISPLAY ADVERTISING

	Agate Lines	1 insertion	6 insertions within year	12 insertions within year	26 insertions within year	52 insertions within year
Full page	672	$200.00	$188.00	$175.00	$150.00	$125.00
Half page	336	113.00	100.00	94.00	88.00	75.00
Quarter page	168	60.00	56.00*	50.00*	47.00*	44.00
Eighth page	84	35.00	30.00*	28.00*	25.00*	23.00
Sixteenth page	42	20.00	18.00*	15.00*	14.00*	13.00

Less than sixteenth page transient rate 50 cents per agate line (minimum space 14 lines —1 inch).

All 52 consecutive-insertion contracts (see last column above) are based on consecutive insertions within the year. Extra space is charged at the 52-insertion rate, but contract is credited for one insertion only.

Half pages and full pages on 6, 12 and 26-time contracts may be used at the option of the advertiser within the twelve-month period.

*Quarter, eighth and sixteenth pages must be on definite copy schedule.

b. Contract advertisers are accorded the privilege of same insertion rate for larger space. For example: an advertiser under contract for twenty-six (26) quarter-pages at $47 per insertion is accorded the privilege of half pages at $88 and full pages at $150, but such advertisement is to be credited on contract as but one insertion of contract space.

c. Rate maker card—52 consecutive insertions—minimum space 28 agate lines—net rate 28c. per agate line. Extra space pro rata.

d. All rebates earned by advertisers using more than contracted space within life of contract are paid in advertising space to be used within one month after expiration of contract.

Classified Advertising

a. Help Wanted ..... .06 a word
For Sale ..... .06 a word
Situations Wanted ..... .03 a word
Business Opportunities ..... .06 a word

b. All advertisements inserted on a strictly cash basis, except on orders from contract advertisers.

c. No discount for frequency of insertion.

Reading Notices—(None.)

Commissions. Allowed to recognized agencies on other than publishers' advertising.

Preferred Positions

Front and back cover rates on application. Inside front and back covers 10% extra. All other positions 25% extra.

SUPPLIES & EQUIPMENT
For Newspaper Making

Printers' Outfitters
Printing Plants and Business bought and sold, American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

Used Newspaper Presses for Early Delivery
HOE SEXTUPLE PRESS
with two folders and extra color cylinder. It will print a 4, 6, 8, 10 or 12 page paper at a running speed of 48,000 per hour and 14, 16, 18, 20, 22 or 24 pages at 24,000 per hour. Printing an extra color on the first and last pages.

SCOTT QUADRUPLE PRESS
four deck two pages wide prints seven or eight columns to the page. Prints 4, 6, 8, 10, 12, 14 or 16 pages at 24,000 per hour and 20, 24, 28 or 32 pages at 12,000 per hour.

THE HUDSON OBSERVER, Hoboken, N. J., are running this press every day in the week. Go over and see it.

WALTER SCOTT & CO.
Plainfield, New Jersey
NEW YORK 1457 Broadway. CHICAGO 1441 Monadnock Block

24-Page Potter Press For Sale or Will Trade for Goss Press to Fit Our New Equipment

This press is in fine running condition, does 2-color work, gives all sizes by two's in one signature up to 20 pages with single set of plates or two signatures of 12 pages each.
Can be seen in operation.
Delivery can be made about October 1st.
For further particulars address,
SUPERIOR TELEGRAM
Superior, Wisconsin

Take It To
POWERS
Open 24 Hours out of 24
The Fastest Engravers on the Earth
Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

FLEXIDEAL
A Dependable, Uniform
DRYMAT
Better in performance than any other, and at a LOWER price. A trial will convince you.
Unlimited Stock on Hand at all Times
The Flexideal Company
15 William Street
NEW YORK CITY

Wanted
Good used Duplex 12-page flat-bed press. dress at once The Leader, Great Falls, Mont stating best price and terms.

PRICES SMASHED
10 Days FREE Trial World's best makes—Underwood, Remington, Oliver—at big saving. Every machine fully rebuilt to look and work like new. Guaranteed for 10 years. Send no money—big free catalog shows how to save money on typewriters. Easyterms. Write today.
INTERNATIONAL TYPEWRITER EXC.
177 N. State St., Dept. 931, Chicago



Newspaper Plant Equipments
Established in 1912
PECKHAM MACHINERY C
MARBRIDGE BLDG, 34th & Bwa
NEW YORK CITY

24-page Scott Straightline, deliv and erection in month. Shown r ning until Aug. 15th.
Complete Newspaper Plant Equ ment.
8 Linotypes. Model B Interty Head Letter Matrices, Molds, Lin
2 Monotype Equipments w mats.

Huber's ROTOGRAVURE INKS
Are free from Sediment
HUBER'S Colors in use since 1780
J. M. Huber
Main Office
65 W. HOUSTON ST., NEW Y
It Pays to Huber-ize

Everything in
Steel Equipmer
for the
Composing Room
We are now located in our New Factor
3724 S. Rockwell Street
Chicago
With approximately 50,000 squa feet of space and the best equi ment of metal working machine in the country, we are now position to give you prompt ser ice as well as goods of the ve highest quality.
Chicago Metal Mfg.
3724 South Rockwell Stree
Chicago, Ill.
Phone, Lafayette 5754

Introduction to Employer and Employee

SITUATIONS WANTED

A WORD for advertisements under this classification. Cash with order. For unemployed one insertion (adv. not to ed 50 words) FREE.

rtising Manager

wire, energetic and clean cut, with a d of accomplishments. Age thirty, mar- unquestionable reference. Fifteen years' rience in newspaper game; thoroughly rd in writing, planning and selling adver- g. Know how to make friends for my- und paper and hold them. Can deliver goods and get maximum results from tors. Fifty dollars a week to start and arn it. Southeast preferred, but will go here, if the opportunity is right. Write ire, "Advertising Man," P. O. Box 534, abus, Georgia.

rtising Manager or Solicitor

resent employed on large Eastern news- ; desires change for greater opportunity. ears' newspaper experience. Demonstrated y to increase lineage through own efforts results from staff. Clean record; mar- thirty years old. A former employer , "Not only space seller but a creator of ess." C-916, Editor & Publisher.

tising Solicitor

ven ability, who has made good with New publications, desires connection with pro- ve publication. Can write copy and make s. Excellent references. C-932, Editor blisher.

ale Editor

riter employed in present position twelve desires change about October 1. Now tive on afternoon paper city of 100,000, iddle west. Age 36, married. Prefer on metropolitan daily Pacific Coast or but will go anywhere if salary is satis- y. For particulars address Box C-902, Editor & Publisher.

cation Manager

references as to ability and integrity. worker. Understands circulation game every angle. Address C-922, Editor & her.

fied Manager-Solicitor

to connect with progressive paper. continuous service, trained space builder, good character. Address C-906, Editor blisher.

my Is the Order of the Day—

why I am worth $7,500 a year to the her who wishes to reduce expenses with- pairing his earnings. Twelve years' hard ence in keeping costs at a minimum in tising, Circulation, Editorial and General Now holding position as Business er on Paper with 20,000 Circulation, but change to larger Organization. Address -928, Editor & Publisher.

r or Managing Editor

n years on best metropolitan papers. writer, organizer and executive. Op- ity to grow with paper more important mmediate salary. Box C-898, care Editor blisher.

ewspaper Manager

ou use young circulation manager, 31, rd, who began his newspaper career at has worked every phase and angle of tion work to circulation manager for 6 Will consider city or country circulator n. I want permanent location. I know know how to manage boys—office details, ion work, etc. Hard and conscientious . Salary is not my object; a position is hat I want. Highly recommended. Ad- C-923, Editor & Publisher.

n Wanted as Advertising Manager

enced both morning and evening news- -a fighter from the word "go"—prefers mpetitive field. Capable of writing and more space than any man on his staff. nd retail advertising expert. A manager ows how to get space and can impart that ige with "red-hot" enthusiasm to his Has good position now, but wants bigger Excellent references. Age 39, married. s C-929, Editor & Publisher.

SITUATIONS WANTED

Newspaper Man

Young, energetic reporter and desk man with daily and weekly experience wants combination on daily or large weekly. Can come at once. S. Lieberman, Westwood, N. J.

Position Wanted

By ex-service man, able, experienced Merchandiser and editor of successful advertising producing Merchandising monthly of daily Newspaper. My articles widely quoted by Metropolitan Merchandising papers. Able as executive, have original ideas and copyright on best grocers collective advertising proposition. Reasonable salary for first six months. Address C-914, Editor & Publisher.

Stenographer-Secretary

A real helper for busy executive in publishing, advertising or newspaper work. Thorough knowledge of English, well-read, well bred. Know printing, type, proof-reading and book manufacture. Best of references. C-919, Editor &Publisher.

Three Things

make most newspapers unprofitable. Competition is not one of them. Am soliciting job as manager of an unprofitable daily paper in city of no less than 20,000 population, surrounded by good territory. Can give proof of success on paper established 63 years, never paying, deep in debt. In four years I increased advertising revenue 200%; circulation 400%. Have now disposed of property with profit to owners. Will be at liberty November 1st. Address C-915, Editor & Publisher.

What Publisher Can Use This Experience?

Ten years in advertising—writing national and local copy, directing campaigns, making plans, handling dealer co-operation with advertisers and agencies—selling space on publications. Believing thoroughly in the efficiency and too often undeveloped possibilities of the home paper, ready, at 32, to settle for keeps in a good town—25 to 75,000 preferred—where tangible results will open the way to participation in the property. C-927, Editor & Publisher.

You May Need Me

Ten years' newspaper and magazine experience; age 29, college education. For several years in contact with large accounts of America. I sell space and am open for a position on or before November 1. Prefer executive in West or Middle West. References. Write Box C-911, Editor & Publisher.

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order.

Two Young Newspaper Executives,

holding important positions on metropolitan daily desire to take charge of newspaper where experience, enthusiasm and integrity will earn dividends. Highest credentials. Share in profits. Particularly interested in paper not on a paying basis in city of 25,000 or larger. Box C-920, Editor & Publisher.

FEATURE ARTICLES

6c A WORD for advertisements under this classification. Cash with order.

Feature Syndicate

wants human interest inspirational editorials 400 words long. Address Box C-921, care Editor & Publisher.

NEWSPAPERS WANTED

6c A WORD for advertisements under this classification. Cash with order.

Wanted to Lease

Want to retire? A young man, 25, university graduate, with news and business experience on weekly and dailies, wants to assume active management of Central West county seat weekly on percentage basis. N. A. Thatcher, 1011 W. Broad St., Columbus, Ohio.

Wanted to Buy

Evening paper. State price, circulation, rate, terms. Confidential. C-917, Editor & Publisher.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Advertising Solicitor

and copy writer, experienced, by eastern newspaper of 20,000 circulation. Opportunity for man who takes interest in his work. Write Box C-913, Editor & Publisher.

Leading Daily Paper

in city of 100,000 within three hours of New York, has vacancy in news department for experienced reporter, who could qualify on copy desk eventually. Paper usually employs local men only and makes few changes. Scarcity of men willing to learn news reporting compels us to look for an experienced man. Address immediately, giving age, references, salary expected, etc., Box C-931, Editor & Publisher.

Live Newspaper

in good southwestern town of 35,000 wants to get in touch with a circulation manager who knows the business and not afraid of work. C-925, Editor & Publisher.

Six-Day Evening Paper

in city of nearly 200,000 has opening for first class circulation manager. Address, giving details as to experience and initial salary requirements, C-904, care Editor & Publisher.

Wanted

experienced news composing room foreman with executive ability; evening paper; reference required. Times, Chester, Pa.

Wanted

Advertising solicitor by old established New York newspaper special agency. Experienced man of 30 to 36 years of age. Address for interview, Box C-930, Care Editor & Publisher.

PITFALLS AWAIT PUBLISHER IN "CHANCE" ADS

(*Continued from page* 14)

In the meantime 7,500,000 volumes of Shakespeare are in storage. Until all chance of returns from the advertisements which have appeared is gone the books are so much waste paper.

"The offense against the law was purely a technical one," the head of the company says. "There was no intent to violate any law. The conditions of the contest, which merely provided the trip to the 12 who gave us references through which the greatest number of books were sold, were to have been mailed as soon as the order was received."

The Post Office Department gives two points of advice on all matters of this kind which should be closely adhered to. They are:

Persons who contemplate the use of the mail in the operation of prize competitions, contests or schemes are advised to ascertain whether matter relating thereto is mailable under the law, and should submit to the Post Office Department specimens of any advertisements, offers or literature with full particulars relating to the project.

Publishers are cautioned against the printing of advertisements or announcements of enterprises of the character referred to before ascertaining whether the matter is mailable, as publications containing matter relating to schemes which are not in conformity with the law are unmailable at any rate of postage.

Care to avoid violations of the lottery laws is as necessary in the editorial departments as in advertising. Reporters should be made thoroughly acquainted with the regulations, for a news article is just as liable at any time to bar an edition from the mails and bring punishment down on the publisher as is an advertisement. Items referring to prize drawings for charity, benevolent and organization purposes, occurring so often, should bear special watching.

Hall Star-Eagle Circulator

Karl F. Hall, formerly circulation manager of the Detroit Journal and prior to going to Detroit assistant circulation manager of the Toledo Blade, becomes circulation manager of the Newark (N. J.) Star Eagle, September 18.

Sales Appraisals

Palmer, DeWitt & Palmer

Newspaper Properties

225 Fifth Ave. New York

Unusual Opportunities

Daily & Weekly NEWSPAPERS

TRADE PAPERS

HARWELL & CANNON

Newspaper and Magazine Properties

Times Building, New York

Established 1910

WE CONNECT THE WIRES

WANTED—Experienced advertising men for classified and display positions now open with leading newspapers in New England, New York, New Jersey, Pennsylvania, Virginia, Michigan, Texas and California. The salaries offered are attractive. Cover qualifications in first letter. Registration is free.

FERNALD'S EXCHANGE, INC.

THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.



STARR SERVICE CORPS

UPBUILDERS of NEWSPAPERS

BROKAW BLDG—42ND and BROADWAY

NEW YORK

Donations But No Ads for Charity

"Charity Advertising" has been placed under the ban by retail merchants of Amarillo, Tex. Advertising matter placed in programs, souvenir folders and other publications regarded as valueless are included, and a vigorous campaign is being conducted to induce Amarillo merchants to discontinue such advertising altogether. Merchants declare they are willing to contribute to all worthy causes, but that they prefer to make outright donations, and not under the guise of buying something.

New Press for Lewiston Journal

The Lewiston (Me.) Journal is installing a new double width Duplex Press.

EXPERIENCED EDITORIAL MAN

After four years in the Far East, first as news editor of he Japan Advertiser and then as editor of the Trans-Pacific, conomic magazine, I have returned with my family to nake our home again in the States. Having had several ears' previous experience in feature and Sunday work on he Kansas City Star, I am eager to give my best services s editor or member of such department. Please address I. H. Kinyon, care of the Trans-Pacific, 120 Broadway, New York City.

We Have Never Had A Discontinuance

on

Sir John Foster Fraser's "Weekly London Letter" of Literary, Theatrical, Social and Political Happenings.

Springfield Union
Cincinnati Times-Star
Indianapolis Star
Brooklyn Eagle
London Free Press
Wheeling News

are among those using it.

Write for Samples

The McClure Newspaper Syndicate

373 Fourth Avenue, New York City

Million Dollar Hearst Features

The World's Greatest Circulation Builders

International Feature Service, Inc.
New York

Few Papers — (if any) — surpass the *TRENTON NEW JERSEY* **TIMES** AS

A Food Medium

A recent reader survey indicates that among the housewives of the city our Thursday Food Feature Department—upward of four pages devoted to food recipes and news and food advertising—is the best feature carried by the Times

Circulation 30,237 Member A. B. C.

KELLY-SMITH CO.

Marbridge Bldg. New York — Lytton Bldg. Chicago

America's Best Magazine Pages

Daily and Sunday

Newspaper Feature Service

241 WEST 58TH STREET
New York City

WIRE NEWS

For Evening and Sunday Newspapers

International News Service
21 Spruce St., New York

HUNCHES

Managing editors and city editors are always on the lookout for news; and feature ideas that can be used locally. EDITOR & PUBLISHER *will pay $1 for each hunch published under this head. The fact that the hunch is not being worked successfully in your city does not bar it from this department. Address your contributions to the* HUNCH EDITOR. *When they appear, clip them and mail them in and receive payment. Unavailable hunches will not be returned.*

WE pad up scraps news print and print each sheet "Jot It Down for the Post." We leave these pads in the stores, banks, post office, garages, depot and telephone exchange and get a lot of news that might otherwise be missed.—H. J. W.

What makes a traffic cop sore is a good freak topic for any sizeable town. Traffic officers interviewed in one California town laid their grouches to society women visiting when cars are stopped for a moment at crossings; arguments because one's car has been tagged; not paying attention to whistles, etc. Much interest may be attached to the interview through questions asked these traffic mentors. During the course of a day, most of them supply information to visitors on everything from the closest restaurant to the best show in town.—A. B. F.

Do you notice how much fewer the flies are in your city this year than they used to be five or ten years ago Some scientists claim that the fumes from automobiles keep the fles down. Why not ask some local scientists and doctors about their opinion on this subject and then tell some of the health benefits due to fewer flies. You might also tell what fly swatting is doing to keep down the flies and could likewise get some data from local hardware, grocery and drug stores as to the number of swatters sold in your city this year.—H. H. W.

In almost every city there are a large number of people who are deeply interested in birds. These people keep records of the various species of birds they see during the summer time, the time of arrival and departure of the robins, and so on. It would be an interesting feature story to get in touch with these people, tell some of the most interesting things they know about local birds and give the names and addresses of the most enthusiastic of the local bird lovers.—F. H. W.

The Springfield News reviewed the history of the local police department, showing how the telephone, automobile, etc., all had been important inventions for police work. Besides furnishing a good feature, it tickled the police department, and it's always good policy to be on their good side.—B. A. T.

The "schatchen," or marriage broker, still flourishes, a staff reporter on the New York World found recently. Yiddish newspapers may have the clue to one or more in your city. (Usually the ads are in English, although in a Yiddish paper.) One in New York makes 50 matches a year. See what the local end is.—J. M. M.

A boys' page feature, or one, which if successfully handled, would be strong enough to stand by itself, would be "Kid Hobbies." Have readers send in brief descriptions of their most enjoyable and practical hobbies as boys. Or have a reporter interview prominent business and professional men. The life work of many men and many a great business enterprise have been determined by boyhood hobbies.—P. M. H.

The Daily Ypsilanti (Mich.) Press publishes a daily humorous column entitled "Listening in with A. J. T." Each day some simple subject is treated in a humorous manner, and the names of well-known local persons are brought in as if they had made the observations and the paper were simply reporting it. One day the subject might be "Gardens," another day "Chairs," etc. It would seem that dailies in small cities where people are fairly well known to each other might profitably run something of this sort, as it causes amusement and creates interest. Nearly everyone will read it to see who is mentioned and what silly observations are credited to each.—C. E. L.

As a feature for your church page, find out who have been Sunday School teachers for the longest time. Miss Rachel Pollock has been a teacher in the Pine Street Presbyterian Sunday School of Harrisburg, Pa., for more than 55 years. Miss Maria York has been a teacher in the smae school for more than 41 years.—G. H. D.

The Virginia (Ill.) Republican-Gazette each week prints the boyhood picture of some prominent resident of the city. The first person mailing in an identification gets a year's free subscription.—L. G. S.

Do members of the "Golfing fraternity," the boys who chase the small elusive resilient spheres around the greens, like to see the accounts of their brilliant shots in black and white? They most certainly do. The Lowell (Mass.) Courier-Citizen instituted a knightly order of their own on their sporting pages for fortunate ones. The order was dubbed "Exalted Order of Lucky Guys," and qualifications for admittance specified that the initiatee must make a hole in one—the ambition of many a "golfer."—R. M. C.

I know a successful newspaper correspondent who says that a feature story can be worked over in most cases at some future date, creating just as much interest as it did the first time it was run. That is, the subject that you use for a feature story today will be good again a year from now, five years from now or perhaps ten years from now. This suggests that the editor should have someone run the files for local features, run at some time in the past, which might be rewritten, added to and changed, in such a way that they will appear absolutely fresh. To prove the soundness of this idea, the writer might call attention to the fact that the Dallas News is reprinting poems written by their staff poet in 1908. Of course these are run without a change, and they're evincing just as much interest as they did when they were originally run.—J. T.

There is probably a doll hospital somewhere in your city with an interesting old man running it. He has interesting experiences which would make a live story, with a photograph.—J. M. M.

A story that will be widely read and will create a good deal of interest is one on why certain well-known men of your community do not own an automobile. For example, Governor B. W. Olcott of Oregon has traveled in Alaska by dog-team, makes frequent trips by airplane and hydroplane and is a good horse-back rider, but he does not own an automobile. The same thing will be found true of many of your well-known men. Get a story from them to see why they do not own a machine.—F. L.

Does the modern housewife still follow the iron-clad rule of washing on Monday, ironing on Tuesday, etc.? An interview with persons of social prominence who do their housework but still have considerable time to devote to social functions, will be not only interesting but helpful. Their housework schedule will furnish food for thought. However, in selections for the interviews, choose women who are known for their ability as good housekeepers. Those articles would be of especial value on the woman's page.—A. K.

What about the mentality of man and woman with respect to age? In other words, is a man 24 smarter than a woman 30, or visa versa? Opinions of the city's leading educators prove interesting.—L. D. H.

Marguerite Martyn of the St. Louis Post-Dispatch staff recently wrote a feature story for the Sunday edition of that paper from an interview with a man who has been for the past forty years the principal of a certain public schocl in St. Louis. This educator with fifty years' experience in the public schools says his experience has showed him that girls of high-school age might "make up" less if they were segregated away from the boys. He believes that the "co-ed" system is not practicable for various reasons in the "prep school" years. What do your local educators think about this problem? Here is the subject of a mighty interesting story, in view of the fact the younger generation is accused of being "loose" by the older generation.—D. R.

Girls are taking to rifle shooting, especially with the small bore rifle. Recently a girl's rifle team from Washington, D. C., won the Astor cup in one of the National Rifle Association matches, defeating three military schools and a large number of other teams to do it, winning only after shooting off a tie. About three-fourths of all the medals awarded by the Winchester Junior Rifle Corps to Colorado boys and girls when the last awards were made went to girls. Are the girls in your town shooting? If not, why not?—E. A. H.

WHY WORRY?

When You Can Get



HOMER BALMY

to Solve Your Problems?

Adviser to Great Men, The New Humorous Character

By L. H. ROBBINS

Writes Every Week

METROPOLITAN NEWSPAPER SERVICE
Maximilian Elser, Jr., Gen'l Mgr.
150 NASSAU ST. NEW YORK CITY

Beginning September 11

THE SCIENCE *NEWS* BULLETIN

will be

MAILED DAILY

instead of weekly

(with no increase in rates)

Forty Clients Now Receive This Service That Brings Science To

The Man In The Street

Write for trial report

SCIENCE SERVICE
1115 Connecticut Ave., N. W.
WASHINGTON, D. C.

New Haven Register

is New Haven's Dominant Paper

Circulation over 32,500 Average

Bought every night by More New Haven people than buy any othe TWO New Haven papers COMBINED

New Haven Register

The Julius Mathews Special Agency
Boston — New York—Detroit—Chicago

FOOTBALL

Every wide-awake Sporting Editor will want to use ou "40 Winning Plays In Foot ball" by Major Earnes Graves and John J. McEwan

THE INTERNATIONAL SYNDICATE
213 Guilford Ave., BALTIMORE, MD

Tried and Found True

Whether as a household necessity fo the family or a productive salesma for advertisers

The Pittsburg Dispatch

has stood the test for generations.

Branch Offices:
Wallace G. Brooke,
Brunswick Building, New York
The Ford-Parsons Co.
Marquette Building, Chicago, Ill.

IT HAS COME INTO ITS OWN

The South has come into its own, the people have been brought to the realization of the possibilities of their land.

The new South is of modern construction. It is now established upon a firm foundation of diversified production and trade.

Its fields are fertile with many products. Its mines are opened with richness. It has water power to turn the wheels of its factories, ports to dock the shipping of all oceans.

Transportation facilities of the South are greater in proportion to population and area than the United States as a whole.

The South has nearly one-third of the total railroad mileage or 9.2 miles of railroad for every hundred square miles compared with 8.5 for the whole country.

Highway construction throughout the South is greater than was ever known. Other construction work in hotels, schools, churches, office and bank buildings has aided in its rapid industrial advancement.

The South is a fertile and profitable market for manufacturers who tell by advertising in the daily newspapers what they have and where to get it.

Get your product asked for by name. This list will do it for you.

	Circulation	2,500 lines	10,000 lines
ALABAMA.			
††Birmingham News .....(E)	65,152	.15	.15
††Birmingham News .....(S)	71,021	.15	.15
*Mobile News-Item .....(E)	10,392	.05	.05
*Mobile Register .....(M)	20,299	.07	.07
*Mobile Register .....(S)	32,442	.085	.086
FLORIDA.			
Jacksonville Journal .....(E)	19,508	.07	.07
*Florida Times-Union, Jacksonville(M&S)	33,398	.08(9cS)	.08(9cS)
*Pensacola News .....(E)	4,795	.03	.03
*Pensacola News .....(S)	5,291	.03	.03
St. Petersburg Independent.....(E)	5,048	.023	.023
GEORGIA.			
*Augusta Chronicle .....(M)	10,814	.045	.045
*Augusta Chronicle .....(S)	11,476	.045	.045
*Augusta Herald .....(E)	12,886	.05	.05
*Augusta Herald .....(S)	12,803	.05	.05
*Columbus Ledger .....(E&S)	8,789	.04	.04
*Macon Telegraph .....(M)	20,378	.06	.06
*Macon Telegraph .....(S)	21,837	.06	.06
*Savannah Morning News .....(M&S)	20,875	.055	.05
KENTUCKY.			
*Lexington Leader .....(E)	15,621	.05	.05
*Lexington Leader .....(S)	15,566	.05	.05
Louisville Herald .....(M)	43,629	.09	.09
Louisville Herald .....(S)	55,572	.09	.09

	Circulation	2,500 lines	10,000 lines
NORTH CAROLINA.			
*Asheville Times .....(E)	6,683	.04	.04
*Asheville Citizen .....(M)	10,280	.045	.045
*Asheville Citizen .....(S)	8,932	.045	.045
*Durham Herald .....(M)	6,495	.04	.04
Greensboro Daily News.....(M)	18,643	.05	.05
Greensboro Daily News.....(S)	26,112	.06	.06
*Raleigh News and Observer.....(M)	24,005	.06	.06
*Raleigh News and Observer.....(S)	28,190	.06	.06
*Raleigh Times .....(E)	8,203	.03	.04
SOUTH CAROLINA.			
*Columbia State .....(M)	20,298	.06	.06
*Columbia State .....(S)	21,760	.06	.06
*Greenville News .....(M)	12,039	.04	.04
Greenwood Index Journal .....(E&S)	4,185	.025	.025
*Spartanburg Journal .....(E)	4,155	.04	.04
*Spartanburg Herald .....(M&S)	5,511	.04	.04
TENNESSEE.			
*Chattanooga News .....(E)	20,731	.06	.06
*Chattanooga Times .....(M)	21,209	.07	.07
*Chattanooga Times .....(S)	23,053	.07	.07
Memphis Commercial Appeal.....(M)	83,113	.16	.15
Memphis Commercial Appeal.....(S)	110,907	.19	.18
*Nashville Banner .....(E)	41,700	.07	.07
*Nashville Banner .....(S)	42,931	.08	.08
VIRGINIA.			
‡Bristol Herald Courier.....(M&S)	7,336	.04	.04
Danville Register and Bee.....(M&E)	11,992	.045	.045
Newport News Times-Herald.....(E)	9,041	.05	.05
Newport News Daily Press.....(S&M)	6,051	.05	.05
*Roanoke Times & World-News.(M&E)	21,420	.07	.06
*Roanoke Times .....(S)	14,560	.07	.06

Government Statement, April 1, 1922.

*A. B. C. Publishers' Statement, April 1, 1922.

‡Includes Bristol, Tenn.

††Publisher's Statement for July, 1922.

The Print Paper Situation

NEWSPAPER PUBLISHERS will have themselves largely to blame for higher prices if they permit themselves to be stampeded by the scheming manufacturers and jobbers.

There is absolutely no justification for present efforts for higher prices any more than for higher prices to labor.

The smoke screen is created so as to produce a continuance of the present contract price of 3½ cents and perhaps increase it to 3¾ cents.

Hold down consumption to the lowest possible point!

Refuse to sign contracts in blank!

As soon as our friends find they cannot sell on their terms they will sell on ours, so long as what we are willing to pay means cost plus a reasonable profit.

The European supply is not cornered, as some of our friends seem to think. Just as soon as manufacturers over there realize the true situation they will offer increased tonnage direct.

Abundant foreign tonnage is offered in the spot market at prices just under those demanded by manufacturers and speculators.

Thousands of tons have gone into warehouses at about $70 a ton which those hoarding it expect to sell at from $80 or $90 per ton, but which eventually will be sold for $65 to $70, and represent added loss for storage, handling, insurance and interest.

There is no cause for alarm.

There is plenty of paper.

The dealers, noting that publishers were wasteful with paper at 3½c mill, naturally would like to market their product a bit higher.

Some of the big users are going crazy in their wastefulness, but we can expect no co-operation from them. They did not co-operate in 1917 or in the years that followed, and will not now.

JASON ROGERS,
Publisher,
THE NEW YORK GLOBE

New York, September 13, 1922

THIS ISSUE: PROPAGANDISTS FEED NEW FIRES OF WORLD HATE

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1922

Original second class entry—The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the act of March 3, 1879. Published every Saturday.

[Copyright, 1922, by The Editor & Publisher Company, James Wright Brown, president and editor.]

Vol. 55. No. 17 NEW YORK, SATURDAY, SEPTEMBER 23, 1922 By Mail in Advance $4, U. S. A.; $4.50, Can.; $5 For. 10c Per Copy

Where Most Books Are Sold

is a good place to sell more books

In the Chicago market, for example, publishers have learned that the most popular and effective avenue of distribution is through The Wednesday Book-Page of The Chicago Daily News.

With its yearly daily-average circulation of 401,698—1,200,000 readers daily—The Daily News "saturates" Chicago and its suburbs, journalistically, as does no other medium. And The Wednesday Book-Page of The Daily News is a Chicago institution. Wednesday in Chicago is "Book-Page Day."

The Daily News Book-Page commands that lively reader-interest, reader-confidence that impels buying decisions. The logic of this has been successfully demonstrated in practice. In the amount of book advertising carried by Chicago newspapers The Daily News leads the field continuously.

Here are the figures on book lineage for the first eight months of the year 1922:

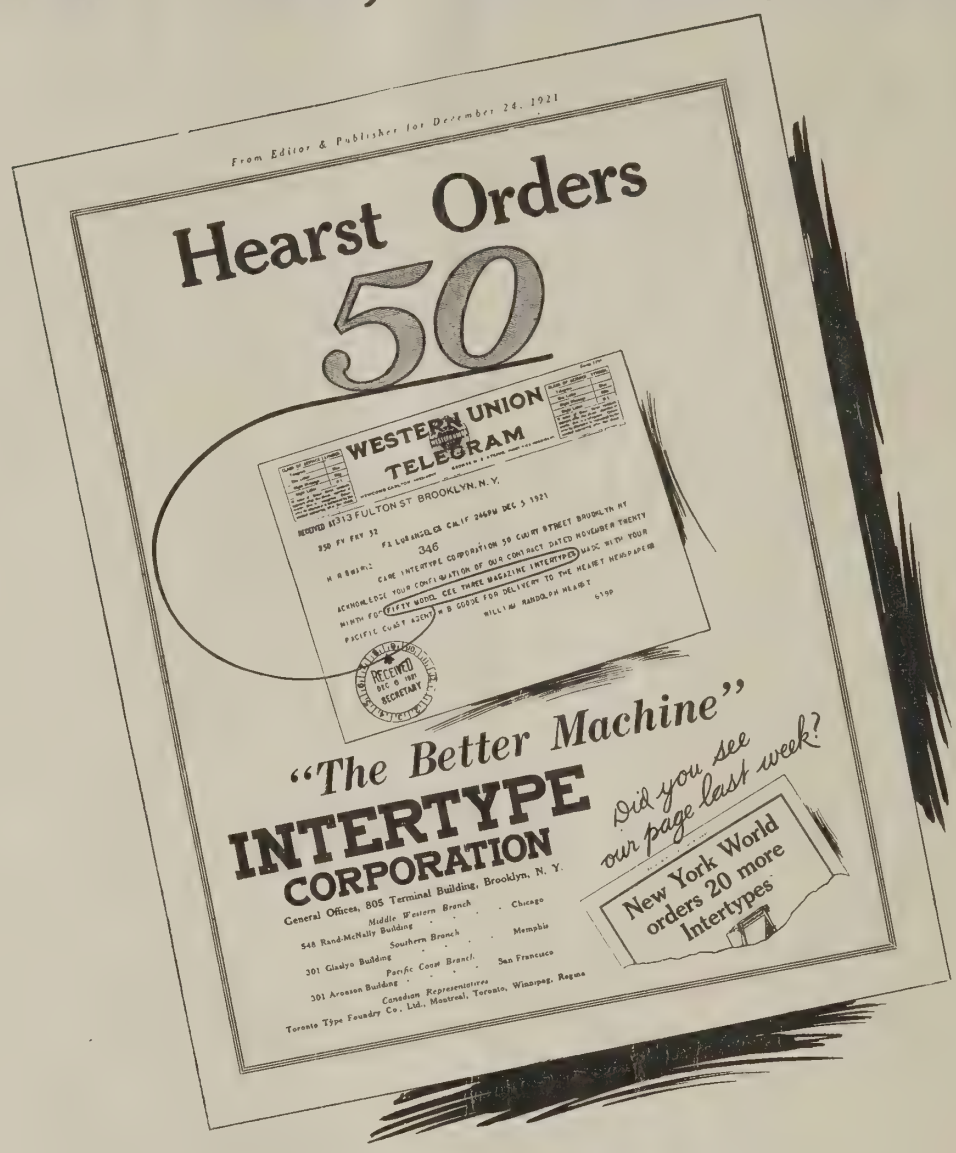
		Comparison
The Chicago Daily News	90,416 lines	90,416 lines
The Post	52,057 lines	52,057 lines
The Daily Tribune	15,363 lines	
The Daily Herald-Examiner	1,087 lines	
The Journal	641 lines	
The American	57 lines	
SUNDAY NEWSPAPERS		
The Sunday Tribune	32,065 lines	
The Sunday Herald-Examiner	13,013 lines	
The Daily News' excess over the next highest score, that of The Post		38,359 lines

Further emphasizing the established and increasing leadership of The Chicago Daily News in this field is the fact that for the months of May, June, July and August, 1922, The Daily News printed 6,359 more lines of book advertising than ALL other Chicago newspapers, daily and Sunday combined.

The Chicago Daily News

FIRST IN CHICAGO

First Order, December, 1921—



First Repeat Order, August, 1922—

15 more

INTERTYPE CORPORATION

General Offices, 805 Terminal Building, Brooklyn, N. Y.

548 Rand McNally Building, Chicago
301 Glaslyn Building, Memphis

560-A Howard Street, San Francisco
Canadian Agents, Toronto Type Foundry Co., Ltd.

British Branch: Intertype Limited, 15 Britannia Street, Kings Cross, London, W. C. I.

OHIO RANKS FIRST
AMONG THE LEADERS

FIRST IN NUMBER OF LARGE CENTERS

Ohio leads all other states in the number of large centers, having five cities with a population of 200,000 or over, and ties one state with seven cities having over 100,000 population.

FIRST IN BUILDING LOAN ASSOCIATIONS

Ohio leads all other states in the growth and development of Building and Loan Associations which boast of a larger membership than those of any other state.

FIFTH IN RAILROAD MILEAGE

Ohio is the fifth state in the Union in mileage of steam railways and second in mileage of electric railways.

SECOND IN AUTOMOBILES OWNED

Ohio ranks second to New York in automobile registration, having 742,000 automobiles.

FIRST IN MONEY SPENDING

From the standpoint of spending money per capita, for motor cars, Ohio ranks first. There is one motor car for every 7.7 persons in Ohio.

FOURTH IN POPULATION

Five per cent of the population of the United States is included in this Ohio territory, or 5,769,368 persons—more than 80% of which are native-born whites.

FIRST AS A MARKET

Ohio answers first as a market, making it an ideal try-out proposition for national advertising campaigns. Ohio newspapers cover the cities and towns and the country round about and ultimately find their way into every home.

		Circulation	2,500 lines	10,000 lines
*Akron Beacon Journal	(E)	35,904	.085	.085
*Akron Times	(E)	19,518	.06	.06
*Akron Sunday Times	(S)	21,952	.07	.07
*Athens Messenger	(E)	9,775	.03	.03
Bellefontaine Examiner	(E)	4,407	.0179	.0179
Cincinnati Enquirer	(M&S)	73,120	.17-.35	.17-.35
Cleveland Plain Dealer	(M)	181,185	.32	.38
Cleveland Plain Dealer	(S)	221,084	.37	.43
Columbus Dispatch	(E)	72,317	.15	.14
Columbus Dispatch	(S)	74,654	.15	.14
Conneaut News Herald	(E)	3,094	.017	.0179
Dover Daily Reporter	(E)	4,410	.02	.02
*Hamilton Daily News	(E)	8,143	.04	.04
Ironton Irontonian	(M)	3,150	.0179	.0179
Kenton Democrat	(E)	2,400	.014	.014
*Lima News and Times-Democ't	(E&S)	16,083	.07	.05
*Lima Republican-Gazette	(M&S)	10,270	.035	.035
*Marietta Times	(E)	6,160	.025	.025
Middletown Journal	(E)	5,037	.025	.025
Newark American-Tribune	(E)	6,573	.025	.025
Piqua Call and Press-Dispatch	(E)	6,039	.025	.025
Portsmouth Sun and Times	(M&E)	16,286	.06	.06
Portsmouth Sun-Times	(S)	10,059	.04	.04
*Toledo Blade	(E)	95,683	.25	.23
Toronto Tribune	(E)	1,092	.011	.011
Warren Daily Chronicle	(E)	6,405	.025	.025
*Youngstown Vindicator	(E)	24,063	.07	.07
*Youngstown Vindicator	(S)	25,220	.07	.07

Government Statement, April 1, 1922.
*A. B. C. Publisher's Statement, April 1, 1922

Do You Sell Through Drug Stores?

There are 1,098 in

Philadelphia

194 of the retail druggists of Philadelphia were asked to recommend the best newspaper for an advertising campaign for a high-class toilet article.

139 of these druggists recommended The Bulletin. The others divided their votes among the five other Philadelphia newspapers.

In Philadelphia there are about 400,000 separate dwellings, housing a population of close to 2,000,000. Each Philadelphia drug store therefore serves on an average the families in 364 dwellings.

The Bulletin each day goes into nearly every home in Philadelphia and its suburbs.

If your sales outlet is through the drug stores, you can get greatest efficiency from your advertising in Philadelphia and suburbs if you place it in The Bulletin.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

"In Philadelphia nearly everybody reads The Bulletin"

The Bulletin

The circulation of The Philadelphia Bulletin is one of the largest in America.

A. B. C. report of net paid daily average circulation for six months ending March 31, 1922—494,499 copies a day.

NEW YORK
Dan A. Carroll,
150 Nassau Street.

CHICAGO
Verree & Conklin, Inc.,
28 East Jackson Blvd.

DETROIT
C. L. Weaver,
Verree & Conklin, Inc.,
117 Lafayette Blvd.

SAN FRANCISCO
Allen Hofmann,
Verree & Conklin, Inc.,
681 Market Street

LONDON
M. Bryans,
125 Pall Mall, S. W. 1.

PARIS
J. J. E. Hessey,
5 rue Lamartine (9).

(*Copyright 1922, Bulletin Company*)

Total Circulation of This Issue: 6,300

EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten P. M. on the Thursday preceding the date of publication—by the Editor and Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Branch Telephone Exchange, Beekman 4330. Charter Member Audit Bureau of Circulations.

Vol. 55 NEW YORK, SATURDAY, SEPTEMBER 23, 1922 No. 17

PROPAGANDISTS FEED NEW FIRES OF WORLD HATE

Onward March of the Turks in Near East Brings a New Responsibility to American Editors Unequaled Since 1914—Self-Restraint Is Greatest Need

By Dr. WILLIAM T. ELLIS

EDITORIAL NOTE—*Dr. Ellis is probably the best known and the best informed of all American writers on Near East problems. His charges and warning are based upon personal experience extending over a period of many years as a newspaper correspondent in the present area of action.*

JUST now America is in the same situation with respect to the conagration in the Near East that she was ı with regard to the world war in the ıid-summer of 1914. Cross-currents of umor and propaganda then so distorted ıe actual news that the average reader ras more likely to be guided by his rejudices and sympathies than by the acts of the case, which were as closely eiled as a Moslem pasha's wife.

Since the Turkish question as it exists t present may quite easily be the preminary stage of a world cataclysm as errible as that precipitated by Austria's ltimatum to Serbia, it behooves Amer-a to read the cablegrams with discriminating eyes. This is an hour for emocracy to manifest the sound comıon sense of a self-restrained and self-overning people.

It is altogether likely that our nation ıay ere long be called upon to make omentous decisions as to its own course this new international upheaval; so l our traditional qualities of hard-eadedness will be needed. Nervous and ntimental folk will soon be clamoring r Government action along the line of eir predispositions.

Right here enters the question of the ewspaper's duty as a purveyor and inrpreter of events. Without bias and ithout passion, the press should present e facts in the case, in full proportion ad in due relation to history and to ther world affairs. This is a good time r editorial writers to get down their bbon and to take up their Wells. 'gnorance is the one unpardonable sin" especially in a newspaper man standing the bridge of the ship of human stiny.

Charles A. Dana's never-old rule for ws collecting should be pasted anew er every editor's desk, as this difficult ear Eastern situation comes to the re—"See both sides and get all the cts." Quick and powerful and subtle encies are at work to pervert the publ vision into seeing only one side and tting only partial facts. No sensible itor can overlook the fact that there e several groups of propagandists dilintly operating to color the news from sia Minor according to their own inrests. They have been at it ever since armistice; and they are skilled and ompt and efficient. It is the hard task editor and reader to distinguish beeen what is propaganda and what is saight news—especially at a time when public is eager for every line that n be printed upon the momentous and gic events in Turkey.

One or two illustrations from late disches will make clear this point. hens reported last week 120,000 Chrisns massacred in Smyrna. That statent naturally got into the headlines, and erica gasped with horror. In the it of the consistent experience of the blic with Athens since the war, this ws should be accepted with reservans; although it has neither been de-d or corroborated. Every attentive der of foreign cablegrams knows that close and rather reckless censorship maintained at the Greek capital. It suppresses and colors news according to the interest of the government. Greece simply does not comprehend the Western viewpoint of "the truth, the whole truth and nothing but the truth."

So we should await explicit substantiation from official American sources of the dreadful details of the burnings and massacres at Smyrna. We do not know yet who started the fires and who did the killing. Already it is clear, from the silence of Smyrna dispatches on the point, that the wild tale from Athens was not true. Admiral Bristol, who is a genius at getting to the bottom of things in Turkey, will tell Washington the truth in due time.

Not that the Turks are incapable of massacre on so vast a scale. The whole world knows better. Several times 150,000 Christians were done to death by the Turks in the recent Armenian massacres and deportations. The bloody Turk is a past master at the trade of killing non-Moslem subjects and neighbors. His record makes him rightly suspect in any case. Nevertheless, Americans want to give even the devil his due; so they desire the ascertained facts before they believe any of the loosely-flung atrocity charges. A half-dozen American newspaper correspondents in Smyrna at the present time would do a priceless service to history and to international decisions.

American editors can scarcely escape taking the position that their public demands American news from American sources. War experience has shown that foreign news agencies and foreign correspondents cannot avoid news coloration. We have had overmuch experience of American papers carrying as news, or "special correspondence," the raw and unconcealed propaganda of foreign nations. This matter is a theme for an article by itself; but the conclusion is pertinent in connection with the Near Eastern crisis, that the only news upon which America can surely depend, is that which is written by the typewriters of American correspondents or officials actually upon the scene.

As full experience under many and varied tests has proved, the American newspaper man may be trusted to tell the truth, fully and fearlessly, about nations, causes and events. He may sometimes be inadequately informed, or lack a background of sufficient preparation, so that his dispatches are not always well proportioned. But he is not venal; there are no strings to him. He plays no favorites in the news. His ingrained sense of fairness makes him the world's most efficient purveyor of news. The time has come when the great press associations, as well as the biggest newspapers, should have their own trusted American correspondents at every news center in Asia and Europe. The admirable Associated Press service from the near East indicates that it has "put none but Americans on guard."



Charles A. Dana's never-old rule for news collecting should be pasted anew over every editor's desk, as this Near Eastern situation comes to the fore—"See both sides and get all the facts." Quick and powerful and subtle agencies are at work to pervert the public vision into seeing only one side and getting only partial facts.
—William T. Ellis

This photograph was taken at Cairo. At Dr. Ellis' right is General Lord Allenby of the British Army.

I have mentioned the Athens censorship. Greeks are not the only offenders in this matter of playing with the truth. For downright audacity and brazenness I think that, in all my personal experience as a foreign correspondent, the palm must go to Rustem Bey, in Constantinople, the former Turkish Ambassador to the United States to whom President Wilson gave his walking papers—although the Armenian Catholics of Cilicia ran him a close second in asking me to accept his episcopal assurance in a matter of "massacre" statistics in Aleppo, where, by official American and British figures, he was wrong in the proportion of one thousand to forty-eight. Old Rustem Bey, in a Constantinople club, once pledged me his sacred word of honor, and gave me a typewritten document to back his declaration, that over a million and a half Moslems had been massacred by the Armenians during and immediately after the war. When I could not conceal my amusement and disbelief, he at first tried to assume an attitude of affronted dignity; but evidently thought better of it, recalling, from his Washington days, that American newspaper men are "from Missouri."

Perhaps I should not be too severe on the jobless ambassador; for within a month I was "officially" supplied with "ethnographic maps" of the Near East, by three Government representatives, each "scientifically" proving that the other claimants for territory were complete prevaricators. Especially in the Orient it is well to heed the American humorist's injunction, "It's better not to know so many things than to know so many things that ain't so."

Levantine peoples are not the only ones who muddy the streams of information. Great Britain, France and Italy all maintain at Constantinople censorship over Mediteranean news. They have never subscribed to the doctrine that international affairs are the concern of all nations, and that the bald truth about them should be public property.

Within the past few days some American papers have carried a lengthy interview with Gen. Townshend, whom the Turks disastrously defeated at Kut-el-Amara. In this interview, given in Paris, the general voices strong pro-Turkish and anti-Allied views, supporting Mustapha Kemal Pasha's extreme claims, and sensationally predicting a "holy war" throughout the Moslem world. Apparently the correspondent who wrote this interview neither reads the British newspapers nor is at all familiar with the inside of events in Turkey during or since the war. Gen. Townshend's utterances and actions, following his capture, have been so erratic that the British Government forbade his going to Angora; and since his recent defiant visit there, the English press has openly declared that he would be disciplined upon his return home, since he is still technically in the British army.

The most charitable explanation of General Townshend's incomprehensible statements and actions concerning Turkey, both while he was a prisoner and

(*Continued on page* 37)

NO ANTI-AMERICAN FEELING IN ENGLAND, MANCHESTER EDITOR ASSURES US

J. J. O'Neill, Director of Guardian, Visiting New York, Says Great Hope of His Country Is for American Co-operation in Reconstructing War Hammered Europe

By ROSALIE ARMISTEAD HIGGINS

AMERICANS whose feelings have been badly ruffled by the several unkind remarks about the part of the United States in the World War credited to Rudyard Kipling by Clare Sheridan, should meet J. J. O'Neill, director of the Manchester Guardian, who is visiting New York on his first holiday in nine years, though he has been here in that period on purely business trips.

An alert, responsive young Englishman, this side of forty I should say, he is so sincere and straightforward in his manner and so interesting in his conversation, that a chat with him was a real pleasure. In appearance he is tall and well built, with blue eyes, light hair and a most pleasing smile. He met me with such cordial kindliness, that he immediately seemed like an old friend.

Mr. O'Neill's attitude is so vastly and entirely different, and his appreciation of America and his love for Americans so keen, that one feels after meeting him, that it matters little what Kipling and a few other people may think. When I saw Mr. O'Neill a few days ago I immediately asked him for his opinion of Kipling's remarks.

"I am astonished at the prominence given Mr. Kipling's utterances by the press," said Mr. O'Neill. "Kipling stands for nothing in the England of today, and if he had not written the "Recessional," would have been forgotten long ago. His other poems remind me of the gay, white lights of Broadway or of glittering tinsel; they shine, but when you delve underneath you find nothing worth while. Politically, Kipling has no sense and is a political nonentity. He is typical of a narrow type which one finds in every country, a type that says 'English soldiers are the best soldiers in the world, English women are the most beautiful women in the world; English dogs are the best dogs in the world; Brittania rules the waves.' Of course that attitude is ridiculous.

"Thinking opinion in England," continued Mr. O'Neill, "believes that America entered the war at the right moment, and the only regrets English Liberals have is that American participation in the work of making world peace is not so active and so militant as it was in making victory in the field.

"There is no use denying the fact that American co-operation is absolutely essential in the re-construction of the war-hammered world, and as an Anglo-Irishman, with many American connections, I hope soon to see your great nation with a hand on the helm. There is no anti-American feeling in England today. The Irish settlement wiped out many old feuds, and the Irish in Great Britain are working hard today for Anglo-American Unity in world politics. I regret to see that the Fordney-McCumber tariff bill has been passed, for I think it will be bad both for your country and for other countries doing business with you. For instance, I have a friend from Belfast who has been sending between two and three million dollars worth of the finest linens here, each year, but he told me yesterday that he felt that he would have to seek other markets."

In response to my request that he tell me something of his own newspaper, the Manchester Guardian, and something of newspaper workers in England, Mr. O'Neill replied. "The Manchester Guardian, which is 102 years old, I can say without fear of contradiction, is the greatest political and commercial newspaper in English, and Manchester is as you know in the very heart of the commercial district. C. P. Scott has been our editor for 52 years, and at the age of 76 is regarded as a very remarkable man. The Guardian confines itself to the publishing of industrial and commercial news, and uses nothing sensational. We use no stories of divorce suits, except in the case of someone extremely prominent, and then perhaps we would carry two or three lines.

"Do we have a woman's page? Yes, I am sorry to say we do, as two of the other directors thought it a good idea. I have never seen why women should be set aside and given a special page. I think it rather a slur on their intelligence to give them just one page, out of we'll say a thirty-two page newspaper, just as if they could not understand and appreciate the political and industrial news of the day, just the same as men do. And after all, I do not think it the business of a daily newspaper to teach a woman how to make marmalade, or to select the furnishings of her home. No, I do not think that is our mission," Mr. O'Neill said with a hearty laugh.

"What do you think of women in the newspaper field, both in news and advertising?" I asked Mr. O'Neill. His reply came instantly. "I think they are fine splendid workers and their employment is certainly on the increase. Some of our very best writers are women. Your question suggests to me, a woman whom I think is one of the most competent advertising people in England, and notice that I say *people*. She was until recently, Miss E. M. Seyer, managing director of the A. J. Wilson Agency, in London, one of the best known agencies in our country. Mr. Wilson who is at the head of the agency bearing his name is a very clever man also, but I think the cleverest thing he ever did was, when he found Miss Seyer so utterly and completely indispensable, to persuade her to become Mrs. Wilson. Of course newspaper work for women is not as far advanced in England as it is in the United States, and I believe that the average Englishman rather objects to having a woman reporter come to interview him; he prefers a man. If he has nothing to give out to the public, instead of meeting her and refusing, of course, courteously, he is more than apt to excuse himself. However, as more women are coming on the staffs of our English newspapers each day, he is getting over that. In addition to the Manchester Guardian, we publish several other newspapers. The Manchester Guardian Weekly is published every Friday, and it may surprise you to know that we have an American circulation of 9,000.

"It is a weekly digest of the news and comment of the Guardian, without any attempt to embellish with features, and voices the liberal thought of England.

"Also weekly we publish, 'The Manchester Guardian Commercial, which is a weekly world review of industry, trade and finance.

"We also issued a monthly, 'Reconstruction in Europe,' of which John Maynard Kaynes, well known in the United States, is editor. It started publication on April 20, 1922. The purpose of the Reconstruction Number is to present an assemblage of facts and opinions, international in their origin, and to help in the process of reconstructing Europe in every possible way. In other words, we offer it as a forum to Europe."

Mr. O'Neill paid a high tribute to the National Union of Journalists in England, saying that he thought it was an excellent and necessary organization. "I can see something besides the publisher's side" he said, "for I have filled almost every position on a newspaper including that of reporter, linotype operator and advertising manager. This association fixes a minimum wage of about $40 a week, which I think would be equivalent to $70 in New York, as it is so much more expensive to live here."

"I think it would be a splendid thing for the convention of the Associated Advertising Clubs of the World to be held in London in 1924, and I hope that it will be held there. For four or five hundred of your bright advertising men and women to go to London, would help English advertising as you are much further advanced than we are, and doubtless, they too, will bring back with them some worth while ideas."

Mr. O'Neill is spending a few days in Washington and has also visited Montreal. He will return to New York for a brief visit, sailing on the Aquitania on October 3, for his home.



"Thinking opinion in England believes that America entered the war at the right moment, and the only regrets English Liberals have is that American participation in the work of making world peace, is not so active and so militant as it was in making victory in the field."

—J. J. O'Neill.

Receiver to Sell Ohio Paper

The Bellefontaine (Ohio) Index-Republican, an evening paper, is to be sold by J. C. Martin, receiver for the paper. He has filed a petition with the court for authority to have the property appraised and E. E. Rutledge, Don C. Bailey and P. W. Carter have been appointed to make the appraisal. The Index-Republican has outstanding against it bills amounting to $18,000. The receiver has incurred liabilities of approximately $5,700. The court has ruled that the receiver may sell the paper at private sale, providing the amount realized is not less than two-thirds of its appraised value.

Times Starts House Organ

"Times Topics" is the title of the new house organ of the New York Times, which has just made its appearance. It is eight pages and carries a number of rotogravure pictures interesting to the Times family.

NEW YORK PAPERS TALK PAPER ECONOMY

Two Meetings This Week Show Deep Interest in Cutting Waste, But No Plan Has Yet Been Effected

New York city newspaper publishers are awake at last to the dangers involved in the consumption of newsprint paper on the scale that was brought out in EDITOR AND PUBLISHER for September 9 and September 16. They held two meetings this week, one on Monday and one on Wednesday, the latter bringing out the best attendance that the local association meetings have seen in several months. Far more interest was shown than at past meetings on the subject. This meeting was attended also by William B. Bryant of the Paterson Press-Guardian, chairman of the committee on conservation of the American Newspaper Publishers' Association.

Agreement was general at both meetings that the scale of newsprint consumption of the past few months must be curtailed, but no plan has yet been worked out for the attainment of this end. Among the remedies suggested are the complete abolition of such return privileges as now prevail and limitation upon news and feature matter, but final decision has been reached on neither.

PLAN RELIEF OF CAR SHORTAGE

Pulp and Newsprint Shipments from Canada Hampered

Plans for relief of the car shortage situation in Canada, which is seriously interfering with the movement of wood pulp into the United States were discussed in Washington this week by representatives of the Canadian railroads and Interstate Commerce Commission and officials of the car service section of the American Railway Association.

The delegation of the Canadian railroad officials composed of C. P. Ridd Canadian Railway Association; C. Moore, Grand Trunk System; Geor P. Clark, Canadian National Railwa and A. Hatton, Canadian Pacific Ra road, explained to the American autho ties that the embargoes, priorities a other restrictions which had been plac on the movement of freight and handling of cars on American roads, the result of the shopmen's strike, h worked to prevent a return to the Ca dian roads of thousands of Canad cars. The Canadian roads now are f ing their heaviest freight season app ciably short of cars, and unless th rolling stock, now in the United Stat is released from the American railw jam, the movement of grain from Northwest and the movement of wo pulp and print paper into the Uni States would suffer materially.

L. M. Bett, of American Railway A sociation, with whom the Canadians cussed the situation at length, expres the opinion that substantial relief co be given in a short time.

Stuart Leaves Daily Mail

Sir Campbell Stuart, managing direc of the London Times, has resigned fr the management of the Daily Mail will devote all his efforts to the Tim He was the only director whom the newspapers had in common.

Polachek Again With Hearst

Victor Polachek is again a member the Hearst organization. About a mo ago he retired from the paper busin He is now in general charge of pro tion for the Sunday edition of the C cago Herald and Examiner.

Gov. Patterson in Journalism

Malcolm R. Patterson, former gover of Tennessee, has joined the staff of Memphis Commercial Appeal and wil political editorials and special article state and national character.

NEWSPAPER ADS ARE THE BATTLEFIELD IN SEVERAL MARKET FIGHTS

lational Advertisers Present Their Own Case and Rebut the Claims of Competitors in Campaigns Now Waging in Soap, Toilet Articles and Canned Food Fields

By HAMMOND EDWARD FRANKLIN

EDITORIAL NOTE—*This is the tenth of a series of articles by Mr. Franklin on important hases of creating sales through newspaper advertising, based on studies of methods and results current successful local sectional and national users of newspaper advertising. Readers of* DITOR & PUBLISHER *who know the facts behind noteworthy efforts are invited to send them to r. Franklin, care of* EDITOR & PUBLISHER. *Suggestions and comments are invited. The next rticle of the series will appear in an early issue. Look for it.*

A GROCER in a small city put up a sign in his window, "There are o street-dust, grime and germs on our uit. We protect it by keeping it be- nd glass."

The owner of a fruit stand, a near-by ompetitor, retorting with indignation, osted this sign: "Where does fruit ow? Outdoors!"

A miniature advertising "war" fol- lowed.

There are now several interesting ad- rtising "wars" in progress, in which nional advertisers are figuring and in hich copy is being used most ingen- icsly to meet claims of competitors. aying it with newspaper space" takes tl place of bows and arrows, bullets a hatchets of the skirmishes in which ir ancestors engaged.

n fact, many men who in the olden d s would have found their "thrills" a adventure in the forests now have si ilar ones in modern business. Selling gds in person or through advertising quires a fighting spirit and brings with t situations which are analogous to those n he times when the battling was done l sically.

What is the modern manufacturer gng to do when he is attacked by claims o competitors which divert trade from i own brand? Usually, the process is o nswer these claims directly, do so in- li ctly or simply continue forcefully re- ating the selling points of his own n chandise, as he always has. It is a lecate problem, requiring discrimina- ic.

here are times when it is unwise for h manufacturer to deign to bother with e onding to counter claims. By ignor- a he establishes the fact that he re- als them as trivial. On the other a , persistent failure to meet points a ed by competitors in some cases would p ar to the public and the trade to be due to the fact that the claims cannot be countered.

Advertising, after all, is argumentation and debate, with persuasion and conviction harnessed to make people think in a definite way. Rebuttal has an important place in argumentation. Why should it not be used, when the occasion demands it, in a high grade way by the manufacturer? It is an unwritten rule, however, that competitors can never be concretely mentioned by name.

Good sportsmanship and fair play characterize the use of rebuttal in the advertising "wars" now merrily going on.

The most notable recent contribution to "advertising war" literature comes from that advertising veteran, Ivory Soap. For years Ivory Soap, with its slogan, "It floats," has been the subject of large-scale campaigning along what might be called sound, rather than dramatic lines. The Procter & Gamble Company has kept at it in season and out, with resulting large scale sales.

The increase in the number of complexion treatments and soaps being offered without doubt has caused many women buyers to judge the value of such preparations by their colorings or perfumes. This, the Procter & Gamble Company feels, is all wrong. It declares that a clean skin, safely made so by a white soap, is what is needed for healthful complexions.

Full page rotogravure advertising of an unusual nature is being used. The copy is unusually frank in getting at the heart of the question. It does not mention competitors, yet it makes its position unmistakable.

The most striking piece of copy has this heading: "Pink? Purple? Green? Yellow? White? What color should a soap have?" In that category is included the product of almost every competitor and its own.

Then comes this copy:

"Many women believe that color is an indication of certain inherent qualities in soap which add to the soap's value in cleaning, and even, perhaps, in medicating the skin.

"No!

"Color in soap may be entirely artificial and may be misleading if the purchaser attaches to it any other than a decorative significance. Dr. Pusey, one of the highest authorities on the care of the skin, says, 'The natural color of the best quality of toilet soap is a creamy white.' And another well known writer on health says that it is always best to avoid, or at least be wary of, any soaps which are dark colored or heavily perfumed.

"Ivory Soap has nothing to conceal. Therefore, because it is made of pure ingredients of the very highest quality, it is creamy white and delicately fragrant. Furthermore, Ivory Soap is offered for the single purpose of cleansing safely—and safe cleansing is the only good purpose for which any soap can or should be used.

"Safe cleansing is recognized, also, as the very finest and most direct aid to the beauty of the complexion. Ivory Soap cleanses safely because it is pure, mild and gentle. In its 43 years of honorable history, it has befriended the skin of millions of women and is found today in probably more homes, rich and poor alike, than any other soap made."

Above the main copy, at the left of the page, it is said:

"Lecturing to the mothers of the younger generation, Dr. Verity says that for their daughters' determination to try mothers themselves are partly to blame every new complexion 'method' and complexion 'preparation.'

"'You yourselves must remember,' he says, 'that a beautiful complexion is first and foremost a matter of cleanliness. Water and mild, pure soap are your best 'preparations.' A soap should be bought not to cure 'skin troubles,' or to perform miracles, but to clean—clean gently. If it does this, it does the very best that soap can do for the complexion. Tell your daughters that!'

"In public, Dr. Verity carefully avoids naming soaps, but mothers who ask privately for his recommendation will probably hear him say, 'Ivory.'"

Whimsical illustrations which have an English novel flavor are used through the series. In each advertisement, some selling is done for Ivory Soap Flakes.

Another piece of copy is headed, "How to care for the skin? Let this well-known physician answer," another "How a healthy skin may be made sick," still another, "What soap can do to promote beauty," etc.

As in argumentation, authorities are cited in this advertising rebuttal. Thus far, competitors have simply continued with their regular advertising without special reference to this barrage.

It should be mentioned that EDITOR & PUBLISHER'S position in this, as in all advertising "wars," is neutral. It in no case of this sort desires to comment on the merit of the argument on either side.

Another interesting situation has risen through a smaller "war" in the canned goods line. Some years ago the Gorton-Pew Fisheries at Gloucester, Mass., called in an advertising agency to make an investigation for it. This agency, after a careful analysis, recommended that the company place on the market a trade-marked ready-to-fry codfish cake. This was done in a number of localities through newspaper advertising, and considerable sales were rolled up as the work was carried on. After a time, however, other complications temporarily placed the Gorton-Pew Company in financial difficulties and precluded more advertising of the codfish cakes. The momentum of the previous advertising "carried on" for some time, however.

It came about that the William Underwood Company, always a large advertiser of Underwood's Deviled Ham, about this time placed on the market Underwood's "Simplifry" Codfish Cakes. Its copy showed the three simple steps, one of buying a can of the product, another in frying in hot fat, and the third in serving. It apparently was out in dead earnest to go after the market.

Since then, the Gorton-Pew Fisheries Company has resumed the pushing of its ready-to-fry fish cakes and, consequently, what might be termed an advertising "war" is taking place, the significant thing being that both firms show their recognition of the need of newspaper advertising for winning and holding a market.

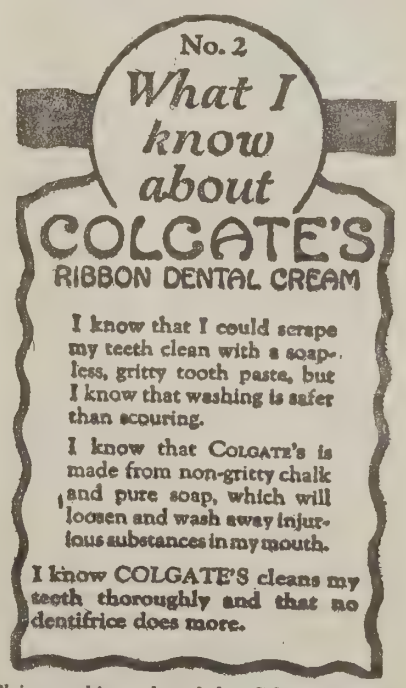
(*Continued on page* 36)



Copy used by William Underwood Company in race for a market.



A striking example of advertising argument causing wide comment, used by Rinso Soap in full page space.



Plain speaking adopted by Colgate to meet counter claims.

NO RULING MADE ON "BOGUS" SETTING BY I. T. U. CONVENTION

Lynch Withdrew Appeal from Decision of McParland—Union Will Aid Formation of Labor Party—Atlanta Next Rendezvous

(*Special to* EDITOR & PUBLISHER)

ATLANTIC CITY, Sept. 18.—Politics, applied both in the sense of internal disputes over the administration of the organization and extending even to the administration of the country, was the outstanding feature of the convention of the International Typographical Union held at the Hotel Ambassador here last week.

The convention saw not only a battle royal between Conservative and Progressive within the ranks of the union with victory perching on the standards of the former, but also for the first time in its history saw the International Typographical Union enter the national political arena. The delegates heeding the call of other labor organizations voted solidly to have their craft represented at the council to be held in Chicago in January from which it is expected that the National Labor Party will issue. It is the first time in the history of the union that politics of this nature has gained a foothold.

What was forecast as to be the biggest battle of the convention did not materialize. This was the appeal of the Syracuse Typographical Union No. 55 from the decision of the Executive Council over the arbitrability of foreign advertising, a bone of contention for many years between publisher and union. Armed with briefs and believed to have the support of the conservative majority, James M. Lynch, a former president of the International Union came to Atlantic City to fight out the matter on the floor of the convention. The date for the hearing was set for Friday, the last day of the convention.

At the opening of the session Friday morning Lynch withdrew the appeal with the statement that he had just received word from Syracuse that "the publishers had capitulated" and that the differences were at an end. He stated that there were small matters to be threshed out, but predicted this would be done in short order.

No action as applied to changes in relation between the I. T. U. and the American Newspaper Publishers Association was taken nor was any even considered. The convention, however, voted to continue the battle for the 44-hour week in commercial shops.

In a supplemental report to the convention, the Executive Council took up the question of arbitration at considerable length. This report referred to the conference between the I. T. U. and A. N. P. A. representatives at Chicago on August 16 to discuss negotiations of a new arbitration agreement to replace the one which expired last April.

"No progress was made," says the report. "Publishers were insistent upon agreement by the International Typographical Union that all its laws be subject to arbitration without restriction except those laws relating to the employment of union men and the eight-hour day, alleging their inability to vary the instructions given by the convention of their association."

"The law to which they (the publishers) have particular objection is the reset law," continues the report after reciting the instructions given the A. N. P. A. representatives by their convention. "They were willing, however, to accept a priority law providing for a probationary period of 60 days during which all substitutes would be on an equality. They were also insistent that charges against foremen because of contract violations should be taken up not as against the individual but as against the publisher involved. Other changes of a minor nature were desired by them.

"Considerable debate took place as to the possibility of harmonizing the views of the contending parties regarding the reset law, but no conclusion was reached. The conference adjourned without setting a date for a future meeting."

The report likewise gives the following deductions made from newspaper arbitration scheule, International Arbitration Agreement.

Forty-one unions parties to the International Arbitration Agreement hold contracts which provide for the arbitration of a new contract as well as all arbitrable differences, also agree to a continuation of International Arbitration Agreement procedure in the event new agreement is not made.

Twenty unions, parties to the International Arbitration Agreement hold contracts providing for the arbitration of the same points as above, but make no provision for the continuation of arbitration after the expiration of the International Arbitration Agreement on April 30, 1922.

Seventeen unions parties to the International Arbitration Agreement have contracts providing for the arbitration of differences arising under the contract only, and provide for a continuation of the International Arbitration Agreement procedure in the event a new agreement is not made.

Seventy-five unions parties to the International Arbitration Agreement have provisions for the arbitration of differences arising under the contract only, but make no provision for the continuance of arbitration after the expiration of the International Arbitration Agreement.

Thirty-one unions who held International Arbitration Agreements with publishers, make no further provision for arbitration in wage contracts.

One hundred and eighty-four unions, therefore, were parties to the International Arbitration Agreement. (In addition to this 17 unions having provision for local arbitration only, specify that arbitration shall be in accordance with the International Arbitration Agreement, making this form of arbitration agreeable to 201 unions.)

Fifty-eight unions indicate a desire in their contracts for a continuation of the International Arbitration Agreement after its expiration April 30, 1922, by indicating a willingness to sign a new arbitration agreement if made.

In nine jurisdictions but one or two newspapers held the International Arbitration Agreement, but all other papers in such jurisdictions having contracts have provisions for International Arbitration Agreement procedure, in most instances holding joint contracts with the firm or firms parties to the International Arbitration Agreement.

LOCAL ARBITRATION

Eighteen unions have contracts providing for arbitration of all arbitrable differences, including a new contract.

Three hundred and twenty unions have contracts whose provisions require the arbitration of differences arising under the contract only, making

Three hundred and thirty-eight unions having provisions for local arbitration. Of these

Two hundred and twenty-five unions contented themselves with just the provisions for arbitration contained in the International form contract.

Five hundred and twenty-two unions have provisions of some kind in contracts for arbitration.

Eight unions have contracts providing for the settling of disputes by referring same to the Executive Council of the International Typographical Union.

Seventy-nine unions are bound by the provisions of their contracts to arbitration of new contracts in the event of failure to agree through conciliation.

Ninety-five unions have no provisions for arbitration at all.

Resolutions calling for the establishment of an I. T. U. school for machine operators failed of passage on the final day of the convention, as did a resolution establishing Indianapolis the permanent convention city, Atlanta defeating Chicago for the next gathering place.

New St. Louis Stereotype Contract

Slight increase in wages for stereotypers is provided in a new contract with the St. Louis newspaper publishers, which runs for two years from August 24, with provision of opening the wage agreement on 30 days' notice at the end of any year of the contract. The present scale for journeymen is $42 per week, day and night, and for apprentices $2.62 to $3.22 per day or night. Hours are 48 per week, day work, and 42 per week, night work. Under the previous contract, which expired March 19, 1921, the scale for journeymen was $41.30 per week, day and night, and for apprentices, $15.42 to $18.96 per week, day or night. Day hours were the same, but night work was formerly 43 hours.

BRITISH UNION LAYS TAXES ON PRINTERS WHO FLOUTED STRIKE ORDER

BRITISH union compositors have finally accepted the wage reduction awarded last July by the Industrial Court, the Typographical Association vote on the referendum being 14,983 to 5,483. The men returned to work before the results of the vote were known and they also voted to levy a tax of four shillings in the pound against members who remained at work during the strike period, July 29 to August 19. The tax applies not only to those who did not walk out but to those who returned to work at the reduced wage before August 17. It is intimated that failure to pay the levy will lay members open to ineligibility for benefits and to a fine.

The union agreed with the employing printers not to expel members who did not heed the strike order, but claim that this agreement does not hamper it from otherwise punishing printers who disregarded the orders of executive council.

The present scale, after the first two cuts of 3 shillings a week each ordered by the Industrial Court have been deducted, is as follows for English and Welsh cities (except London) and for Belfast, Ireland:

	Grade 1	Grade 2	Grade 3	Grade 4	Grade 5	Grade 6
HAND COMPOSITORS	s d	s d	s d	s d	s d	s d
Night News	100 6	97 6	94 6	91 6	87 6	85 6
Evening News	86 6	83 6	80 6	77 6	74 6	71 6
Job and Weekly News	84 0	81 0	78 0	75 0	72 0	69 0
MACHINE OPERATORS						
Linotype, night	105 6	102 0	98 6	95 0	91 6	88 0
Linotype, day	95 0	91 6	88 0	84 6	81 0	77 6
Monotype, night	101 6	98 0	94 6	91 0	87 6	84 0
Monotype, day	92 6	89 0	85 6	82 0	78 6	75 0
*MACHINE MINDERS						
Class 1	84 0	81 0	78 0	75 0	72 0	69 0
Class 2	87 0	84 0	81 0	78 0	75 0	72 0
Class 3	90 0	87 0	84 0	81 0	78 0	75 0
Class 4	94 0	91 0	88 0	85 0	82 0	79 0
Class 5	99 0	96 6	93 0	90 0	87 0	84 0
*ROTARY MACHINES						
Class 1	101 0	98 0	95 0	92 0	89 0	86 0

This schedule is subject to further reductions, one of 3 shillings and one of 3 shillings sixpence during the next six months.

London book and job wages were being considered this week as EDITOR & PUBLISHER went to press. The union meeting had before it a proposition of the London Master Printers' Association that wages be reduced for all members of the union. The union has until five weeks from August 29 to ballot its members and reply to the employers' terms.

*Pressmen who are included in Typographical Association outside of London.

MONTREAL STRIKE AVERTED

Herald Non-Union, Star Arbitrating Gazette Wins All Points

(*By Telegraph to* EDITOR & PUBLISHER)

MONTREAL, P. Q., Sept. 18.—The situation between the local newspaper and typographical union No. 176, comprising the English-speaking printers, has been clarified on the following basis:

The Herald has broken all relations with the typographical union and is now running a non-union shop.

The Gazette has won all its points of dispute with the union, including one that permits employment of a non-union foreman and the interchange of type between the newspaper and job composing rooms. The latter has been an open shop since the 44-hour week strike started last year.

The Star will arbitrate the proposals presented by the union, as after a long period of refusal the union agreed to arbitrate all differences which cannot be settled by conciliation.

The scale is $38 for a week of 4[illegible] hours and for night work $42 for [illegible] hours. The Star is paying $38 for a 44-hour week, day scale. The three French daily papers have signed a two-year contract with the union at $38 for a 48-hour week. This is an increase of $2 a week over the previous scale, but really only $1 as the French papers have been paying $37.

Raise for Louisville Pressmen

A three-year agreement, dated September 4, 1921, has been concluded between Louisville publishers and the pressmen, with a provision for opening the scale on 30 days' notice prior to September 4, 1923. It provides the following scale for both day and night work: Foremen, $46 per week; assistant foremen, $43 per week; pressmen-in-charge, $40 per week; journeymen $37; flyboys, $18 to $24 per week. Forty-eight hours, day, and 43 hours, night, constitute a week's work. The previous contract, which ran from September 4, 1920, to September 4, 1921, provided the rates: Foremen, $42; assistant foremen $39; pressmen-in-charge, $36; journeymen, $33. Publishers were paying a bonus of $3.69 a week above this scale to journeymen, and it is understood that similar bonuses were paid to the others.

Herman Is Cincinnati Arbitrator

Cincinnati newspaper publishers and the typographical union have agreed upon Garry Herrman, owner of the Cincinnati baseball club, as arbitrator in their wage dispute. Journeymen printers, who received $45 a week for day work in 1919-1920 and have been getting $51.75 for the last two years, now demand $60 a week, which, if granted, would make their scale the highest in the United States. The publishers are offering $48. The present night scale for journeymen is $48.30, the union demands $57 and the publishers are offering $45, which is $3 a week more than the scale under the 1919-1920 contract.

Edmonton Pressmen's Pay Cut

A new contract between newspaper publishers and their pressmen in Edmonton, Alta., provides a scale of $44.625 per week night work and $41.625 for day work from August 27, 1922, to November 27, 1922, and $43 per week night work and $40.50 a week day work from November 27, 1922 to May 27, 1923. This is a reduction of $3.375 per week for the first period and a further cut of $1.125 for the second period.

Greenville Press Scale Changed

Greenville (S. C.) newspapers and their pressmen have agreed for one year from September 2 on a new wage scale. Pressmen will receive $49 per week night work and $45 for day work.

(*Continued on page 25*)

THEY ARE ALL IN THE DAY'S NEWS





"Ah, there was a ship," said E. W. Scripps (center, upper left), of West Chester, Butler County, Ohio, whose newspapers dot the United States as he turned to W. H. Gauntlet, of the Newport News Shipbuilding & Dry Dock Company, while waiting for the launching of his new yacht Ohio at Newport News last Saturday. Robert W. Scripps, editorial director of the Scripps-McRae Newspapers is paying apt attention. The Ohio (below) in point of displacement and tonnage will be the largest American built Diesel yacht. Her length over all is 172 feet, her beam is 26 feet, her draft 11 feet and 6 inches and she will have a cruising radius of 9,500 miles. Daniel H. Cox, of Cox & Stevens, was the designer. Miss Isabel Ferguson (insert), daughter of the president of the builders, broke "the bottle" over her bow.

Theodore Roosevelt once made a very telling remark about the size of American families. Friend W. Richardson, owner of the San Bernardino Daily Times-Leader and Berkeley Gazette, heeded. Look. He also worked steady for the success of the California Press Association, which he has headed for more than 20 years. Result: He is the outstanding candidate for governor of his home state.



Newspaper men and women from every part of British Columbia recently gathered in Victoria to dedicate a memorial tablet in the Parliament Buildings to commemorate their colleagues who fell in the war. Among those who attended were. Front row—(left to right) Hugh Savage, Vic Andrew, D. J. McTaggert, P. W. Luce, J. E. Norcross, H. P. Hodges, Sidney Scott, president of the B. C. Institute of Journalists; William Henderson, E. H. Lain Johnston, R. M. Eassie. Second row—F. J. Burd, E. B. Mahon, J. Francis Bursill, J. J. Fitzmaurice, Alex Eaton. Third row—J. Morton, Robert Dunn, A. R. Dingman, Frank Turner, Bruce Kenvin, Mrs. Hodges, R. T. Freeman. Fourth row—B. C. Nicholas, Robert Dunn, Jr., T. Harry Wilson, Charles L. Shaw, Norton F. Pullen, W. Bruce Hutchinson, Kenneth C. Drury, Harold B. McDonald. Fifth row—John Williamson, T. J. MacNamara, J. W. B. MacDougall, P. C. Rawling, Frank Hopwood, John Hickey.



It was a long, long time ago but what's the use of having a memory if we don't want to use it. Meet Fred Lockley (left), assistant publisher of the Oregon Journal and well known column conductor, who put in a great part of his time in the early nineties of the last century toting mail around Salem. Even then he shouldered a heavy load, we'll say.



"This Freedom" has not made much progress in the thought of La Crosse (Wis.) to date. We present Cora Marie Bangsberg (right), telegraph editor of the Tribune & Leader-Press. She qualified by holding down most of the other jobs on the paper.



Commercial Photo Service

POMP MARKS ENTRY OF THE JOURNALIST ASSIGNED TO CHINA

Foreign Newspaper Men Must Follow the Established Rules of Diplomacy to Be Received—Picking News from Idle Talk and Propaganda Hardest Job.

By JOHN R. MORRIS

[Far East Editor of EDITOR & PUBLISHER]

TOKYO, August 27.—"Chinese war lords will have their little jokes, and Chinese wars for the most part may be classified as such. I believe, however, that the last civil war, in which Wu Pei-fu wrested the supreme military power of the republic from Chang Tso-lin, the Manchurian super-tuchun, was one of the most important events and one of the biggest stories for American newspapers that has broken in China since the Boxer uprising."

This is the front-page valuation placed upon the recent encounter under Peking's walls by Duke N. Parry, Peking correspondent for the Public Ledger Far East News Service, who covered the war and important events leading to its outbreak and who is credited with being very close to Wu Pei-fu, the victorious commander of the Chili troops. Mr. Parry is now in Tokyo on his way to the United States for a vacation. He has been in China since the first of the year, but formerly was in Tokyo on the staff of The Japan Advertisers and as representative here for the International News Service. It was while representing International in the Japanese capital last November 4, that he scooped the rest of the outside world by a good time margin on the assassination of Premier Hara.

"American news services and newspapers recognize today more than ever before the importance of Far Eastern news," Mr. Parry said. It has been only within the present year that the last of the nationally distributed American news services opened a bureau in Peking, but when the civil war began not only were these services all represented but many of the leading American newspapers had correspondents on the ground. Such a full representation of the American press was never known there before."

The life and work of a newspaper correspondent in Peking are not duplicated anywhere else in the world. Formality, which demands strict adherence to a fixed set of unwritten rules, is the first essential to successful reporting and newspaper men elsewhere may consider that it is carried to extremes in the Celestial City. The first-day duties of a newly-arrived correspondent require between two and three hundred visiting cards and the assistance of a fleet-footed rikisha-boy, for all officialdom must be informed of the new scribe's advent according to the rules. At the Foreign Office cards must be left for everyone from the Minister for Foreign Affairs down to the sixteenth secretary, and at each of the foreign legations, for instance, paste-boards must be deposited in the proper receptacles designated to receive them for from fifteen to twenty officials. Promptly the next day, all the officials thus notified send messengers carrying their own cards to the correspondent. Thus he may know that Peking has heard nothing before his arrival that will influence them against tipping him off on the next war.

Regular hours, from 11 to 12 each morning and from 2 until 3 in the afternoon, are set aside by Peking officials for the reception of newspaper men. Except during these periods it is practically impossible for a foreign correspondent to do any work outside his own office.

Peking, it is well known, is the perfect haven for the most accomplished gossips in the world. In the spacious lobby of the Grand Hotel de Pekin, at the Peking Club and at social functions here and there, the most detailed information regarding government policies or the future movement of this or that intriguing general is to be heard "from the most reliable sources." Foreign civilian residents of the capital are interested in the internal politics of the country to a remarkable degree, and all of them have what they consider the very last word in the way of confidential information.

Almost without exception, the hotel and dinner-party gossip is the fruit of a fertile imagination. And the vernacular newspapers of the city, Mr. Parry says, are quite as unreliable sources of daily information as the willing conversationalists with the "latest dope." All of the



Duke N. Parry

Chinese newspapers there are subsidized by one faction or another, he says, and the same applies to most of the city's five English-language dailies. It is an open secret that until recently many of the subsidized newspapers were paid regular allowances by various departments of the government. When Tung Kang became Minister of Finance a few months ago he attempted to stop this practice, but the combination against him was so strong that he succeeded only in reforming himself out of office.

Chinese government officials are extremely courteous, Mr. Parry said. They receive a correspondent as if he were a visiting diplomat, and an interview often brings forth more ceremony than information. On the whole, however, the officials higher-up have a high opinion of the value of news and do what they can to assist the foreign newspaper man.

Mr. Parry will return to the United States by way of the Suez and Europe, and after spending a short time in Eastern cities will go to his old home in Kansas City where he started newspaper work on the Kansas City Star. Frank H. Hedges, the Public Ledger's correspondent at Peking until last January is now back at his post there after seven months spent in Japan. Mr. Hedges came here to cover the visit of the Prince of Wales in Japan and in July returned to China with the party of Annapolis graduates of 1881, headed by Secretary of the Navy Denby.

PICK TEN BASIC BOOKS ON ADVERTISING

Prominent Men of This Field Prepare Their Own Lists for This Section of Hotel McAlpin Business Library

The 10 basis books on advertising What are they? The Hotel McAlpin in gathering its business library requested a number of prominent men in this field to compile a list from which the final selection for the hotel's library might be made. So far replies have been received from Stanley Resor, the J. Walter Thompson Company; Ernest Elmo Calkins, Calkins & Holden, Inc., New York; Walter W. Hoops, the Hoops Advertising Company, Chicago; G. B. Hotchkiss, head of the Department of Advertising and Marketing, New York University; and Robert Tinsman, president, the Federal Advertising Agency, New York.

Mr. Hotchkiss chose "Advertising, Its Principles and Practice," by Tipper, Hotchkiss, Hollingsworth & Parsons, the Ronald Press; "Advertising as a Business Force," by Paul T. Cherington, Doubleday Page & Co.; "Making Advertisements and Making Them Pay," by Roy S. Durstine, Charles Scribner's Sons; "The Advertising Handbook," by S Roland Hall, the McGraw-Hill Company; "A Short Course in Advertising," by A. F. Osborn, Charles Scribner's Sons; "Making Type Work" or "Effective Type-use for Advertising" both by Benjamin Sherbow, the Century Company; "The Art Appeal in Display Advertising," by Frank Alvah Parsons, Harper & Brothers; "The Business of Advertising," by Ernest Elmo Calkins, D. Appleton & Co.; "Typography of Advertising That Pays," by Gilbert P. Farrar, D. Appleton & Co.; and "Essentials of Advertising," by Frank Leroy Blanchard, the McGraw-Hill Company.

Mr. Tinsman's choice was: "Advertising as a Business Force," by Paul Cherington; "Making Advertisements," by Roy Durstine; "The New Business," by Harry Tipper; "The Typography of Advertisements," by Gilbert Farrar; "The Advertiser's Hand Book," by Roland Hall: "The Psychology of Advertising" by Walter Dill Scott; "Advertising—Selling the Consumer," by John Lee Mahin; "The Advertising Man," by Ernest Elmo Calkins; "Living the Creative Life," by Joseph Appell and "Selling Forces," the Curtis Publishing Company.

In making his choice Mr. Calkins selected the following books: "Advertising and Selling," by H. L. Hollingsworth D. Appleton & Co.; "Advertising as A Business Force," by P. T. Cherington Doubleday Page & Co.; "The Advertising Hand Book," by S. Roland Hall the McGraw-Hill Company; "Imagination in Business," by L. F. Deland Harper & Brothers; "Making Advertisements and Making Them Pay," by Roy S. Durstine, Charles Scribner's Sons; "A Short Course in Advertising," by A. F Osborn, Charles Scribner's Sons; "The Theory of Advertising," by Walter Dill Scott, Small Maynard & Co. (1913 edition); "Human Nature in Selling Goods," by J. H. Collins, Henry Altemus Company; "Selling Forces," by Richard J. Walsh, the Curtis Publishing Company; "Making Type Work," by Benjamin Sherbow, the Century Company.

Mr. Hoops' selection was: "The Advertising Hand Book," by S. Roland Hall; "The Art and Science of Advertising," by Ernest Elmo Calkins; "Marketing Problems," by M. T. Copeland and "Trade Marks," by Glen Buck.

Mr. Resor said: "It seems to me that the position of advertising cannot be understood at all unless one realizes how recent our present industrial era is and the conditions that preceded it. In 'The Evolution of Modern Capitalism' Hobson outlines the widespread changes which we have gone through and are still going through as clearly, I believe, as has been done anywhere.

"John Henry Buckle is, I understand questioned as an authority on history today, but in his 'Outline to the History of Civilization' he certainly makes definite contributions to lay thought concerning the uniformity of human decisions.

"The problem of the housewife, who is purchasing agent, or at least a big factor in the purchase of everything for the home, from food to doctors, toys, and cars, is very brilliantly sketched in 'The Backward Art of Spending' by Wesley Mitchell.

"I think that any library such as you refer to which did not include books of this kind would not get very far in any real study of marketing and advertising."

Norristown Herald Incorporates

The Norristown (Pa.) Herald has been incorporated as the Norristown Herald Printing and Publishing Company with a capital of $5,000. The incorporators are Ralph B. Strassburger, publisher of the Herald; Gilbert R. Jones, and William A. Ringler. Frederick S. Fox, formerly managing editor of the Reading (Pa.) News Telegram, is now managing editor of the Herald. J. P. McKinney & Son have been appointed national advertising representatives of the Herald.

All-Church Press Increase Stock

The All-Church Press, Dallas, Texas, publishers of the Dallas World, the Fort Worth Tribune, and the Houston Times, weekly religious papers, has voted to increase its capital stock from $50,000 to $150,000. The additional capital will be employed in enlarging the news service and in otherwise improving the quality of the publications.

8 Page Roto Section for Single A

The Houston Chronicle on September 14 issued an eight-page rotogravure section which was entirely given over to the advertisement of Henke & Pillot, grocers, to celebrate their golden anniversary.

MECHANICS OF JOURNALISM

NO subject is of greater interest to wide-awake editors and publishers than the mechanical problems of newspaper-making. To meet their many demands for information EDITOR & PUBLISHER will, beginning with its next issue, devote a large amount of space in the last number appearing each month to a discussion of mechanical progress.

The first mechanical number appearing next Saturday will contain a wealth of mechanical information of a nature that has never before been assembled in the trade field.

There will be a tabulation of United States and Canadian daily newspapers that will show column and page measurements; top, bottom, side and crotch margins; name, page capacity and production per hour of printing presses, newsprint, tonnage used, size of paper rolls and many other valuable facts, totalling twenty columns per page.

H. Frank Smith, widely known as an authority on typography, will have the first of a series of monthly articles on type dress.

S. P. Weston, expert on mechanical arrangement, will contribute a special article on the new plant of the New York Tribune.

There will also be articles dealing with newspaper electrical equipment by the chief electrician of the largest newspapers in the country and another telling how they are training printers in the new Empire State School of Printing.

Remember the Mechanical and Equipment Number of

EDITOR & PUBLISHER

NEXT WEEK — ONCE A MONTH THEREAFTER

"HOME" IS THE KEYNOTE OF CAMPAIGN TO WIN AMERICANS TO U. S. SHIPS

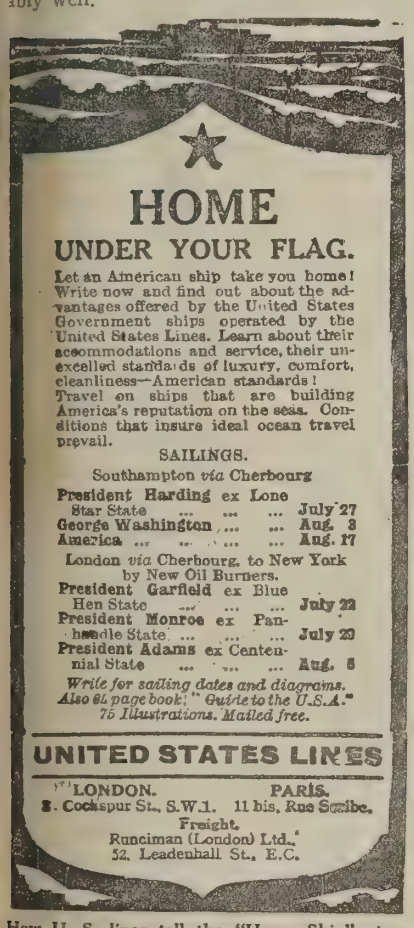
United States Lines Are Making Patriotism Their Basis of Big Advertising Appeal Overseas and Are Attracting Wide Attention

By HERBERT C. RIDOUT

London Editor, EDITOR & PUBLISHER

LONDON, ENGLAND, Sept. 10.

ONE of the most interesting and unusual advertising campaigns ever seen in the British press is that now running in the name of the United States Lines. It is selling the United States Government ships to Americans in Europe as the means of returning home, and from all accounts is doing it remarkably well.



How U. S. lines tell the "Home Ship" story to Americans abroad.

An American abroad is an American still. Indeed, one might go farther and say that an American outside his own country is more an American than ever he personally demonstrates at home—animated by honest pride of his home town in particular, his own sphere of labor also, and his country in general, even though he will generously concede certain advantages to the land in which he finds himself a visitor. And, knowing this, the United States Shipping Lines operating the U. S. Government ships, are capitalizing the sentiment in an excellent advertising campaign aimed to interest Americans abroad in their own national ships.

The advertisements, which vary in size from two inches to five or more inches single column are arranged to appear in English dailes alongside the columns devoted to shipping news in order to catch the eyes of those Americans who consult these features for information as to sailings and mails. That they are successful in this respect at least is obvious from the fact that American visitors to London have called my attention to them in appreciative and prideful terms.

The copy used is based on the idea that to every American America is home and urges that on the ships of the United States Lines, under the American flag, from the moment the returning American sets foot on board, he is brought once again into the American home atmosphere, served according to the American standards of service luxury, comfort and cleanliness, served by Americans, enjoy the efficiency of the liners that are building America's reputation on the seas and so come home in a home afloat.

One typical advertisement may be quoted as an example. With the headline "Home! To America!" it addreses American eyes with the question "Does America mean Home to you?" and proceeds "Then find out about the splendid new ships of the great American fleet. Send your name and address today for the booklet especially prepared by the United States Government for prospective travellers. Learn about the giant of fleet ships that will take you home amid American luxury, American cleanliness; where you will be served by



American Ship Advertising in British Newspapers to Open U. S. Route to Far East

appearing during June, July and August, with the object of interesting returning Americans, reminding them that "it always seems good to be home" and emphasizing the "home feeling" on the United States Lines ships with congenial companions in American surroundings and American service.

I am told that very great interest has been shown by Americans here in the advertising and that many, without preconceived plans for their departure, have been persuaded by it to return by these ships, in some instances deferring their sailing dates in order to do so.

As the season for returning draws nearer its end, the United States Lines are adapting their advertising to another phase of service, and are using larger spaces to develop their sailings to the Far East, suggesting the westward passage via New York, San Francisco to Yokohama through "the Sunshine belt" as against the all-Eastern route. In this series it is planned to secure passengers irrespective of nationality, so the "American home" idea is not necessary or suitable, but the pride of nationality still finds expression in the display line "On American Ships."

Following as this series does upon the Americans and enjoy an American atmosphere of Home that you will welcome anew after your travel in a foreign land." This is followed by a list of sailings for the ensuing three weeks and the offer of a 64-page book "Guide to the U. S. A." mailed free. The latter, of course, has an interest for intending visitors other than Americans, and in this way the advertising serves to obtain the attention of those to whom the American home note may not have a national appeal.

The advertising on these lines has been campaign to interest Americans abroad in their own shipping lines, the advertising has a special significance as showing that the U. S. Government-owned ships are being given a publicity abroad that should go far to secure for them an international reputation such as has been enjoyed by the lines of other nations in the past.

The advertising has, indeed, aroused considerable comment from both advertising men and the magnates of shipping circles in Europe.

COMMUNICATIONS TOP HONOLULU AGENDA

Pan-Pacific Commercial Conference in October Will Co-operate with Press to Increase Trans-Pacific News Dispatches

BY JOHN R. MORRIS

Far Eastern Editor, EDITOR & PUBLISHER

TOKYO, August 30.—Alexander Hume Ford, chairman of the Pan-Pacific Union which fostered the organization of the Pan-Pacific Press Conference during the Press Congress sessions in Honolulu last fall, is now making a whirlwind tour of the Far Eastern countries completing preparations for the opening of a Pans - Pacific Commercial Conference in Honolulu late in October. The commercial conference, according to Mr Ford, will take up the all-important question of cable and wireless communication which drew concentrated attention at the newspaper men's meeting.



ALEXANDER H. FORD

"The subject of communications is close to the top on the agenda of the coming conference," Mr. Ford told EDITOR & PUBLISHER's Tokyo representative, "and this includes not only communication for commercial purposes but for the transmission of news messages as well.

"It is an unalterable fact," he said, "that commercial interests the world over are vitally affected by the means and the speed by which news is exchanged between nations. Without consideration for the desirability of international market quotations and current information on world trade conditions, the easy interchange of general news is beneficial to the business interests of all nations. For this reason, the leaders in the commercial circles of the Pacific who will meet within a few months at Honolulu will attempt to co-operate actively with the newspapers who are seeking to increase facilities for trans-Pacific news communication."

In Tokyo Mr. Ford conferred with prominent business men, financiers and newspaper publishers on subjects relating to the Pan-Pacific meeting and existing conditions under which telegraphic communication between Japan and the rest of the world is conducted. Yesterday he attended a luncheon given in his honor by Prince Tokugawa, who is president of the Pan-Pacific Association of Japan, the organization in this country which works in collaboration with the Pan-Pacific Union. Some of the most influential figures in Japan's business and official circles were present there and at a business meeting which followed the luncheon it was indicated that a fair-sized delegation of representative Japanese business men would be present at Honolulu in October.

The policies which will be considered in respect of improved means of commercial and news communication (improvement referring not only to speedier transmission but to reduced word rates as well) remain to be decided upon. Mr. Ford's personal opinion coincides with that of the newspaper publishers and news agency directors who would utilize the facilities of the Japanese and American navy radio stations until such time as the privately owned companies are prepared to perform the service efficiently and economically.

Virginia A. P. Service Started

A State bureau service for the benefit of Associated Press members in Virginia was inaugurated in Richmond, Va., on September 18. The service supplies both morning and afternoon papers on the A. P. circuit.

NO ADVERTISEMENT IS IMPOSSIBLE NOW IN THE NEWSPAPERS

Modern Methods Have Overcome Obstacles and Advertisers Quickly Make Their Market, New Advertising Book Proves

"TODAY IN THE NEWSPAPERS" is the title of a booklet of pithy advice to merchants and manufacturers which will appear about September 26 over the signature of the Bureau of Advertising of the American Newspaper Publishers' Association. Starting with the premises that "the vast majority of advertisers cannot profitably regard North America as a single market" and that "it no longer pays to look for business at points where it will not pay to advertise for it in the newspapers," the Bureau develops its theme with pointed text and illustrative illustrations, compiled largely by W. Livingston Larned. A chapter on "Marketing in Canada," by Arthur Partridge, manager of the Canadian Daily Newspapers Association, follows Mr. Larned's articles and the booklet is concluded by an outline of the bureau's functions and a list of its membership.



William A. Thomson

Mr. Larned's articles bristle with quotable sentences on the new era in newspaper advertising. Some of them appear in the box on this page. His first chapter is headed "Newspaper Advertising's Rugged Aid for New-Born Products." In one month, he points out, in Eastern newspapers, there were 117 absolutely new articles advertised. All of them are selling now and this was less than six weeks ago. "Is that significant?" he asks: in view of the old "five or six years to a lifetime" for establishment of a product.

"Linit," a new laundry product, was put on the market in a little more than a week, through newspaper advertising, some examples of which are noted. Newspaper advertising of a new collar which was derided by the old-line manufacturers revolutionized the marketing of soft collars. When Borden's Malted Milk, a new product, was launched, newspaper advertising introduced it to the American public and it was an introduction acomplished in about two weeks. Teaser copy, an old device, has been developed and successfully used in several recent campaigns, Mr. Larned notes, both of new products and in stimulation of established lines. The policy of a toilet articles house in maintaining its old articles and bringing two or three new products a year before the public in newspaper advertising is also explained.

"New Techniques of Newspaper Illustration" are shown by Mr. Larned to have voided the old arguments against the effectiveness of newspaper advertising. By text and illustration he proves that all of the once-forbidden devices are now in common and effective use in newspaper copy, through careful study of correct methods of preparing art. He sets forth rules for this preparation and gives details on some trick processes which are not yet generally understood among advertisers. What technique can mean to the success of a campaign is brought out by reference to advertising of Lux, the United States Shipping Board, and community campaigns.

"Preferred position" means less than it did, he states, because almost any position in the paper is good when the advertisement is dressed up for company and is totally unlike its next door neighbors.

News as a factor in advertising is the subject of the next chapter, entitled "Strategy in the Newspaper Campaign," and it is developed more intensively in the following chapter. Mr. Larned is not an advocate of arbitrary settlement on a size, months in advance of the campaign, of a dozen pieces of copy and stubborn adherence to the schedule. "It is a lazy line-of-least-resistance. It is making it easy for a clerical force and making it harder for the advertising," he declares.

One house, he says, links the size of the advertisement to the importance of each message. "Along comes a really big idea with a big selling argument. It may be identified with current news. It may take advantage of a current condition. It may be a piece of copy made necessary and politically expedient by certain things that competitors are doing. As much space is taken as the character of the copy demands and deserves—a page or a double-spread, if justified by the magnitude of the idea."

"There will yet come a day when newspaper advertising will be constructed in units, and each campaign will be filled with local color," is Mr. Larned's prediction.

His advice that newspaper advertising should not be tied to a hard and fast schedule, but should be based wherever possible on the day's news is concluded with the following trenchant paragraph:

"Whatever you may manufacture, there comes a psychological hour when you can 'make a killing' in the newspaper field. The pendulum swings around to you. If you merely fill your regular space with conventional advertising, prepared long in advance, you are retarding the progress of all advertising and you are cutting a hole in your own purse."

The Canadian market is explained by Mr. Partridge. He gives late figures on distribution of population and purchasing power and points out the habits of mind of the Canadians and the great distances which separate East, Prairie and West which make the Canadian a pronounced newspaper reader and make the daily newspaper the closest of contacts with the market. Testimony of advertisers in the Canadian press is adduced, the market is analyzed geographically and according to newspaper rates and circulations, and statistical data covering the business of the last 20 years concludes the Canadian section.

Western Ad Golfers Play

The Western Advertising Golfers' Association held its penultimate tournament at Oak Park, Ill., September 13. Ray Maxwell won low gross and first flight prizes and Clare Maxwell the low net and second flight trophies. Ray had 39-41-40-120 for 27 holes, while Clare finished with a reduced card of 117. Winners and runners up in the flights were: First, Ray Maxwell and Roy Barnhill; second, Clare Maxwell and Franklin MacVeagh; third, H. S. Stevens and R. B. Johnston; fourth, R. K. Hanson and C. B. Goes; fifth, C. W. Wallace and J. A. Bender; sixth, Henry Dumont and R. W. Richardson; seventh, J. N. Raymond and E. G. Johnson; eighth, J. M. Bundscho and C. C. McKinney; ninth, Graham Stewart and T. J. Morris; tenth, Grey Sullivan and E. C. Bode; eleventh, Guy Pierce and J. N. Buchanan; twelfth, E. D. Wheeler and W. E. Farmiloe; thirteenth, F. J. Maxted and J. H. Lynch.

Ada News Sued for $25,000

The Ada (Okla.) News has been sued for $25,000 because it erroneously stated that a certain man had been arrested for drunkenness.

Sues Denver Herald

Suit has been filed against the Denver (Colorado) Herald for $500 by the American Type Founders Company.

BULLSEYES FOR THE NEWSPAPERS

THE vast majority of advertisers cannot profitably regard North America as a single market.

It no longer pays to look for business at points where it will not pay to advertise for it in the newspapers.

News is the best of all advertising. And the newspaper is the only outlet for it.

There is such a thing as having emergency advertising prepared in advance, covering a wide list of possible news events. Wise advertisers are doing this.

The newspaper does it now. Interest your reader and he calls at the store that same day or the next.

The successful newspaper campaign of today is master-generalled. No Napoleon, with his maps and his stick-pins before him, could go about the task ahead with more genuine strategy.

Newspaper advertising, in its art, has grown wonderfully, even marvelously fine.

You can tell nearly any advertising campaign of a California product or proposition—by the lettering.

When all is said and done, the daily newspaper is the most precious possession of the average individual.

—From "Today in the Newspapers," issued by the Bureau of Advertising, A. N. P. A.

MARTIN HEADS TEXAS LEAGUE

Annual Meeting of Daily Publishers' Organization in Fort Worth

Lowry Martin, general manager of the Corsicana (Tex.) Daily Sun, was elected president of the Texas Daily Press League at its annual meeting held in the club rooms of the Fort Worth Star-Telegram, September 14. Round table discussions on "Needed Legislation Affecting Texas Newspapers" and "Handling News on the Assignment Basis" occupied the morning session. Some of the other subjects taken up after luncheon were newspaper accounting, commissions to direct advertisers, newspaper costs in relation to the advertising rate, the price of newsprint and co-operative buying of newsprint.



Lowry Martin

Other officers elected were Sherwood Spots, the Bonham Favorite, first vice-president; Bernard Hanks, the Abilene Reporter, second vice-president; W. M. Hamilton, the Palestine Herald, third vice-president; D. W. Campbell, the Hillsboro Mirror, secretary-treasurer.

Members elected to the advisory committee were W. E. Edwards, the Denton Record-Chronicle; Houston Harte, the San Angelo Standard; Sam E. Miller, the Mineral Wells Index; C. E. Palmer, the Four States Press, Texarkana; George Neu, the Brenham Banner-Press and J. L. Nunn, the Amarillo News.

MAGAZINE ADS IN 19[illegible] WORTH $95,439,236

Seventy-Two Publications Listed [illegible] Curtis Publishing Co. Are Led by Saturday Evening Post with $25,404,697

Advertisers spent $95,439,236 in 1[illegible] in 72 monthly and weekly magazin[illegible] women's publications and farm journ[illegible] it is stated in a recent survey of ma[illegible] zine advertising compiled by the Cu[illegible] Publishing Company. The same publi[illegible] tions in 1920, had an advertising inco[illegible] of $132,414,799; in 1919, it was $97,2[illegible] 791; in 1918, it was $61,312,888; in 1[illegible] in 77 publications, some of which h[illegible] been merged with members of the pres[illegible] list, the advertising expenditures total[illegible] $57,793,628; in the same number in 1[illegible] they were $51,837,806; in 1915, in [illegible] publications, they were $38,737,336.

The tabulation is headed by the Sat[illegible] day Evening Post and Ladies' Ho[illegible] Journal, which in 1921 had respect[illegible] advertising incomes of $25,404,697, [illegible] $10,370,829. Publications are listed [illegible] low in the order of their total inco[illegible] for last year:

Saturday Evening Post	$25,404[illegible]
Ladies' Home Journal	10,370[illegible]
Literary Digest	7,414[illegible]
Woman's Home Companion	4,421[illegible]
Pictorial Review	4,020[illegible]
American	3,650[illegible]
Good Housekeeping	2,742[illegible]
Country Gentleman	2,356[illegible]
Delineator	2,310[illegible]
McCall's	2,284[illegible]
Cosmopolitan	1,888[illegible]
Collier's	1,579[illegible]
Vogue	1,568[illegible]
Successful Farming	1,550[illegible]
Farm Journal	1,451[illegible]
Red Book	1,429[illegible]
Popular Mechanics	1,007[illegible]
People's Home Journal	982[illegible]
Designer	90[illegible]
System	852[illegible]
Woman's World	845[illegible]
Modern Priscilla	782[illegible]
National Geographic	757[illegible]
Life	736[illegible]
Harper's Bazar	656[illegible]
Review of Reviews	575[illegible]
Farm & Fireside	572[illegible]
Photoplay	559[illegible]
Needlecraft	533[illegible]
World's Work	518[illegible]
Christian Herald	500[illegible]
Leslie's Weekly	498[illegible]
Vanity Fair	456[illegible]
Atlantic Monthly	445[illegible]
House & Garden	419[illegible]
Physical Culture	417[illegible]
Country Life	395[illegible]
Hearst's International	392[illegible]
Motion Picture	382[illegible]
Metropolitan	377[illegible]
Farm & Home	345[illegible]
Scribner's	345[illegible]
McClure's	340[illegible]
Argosy-All Story	340[illegible]
Town & Country	326[illegible]
Harper's Magazine	322[illegible]
American Boy	317[illegible]
Hoard's Diaryman	314[illegible]
Mother's Magazine	304[illegible]
Popular Science	287[illegible]
Sunset	266[illegible]
Century	262[illegible]
Youth's Companion	262[illegible]
Outlook	249[illegible]
Today's Housewife	232[illegible]
Breeder's Gazette	222[illegible]
House Beautiful	220[illegible]
Field & Stream	210[illegible]
Theater	175[illegible]
Independent	150[illegible]
Scientific American	136[illegible]
Everybody's	110[illegible]
Judge	100[illegible]
St. Nicholas	100[illegible]
Munsey	80[illegible]
Garden Magazine	70[illegible]
Illustrated World	60[illegible]
Boy's Magazine	50[illegible]
Current Opinion	50[illegible]
Outing	30[illegible]
Travel	30[illegible]
International Studio	20[illegible]

New Baltimore Paper?

Establishment of a new Baltir[illegible] paper to be called the Baltimore I[illegible] trated Times was rumored in New Y[illegible] during the past week. The ventur[illegible] understood to be backed by a Mr. M[illegible] dell, a banker, and a Mr. Bohn, form[illegible] of the Baltimore American, is repo[illegible] to be the business manager of the [illegible] paper. Felix Agnus is credited with[illegible] ing interested in the venture. At [illegible] time that Editor & Publisher wen[illegible] press no telegram of confirmation[illegible] denial from Baltimore had been rece[illegible]

Boston Evening American Talent

AMONG many reasons for this newspaper's tremendous and growing circulation, at the advanced price of three cents a copy, are FEATURES. The list is too long to be given here. A few hints:

ARTHUR BRISBANE, known as "clearest thinker in the land," whose TODAY column is a real education.

GEORGE McMANUS, who makes the land laugh with his BRINGING UP FATHER.

F. OPPER, cartoonist extraordinary.

FANNIE HURST, novelist and short story writer.

BETTY ALDEN, who keeps an eye on the Smart Set.

"MEDBURY SAYS"—A daily corner in fun.

T. A. DORGAN, known as TAD, who makes everybody laugh.

BEATRICE FAIRFAX, with wise advice to the lovelorn.

CLIFF STERRETT, in POLLY AND HER PALS.

B. C. FORBES, informative talk about business.

GARRETT P. SERVISS, authority on scientific subjects.

A FEW OF MANY REASONS FOR THIS PAPER'S WIDE POPULARITY AND ITS DISTINCTIVE VALUE AS AN ADVERTISING MEDIUM

BOSTON AMERICAN

LARGEST EVENING CIRCULATION IN NEW ENGLAND

BRITISH JOURNALISTS ARE STIRRED UP BY MRS. STAN HARDING CHARGES

Claims Mrs. Marguerite Harrison Broke Faith—Many Newspapers Take Up Campaign for Redress for Woman Writer Whose Health Was Broken in Soviet Prisons

By HERBERT C. RIDOUT

London Editor, EDITOR & PUBLISHER

EDITORIAL NOTE—The charges made by Mrs. Stan Harding, a British newspaper woman, against Mrs. Marguerite Harrison, an American newspaper woman, as outlined in the following article have created a sensation in England where they have been given wide publicity and editorial treatment. It is regrettable that Mrs. Harding, whose health was broken by her experience in Russia, should have delayed in making such serious charges until Mrs. Harrison had reached Northern Sakalin, out of communication with the remainder of the world, and unable to defend herself. It seems unusual, to say the least, that Mrs. Harding waited so many months and until such a time to make her allegations.

Efforts of EDITOR & PUBLISHER to secure statements from the New York World, the Baltimore Sun, the Associated Press and intimate friends of Mrs. Harrison have been without avail. The Associated Press pointed out, however, that Mrs. Harrison was not one of its staff correspondents and did not carry its credentials, although she did do special reporting for the A. P. At the request of EDITOR & PUBLISHER the charges of Mrs. Harding have been cabled to Mrs. Harrison at Pekin, where she is expected this month, by her son, Thomas B. Harrison. Friends of Mrs. Harrison say that she is fully prepared to protect her good name against unwarranted charges.

BRITISH journalists of all ranks are showing intense activity in the case of Mrs. Stan Harding, an English journalist who after service in Berlin as the correspondent of the London Daily News went to Russia in June, 1920, as the representative of the New York World, and on arrival at Moscow was arrested and imprisoned on the charge of being a spy in the employ of the British Government. She suffered in prison, under conditions of severe hardship and ignominy, for five months, and, completely broken down, was released when the Trade Agreement with Russia was concluded.

I have before me as I write a sheaf of papers that show how keen is the feeling in journalistic circles here, and it is at the request of the National Union of Journalists that I place the matter before American newspaper men, because the name of an American woman journalist has become involved in the matter in circumstances that affect the honor of their profession.

Mrs. Stan Harding alleges that she was betrayed by false accusations at the hands of Mrs. Marguerite Harrison, a correspondent of the Associated Press. Mrs. Harrison was herself arrested in April, 1920, as a political spy in Russia, and in EDITOR & PUBLISHER, August 6, 1921, it was stated that after a few days she was released, to be re-arrested in the following October, when she was "given the alternative of trial . . . which meant execution if she were convicted, or serving the Soviet as a spy. She chose the latter course, and for a short time was allowed her liberty in Moscow."

The Soviet Government announced in January, 1921, that in the previous spring Mrs. Harrison bought her release by consenting to act as a spy on British and American visitors to Russia, and Mrs. Stan Harding alleges that her arrest and subsequent indignities were due to Mrs. Harrison's denunciation at this time.

Mrs. Harding has succeeded in interesting British journalists in her case and in a letter to the Institute of Journalists says, "I beg my fellow-journalists to believe that I do not wish for any notoriety for the facts of my case beyond what is necessary to enable me to secure justice in these days, when for evil or for good, publicity rules the world." She then states categorically that Mrs. Marguerite Harrison, who acted as correspondent in Moscow for the Associated Press "was responsible for my arrest."

Considerable efforts have already been made to secure justice for Mrs. Harding from the Soviet Government. Representations were made to the Foreign Office, and the endeavors of this department and the fruitless results were narrated in a White Paper presented to Parliament. The Soviet Government twice rejected the claim put forward for compensation to Mrs. Harding. There have been some eighteen questions asked on the subject in the House of Commons. A distinguished journalist, H. N. Brailsford, possessing himself personal knowledge of some of the facts and some of the persons in the case, has told his story of it, and states that Mrs. Harding "was denounced by an American journalist whom I had the misfortune to meet, both in Berlin and Moscow, a certain Mrs. Marguerite Harrison."

Mrs. Harding was a British journalist working, at the time, as correspondent of the New York World. On the day of her arrival in Moscow, as an invited journalist, she was asked to share a room at the Kharitonewsky guest-house with Mrs. Harrison, and was arrested the same night. The allegations made by responsible individuals are that Mrs. Harrison falsely denounced Mrs. Harding to the Soviet Government as a spy, that Mrs. Harrison was herself then acting as a Soviet spy and informer, and that Mrs. Harding was offered her freedom if she would act in a similar capacity for the Soviet. The latter rejected the offer, and held firm to her refusal until, under pressure from the British Government, she was released in the following December. She denied all the charges made against her and Lord Curzon, of the British Foreign Office, confirmed her denial. Mr. Brailsford, who was in Russia while Mrs. Harding was in prison, says out of his knowledge of her and of some of the details of the case that "the accusation against her is unfounded and incredible."

Mrs. Harding suffered such indignities and hardships, including solitary confinement, at the hands of the Soviet Government that to-day she is a broken woman. Her case has been taken up by the two representative bodies of journalists in England. The National Union of Journalists, of which Mrs. Harding is a member, is moving in every available direction to secure redress. The Institute of Journalists have told the story in their journal with the same object. Truth, the London weekly newspaper, is devoting columns to the details of the case and urging action. The Manchester Guardian went to the length of devoting a leading article to the subject on August 21.

And it is not a pleasant fact to record that all of them press for publicity attaching to the charge of denunciation by Mrs. Marguerite Harrison, from whom is sought an explanation, due as much to the honor of the American journalistic profession as to a sense of justice for a woman who claims to have been wronged.

Thrift Insures A Good Market

Where 65 per cent. of the population carries savings accounts, you look for business conditions to be consistently good and unusually stable. This is true of Baltimore and is one of several reasons why Maryland's great seaport is so often chosen as a try-out city.

And when you decide to enter this fertile market, remember that

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

ANOTHER FOR PERRY AND JONES

Add Pensacola Journal to Tulsa and Jacksonville Holdings

JACKSONVILLE, Fla., Sept. 18.—The Pensacola Journal was purchased by John H. Perry, of New York, and Richard Lloyd Jones, of Tulsa, Okla., Sept. 15. Mr. Jones is now president and editor of the Journal and Mr. Perry is treasurer. T. F. McPherson is general manager and Bryan Mack is managing editor and business manager. The new owners announce that their policy is "to give Pensacola the best possible newspaper. If it is good for Pensacola and Florida, the Journal is for it." No purchase price was stated.

The Journal has been conducted by Mrs. Lois K. Mayes for several years since the death of her husband. She has been publisher and general manager and has a wide acquaintance among American newspaper executives. Her future plans are unknown.

The Pensacola Journal is the third newspaper in which Messrs. Perry and Jones have become associated as owners since last June. Mr. Jones had been editor and publisher of the Tulsa Tribune for three years following a long career as a magazine and newspaper editorial executive and owner, when this summer he sold a half-interest in his Tulsa paper to Mr. Perry and joined him in the purchase of the Jacksonville Florida Metropolis. The name of this paper was changed almost immediately to Jacksonville Journal. Its make-up was also changed and new features were added. Mr. McPherson, who had been with Mr. Jones as general manager of the Madison State Journal and later of the Tulsa Tribune, joined the Jacksonville paper in the same capacity.

Mr. Perry was for several years best known as an expert on newspaper libel law, but his holdings of stock in several Scripps-McRae newspapers were also considerable until last year, when he sold most of his shares to Mrs. James Scripps. He purchased the Seattle Post-Intelligencer early in 1920 and conducted it until January 1, 1922, when he transferred it to William R. Hearst. He is also president of the American Press Association and of the Publishers Autocaster Service Company.

Another for Lucier Group

Dustin Lucier, formerly a Boston newspaperman, has bought the Hudson (Mass.) Daily Sun, which has been combined with the Enterprise list of papers, including the Concord, Maynard, Sudbury, Acton and Bedford Enterprise, of which he is publisher.

Local Dealers Know!

in local display advertising

The Detroit News Leads the Country

For the first six months of 1922

SIX-DAY	Lines	SEVEN-DAY	Lines
Detroit News.....	6,193,586	Detroit News.....	7,883,736
Chicago News.....	5,663,644	Washington Star...	7,549,720
Los Angeles Exp...	5,637,450	Los Angeles Times.	7,105,098
Washington Star...	5,545,457	N. Y. Times.....	6,948,592
Los Angeles Herald	5,513,536	Chicago Tribune...	6,731,451

(Figures from "National Advertising," August issue)

Since the consolidation of the Detroit Journal The News exceeds

275,000 Net Paid Circulation.

TheDetroitNews

Two and a Half Times Nearest Competing Week Day Circulation in Detroit and Vicinity.

Largest Sunday Circulation in Michigan

"Always in the Lead"

Only Detroit Evening Paper With Associated Press Franchise.

Pennsylvania's

AGRICULTURAL PRODUCTS

These products are being produced by the people of Pennsylvania:

61,450,000 .....bushels of corn
29,183,000 .....bushels of oats
55,965,000 ....pounds of tobacco
22,051,000 ...bushels of potatoes
5,956,000 .....tons of hay
4,755,000 bushels of buckwheat
23,453,000 .....bushels of wheat

These products alone are stupendous enough to make any state a great state. They all go into a receptive market, where prices are high and the demand brisk.

Pennsylvania, industrially, is a veritable key-stone state, and no one branch of industry out of running as a commercial prospect.

Pennsylvania is a producer and with its workers comes a demand for merchandise of all kinds—and Pennsylvania's daily newspapers carry your message to these people.

The Pennsylvania daily newspapers herewith listed furnish the mediums through which you can reach these people in their homes in the most efficient and economical way.

		Circulation	2,500 lines	10,000 lines
Allentown Call	(M)	29,021	.09	.09
Allentown Call	(S)	16,104	.09	.09
Bethlehem Globe	(E)	8,066	.04	.04
Bloomsburg Press	(M)	6,316	.029	.029
*Chester Times and Republican	(M&E)	14,752	.065	.05
Coatesville Record	(E)	5,436	.0214	.0214
*Connellsville Courier	(E)	5,652	.0179	.0179
*Easton Express	(E)	15,668	.05	.05
*Easton Free Press	(E)	12,147	.05	.05
*Erie Times	(E)	26,428	.08	.08
*Harrisburg Telegraph	(E)	36,478	.095	.095
*Lancaster Intelligencer and News-Journal	(M&E)	21,867	.08	.08
*Oil City Derrick	(M)	6,088	.035	.035
Pittsburgh Dispatch	(M)	54,541	.17	.15
Pittsburgh Dispatch	(S)	63,767	.22	.18
Pottstown Ledger	(E)	1,590	.025	.025
Pottsville Republican	(E)	11,558	.055	.05
Scranton Republican	(M)	32,180	.12	.10
*Scranton Times	(E)	37,701	.12	.10
Sharon Herald	(E)	4,888	.021	.021
Sunbury Daily Item	(E)	3,911	.021	.018
*Warren Times-Mirror	(E&M)	7,931	.036	.036
*Washington Observer and Reporter	(M&E)	15,426	.06	.05
West Chester Local News	(E)	11,010	.03	.03
*Wilkes-Barre Times-Leader	(E)	21,234	.08	.05
York Dispatch	(E)	16,549	.045	.045
York Gazette and Daily	(M)	16,614	.045	.045

Government Statements, April 1, 1922.
*A. B. C. Publishers' Statement, April 1, 1922.

PLANE, RADIO TELEGRAPH AND AUTO GAVE ARGONAUT STORY TO WORLD

Newspaper Men and Women from Every Part of Country Covered Tragedy—Unique Agreement Made With Mine Owners Explicitly Lived Up to.

By FRANK B. ANDERSON

EDITORIAL NOTE—Mr. Anderson is a staff correspondent of the San Francisco Call, and covered the Argonaut disaster story for that paper.

KENNEDY MINE, Jackson, Cal., Sept. 17.—No news story ever "breaking" in California was more thoroughly covered by the press of the country than the Argonaut Mine disaster.

Veteran newspaper men on the job here, many of them dating their experiences back to the days of the Indian wars, say they fail to recall any greater effort on the part of the newspapers to tell their readers what was happening than was done at Jackson.

Unique in the history of newspaper reporting was the arrangement made through the staff of correspondents, camera men, news movie operators and the management of the Argonaut and Kennedy mines to "cover" the story on the day that the rescue crews pierced the prison tomb in which the men cut off by a shaft fire had been held for twenty-two days.

The radio for communicating news above the ground is commonplace to the system of underground telephoning that was brought into play when the rescuers broke through and began discovering the victims.

Special wires ran to the collar of the Kennedy shaft from which the rescue attempt was made, to receive the underground news with all the dispatch possible and every effort was being made by the mine management and the press to relay the information to the waiting world.

The feature writers—men and women—from metropolitan dailies were here telling their readers what was happening, putting the story up in interesting style to relate the marvelous work of the mine owners and mine workers who had been working night and day to pierce the channels of muck and solid rock in order to reach the victims.

The news men, alert for the latest developments in quick action copy, were on the job night and day to flash the reports to their respective publications or press associations.

The camera men were here with graflexes, flash lights and powder and dozens of plates to take pictures on a second's notice in order to graphically illustrate features of the rescue work or tragedies that tell more than words can portray.

The news movie camera operators were located to film every angle of the operations that visualized the rescue work to the millions of moving picture patrons.

Telegraph operators working fast leased wires, chauffeurs driving speedy cars, darting here and there and hurrying from the Argonaut to the Kennedy, half a mile away on the surface, but joined closely through the underground mining operations, conveyed the reporters, camera men, etc., from one scene of news activity to the other.

Airplanes came to hurry the first news pictures of the rescue to papers hundreds of miles away. There is not a paper of importance in California but what had a crew of news gatherers here, and as far East as Chicago came a special man, who followed every development. Owing to the fact that a large number of the entombed miners were of foreign extraction, special representatives of foreign language papers were here to relate the tale of the tragedy to their readers, handling the news as thoroughly as their American competitors.

The tense feeling caused by the disastrous fire in the Argonaut shaft which kept Jackson on edge for three weeks was not improved any by the swooping down on the town of a horde of news gatherers.

This town and the conservative mine owners, unused to having strangers trespass at will over their properties, somewhat resented the inquisitive reporters.

Unorganized systems of giving out news caused every wild rumor to break into print. After the first few days the mining companies adopted an efficient method of reporting the underground progress through a committee consisting of V. S. Garbarini, superintendent of the Argonaut; E. C. Hutchinson, vice-president and manager of the Kennedy; and Fred L. Lowell, safety engineer of the State Industrial Accident Commission, the latter being spokesman in giving reports to the press.

We listened to the miners and muckers give their version of the doings under ground; we heard the town gossip of this, that and the other thing, but we looked to Lowell, who was as obliging and willing to give us information at 6:30 or 7 in the morning as he was at midnight, and after to the morning papers' crew.

There had been so much said and done about the news of this disaster that the newspaper men and women made a written understanding with the mine people as to conditions under which the news of the rescue would be handled and the reports transmitted. With the exception of one paper every publication and news gathering agency represented here joined in the tacit understanding of how the big news was to be handled and the conduct of the press crowd on the Kennedy property on which the news of the day was occurring.

The Kennedy people, through their head, E. C. Hutchinson, reserved the nearest points of vantage, a few feet from the top of the shaft, for the press. The big timber shed and sawmill, a special shed in which the Call's leased wire was strung, and a platform for cameramen were at the service of these men and women who had signed up to agree to expedite the surface operations without interference and to accept the accuracy of the committee's reports, copies of which were flashed to the governor and carefully checked on a map in the executive office at Sacramento.

Clarence E. Jarvis, member of the State Board of Control, drove to Sacramento nightly with the latest reports, advising Governor Stephens on every move, and Jarvis lent what assistance he can on behalf of the state to guide the rescue work, in which was joined the Department of the Interior through the Bureau of Mines, the State Industrial Accident Commission, the State Mining Bureau and every other agency which could offer help or suggestion to the high speed rescue work.

A battery of telegraph instruments were installed for the morning press and specially strung telephones conveyed the news from the scene of activities.

George A. Burrell, local manager of the Pacific Telephone and Telegraph Company, and his wire chief, George A. Pathnick, in addition to an efficient and accommodating staff of telephone operators, made Jackson the scene of the fastest news relays ever sent out of the Mother Lode country.

G. P. Herrick, district commercial manager of the Western Union Telegraph Company, sat in at the telegraph key transmitting thousands of words from the special correspondents, giving a service that carried an endless word picture of the day's news.

Files Bankruptcy Petition

TAMPA, Fla., September 20.—The Florida National Publishing Company, publishers of the Winter Park Post, September 20, filed a voluntary petition in bankruptcy in the office of the clerk of the Federal Court in Tampa. This petition, signed by W. R. Rahn, acting president of the company and filed by H. F. Mohr, its attorney, gives on the schedules accompanying it assets totaling $119,914 and liabilities of $46,529.68. The assets include real estate valued at more than $27,000; insurance of $17,500 and mechanical equipment $46,000. The principal items in the liability schedule are mortgages on real estate, money due on equipment, and money due employees. J. H. Wendler, formerly editor of the Florida Post, is due $5,204.70 for salary and money loaned the company.

Fildes Starts Palm Beach Times

F. P. Fildes, owner of the Fort Worth (Tex.) Oil Gazette and the Jacksonville Florida Tropical News, has established the Palm Beach Times, an evening paper which started publication last week. He arrived in Chicago August 21 and by night had bought the complete equipment for the Times, including a battery of Intertype machines, a newspaper press, and type and cabinets as well as contracting for leased wire service. The plant was on the cars by the next morning and headed for Florida. Bruce O'Connell of the Intertype Corporation accompanied him to Chicago.

Plans Sunday Messenger

The Athens (Ohio) Messenger, an evening paper, will add a Sunday edition of from 24 to 36 pages commencing October 1, which will replace the Saturday issue.

GATHERED AT RANDOM

"FOOLS ERRANT" looks fr
where we sit to be one of t
finest plays seen in New York since
days of Aristophanes. Scintillating in
dialogue, thrilling in its situations,
combines the best of Sophocles' tra
spirit with the subtlest of Piner
comedy. A matchless cast, includ
such superb actors and actresses
Lucile Watson, Cyril Keightley, Vinc
Serrano, Alexandra Carlisle and F
Williams, completes the work which
author has begun in supplying the st
with the practically perfect drama.

* * *

NOTE.—"Fools Errant" was written
Louis Evan Shipman, editor of LIFE
our boss.

Robert C. Benchley, in Lif

Editor Fights Building Law

E. O. Wickizer, publisher of the So
Pasadena (Cal.) Record, has been
strained by court order from constr
ing a newspaper plant on Fair Oaks a
nue, a restricted area. According t
decision handed down by Judge Wc
Wickizer, who was arrested recently
the charge of violating the South Pa
dena building laws, has rendered him
liable to prosecution by the build
commission. When the police stop
the work on the new plant Wickizer f
an injunction suit to prevent the local
thorities from interfering with h
Wickizer is attacking the legality of
building zone ordinance.

85% of us were born here

CINCINNATI folks like the city because most all of them were born here, educated in one of the finest school systems in the world, and live in one of the most prosperous communities. There are 141,000 families, and 28.7 per cent of these families own their own homes. A city of industry, contentment and prosperity.

Cincinnati folks like the TIMES-STAR because it is the only paper owned, edited and managed by Cincinnatians, thus truthfully reflecting the dominant sentiment of the city. That's why it is read by four out of five of the possible 141,000 families.

And they buy in Cincinnati, too. That's why the TIMES-STAR in six week-day issues publishes more local and more national display advertising than any other paper, even with Sunday issues included—and has done this each year for fifteen years.

CINCINNATI TIMES-STAR

CHARLES P. TAFT, *Publisher* C. H. REMBOLD, *Manager*

Member of Audit Bureau of Circulations

WAR COSTS LINGERING PERIODICALS FIND

Labor, Paper and Carrying Charges Still Near Peak, Reported to National Publishers—Swetland Re-elected

Activities of the past year were reviewed and all officers were re-elected at the annual meeting of the National Publishers Association, Inc., at the Engineers' Club, New York, Sept. 19. Formation of the American Publishers Conference and its work, as well as that of the association, were outlined briefly by J. C. Pearson, of the Dry Goods Economist and president of the conference.

The labors of this organization for reduction of postal rates have been reported, as they occurred, in EDITOR & PUBLISHER.

Pending negotiations of new wage scales and working contracts in the New York book and job printing trades were explained by Arthur J. Baldwin, of the McGraw-Hill Company, chairman of the labor committee. He held out no hope of material reduction in New York printing costs during the next year.

I. M. Swetland, of the United Publishers Corporation, was returned for his third term as president. Other officers who continue are: First vice-president, R. J. Cuddihy, Funk & Wagnalls Company; second vice-president, P. S. Collins, Curtis Publishing Company; treasurer, Roger W. Allen, Allen Business Papers, Inc.; secretary, Frank C. Hoyt, Outlook Company; executive secretary, Frederic W. Hume.

President Swetland in his report urged greater measure of co-operation between publishers and between their associations, citing the benefits which had accrued to other organized bodies in the past few years, some of them not to the publishers' advantage.

"This organization should at once undertake to stabilize the activities of its membership by recommending a code of business practice," he continued. "Such a code must not be mandatory to its membership, but must be so developed as to afford stimulating suggestion. It will retain and revivify the fact that honesty is always the best policy. It will give evidence that no contract is valuable that is not a benefit to both parties. It will mean that we must outdo the Audit Bureau of Circulations in giving the advertiser full knowledge of the quality as well as quantity of circulation. It will mean that the publisher to decline business that cannot be made profitable, or that will be better placed. It will present the danger of allowing advertisers to make untruthful or even extravagant statements. It will censor the advertiser the discrimination between legitimate business and fraud. It will urge counsel that great and small producers to determine what advertising and how much can be made profitable. It will curtail the influence of advertising of products of inferior quality, and should never allow an abuse of this dominating sales factor.

"The establishment of these and other ethical principles will create confidence in the individual and tend to raise the standard of legitimate advertising. While we are great publishers and justly proud of our individual production, we must remember that we are really in the business of advertising. We build great publications to create a great circulation for the sole purpose of establishing a successful advertising proposition.

"Therefore any indulgence in question able practices not only injures the publisher individually, but creates a detrimental influence on advertising as a whole. Stimulation of ethical practice will therefore, be beneficial both to the individual and the publishers at large."

Mr. Swetland declared that the association must increase its membership by enrolling every reputable paper in its present field and that it must then broaden its work by amalgamation with other publishers' organizations until it becomes national in membership and in broad control of all publishing interests.

"The major issues to be considered are of interest to all publishers. At that time our committees will attempt, with positive assurance of success, the large problems, such as contact with Federal and State governments, industrial relations, education, taxation, our supply of raw materials. In a unity of thought and spirit, it will serve as an authentic and authoritative clearing house for data and information to every affiliated interest, and be the leaders and not be led into situations and pitfalls that prove all too expensive after the demands have been exacted.

"We are the chief consumers of many commodities, paper, printing, engraving, etc. We have learned that the wage scale is not vital to the employing printer. He has only to pass the advance on to the publisher. When an advance in tariff was proposed on casein, coated paper immediately advanced in price. The publisher must therefore interest himself in the methods of the production of his materials and bring influence to bear to correct bad practice or unscrupulous combination."

The association took no action upon any of the reports, which in addition to those noted, were rendered by B. A. Mackinnon, of the Pictorial Review Company, on transportation of periodicals, and A. D. Mayo, who, as chairman of the committees on tariff legislation and government priority orders, informed the association of his work in Washington.

Mr. Mayo urged his audience to contract for their 1923 paper supply for six months at least to protect themselves against fluctuations of a rising market. He predicted that the mills in November and December of this year would be chary about discussing prices, preferring to wait until they had their business for 1923 well in hand before they named their market rate.

Mr. Mackinnon's report, which was read by Mr. Hume, detailed efforts to obtain lower freight rates to make possible greater use of combined shipments of periodicals to points of postal reentry.

EDWARD BELL GOES TO PEKING

Was Invaluable to Washington Corps in Covering State Department

Washington newspaper men are losing a good friend. Edward Bell, chief of the division of current information of the State Department and, as such, liaison between the State Department and the Press, has been appointed counselor of the American Legation at Peking. He will leave for his new post shortly after October 1. Mr. Bell's successor has not been named and probably will not be selected until Secretary Hughes returns from Brazil.

Although not a newspaper man, Mr. Bell took up his work at the State Department, as the successor to Henry Suydam, who left to become the Washington correspondent of the Brooklyn Eagle, with a natural sense for news. He made himself invaluable to the newspaper men who cover the department by his thorough knowledge of departmental procedure, diplomacy, and foreign affairs. These proved of great assistance to reporters seeking information through state channels. His departure is viewed with genuine regret by members of the Washington corps who came in contact. His appointment to the Peking Legation is recognition of his profound knowledge of oriental affairs. Mr. Bell, who will be the first counselor accredited to China, was charge d'affaires of the American Embassy in Tokio from May, 1920, to September, 1921, and was Far Eastern Affairs adviser to the American delegation at the Armaments Conference.

No New Seattle Daily Yet

The Seattle Daily American did not begin publication September 15, as scheduled.

Elected to Associated Press

The Newport (Ark.) Independent, afternoon paper, has been elected to membership in the Associated Press.

The Best Business Producer in Japan

First in News, Influence and Circulation Throughout the Far East

Morning and Evening Editions—Over a Million Copies

THE HOCHI SHIMBUN

Established by the late Premier Okuma

報知新聞

A Splendid Circulation

The Hochi Shimbun has had continuously since its establishment in 1872 the largest circulation in the Far East.

Oldest Evening and Morning Press

The Hochi Shimbun was the first newspaper in Japan to add an evening edition to its morning paper.

Advertising Rates

Per line.....Y	1.25
Per Column..Y	170.00
Per inch....Y	12.50
Per page....Y	2,000.00

A Rich Field

There is no section of the Japanese buying community which is not reached by the Hochi Shimbun.

An Efficient Medium

The Hochi Shimbun is read extensively through Japan, Korea, Manchuria and Formosa, and is the foremost advertising medium.

THE HOCHI SHIMBUN SHA
TOKYO, JAPAN

REJECT WANT ADS FROM AGENCIES WHICH TRY TO CUT RATES

Classified Manager Finds It Better to Sacrifice Revenue Than Full-Rate Principle—Guaranteed Room Advertising Brings Rockford Star Results

By C. L. PERKINS

Executive Secretary, National Association of Newspaper Classified Advertising Managers.

A CLASSIFIED manager on a newspaper with a circulation of about 20,000 in one of the smaller cities, writes as follows:

"For the past four or five months we have been bothered by shortages in remittance from the majority of agencies handling classified copy. These shortages generally only amount to from five to fifteen cents, but we find it impossible to get them to pay our full rates, less the regular commission and discount. We have refused business from several agencies on this account, as we will not cut rates to anyone. Possibly other papers who accept busines at a cut rate are getting this from us. Other papers that I have visited during the last few months report the same trouble, and I regret to say that the majority of them are taking what they can get and saying nothing. Our rates are so low that we feel that we are justified in asking for full rates. We know that this policy has cost us some money, but we would rather have it so."

The writer of the above paragraph has touched upon a subject which annoys practically every clasified manager. Agencies handling classified copy send out their orders without proper remittances. Because this is done so frequently and because they do not correct the habit when it is called to their attention, many classified managers are of the opinion that it is done deliberately. This is probably not true in all cases.

The writer of the above has also taken the proper course, which is simply to return the copy from the agency which did not make the remittances agree with the rate card rates.

* * *

FOR the comfort of its want-ad customers and its employees, the Chicago Tribune has installed, at the cost of several thousand dollars, an air-conditioning machine in its want-ad store on the first floor of the Tribune Building at Madison and Dearborn streets. This machine replaces air in the room at the rate of 6,000 to 10,000 cubic feet per minute. This air has been washed and dried, and either heated or cooled, as may be required by the outside temperature. It is thermostatically controlled and keeps the Tribune want-ad store at an even temperature of 60 to 70 degrees winter and summer.

* * *

THE New Orleans Item, L. R. Jalenak, classified director, is circularizing want-ad prospects with a series of bulletins, which in addition to promoting the Item, emphasizes the advantages of descriptive copy.

Following is that portion of the circular which was especially devoted to this subject:

IF YOU WANT TO SELL REAL ESTATE
(Residences, Commercial and Industrial, Lots)
Then Be Sure to Read the Information Given Below:

Sometimes, not through fault of your market, your price, or your offer itself, a want-ad fails to give the returns you had hoped for. When you place a want-ad in the paper, you of course want to get results. But have you given sufficient thought to the wording of your ad.

The successful want-ad is the one that tells a complete, interesting story about the room, house or apartment that you want to rent. The good want-ad is written slowly and carefully so that it can be read with complete understanding. There is no haste on the part of the reader; he reads leisurely and he wants to know what you have to tell him. Tell it, then, directly, fully, interestingly.

Remember that the people go to the Item want-ad section deliberately, with intent to buy, and if you withhold any detail that is essential to their knowing exactly what your offer is—little wonder that they do not phone you or reply.

Suppose you were looking for a residence, store or lot. Which of these would you answer?

BURNETT OF BINGHAMTON

JAMES J. BURNETT entered newspaper work about ten years ago, in the business office of the Springfield (Mass.) Union. During seven years with that paper he filled various positions, including that of both display and classified solicitor. He left Springfield in January, 1920, to go to the Worcester (Mass.) Telegram as classified manager. During his connection with that paper, he increased rates 300 to 600 per cent and broke all previous records in volume of classified business.



JAMES J. BURNETT

Burnett became classified manager of the Binghamton (N. Y.) Press in January of this year and has since put over one increase in rates and is now running ahead of last year by thirty-four per cent in number of ads and sixty-nine per cent in lineage.

THE Minneapolis Tribune, P. M. Hughes, classified manager, is probably the first newspaper to use a full page of rotogravure to promote its classified advertising department. This page appeared on September 3 and contained an illustration showing the order board with 16 girls engaged in taking want-ads. The text of the advertisement describes the telephone service given by the Tribune and the ease with which advertisers may place want-ads in these columns.

* * *

THE Rockford (Ill.) Morning Star reports that during the past few months it has used the plan of guaranteeing results for room advertisers with success. The plan has not only increased the lineage but has reduced the collection losses, as the guarantee was not made good except on paid advertising. It also had a tendency to increase results as the advertiser was forced to run the advertisement at least six times, and naturally those using six insertions would more frequently get results than those using only one or two inertions.

W. H. Merrick, classified advertising manager of the Star, reports that only 10 per cent of the advertisers came back for the free insertions which were offered to the advetisers whose six-time advertisements failed to produce results. With every advertisement sold a coupon containing the following wording was given:

Classified Advertising Department
THE ROCKFORD MORNING STAR
Rockford, Ill.
SIX TIME GUARANTEE TICKET
For Room and Apartment to Rent Ads Only

The Rockford Morning Star agrees that if the results from this advertising are not satisfactory the SAME ad will be repeated without charge for SIX MORE consecutive insertions. Request for re-insertion must be made the day of expiration of the orginal order.

Note: On charge ads, re-insertion will not be given unless the original advertising has been paid for.

Name .....
Address .....
Phone No. .....
First Insertion .....
Last Insertion .....

PAID ☐ CHARGE ☐

Present this Ticket with request for re-insertion

IN other words, the classified manager who permits in his columns confidence-destroying copy is actually reducing the revenue of his paper rather than increasing it. One of the places where this is being done to a great extent is in Help Wanted, where advertisers who want to employ salesmen on a strictly commission basis place copy that conveys the impression that they want to employ help on a salary basis.

Bring the case home. Suppose you were a reader of a newspaper and were out of a job and needed one very badly. You turned to your newspaper and foun a dozen advertisements offering positio which you thought you might fill an which intimated that they paid a salar which you needed and could earn. Yo then spent a whole day of your time i terviewing these advertisers, and at th end of the day you found that you ha merely listened to 12 alluring offers fro people who had more or less doubtf schemes and wanted you to take all th chance on a strictly commission basi Wouldn't your confidence in that pap be destroyed?

The securing of salesmen on a strictl commission basis through misleading a vertising is a practice which is growin rapidly. Some newspapers have stopp it by adopting the rule that all Hel Wanted advertisements must sta whether the position is on a salary commission basis. Such a rule esta lished on all newspapers and strictly e forced would undoubtedly stop this pra tice which is destroying reader confidenc

Fifty Dailies in Oklahoma

Oklahoma now has 50 daily pape and 409 weeklies in addition to 20 clas religious, fraternal, and race publicatio These facts are contained in repor made to the School of Journalism, t University of Oklahoma, which, als indicate that the financial condition the papers of the state have made mark improvement during the past 18 mont In contrast to the many suspensions a consolidations immediately after the wa during the past 18 months 67 new pape have been started and only 31 have co solidated or suspended.

Tunica Times Sold

Clayton Rand, editor and publisher the Philadelphia (Miss.) Neshoba De ocrat as well as associate editor of t DeKalb (Miss.) Press, has bought t Tunica (Miss.) Times. He will ta possession October 1. New equipm will be bought for the Times.

NEA NEA

THE COMPLETE NEWS FEATURE SERVICE

Every Feature Necessary for a complete up-to-the-minute newspaper.

Write for Samples and Rates

NEA SERVICE INC.
1200 W. 3RD STREET
CLEVELAND, OHIO.
NEA NEA

Japan's Program of Conquest

A Series of Sunday Articles

by

CORNELIUS VANDERBILT, Jr.

The articles are based on a minute study of problems confronting Japan and the development of Nipponese history before, during and in the wake of the Washington Conference.

These articles serve as a warning to America of the vital import of affairs in Asia because America's political future depends upon the developments in the Pacific.

October 8 FIRST RELEASE October 8

Wire for terms—

C-V NEWSPAPER SERVICE
52 Vanderbilt Ave., New York City
Washington New York

OVER-ASSESSMENT OF TAXES FREQUENT WHEN BUSINESS YEAR IS SHORT

When Firm Has Been Operating for Only Part of Calendar Year, Government Inflicts Injustice by Basing Taxes on Calculated Turnover for a Twelve-Month Period

By CLIFFORD YEWDALL

EDITORIAL NOTE—EDITOR & PUBLISHER will publish an article each week on taxation problems affecting newspapers and advertisers, conducted by Mr. Yewdall. This is a continuation of the series begun in EDITOR & PUBLISHER of December 10, 1921, and carried into March of this year. Mr. Yewdall will deal with the everyday problems of newspaper taxation reports and accounting, as gathered from his personal experiences in working for publishers all over the country. He will endeavor to answer any questions asked of him through EDITOR & PUBLISHER. In taking up the work, he desires to make the following statement: "I am not a lawyer and I appreciate that Federal tax cases present problems requiring the best attention of an accountant and a lawyer who has given the subject special study. The legal discussions in my articles are based to a considerable extent on discussions of the chairman of the Federal Taxation Committee of the A. N. P. A., Arnold L. Guesner, of the Minneapolis bar, with whom I have worked on tax cases."

IN the last article was discussed the various conditions pertaining to comparatives to be used under the Relief Sections of the 1917-1918 Acts. It has always been my contention that more substantial relief can be obtained by the proper presentation of its facts by each particular newspaper, rather than from comparison with another newspaper similarly situated.

The Government, of course, does not expect, when they are examining your books, to do the work that you should do yourself. All they do in their examinations is take notes of such items as are in their favor. This goes for the majority of examinations. I have seen Government examinations which gave refunds to the tax payers, but these are few and far between.

In making an examination of a newspaper in the middle West, some little time back, immediately after the Government Revenue Agent had completed his examination, I discovered that what appeared on the surface to be the correct method of handling the company's invested capital had been used by the revenue agent, but on studying the law and the regulations, I find that he had seriously decreased the company's invested capital by application of a principle which did not apply in that case. The principle is, where a corporation commences business during the course of a year and closes its books at the end of the calendar year, it shall be put on a yearly basis.

By the above is meant, that, if a corporation starts in business on September 30 and elects to make a return for the 4 months from September 30 to December 31, its earnings for that period should be multiplied by three as it is a 4 months' period and the taxable year is a calendar one, hence, if the company was enormously successful for the 4 months, irrespective of the fact that the summer months are bad trading months and it would not make any money, the yearly profits would be inflated considerably, whereas the invested capital to be used would only be the actual net cash invested from the day the corporation started business. Hence, it would have a very large income and a very small capital and a large tax payable.

This is probably more properly illustrated in the case of an individual who, in January last year, bought and sold an apartment house, making thereon a profit of $50,000. This was something outside of his ordinary course of business. Early in February, the man died. At the end of the year when the estate came to make up its income tax return, the application of the law provided that the one month's earnings of January be multiplied by twelve and the tax on the resultant total with all surtaxes worked out on the annual income basis be taken, and of that amount then one-twelfth was the tax to be payable.

Under this scheme the tax payer, namely the estate, was called upon to pay over to the Government a sum almost approximately the amount of profit made in January on this apartment house deal.

In this newspaper case that I have in mind, the revenue agent had erred, inasmuch as he had overlooked the fact that the company was incorporated prior to the purchase of the assets of the publication in question, that its capital had been paid in considerably longer than it had been in business. He had, in making his examination, assumed the capital was paid in the day the newspaper was purchased and had proportioned that capital according to the number of days that it was in business. He had then taken again a proportion of that proportion in order to put the company on a yearly basis. Had he looked into the matter more fully, he would have found that the capital of the company had been paid in for the year, that the company was in business for a whole year but had only operated for a period of four months.

Notwithstanding this latter fact, however, according to law, the earnings of those four months were earnings for the year and the tax should have been figured on that basis, thus resulting in a large refund being due the company, instead of a large extra assessment as contemplated by the revenue agent.

There is another point that frequently comes up and on which there is a lack of understanding and that is, the question of life insurance premiums.

The 1917-18-21 acts specifically state that life insurance premiums paid on the life of an officer of the corporation are not a deductable item from income, if the corporation is directly or indirectly a beneficiary.

In the case of group life insurance, where the individuals are the beneficiaries, the premium is a charge against income. However, where a corporation insures its officers for its own benefit, although those policies may be deposited as collateral security to a loan to the corporation and even although the insurance was taken out for the specific purpose of obtaining that loan, the premiums thereof are not a deductable item if the company is in any way a beneficiary.

It is my opinion, however, that these items if they have been paid for a considerable number of years, could be added to capital invested, inasmuch as where a corporation pays out money in life insurance premiums on the lives of its officers, that money is an investment by the company until such time as the policy either matures or lapses. If it matures then the receipt thereof of the money applies against the capital built up. If the policy lapses, it is my opinion that that could be charged off as a dead loss.

It may be necessary to fight this contention, but I believe it possible to win it if the facts can be shown to be as I state them.

1,400 Tons of Newsprint Lost

Fourteen hundred tons of newsprint were lost by the New Orleans Item, the States and the Times-Picayune in the $7,500,000 fire that destroyed the half-mile wharf of the army supply base, and all freight that had been unloaded there, September 15. The paper had been ordered from Sweden to meet an emergency situation caused by the inability to get newsprint by rail on account of the strike.

The ACID TEST of Reader Interest



Iowans pay more than a million dollars a year for the Des Moines Register and Tribune

—think how many additional millions the readers of The Register and Tribune expend for food, clothing, automobiles, building materials and other necessities and luxuries.

Read in 120,000 Iowa homes, daily and Sunday

HAS YOUR NEWSPAPER A WELL-DEFINED FARM NEWS POLICY?

Few Dailies Are Making Proper Appeal to Great Undeveloped Field that Should Be a Big Source of Steady Income with Increased Editorial Influence.

By H. A. PARISH

WHAT personal and financial satisfaction would come to the editor who could ride out into the nearby farming district and find his paper—a real institution in the molding of public opinion and shaping of policies in the metropolis—a definite factor in rural community life. In other words, there is a great and undeveloped field for the city daily that will fairly represent the farmers' interest.

Articles appearing in the May 13 and September 2 issues of EDITOR & PUBLISHER have set forth some of the possibilities awaiting the managing editor and the circulation manager in catering to farmers and people in rural communities.

Recent figures show that one-third of the population of the United States live on farms or in towns of 2,500 or less. Surely then, the field is there for the paper that directs its efforts in the right direction. A few papers, particularly in the strictly agricultural districts, have long since felt that great possibilities are in store for the paper that comes closest to reflecting a true agrarian spirit. Few, however, have taken an intelligent advantage of the opportunities.

Several years ago the first dailies in the middle west hit upon the idea of establishing a weekly page or daily column for farm news. Too many times the responsibility of this work was turned over to some cub reporter with little or no practical training or some chap who was born on a farm and reared miles away from one. In other cases the duties were turned over to a graduate of an agricultural college who had no experience in the practical phases of news writing. No matter who got the job all he had to do was to write heads on the material sent out by the federal agricultural department, agricultural institutions, or other such sources. He had to fill a column once a day or a page once a week, with no regard to the class of material used.

Such a policy has not met with success. This does not mean that material sent out by agricultural institutions, national and state, is not vital to farmers but in itself cannot constitute all the material printed. The farmer wants something practical. He is interested in knowing how the federal department of agriculture and the agricultural colleges recommend the best method of growing a crop of alfalfa. But he is more interested in knowing how and with what luck his neighbor, John Jones, has grown alfalfa.

Many city dailies are conducting successful farm departments today. Many more have tried and failed. But even with past experiences, there are rare possibilities for the paper that will properly visualize the agricultural field, but until the managing editor and the business management get together and intelligently survey the field, white space and ink might better be turned to more profitable use.

Today the farmer has his legislative and commodity organizations, both state and national. He has a group of legislators in Washington working in his interests. He has the War Finance Corporation and other institutions catering to his financial needs. He has the federal department of agriculture with its increasing regulatory work brought into existence for his sole benefit. He has a host of other sources of real news, all of which interests and concerns him vitally. And all of these factors in which the farmer is and should be interested have been brought about during the past few years.

What has been the result? Farmers are taking an increasing interest in the city daily as the one source from which he can learn today what was done in his interests yesterday. He is recognizing that the metropolitan press has the greatest force in public life. The time worn thought that the farmer did not subscribe to the daily paper, to a certain extent, has been exploded. He is eager and thirsty for news dealing with agriculture.

With the farmer in this susceptible frame of mind the daily paper is doing but little to place him permanently on the subscription files. It has not, as yet, seen the possibilities of the rural field.

Circulation managers of many leading papers have launched extensive circulation campaigns among farmers. The farmer was met at his gate with brass band tactics and a good city paper. In many cases the farmer was sold because he is as interested in the world's affairs as is his city brother. But when he had an opportunity of sitting down in the calmness of his own household to figure out just what the paper had to offer him as a producer he came to the conclusion it had nothing.

The editor took a slap at him because he had to pay thirty cents for a cantaloupe. He took a vicious jab at the farmer because he thought the price for food he had to buy was more than he should pay. Never did the editor analyze the situation to find that the farmer received a few cents for that cantaloupe or that he was producing his crops at a little more or many times less than the actual cost of production. If the farmer continued to take the paper it was because he was interested in world affairs. He never became a moral booster for the paper in his community nor did he receive it as a molder of rural policies or opinions.

A decision has been handed down today by the Secretary of Agriculture which vitally concerns the farmer in every section of the land. The story has been handled by the representatives of press associations and Washington correspondents in a routine way. These writers have been hardened in the work of news reporting or have been sent to the nation's capital as the home paper's star man. But they have no more idea of the significance of Secretary Wallace's decision than they have of the fourth dimension. The story was sent out over the wire or through the mail, not as a decision that will reflect good or bad to every farmer in the land, but as a routine piece of work. The story finds a place on the back page, where it rightfully belongs. It escapes the eye of the editorial writer. The farmer reads the scant item but is not enabled to crystallize the importance of the decision.

The benefits of the rural field can never be realized until the press agencies, the papers themselves and their representatives establish certain definite policies. Above all, the paper must adopt a firm conviction that the farmers' interests will be fairly, firmly and intelligently represented. The farmer is not himself condemning in wholesale terms the functions of the so-called middlemen. He does recognize, however, that certain unfair and discriminatory practices exist in the present system of marketing and distribution. The paper that would succeed in the rural field must likewise recognize the right of the farmer to see that he is fairly treated in the handling of his products and defend this right before the public eye. The paper must take such a stand in fairness to all concerned.

To succeed the paper must realize that the problems confronting American farmers today are not alone those of production, but economic. The untrained and ill-informed editorial writer who attempts to discuss the economic phases of agriculture is walking on dangerous ground. The editorial writer who understands the position of the farmer and the economic side of agriculture and can discuss all questions intelligently and along certain definite policies adopted by his paper, is not only assisting to put agriculture on the proper national footing but is bringing his paper close to the heart of the farmer reader and others who feel that agriculture is the basic industry.

The press writers for the federal department of agriculture and agricultural institutions prepare their material from an official angle. The successful correspondent is the one who can interpret this material into what it will mean to the man back home on the farm. He must be agriculturally trained; his hobby must be the farmer.

The feature writer or editor of a farm page is not the clever head writer or the re-write man but the one who can go out into the country, slap Hank Smith on the back, inquire about the crops, and then go back to his desk and tell in an interesting and intelligent manner just how Hank is feeling, what he has to say or why his method of raising pork is better than his neighbor's.

A Chicago advertising agency has secured the services of an agriculturally trained and schooled writer to assist in the preparation of copy and build up this heretofore undeveloped field. An advertising solicitor on an Iowa daily has persuaded the farmers in his community to adopt a trade mark and sell their poultry products direct to the consumer. Another Nebraska daily secured the services of a circulation manager, agriculturally trained, who worked for weeks with the editorial and business management in forming a rigid agricultural policy before he launched a successful campaign.

The rural field is as yet undeveloped. It is a fruitful one and a pleasant one for the paper that will see the farmer as he is.

Press Room Annex for Sentinel

The Knoxville (Tenn.) Sentinel is erecting a three-story and basement engine and press room, 75 feet by 145 feet, of reinforced steel and concrete, to house the new super-speed, octuple Hoe press now being constructed.

Obituary

WILLIAM FRANKLIN BAILEY, aged 54, veteran newspaper man and copy-reader on the Washington Evening Star, died of heart disease at his Washington home, September 15. He entered newspaper work at the age of 19 on a Middletown (N. Y.) newspaper, and except for a brief period, he has always been in newspaper work. In New York he worked on the American and World. Later he served as Albany correspondent for the Publishers' Press Association and was with the Central News. In Philadelphia he worked on the Public Ledger and the Philadelphia Inquirer. Mr. Bailey joined the staff of the Washington Times in 1918 and went to the Star in 1918. He is survived by two sons, Howard P. Bailey of the Star and Richard M. Bailey, who is on a Bridgeport (Conn.) newspaper.

JAMES L. CAMPBELL, aged 74, in his early life editor and owner of Manchester (N. H.) Union and later, with Capt. George A. Hanson, owner of the Lowell (Mass.) Times, died recently.

DANIEL SYDNEY RICHARDSON, aged 71, at one time an intimate acquaintance of Bret Harte, Ambrose Bierce, and Charles Warren Stoddard and well-known in California literary circles some years ago, died September 11.

HAROLD OTIS SKINNER, aged 33, an actor and son of the late Charles M. Skinner, an associate editor of the Brooklyn Eagle, died September 13.

CHARLES J. SHEARER, aged 55, formerly advertising manager of Bloomingdale Brothers, a New York department store and recently head of his own advertising business, Tucson, Ariz., where he had gone for his health, died August 15.

O. C. WIKE, formerly publisher of the Yellow Springs (Ohio) News, died in Savannah, Ga., last week.

THOMAS H. ENSCOE, aged 57, for more than 33 years head stereotyper of the Pittsburgh Dispatch, died September 14.

Ad Post Start Season

Advertising Men's Post 209, of New York, will resume its fall activities on September 25 with a luncheon which will be given at 12.30 o'clock at the Palais Beaux Arts. Harry Tipper, of the Class Journal Company, will be the speaker.

Reg'lar Fellers
by Gene Byrnes

The News-Scimitar of Memphis comes into the fold this week. Wise editors are putting on this feature before the opposition gets it.

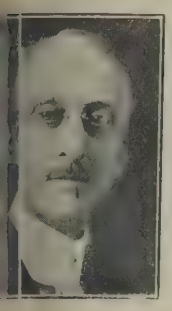
Furnished full page matrices, black alone, black and red and black and three colors; or, as the first page of a printed comic section.

HERALD-SUN SYNDICATE
280 Broadway New York City

MERGER OF N. Y. PRESS BODIES IN VIEW

Field Secretary for Proposed Consolidated Association Practically Assured, According to P. A. Blossom's Report in Syracuse

SYRACUSE, September 18.—A movement which may result in merging of the New York State Press Association, the New York State Publishers' Association, and the Associated Dailies was started here last Saturday at a meeting of the Press Association. It was practically decided to employ a field secretary to have general supervision of the proposed merger.



PETER A. BLOSSOM

Press Association men from all parts of the state were present. P. A. Blossom of the Brockport Republican, president of the association, said a field secretary was practically assured.

The duties of the secretary will be to co-operate with the daily and weekly newspapers of the state by furnishing expert advice and keeping in touch with all new undertakings for the welfare of the press. It is the view of many of the association men who attended the conference the proposed plan will assist both the editorial and advertising end of the newspaper business as well as the commercial printing houses.

As a means to supply down-to-the-minute information in connection with the legislature it was decided to issue a monthly bulletin service which will be available to all newspapers. This will contain items of interest to the newspaper industry in general. It will be printed at the Empire state school of printing at Albany New York.

A broad program of work to be accomplished by newspapers in the association when the legislature convenes was presented by the legislative committee and received warm approbation.

Members of the association present were P. A. Blossom, the Brockport Republican, president; M. V. Atwood, Batavia Journal and Courier, vice-president Elias Vair, Seneca County News, secretary; Wallace Odell, the Tarrytown News; F. A. Merriam, the Mount Vernon Argus; T. J. Blain, the Portchester Item; Keith, the Newburg News; John Hall, the Corning Leader; F. W. Rogers, Gloversville Leader; F. D. Corse, the Cold Creek News; and F. C. Parsons, Cortland Democrat.

1,000 WORDS ON TENNIS MATCH

Press Gallery Covered Singles Championship at Philadelphia

Approximately 25 newspaper men attended the National Singles Championship matches last week in Philadelphia. They were played at the Germantown Cricket Club. From 60,000 to 65,000 words were sent out each day over the wires from the side of the tennis courts, making a total of practically a half a million words for the week. The press stand at the Germantown matches took in the back of the marquee and throughout the day it was filled with bona fide newspaper men and telegraph operators. The Germantown Cricket Club made ample and generous provision for the newspaper correspondents. They were provided with every necessary facility in the press stand and they were the continuous guests of the club whenever the dinner gong rang, and when they were working against a story they had but to say the word and attendants from the club were there at their elbows with coffee and sandwiches.

Many of the players, too, were writing stories for various papers and syndicates and they were actually writing their stories, and in most instances, wiring them right from the field. These player-correspondents were champion Tilden; Gerald Patterson of Australia, and holder of the Wimbledon World's Championship; Vincent Richards, Bob Kinsey of San Francisco and C. M. Charest of Baltimore.

The curious thing about these championship tennis matches is that while clicking typewriters and telegraph keys are lost in the general shuffle of noise at a big baseball and football game, they become very conspicuous at a tennis match. With twelve or fifteen thousand people watching a contest and keeping as silent as the proverbial church mouse, sixteen telegraph keys and an equal number of typewriters manage to make considerable noise. At the Philadelphia matches this noise became so pronounced that it annoyed some of the players who were working at high tension, and it looked for a time as if the press sections might have to move. But pads were placed under the typewriting machines and sound-killing boxes were placed around the front row of telegraph keys. In this way considerable of the noise was eliminated, and there was no further difficulty on this score.

At the request of the Germantown Cricket Club, Mr. Pollock of the Philadelphia Evening Public Ledger looked after the interests of the newspapermen throughout the tournament.

PARIS PROPAGANDA PAPER QUITS

English Weekly Review Not Welcome to the French

PARIS, September 1.—This week witnesses the demise of a small British propaganda journal reminiscent of the days of war. The Revue Hebdomadaire de la Presse Anglaise, or Weekly Review of the English Press, which has contained translations of political articles from the leading English newspapers, with the object of enabling the French public to appreciate the English point of view, announces its end in the following terms:

"For some time now it has been apparent that the efforts made by the Revue Hebdomadaire de la Presse Anglaise to improve Franco-British relations were not appreciated as they ought to have been, and the founders of this paper have thought that it would be bad grace on the part of foreigners to wish to continue the publication of an organ which was not welcome to their hosts. The Revue Hebdomadaire de la Presse Anglaise will therefore cease publication with this issue."

Le Matin, which has no particularly kindly feeling for England just now, questions the impartiality of this propaganda weekly and speeds the parting guest with the accusation that it was published by "the principal agent of Mr. Lloyd George in France."

Editorial Brings Libel Suit

Suit alleging criminal libel has been filed by John H. Cunningham against F. N. Potter, editor of the Jourdanton (Tex.) Atascosa News-Monitor. It is the outgrowth of an editorial in the News-Monitor on August 17, just before the recent Democratic primary. Mr. Cunningham alleges that the editorial shows malicious statements deliberately made with the intent to injure him in his race for the Democratic nomination for Congress from this district.

Paris Tribune Moves London Office

The London editorial office of the Paris Tribune has been moved to 138 Fleet street. The business and advertising department will remain at the same office, 125 Pall Mall.

Coast Advertisers Meet Oct. 5

The California Advertising-Service Association will hold a convention at Lake Arrowhead October 5 to 8. On the first day, the directors will meet. The general meeting will open October 6.

LEADING THE LIST

In a city and nation where class circulation means everything, where American advertisers in the ordinary newspaper buy waste circulation among Japanese whose purchasing power is low, The Jiji Shimpo leads all. With a monthly subscription rate of Y1.10, *The Jiji is the highest-priced newspaper in Japan.*

THE JIJI SHIMPO
時事新報

Is the newspaper of prosperous, ambitious Japan—a young nation, newly-endowed with means for enjoying the goods of the West. Her most progressive sons and daughters, eager to learn more of America and all America has to give Japan, read The Jiji Shimpo. Not only on account of its superior presentation of domestic and foreign news, but because it carries the bulk of foreign advertising appearing in Japan, The Jiji is the favorite of the class the American advertiser must reach.

The Jiji's New York representative, Mr. J. P. Barry, will gladly discuss the opportunities of the Japanese market, which he has studied at close range.

New York Office:
JAPAN ADVERTISER SUITE
Equitable Bldg., 120 Broadway

THE JIJI SHIMPO

Cables: "Jiji Tokyo" Bentley Code

TOKYO, JAPAN

Morning and Evening Editions

"In Japan, the Buyers Read the Jiji"

CO-RELATING THE NEWS WITH SCHOOL STUDY

Special Department Established by Jacksonville Times-Union to Aid Teachers and Enable Children to Evaluate News

The Jacksonville Florida Times-Union has established a special department for schools called "The School Service Department." Here will be assembled facts and figures for correlation with the regular work of the text book. Teachers have been employed to suggest problems in arithmetic and algebra, based on the news of the day, suggestions for work in English composition, sentences for grammar classes, helps for civics classes, etc. The idea is to help train children to get a better grasp and appreciation of world affairs.



W. A. Elliott

"The department already has the endorsement of the various state educational boards and is meeting with favor among school teachers," according to W. A. Elliott, business manager of the Times-Union, who explained its purposes in detail to Editor & Publisher as follows:

"A great many teachers are organizing 'Current Events' classes, but the method of teaching current history through every subject offered in the course of study is more generally approved by the leading educators. We believe mathematical problems based on the news of the day serve the same purpose as the text book problems, and in addition tend to arouse the interest of the child in the world about him.

"History and geography when correlated with what is taking place become live and worthwhile subjects. History becomes valuable as a study only when it helps the child to understand the present. Study of civics can be made a real joy when children are taught to associate the study of it with the proceedings related in the news stories. Even English grammar has some charms for a boy when the sentences are made from events that are actually taking place.

"The indifference of a large part of the public to the affairs of state and nation is a matter of grave concern to those who boast that this is a democracy. At recent elections in the various states, it is claimed that less than half of the qualified voters went to the polls. The ignorance of a great many persons to the political, economic and social conditions in even their own communities is little short of appalling. The people of the United States boast of universal suffrage, but the government is fast becoming an oligarchy. Unless something is done to awaken the interest of the people, the nation will be at the mercy of the corrupt politician and the grafter.

"The remedy is to induce the people to read the newspapers and the current magazines and to establish forums in the various centers for the discussion of current happenings. The newspapers have a larger circulation than ever before, but many of the readers, do not read the news with the proper understanding and knowledge of how it relates to the daily affairs of life.

"The use of the daily newspaper and the current magazine should be encouraged in the public schools. Children should be taught not only to read but to evaluate the news. It is to help teachers in this work that the Florida Times-Union is establishing its school service department."

NEW COURSES AT MEDILL

Chicago Journalism School Opens for Second Year

The Medill School of Journalism began its teaching year September 12. A new course in dramatic criticism is being introduced, under direction of O. L. Hall, dramatic critic for the Chicago Daily Journal. Changes in curriculum follow:

Baker Brownell, formerly editorial writer on the Chicago Daily News, will direct the course on editorial writing and also one on problems in newspaper policies.

H. F. Harrington, director, will also instruct the class on community newspapers.

Walter A. Washburne, city editor of the Chicago Evening Post, will be in charge of the reporting class, assisted by Michael A. Strauss and Lewis Hunt, also of the Post staff, and George Stone of the Chicago Daily News.

George C. Bastian, assistant Sunday editorof the Chicago Tribune, will direct the class in news editing.

Frank Thayer will have charge of the work in "Writing for Business" and also the "Journalistic Writing Course."

Plans are being made for the lecture course each fortnight in the School of Journalism at which noted editors and writers of the country will speak.

The first of these lectures will be held September 28 when Senator Medill McCormick will speak.

Blanchard Repeats Ad Course

The course in the "Essentials of Advertising," given by Frank L. Blanchard at the 23rd Street Y. M. C. A., New York, which was started in 1904 will be repeated again this year. The course begins October 10 and continues one night a week until the first of April. Among those who will address the students in Mr. Blanchard's course this year are: A. Roden King, of A. Rowden King, Inc.; Edwin T. Harris, of W. T. Mullally & Company; W. Livingston Larned, art director of Ethridge Company; L. E. Firth, production manager of the H. K. McCann Company; Dr. R. E. Rindfuez, secretary American Writing Paper Company; Gilbert P. Farrar, author of "Typography of Advertisements that Pay"; Albert R. Bourges, of Bourges Service; John Sullivan, executive secretary, Association National Advertisers; John Howie Wright, editor of Postage; W. C. Robbins, editor, Gas Record; Robert M. Herman, Albert Frank & Co.; S. N. Holliday, Poster Advertising Company, Inc.; Sherwin Cody, author of Books on English Composition; Joseph A. Richards, of J. A. Richards Company; John Lee Mahin, of Federal Advertising Agency; Frank Presbrey, president F. Presbrey, Inc., and Walter Drey.

G. M. Hyde Acting Head of School

When the University of Wisconsin School of Journalism at Madison opened last week with an enrollment of more than 300 students, Grant M. Hyde was in charge in the absence of Prof. Willard G. Bleyer, who is spending a year in Europe studying newspaper methods on the continent. Prof. Hyde is a graduate of both Yale and Wisconsin. He was formerly managing director of the Popular Science Monthly, associate editor of Popular Mechanics and feature edit the Evening Mail of New York. the author of "Newspaper Reportin Correspondence" and of "News Editing." Mr. Hyde is the editor University Press Bulletin, which w carries the news of the great univ to the community press of Wisc Upon his return from Europe Bleyer will issue a revised edition text book on news writing.

Typography at Columbia

James D. Gabler, president of the lap Press, Inc., New York, is rep the course in typography which he last year under the auspices of the versity Extension Department of C bia University. There are two clas morning and an evening session. are held on Wednesdays. Many of who take this course are from the tising, printing and publishing fiel

Fifty at Birmingham

The School of Journalism of Bir ham-Soutnern College has started it ond year under the direction of Henderson, head of the Birmir (Ala.) bureau of the Associated with more than 50 students.

LEDGER SYNDICATE

NEWS AND FEATURE SERVICES

Maintain Prestige—Create Circulation—Attract Advertising

NEWS SERVICES

(Via leased wire or laid down in New York, Washington, Chicago, Cleveland, Dallas, Seattle, San Francisco or Los Angeles.)

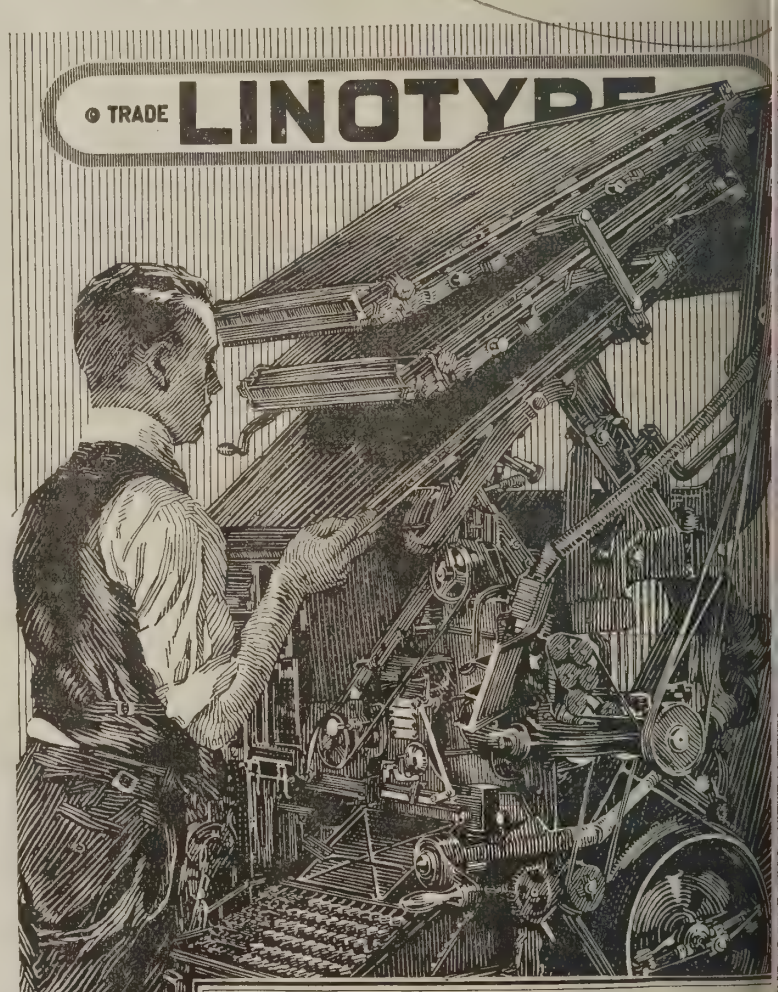
PUBLIC LEDGER COMBINATION NEWS SERVICE.
PUBLIC LEDGER FOREIGN NEWS SERVICE.
PUBLIC LEDGER DOMESTIC NEWS SERVICE.
PUBLIC LEDGER BUSINESS NEWS SERVICE.

FEATURE SERVICES:

FEATURE PAGES IN MAT: Daily—Human Interest Page. Weekly—Personality Page, Special Feature Page, Science Page, Short Story Page. COMICS: "Somebody's Stenog." (Hayward), Daily Strip and Weekly Page; "That Reminds Me" (Collins), "And Then He Changed His Mind" (Dunn), "Dumb-Bells" (Dunn), "The Crossing Cop" (John). CARTOONS: Sykes' Daily; "Follies of the Passing Show" (Hanlon), Weekly; "Children of Adam" (Rehse), Daily. FICTION: Daily and Weekly Detective and Mystery Serials; Hazel Deyo Batchelor's Daily Love-Problem Serials; Daily and Weekly Short Stories. RADIO FEATURE: "Radio in the Home" (Daily). MIDGET FEATURES of stick length: "Things You'll Love to Make," "Things for Boys to Make," "The Housewife's Idea Box," "What's What," "After-Dinner Tricks," "The Home in Good Taste," "How to Save When Shopping," "Cultivating Your Charm," "Famous Ghosts," "Favorite Recipes of Famous Women," "Sharpening Up Your Memory," "Guess Who?" "Pam's Paris Postals," "The Children's Hour," "History of Your Name," "Who-Why-What-When-Where?" "Human Curios," "What Are You Good For?" "Making More Money," "Daily Fun Hour," "Can You Tell?" "Correct English," "Read Your Character." HOME PAGE FEATURES: "A Daughter of Eve," "The Latest" (Paris Fashions), "Home Cooking," by Queen Victoria's cook, "As Woman to Woman," "Dreamland Adventures." SPORTS FEATURES: "The Sportfolio," "Wise Tennis Tips" (Tilden). PUZZLES, CUT-OUTS, TRICKS and MAGIC.

LEDGER SYNDICATE

INDEPENDENCE SQUARE PHILADELPHIA, PA.



Far up in the Arctic Circle and deep in the jungles of Africa—on every frontier of civilization—you find the Linotype.

Under the most adverse conditions these machines give uninterrupted service because they were built without compromise. Every part of the Linotype is there because the machine is better for it and every part fits into the big scheme of simple operation.

The illustration shows an operator changing the lower magazine of a Model 8 Linotype, from the front, of course, because that is quicker and more convenient for the operator.

Composed entirely on the Linotype

TH DISTRICT WANTS EDUCATIONAL WORK

onvention at Minot, N. D., Commends A. A. C. W. Movement—Urges Its Expansion—Support Pledged for State Campaign

By Telegraph to EDITOR & PUBLISHER

MINOT, N. D., September 20.—Resolu-ons commending the educational cam-ign recently instituted by the Associ-ed Advertising Clubs of the World ere passed at the close of the final con-ntion of the Eighth District of the A. . C. W. held at Minot, N. D., Septem-r 14 and 15. The continuance and rther extension of the movement was rged. Support of the Town Criers ubs of the state in a campaign to get e legislature to provide finances for ad-rtising North Dakota was promised. he convention passed a vote of thanks the City of Minot for the elaborate spitality extended to those attending e convention.

This was the final meeting of the ighth District clubs because, at the in-rnational convention, to be held in At-ntic City, June, 1923, all district or-nizations will be dissolved, and the siness of each state will be handled rough state organizations.

Fargo was chosen the 1923 meeting ace of the North Dakota clubs. R. E. olley, of Fargo, was elected president, d V. E. Stenersen, of Minot, and Julius acon, of Grand Forks, chosen first and cond vice-presidents, respectively. homas F. Sullivan, of Mandan, was med secretary-treasurer. A member each club in the state will be named the president to constitute the board directors.

"Advertising the Great Northwest" as the subject treated in a paper pre-red by Governor R. A. Nestos, who as unable to attend the convention on count of a previous engagement.

"Advertising may and should play a ost important part in the development the great northwest," said the gover-r in his paper, which was read to the nvention. "While it is true with com-unities and states, as it is with individ-als, that no person liveth to himself one and that to a large extent adjoining ctions or states will feel keenly the re-tion from the prosperity or lack of osperity of neighbors, nevertheless, our ain interest is in our own state and the part that advertising may be made play in the building up of our com-nwealth.

"In advertising merchandise or lines business you require that the adver-ting should be free from fraud, should clean, truthful and adequate for the rpose. In the task of realizing this al you must of necessity carefully an-yze the article or business to be adver-ted, and in so doing will discover what-er defects or weaknesses may exist in ch article or business, that you cannot ord to reveal to the prospective pur-haser, and if an advertising campaign conducted in conformity with the ideals successful merchandising these defects d weaknesses will unquestionably first eliminated so that there will be noth-g to impede the finest kind of an ad-rtising campaign."

"Advertising is a form of public ser-ce—helping the customer by saving his her time and money," declared Carl unt, of New York, general manager of e Associated Advertising Clubs of the orld.

"An advertising club has the power to ake advertising more effective in the al community by advertising. I be-ve the average advertiser does not talk ough about his advertising and what it es for the public," he said.

"Advertising lowers the cost of selling ngs. It helps get the goods into the nds of the people at a smaller expense an would otherwise exist."

Spearman Reporter Burned Out

The printing plant of the Spearman ex.) Reporter was destroyed by fire unknown origin last week. The loss will amount to more than $5,000 and is partially covered by insurance. Publication of the paper will be resumed as soon as new equipment can be purchased and installed.

EXPECTS SKY WRITTEN NEWS FLASHES SOON

R. L. O'Brien, Editor of the Boston Herald, Predicts Possible Use of Sky-Writing Airplane for Big Events Day or Night

The time may be here soon when the dissemination of news in letters of smoke in the sky may be a frequent event, according to Robert Lincoln O'Brien, editor of the Boston Herald, in commenting on the recent introduction of "sky writing" into the United States from England.

"Is the day at hand when we shall receive our news from the skies and when 'signs in the firmament' will get ahead of the telegraph and beat radio at its swiftest?" he queries. "There is a promise of it already, but no more than a promise. We have beaten the British at broadcasting; the British are already far ahead of us in the art of 'sky-writing.'

"The trick is done by an airplane which emits puffs of smoke in the shape of letters, and does it with such scientific precision that words can be fashioned out of the very texture of the vapor itself. For a hundred square miles around London, advertisements thus formed are being daily seen and read by millions of people, nor does the writing fail to be intelligible even when the airplane producing it is at such an elevation as to be itself invisible.

"It is now proposed to employ sky print, by a combination of airplane and wireless, as a means of announcing events of national interest—the result of a horse race, the winner in an athletic competition, the death of some high-placed statesman, or the outcome of a parliamentary vote. The suggestion is offered that if two or three words can thus be written on the skies by a single airplane, whole sentences could be displayed by a fleet of machines.

"And for night service would it not be possible to make the smoke luminous? Then comes the thought of what might be done with such a method of communication in time of war. Valuable information or important orders, first received by wireless, could be delivered from airplanes to a waiting regiment; so false messages could be sky-written to deceive a whole army. Here would be the beginning of new conflicts in the air, for the enemy would want to keep the advantages of the system to himself and make them useless for his rival.

"Thus far, the airplane fitted with apparatus for sky-writing is in competition with the hoarding and the billboard. It will have a long way to travel when the news of the day is in question before it can write upon its banner, 'Look up and not down.'"

Drops Football Prize

At the request of the principals of the five Buffalo high schools the Buffalo Courier and Enquirer have withdrawn their $3,000 cash prize offer to high school football teams. The principals said a contest of this type conducted last year, on a coupon basis, detracted pupils' attention from their studies.

Williams Buys Hope Herald

C. C. Williams, of Little Rock, Ark., and formerly one of the publishers of the Stuttgart (Ark.) Free Press, has bought the Hope (Ark.) Evening Herald, which he took possession of September 15.

Indicted for False Advertising

An indictment charging false advertising was recently returned by a Boston grand jury against H. V. Greene, a financier. He was held under $5,000 bail, which he furnished.

RHODE ISLAND

A Busy Market Place

Rhode Island is the most densely populated State in the Union.

Here is a compact community whose wants are many; a population of 600,000 people composed of skilled wage-earners, thrifty farmers and successful professional and business people, eager for good things and able to buy if your merchandise or service fills the bill.

Providence is the trading center of Rhode Island. More than two-thirds of the State's population is within a fifteen-mile radius, excellent train and trolley service and well-kept State roads placing them within and hour's ride of the city.

This prosperous community is thoroughly covered by Rhode Island's two great newspapers—

The Providence Journal

MORNING AND SUNDAY

—AND—

The Evening Bulletin

Leaders in New England thought for many years, there are few worthwhile homes in the State where one or the other is not read. In all advertising classifications which denote buying power, such as financial, automobile, resort, travel, educational, etc., these papers lead the field. No matter what your product is, they will secure for you the maximum of buying power and reader confidence.

21½c a Line Daily and 12c a Line Sunday Buys the Combined Circulation of These Influential Papers

Providence Journal Co.

PROVIDENCE, R. I.

Chas. H. Eddy Co.
Representatives

R. J. Bidwell Co.
Pacific Coast Representatives

New York Boston Chicago San Francisco Los Angeles

BUSINESS IMPROVEMENT NATIONWIDE

Steel and Iron Industries Return Toward Normal—Wheat Crop 30,217,000 Bushels Above 1921 Cost of Food Declines

Continued signs of better business were to be found in the newspapers during the past week. Iron and steel, two of the largest basic industries of the country, are speedily returning to normal. The past week witnessed increased production of both pig iron and steel, together with a falling off in the amount of business done at premium prices to insure speedy deliveries. Eight additional blast furnaces, chiefly in Ohio and Western Pennsylvania, were blown in, according to Iron Age, which states that as a whole the steel industry is now probably operating at about a 65 per cent rate.

The wheat crop of the United States and Canada for 1922 will be 1,125,968,000 bushels, according to the latest bulletin of the United States Department of Agriculture. This is 30,217,000 bushels greater than the 1921 crop of 1,095,751,000 bushels, and 342,158,000 bushels greater than the average yield from 1909 to 1913, which was 883,810 bushels a year.

Jones Brothers Tea Company reports gross sales for August of $1,395,001, as against $1,402,834 for the same month last year. For the eight months ending August 31, the company's sales aggregated $11,416,130, as against $11,377,686 for the same period in 1921. At the same time the average prices for its products have declined approximately 12½ per cent, so that these figures show a substantial increase in the volume of business done.

The Baldwin Locomotive Works during the past week reported the receipt of $350,000 order for locomotives for the Nashville, Chattanooga & St. Louis Railway.

In announcing a decline in the price of Willys-Overland automobiles, John N. Willys said: "We are rapidly settling many of the fundamental problems which have held business back over here, and conditions are improving daily. I cannot see anything but a period of increasing prosperity ahead. We are not worrying about coal. We are simply bending our energies toward getting ready for the big increase in business which we know is ahead of us."

The Association of Railway Executives announced the number of cars loaded with coal for the week ending September 16 as 195,142, of which 19,816 carried anthracite, which was the first week's output since resumption of mining operations.

The earnings of the Packard Motor Car Company for the year ending August 31, 1922, is not announced as yet, but the company states that "after setting aside adequate reserves, net earnings will be more than $1,000,000. If no reduction in inventory is called for the company's net for the period may run as high as $1,500,000."

"The net earnings at present are running in excess of $500,000," the statement adds, "and there is no indication of slackening of business. The company is now on a production basis of about 2,000 cars monthly and is planning a considerable increase in production."

The retail cost of food to the average family in the United States decreased 2 per cent in the month ended August 15, according to figures made public September 19 by the Bureau of Labor Statistics of the Department of Labor, based on reports from fifty-one cities.

Decreases in twenty-two articles of food ranged from 28 per cent for potatoes to 1 per cent for sirloin steak and rib roast, while of eleven articles showing an increase granulated sugar led, with 7 per cent.

Receiver for Gatti-McQuade Co.

The Gatti-McQuade Company, 200 Fifth avenue, New York, were placed in the hands of John B. Johnson as receivers September 15 by Federal Judge Martin T. Manton. The company, which deals in mill products, has a plant in New Jersey. The creditors who filed the petition are Samuel Waldstein, with a claim of $572; the Gratton and Knight Manufacturing Company, $40, and W. C. Jones Company, $11,205. The petitioners state that about six or seven months ago there was a meeting of the creditors and a committee was then formed and has since conducted the affairs of the company. Because of this, the petitioners believe the company is insolvent and will not be able to continue the conduct of its business.

AD INDUSTRY BOOK NEEDED

Is Least Understood Business Fundamental, Says Guy Emerson

Bankers, with a few exceptions, are not opposed to advertising, according to Guy Emerson, first vice-president of the National Bank of Commerce, New York, speaking September 19 at the first luncheon of the season of the New York Representatives' Club, speaking on "Bankers in Advertising."

"The idea that bankers as a class are opposed to advertising is erroneous," said Mr. Emerson. "As a class, they know that advertising is a potent force and they are not opposed to it. But their business is to lend money, not their own money, but money placed in their care, and as such they have no direct contact with advertising, except that used by their own institutions. However, advertising is less understood than any other important industry in the country, and the organization which would immortalize itself has only to prepare a work which would set forth exactly what advertising is and how it works, just as has been done many times with steel and other basic industries."

Mr. Emerson closed his talk by emphasizing the need of a closer understanding between business men, advertising men and bankers.

LLOYD GEORGE SIGNS CONTRACT

New York Times and Chicago Tribune Get Serial Right to Memoirs

The New York Times and the Chicago Tribune have signed a contract with Lloyd George for the serial publication rights of his memoirs. The British Prime Minister signed the duplicate contracts September 14 and they are now on their way to the United States for the signatures of the two papers which are syndicating the feature.

The price to be paid for the Lloyd George Memoirs which will be devoted to the period of the Great War is not given, but it is stated that he will receive nearly £1 per word. This, the New York Times announcement states, will be double the price the ex-Kaiser received for his autobiography. The Prime Minister, it is understood, will not retain any of the money he receives for his work, but will give the entire proceeds of his writing to charity. Publication of the Lloyd George Memoirs will commence after the Kaiser's book has been printed serially. Publication of this will be begun September 24.

Rothermere Buys Brother's Papers

Lord Rothermere, brother of the late Lord Northcliffe, has purchased from the Northcliffe estate its interest in the London Daily Mail, the Evening News, the Weekly Dispatch, and the Continental Mail. Cables from London dated September 17 state that the consideration is understood to be £2,000,000 and that the London Times has been offered to John Walters for £1,000,000. This is understood to be more than he is willing to pay. Lord Beaverbrook is mentioned as a bidder for the London Times, if the Walters family do not take up their option, but it is prophesied that if the purchaser is other than a Walters it will be Lord Rothermere.

NEWSPAPER ADS "STAR" AT AGENCY MEETING

Personnel of United Advertising Companies Told of Performances of Space in Papers at Annual Convention Held in N. Y.

The United Advertising Corporation, the United Advertising Agency and affiliated companies held a general sales convention, September 19 and 20 at the Waldorf Astoria, New York. A number of talks at the agency sessions laid particular stress upon the part of newspaper advertising in general advertising plans.

Theodore S. Fettinger, treasurer of the United Agency, with headquarters at Newark, N. J., pointed out particularly how the many performances of newspaper advertising for merchants and manufacturers proved it to be a great force and that no salesman should or need go beyond the truth in selling newspaper advertising to his clients. There is no need to surround the subject of advertising with "black magic" or to promise untold wealth in return for the money expended. A. Cavalli, of the New York office of the agency, laid stress on the fact that advertisers could secure immediate publicity and advertising through the newspapers for the changes in the styles of merchandise, that sometimes come about overnight. He told the gathering of the various style elements and how they influence the advertising of all merchandise and the part played by the newspapers in the quick dissemination of the manufacturers' message to the public.

E. W. Bateman, vice-president of the Texas division of the agency, told the audience of the specific details of two of the big Southwestern newspaper campaigns—"Mrs. Tucker's Shortening" and The Texas Chiropractors' Association. In the case of "Mrs. Tucker's Shortening," by means of the proper merchandising of the newspaper campaign, the concern was able to sell the jobbers on the idea of taking shorter profits per item in anticipation of the more appreciable profits that would come from greater volume.

In the matter of the Texas Chiropractors' Association the chiropractors of Texas were faced by adverse legislation and the newspaper campaign which was run throughout the State of Texas succeeded in protecting their profession.

Among the other speakers at the agency sessions were Leonard Dreyfus, president of the United Agency; H. C. Daych, vice-president of the agency; Joseph R. Lisson, managing director of the Canadian branch; Martin Prehn, director of copy; Jerome Walter, Joseph A. Burrell, credit manager, and Harry A. Ahern.

Last Tourney of Ad Golfers

The last tournament of the season of the Advertising Club Golf Association of New York, will be played September 2 on the links of the Shackamaxon Golf Club, Westfield, N. J. The Frank Prebrey Cup is to be played for during the afternoon.

The Ludlow

For Heavy Holiday Rush

YOUR heavy advertising during the Thanksgiving and Christmas rush, will tax your type capacity. How will you prepare for it? Will you once more adopt the annual makeshift of buying new type for immediate needs? Or will you solve this problem for good by installing equipment which lasts.

New Type, As Needed, Without Storage

No more type shortage will ever haunt your office when big business looms if you have a Ludlow. You make, as needed, all the type you want, all new and without storage.

No more last minute jams in composing room, because advertisements can be set as far in advance as copy can be secured. With whole issues of forms still standing, your type capacity is still 100 per cent.

Save distribution costs. There will be no more night or Sunday distribution, to make way for next edition. Ludlow forms may be dumped or stored indefinitely. Clean decks follow the Ludlow.

More speed at make-up is easy and natural when the all-slug method is followed. Slugs are quick and easy to handle; they cannot pi, and are easy to justify.

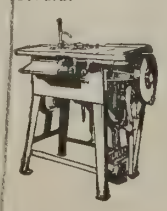
Big type sizes in bold and extended faces all the way up to 60 point, dispense with single types altogether. The Ludlow System covers the whole range.

No type to buy; this leaves money in your pocket each year. Ludlow matrices stay new. Every expenditure brings additional fonts instead of replacements of old ones.

Small investment is important and profitable compared with any other system. This little giant scores heavily on every test. It costs less, takes less space, gives greater capacity, makes more speed, and lasts longer at lower cost for upkeep.

The Ludlow has helped us materially in handling increased business and we entertain no fears concerning its assistance when the heavy fall and holiday advertising rolls in. No more pulling of letters; no more worry about type supply running low in spots. Distribution has been reduced to a minimum. —Allentown Democrat.

In addition to having an almost unlimited amount of type, the appearance of our advertising alone justifies the installation. —Omaha World-Herald.



Ludlow Typograph Company
2032 Clybourn Avenue, Chicago
Eastern Office: World Building, New York City

LUDLOW QUALITY SLUG COMPOSITION ABOVE 10 PT.

IG ADVERTISING ERA SEEN BY RANKIN

rosperity of Nation Based on $7,000,000,000 Agricultural Year Already Felt in Advertising Field—Better Times for Everybody Coming

BOSTON, Mass., Sept. 18.—The signs e set for a bumper advertising period, cording to William H. Rankin, presint of the William H. Rankin Company, dvertising agency, of New York, Chigo, London and Toronto. Mr. Rankin cently came to Boston to attend the tional golf championship tournament, it he took sufficient time away from atching "Chick" Evans in action to oint at some concrete evidences that siness in general and advertising are ttering the upswing.

"Ever stronger and each day with a ndlier warmth, the sun of prosperity beaming upon the United States," he ated. "Not for many years has the rospect seemed so hopeful; the foundaons upon which sane, non-speculative siness are erected have never been more lid. He must be a confirmed pessimist deed who, looking at the clouds made of railroad and coal strikes, confused olitics, outbreaks of disorder, an unttled tariff and such things, does not e that these things are only to hide r a very short time the sun of prosrity.

"It is an axiom in national economics at wealth springs from the soil, and nner crops which conservative estimars place at a value of over $7,000,000,00 are sufficient to show how solidly d on what a firm foundation is based e coming era of prosperity. There is t a business throughout the length and eadth of the United States but what is und in the logical course of nature to el the effect of the announcement that e farmers of America are coming into e market with $7,000,000,000 to spend. hat have you to sell?

"As a matter of fact, I am firm in the lief that the new tariff, so far from ting as a brake on prosperity, will have effect of speeding it up, enhancing it d placing it on a firmer basis.

"But this bumper crop with which the ition is blessed is only the beginning. ever before has the national credit been so high a mark. The world is in bt to us and our position in the money arts of the world is supreme. Surplus edit reserves are piling up daily. Every gitimate security we possess is rising in lue; orderly liquidation of inventories oceeds as a matter of course; cheap ney is seeking in every field new work t do, and new construction projects in ery quarter of the nation make the ions of the optimists real and true.

"And there is no greater or surer incation of the solidity of the new prosrity which is upon us than the advertng field. Here is the very pulse of a business; for the field of advertising the nation's market place. Never was re so propitious a moment for the rchant or manufacturer to let the nan know by judicious and timely adrtising what he has to offer. The riche harvest will be gleaned by those earlie in the field.

"The farmer, the merchant, the manufturer, the banker, all have their faces ward the rising sun of this prosperous e. Back of it all is the high intelligce of one hundred millions of hardrking, God-fearing, home-building merican citizens. Side by side they ve stood while the sun was overcluded with the hate and disintegration o war, knowing that this phase would ss, and that work and faith and high ideals would bring their reward.

"For the prosperity that is upon us is n the prosperity of one class; it is not f the farmer alone, nor the capitalist ane, nor the laboring class alone. On a the workers of the great and busy hie which make up the American nation, th sun of prosperity is shining. The lit clouds, 'no larger than a man's had,' which seem to dim the rays of prosperity's sun are passing surely and swiftly away. The gods of industry are holding forth their hands laden with rich gifts. It is for us to be worthy of the fortune which is ours."

GREENVILLE PRESSROOM SCALE CHANGES

(*Continued from page* 8)

assistants will receive $38 nights and $36 days. Second assistants get $34 nights, $29 days, and third assistants, night work only, $25 per week. Hours are 48 a week, day or night. The old scale for night pressman, night and day first assistants and day second assistants are unchanged. Day pressmen get a decrease of $2 per week, while second assistants on day work receive a $3 increase.

New Typo Scale in Brantford

Brantford (Ont.) newspapers and compositors have signed a three-year contract, effective September 30, providing a scale of $34.50 day work and $36.50 night work for operators and floormen, and $36.50 day work, $37.50 night work for machinist-operators and foremen. Apprentices will receive from $10.50 to $14.50. Hours are 48 a week for day work and 45 for night work. The former scale was: Operators and floormen, $33 day and $35 night; foremen, $36 per week; machinist-operators, $35. The old apprentice scale was $9 to $13 a week.

Union Printers Out of Politics

Denial that the Allied Printing Trades of Boston back any political candidate has been issued by the officers of the unions involved as the result of the claim of William T. A. Fitzgerald that he was being backed by these labor groups. "The Allied Printing Trades have not endorsed any candidate for any political office at this time," the statement said. It was signed by the Boston Electrotypers' Union No. 11, and also by Martin J. Casey, president, and O. S. MeLeod, secretary pro tem of the Boston Allied Printing Trades Council.

Union Won't Support Labor Daily

Members of the British National Union of Journalists recently voted down a proposition to tax each member twopence a year for the support of the London Daily Herald, the labor newspaper. About 25 per cent of the membership voted, 399 favoring it and 739 against it. The Herald has launched a circulation campaign and has dropped its price to one penny.

New Women's Political Weekly

Equal Rights is the name of a publication issued weekly by the National Woman's Party to record the progress the organization is making in its campaign in behalf of a constitutional amendment to remove the so-called legal discriminations against women. Mrs. Eleanor Taylor Marsh, press chairman of the party, is in charge of publication of Equal Rights.

Installing an Ad Board

The Boston Advertiser is installing a special order telephone switchboard in their 82 Boylston street office to take care of want ads. Miss Nora Bielenberg, who has handled classified advertising for over five years in Boston, is in charge of the Advertiser's order board.

Harvard Business Review Soon

The Harvard Business Review, published for the Graduate School of Business Administration, Harvard University, by A. W. Shaw, Chicago, will commence publication this Fall.

IOWA—

Strong in Educational Facilities

Largely because of the abundance of educational institutions, Iowa leads the nation in literacy. Well equipped elementary schools adequately meet the needs of half a million children. About 439 efficient consolidated schools place the advantages of a city high school at the disposal of rural residents. A state university with more than 6,000 students, a state college of agriculture and mechanic arts with over 4,000 students, and normal schools provide means for higher education.

In addition, there are scores of sectarian and private universities, colleges and schools of academic and specialized training throughout the state.

Education Improves the Market

It is impossible to wish for something of which one is ignorant. A great multitude of things, once luxuries, have become common necessities through education. Knowledge breeds desire.

Iowans want the best. Widespread intelligence has led to universal demand for the finer things in life. The great wealth and resources of the state make possible realization of these wants.

Advertisers find Iowa an easier market in which to sell and one supported by huge buying power for products of proven worth.

Reach this wonderful market through the following newspapers.

	Circulation	Rate for 5,000 lines
Burlington Hawk-Eye .....(M)	10,510	.035
Burlington Hawk-Eye .....(S)	13,171	.035
†Cedar Rapids Gazette.....(E)	21,131	.06
*Council Bluffs Nonpareil.....(E&S)	14,749	.05
*Davenport Democrat & Leader.....(E)	14,649	.06
*Davenport Democrat & Leader.....(S)	17,080	.06
*Davenport Times .....(E)	23,839	.07
*Des Moines Capital .....(E)	60,186	.14
*Des Moines Sunday Capital.....(S)	33,607	.14
*Des Moines Register and Tribune..(M&E)	122,074	.20
*Des Moines Sunday Register.....(S)	116,465	.20
*Iowa City Press-Citizen .....(E)	6,320	.035
Mason City Globe Gazette.....(E)	11,015	.035
*Muscatine Journal .....(E)	7,868	.035
*Ottumwa Courier .....(E)	13,186	.05
*Sioux City Journal .....(M&E)	50,804	.11
*Sioux City Journal .....(S)	38,168	.11
*Waterloo Evening Courier.....(E)	15,099	.05

Government Statements, April 1, 1922.

*A. B. C. Statement, April 1, 1922.

†Publisher's Statement for July, 1922.

CHARGE OF CONTEMPT AGAINST SANDERS

Second Arrest for Editorial Comment on Federal Injunction Against Railroad Strikers—Hearing Set for Today

MEMPHIS, Tenn., Sept. 19.—G. V. Sanders, editor of the Press, was arrested here last night, charged with contempt of court, and will be given a hearing Saturday.



G. V. SANDERS

He was arrested late last night by United States Marshal W. F. Appleby, on a warrant charging contempt, in the publication of an editorial alleged to have reflected on the dignity and integrity of the Federal courts.

Sanders was arrested at his home at 10 P. M., and arranged to give $1,000 bond this morning before George H. Poole, United States Commissioner. He was permitted to remain at his home last night.

Sanders' arrest followed publication of an editorial bearing the caption "The King Forbids," commenting upon the arrest of Jacob Cohen, editor of the Labor Review, on a charge of contempt for printing an editorial denouncing the strike breakers as "scabs" and "scavengers."

The warrant for Sanders' arrest did not state whether the contempt charge was based on the Daugherty injunction against striking railroad shopmen or another injunction issued by Federal Judge J. W. Ross, prohibiting criticism of strikebreakers.

Cohen yesterday was found guilty by Judge Ross of contempt of a Federal strike injunction issued by him, and sentenced to six months in jail and to pay a $1,000 fine.

In his editorial Sanders attacked both the Wilkerson and Ross injunctions. Commenting on Cohen's arrest, he said in part:

"If the courts can go that far in muzzling free press, where is the stopping place? Could there be any stopping place beyond that? If freedom of the press means anything at all in this country, it means freedom of an editor to express his opinion on questions which are uppermost in the public mind.

"If a court can take away the right by an injunction, either the court is out of gear, or the constitution. We prefer to think it is the court that is off its base.

"Since the arrest of Cohen, it seems that the local United States District Attorney has decided to prosecute him under the injunction issued by Judge Ross in the Federal Court here.

"It makes no difference whatever whether the injunction was issued in Chicago or Memphis. Both are in America."

AMBITIONS UNFILLED

IN the comprehensive memorial summary which the New York "Times" devoted to Charles Ransom Miller, its editor-in-chief from 1883 till his recent death, is this:

The ambition to become a teacher of Latin and get out his own edition of the "Odes of Horace" was put aside for the time, and Mr. Miller went to work on the "Springfield Republican."

That refers to 1872. Fifty years of arduous newspaper work went by, and at the end of the editor's life the chronicler says:

The early aspiration to edit Horace, persisting through many years, was never realized . . . Mr. Miller never wrote a book.

For the majority of newspaper men, even among the best, that must serve as an epitaph: *He never wrote his book.*

And yet, when the endless quiet work of our newspaper men is considered, when the sum is made up of the facts they have recorded, the minds and lives they have influenced, may they not be rated higher than those who leave unthumbed cards in the depths of library catalogues?—*Colliers Weekly.*

FUN AND BUSINESS

Get-together Dinner of Philadelphia North American Great Success

The classified advertising department of the Philadelphia North American held its annual get-together dinner recently. I. W. Williams, classified advertising manager, says, "We not only have a lot of fun at these dinners but we have enough of business to make it of value to the department."

The program and menu, given in part below, has a Want-ad flavor:

Parcel Post Toasties with Cream of Philadelphia Lineage

Radioshes

Storage Eggs a la Ying Comp e Tition

Carp etcle Ning

Selected Resorted Tea Ravels

Hot Dogs and Birds (save the bird seed and grow some more)

Real Estate Snappers
(One look means a lot)

Spring Poultry Pages
(Pullets Advertisers' Profits)

Williamsized Farm and Garden Produce

Bill Ding's Feet—Sure!

Leg a la Dvertisements

Stewed Help Wanted
Mail and Remail

Mew Sick Ailin' Struments

If there's still any room for rent, here's a business opportunity to the man who wants the situation of filling your machinery, apartments with horses, bicycles, patent attorneys, ordinances and steamboats.

Everything About the North
E. S. Edmondson

Propaganda in Salesmanship
F. V. L. Turner

Graphic Illustration of Promotion
Edmund M. Pitts

Selling the North
T. J. Mulvey

Many, Many Thanks
Doc. Williams

CHARGED WITH CONSPIRACY

President McKirdy of Pittsburgh Press Club Instigates Investigation

S. M. Luckett, an advertising solicitor, L. S. Neff and R. B. Sulter, Salesmen, were placed under arrest in Pittsburgh, September 8, on charges of conspiracy in connection with an alleged outing for the benfit of local newsboys.

According to Detective E. T. McGough, who made the investigation and arrests, at the instigation of John E. McKirdy, president of the Pittsburgh Press Club, in behalf of the club, the men said to have obtained a large sum fr local business firms in contributions the outing, which the men arrested said to have claimed was being held der the auspices of Pittsburgh lo papers and the Pittsburgh Press Clul

Mr. Sulter was chairman of the alle outing. Detective McGough stated, had offices in the Shannon Building, fr where a telephone canvass of the city conducted. The tickets were sold $2.50 each "for benefit of the Newsbo Home and outing," and the money ceived is said to have been appropria by those under arrest.

Three other men are involved, and said by Detective McGough to have b paid a 20 per cent commission for deliv ing tickets sold by the telephone canv and collecting contributions. One ch for $25 was endorsed with the name of Newsboys' Home and cashed in a l cafe. Officials of the Home denied outing or canvass had been authori by them.

WILLIAMS SUES DRY LEADE

Former Editor of the Richmond Jour Asks for $10,000 Damages

Col. Alfred B. Williams, former tor of the Richmond (Va.) Ever Journal, is suing the Rev. David H burn, superintendent of the Anti-Sal League of Virginia and supposed ed of the Virginia edition of the Ameri Issue, for $10,000 for alleged libel.

An article appearing under date September 9 contains the following pa graph upon which Colonel Willi bases his suit: "We will give one lustration and we believe that this due our friends. We refer to A. Williams, former editor of the R mond Evening Journal, which was mouthpiece of the liquor organiza during the statewide campaign and reported to have sold out that org zation for the period of the campa against Statewide prohibition. Williams was so disgusted that the S of Virginia had gone dry that he mo to Baltimore and later to Washing Notwithstanding his unsavory reputa as a liquor advocate, he is now repo to be the editor of Westmoreland Da paper, known as the Loudoun Cou Times, in which the following langu appears: 'The opposition of this ganization (the Anti-Saloon Leag was vile, vindictive and vicious, these words express it very mildly deed.'"

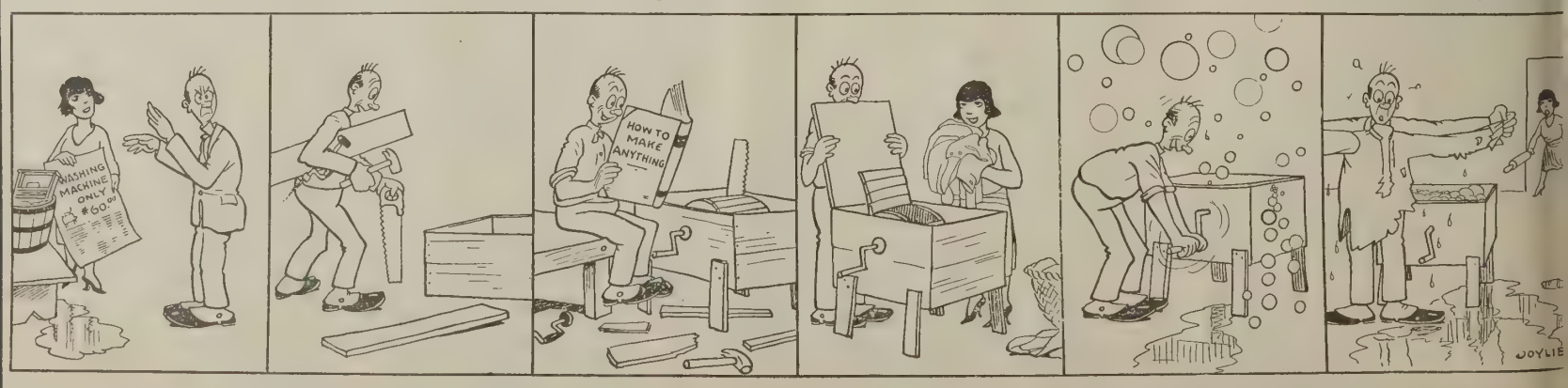
Colonel Williams asserts that he not the editor of the Loudoun Times denies that he was the author of article in the Times which the Rev. H burn quoted.

The Newest 6-Column Comic Strip

DARIUS DUBB

Now Running in Several Leading Journals. Wire for proofs.

DARIUS DUBB—He Makes a Home Made Washing Machine. ***By Doyl***



KEYSTONE FEATURE SYNDICATE **512 Victory Building PHILADELPHIA, PA**

EWS OF ASSOCIATIONS AND CLUBS

PUBLISHING

CI J. PINKSON of the San Fincisco Chronicle has been ec president of the San Francisco s lub, succeeding G. G. Weigle, of Examiner. Other officers elected ilbert H. Parker, the Associated s, vice-president; Frank B. Con-, easurer, and W. F. Kilcline, the ecretary. Directors named for yars were R. H. Cromwell, the nle; Abe Kemp, the Bulletin, and Reerts, the Examiner.

Shanahan, the Eastern (Md.) emocrat; Leo Moore, the Havre Gce (Md.) Hartford Democrat, Jseph B. Finan, the Cumberland Evening Times, were appointed a mee to arrange an equitable rate Ste advertising at the meeting of Maryland Press Association held eber 18 at Westminster. Baltimore sected for the winter meeting.

teiational problems of newspaper isng were discussed in the sum-eeting of the Texas Newspaper isers' Association, held in Galves-Stember 11. Walter A. Dealey, psident of Dallas, presided. Other obs in attendance were G. J. Pal-ecial commissioner of the asso-or J. L. Mapes and Alfred Jones, eumont; Frank G. Huntress, San n; John H. Payne and J. L. Ev-, Houston; Charles H. Newell, as Al H. Schuman, Fort Worth; ., reer, Denison; Harry L. Cohen Jm H. Luben, of Galveston.

neannual convention of the Indus-Editors' Association will be held at Hotel Nonotuck, Holyoke, Mass., eber 29. Sam Wingfield, the Cur-Publishing Company; C. F. Olin, the Departure Manufacturing Com-; George Galliver, president of the rian Writing Paper Company, and or John Cronin are among the ks. Charles E. Coyne, editor of Echo, William Filene's Sons Com-, Boston; James Parons, editor of e Partners, of the United Shoe Ma-er Company, and Anne D. McEl-the Gilchrist Company Ace, idt, secretary and treasurer, re-ively, are working on arrangements. Cox, of Telephone Topics, is head neprogram committee.

ne Sigma Delta Phi, professional nasm fraternity, will hold its na-l convention at the Kansas State cultural College at Manhattan, Kan., ober.

r ilbert Parker was the guest of r it a luncheon given by the So-Midland Authors at the Audi-rhotel in Chicago at 2 o'clock the noon of September 17.

ne all meeting of the Carolinas' Cir-ic Managers' Association will be in Winston-Salem, N. C., about the lof October. At this meeting the ir Circulation Managers' Associa-wl be brought into the organization it name changed to include circula-nagers of this state.

ADVERTISING AND BUSINESS

H Pilgrim Publicity Association of Boston held a house warming r its new quarters in the Hotel ev September 16. Representatives vious advertising organizations l parts of New England came. neon of 150 covers was served in R Room of the hotel. After this as a tour of inspection of the as-ti's quarters on the seventh floor, r he guidance of Chester I. Camp-te president. Afternoon tea was dn the rooms and a group of wom-e ed by Miss Frances Hanson, sec-y treasurer of the New England Ad-si Clubs and former president of Advertising Women's Club, enter-d he visiting women's club members. n those who were present as representatives of various organizations were Miss Anna L. Mahoney, president of the Advertising Women's Club of Boston; William Balser, former chief crier of the Providence Town Criers; W. B. Snow, chairman of the New England Council of the Associated Advertising Clubs of the World; Frank A. Black, vice-president of the A. A. C. W., in charge of the New England division; L. A. Hastings, president of the Worcester (Mass.) Advertising Club; Edward A. King, former president of the New England Advertising Club; Ben Rawlings, treasurer of the Providence Town Criers; E. S. Durkee, president of the Lantern Club; Mrs. Florence Walker, former president of the Providence Advertising Women's Club; Henry Green, manager of the Boston Better Business Bureau, and William B. McLane, president of the Portland (Maine) Advertising Club.

The Fourth District Advertising Clubs convention is to be held in Chattanooga, Tenn., October 23-24. Arrangements in Chattanooga are in the hands of L. J. Wilhoite, president of the Chattanooga Ad Club, and F. J. Hitz, club secretary.

The National Co-operative Advertising Association, of which Herman Roe, of the Northfield (Minn.) News is president, has rented an office at 141 West Thirty-sixth street, New York. Mr. Roe is coming to New York shortly to confer with national advertisers and advertising agencies and push the work of getting his organization started.

A series of twelve lectures, to begin September 22, has been arranged by the Davenport (Iowa) Ad Club. Prominent leaders in the advertising field of Davenport, Moline and Rock Island, Ill., have been engaged to give these lectures.

New officers were recently installed by the Wichita (Kan.) Ad Club at their first meeting of the fall season. Charles A. Smith, of C. A. Smith & Co., succeeds John Millhaubt as president. Other officers are L. W. Baurerle, vice-president; Frank Galle, secretary-treasurer, and, directors, Charles H. Armstrong, E. H. Eberhardt, Floyd Irving, Harry Toby and John Millhaubt.

B. W. Elliott has been elected president of the Advertising Club of Wheeling, W. Va. Other officers are Will Hunter, vice-president; Willard F. Garrett, secretary; and French D. Walton, treasurer.

The American Manufacturers' Export Association will hold its annual meeting at the Waldorf-Astoria, October 25 and 26. E. W. Drooston, export manager of Robbins & Myers Company, is chairman of the committee on arrangements for this convention.

Editor Arrested for Forgetting "Adv."

W. L. Thorndyke, editor of the Kissimmee (Fla.) Valley Gazette, has been arrested and released under bond pending hearing. The arrest was made under an information filed by County Solicitor Milton Pledger of Osceola county. It is understood Thorndyke is charged with publishing campaign literature without marking it "paid advertisement," and also that he is charged with publishing articles opposing a candidate without giving the stipulated 18 days' notice to the candidate.

The Cedar Rapids Transaction

Through an error it was stated in EDITOR & PUBLISHER last week that the Cedar Rapids (Ia.) Gazette and Times had been sold by Luther A. Brewer to a syndicate composed of Col. W. G. Dows, Ike Smith, W. G. Haskell and H. W. Havner. In reality the paper sold was the Republican & Times. The Gazette is an evening paper with no relation to the transfered property.

Montreal Gazette Will Build

The Montreal Gazette is contemplating building a new home for the paper, but nothing definite has been done as yet, was the statement made by officials of the Gazette.

PLACE YOUR MESSAGE

for the selling of nationally advertised products before the prosperous people of

INDIANA

This is a great business state, "right in the heart" of everything; giving you excellent steam, electric and water transportation; agriculture, steel industry, coal mining and general manufacture.

The people of Indiana are liberal spenders for all things that go to make their Home-State worthy of all the affection they have for it.

Advertisers owe it to themselves to carefully scan the Indiana field and its great possibilities. This field can be judiciously covered by the use of Indiana newspapers.

The dailies listed below reach the greater part of the worth-while people of the state and can be of great aid in helping national advertisers to secure a firm foothold in one of the greatest units in the country.

		Circulation	Rate for 5,000 lines
Decatur Democrat	(E)	3,151	.025
*Evansville Courier	(M)	22,938	.05
*Evansville Courier	(S)	21,392	.05
*Fort Wayne Journal-Gazette	(M) 23,528	38,582	.10
*Fort Wayne Evening Press	(E) 15,054		
*Fort Wayne Journal-Gazette	(S)	24,661	.07
*Fort Wayne News-Sentinel	(E)	31,508	.08
*Fort Wayne News-Sentinel	(S)	32,008	.08
*Gary Evening Post and Tribune	(E)	8,953	.05
*Indianapolis News	(E)	115,634	.20
LaPorte Herald	(E)	3,721	.025
†South Bend News-Times	(M) 9,021 (E) 9,170	18,191	.05
†South Bend News-Times	(S)	18,864	.05
South Bend Tribune	(E&S)	16,027	.055
*Terre Haute Tribune	(E&S)	22,381	.06
*Vincennes Commercial	(M&S)	5,010	.025

Government Statements, April 1, 1922.

*A. B. C. Publishers' Statements, April 1, 1922.

†Publisher's Statement.

WHAT OUR READERS SAY

Farm News

COUNCIL BLUFFS, IOWA, SEPT. 12, 1922.

TO EDITOR & PUBLISHER.—I notice from time to time articles in EDITOR & PUBLISHER regarding farm journalism for the daily or the weekly; what is, or what is not farm news, and what bearing farm news might have on the circulation department and the advantage it might or might not give in advertising. It has interested me very much because farm news is my bent. This it is that brings me my bread and butter. I do know that the farmer praises the paper that will take pride in agricultural surroundings. I don't want to assert myself as an authority on this subject of farm news, but I should like to state my view as developed after a few years of association with dirt farmers whose experiences I write for their own weekly journal.

Because I passed directly from dirt farming into daily newspaper reporting I have always been inclined toward farm news. What appeared as interesting to me in the county seat position, the city bred reporter ran over as of no importance. So, the local columns contained items of hogs sold, cattle bought, buildings going up, and even the first chicks in the spring, or the first load of grain at threshing time, were faithfully reported by me.

All this was long ago and in a little city, and time, I believe, has broadened my views as to what farm news really is. Now I go out directly to the farmer in his fields. No longer do I mention merely that John Jones sold hogs or sheep or cattle, or that Mrs. Jones' old hen hatched the first chickens of the springtime. Such idle gossip as that would be! Long before the paper comes around with the reports, the neighborhood has heard them over the telephone party line, and over where the Joneses are not known, who cares? They have pigs and cows and chickens of their own which might deserve mention, but which, by some careless crook, never got into print, and so what prestige the paper won in one neighborhood, it lost in the other through envy of the latter.

We must delve deeper for farm news than into the shallowness of the surface. We must write of the things that will enlighten, uplift, and point the way upward out of drudgery. knowledge that will bring him larger yields if not better prices for his produce. He craves knowledge, but this he will not have forced upon him as we force castor oil down the throats of our infants with a spoon. Out of this desire for more knowledge the agricultural extension departments were born. Their bulletins are packed with the knowledge, but not in the appetizing English of the newspapers. Therefore they are taken slowly, grudgingly.

The newspaper can be the connecting link between the extension department and the farmer. What the extension departments have worked out in their demonstrations in field, feeding pen, and laboratory, let the newspaper make vital, concrete, emphatic, by applying it at home on the farm. Somewhere in the nearby territory are various farmers who are not working in the dark. They can be discovered through the office of the county agricultural agent, or they can be pointed out almost any day when they come into the town. Go to them for the interviews on better farming and you will be surprised at the intensity of farm interest you will obtain. Your story will be a verification of the truths brought out in the experiments in the agricultural station that all of us should be supporting.

Bulletins from these experiment stations that go out to the farmer seem coming from so far away—down from the land of strangers, so the farmer reads them only with a grain of salt, or ignores them altogether. Only a few are awake to the importance they contain. They can be localized, brought home, warmed up, colored up, glorified, after the newspaper's own style and they will be eagerly read by the farmer. Find the farmer who follows them.

Interview the successful farmer. He will reflect the knowledge he has gained from his own experience coupled with experience with the extension men. Any good reporter can get this interview, but unless the reporter has some knowledge of agriculture—more than that—love for it—he will be apt to regard this as of little importance. He will not know what queries to apply to his subject. If he be an agriculturist at heart he will meet the farmer on common ground and the narrative that he seeks will come very naturally as one farmer talks over the roadside fence to his neighbor. It will not be enough to know that his subject raised the biggest and best hogs. He must discover what plan of breeding and feeding the farmer followed. Ten chances to one it was very similar to one recommended by the animal husbandry department of the agricultural college upstate.

Agricultural bulletins from the stations are dry reading except for the farmer who is grasping for every new thought. Apply them to local farmers, serve them up in the bright, snappy journalistic way, and even the most stubborn man of the soil devours them as news and begins to see the light.

I like to keep posted on what is being worked out in the extension departments and then to seek the farmers who are being guided by the experiments. There is usually only one right way to farm in a certain locality. The rest are only partially right or entirely wrong. There is a reason for every failure, and the agricultural experiment stations are striving to discover all of them. They have solved hundreds of the problems and will solve more, and the press of the country can be of tremendous assistance.

There is romance in farm journalism, much more than you will find following police court records or marriage license clerks. The most romantic of all the crops I find to be the lowly potato. Follow the potato specialists a season or two and you will discover why. It is a living, breathing thing, so sensitive to every change of soil and climate and so responsive to human care.

I cannot understand why farming, science, profession, art that it is, should not have its department in the newspaper along with society, finance, automobile, and the courts. The more local the department can be made, the greater value it will be. So many of the daily newspapers I pick up imagine they have a farm department when they only clip from here and there afar off, and the ignorance of the farm editor is manifest in the untimeliness of the chosen articles. I know one case in particular where a society editor, a young lady, who never in her life was a farmer, makes up the farm page as filler for the lean issue every Monday morning.

If only the bulletins from the stations were written by regularly trained newspapermen, the farmers might take them more eagerly, but they are prepared by men who are otherwise professional. I believe the time is not far off when they will be from the typewriters of journalists who fully understand that their contents must be more than informative. They must be bright, entertaining, sunshiny, almost jesting, like all of the newspapers also should be, even if some of them are not.

—GEORGE R. HARRISON.

The Home Paper

OMAHA, Neb., August 29, 1922.

TO EDITOR & PUBLISHER: The following reasons why home folks should lend their support to their home paper came out in a recent issue of the Valley (Neb.) Enterprise:

1. Because, when you were born, it was the home paper that introduced you to the world.

2. When you grew up and graduated the home paper gave you another writeup.

3. When later on and you found your life companion and were happily married the home paper gave you and yours a nice notice.

4. When sickness and misfortune invaded your home, the sad news was carried to your friends and neighbors by the home paper.

5. When you had been successful in a business venture or had been promoted, it was the home paper that heralded your ability.

6. If you sold out or moved to another location the home paper followed you with news of friends and neighbors.

7. When some unscrupulous person tried to injure your character, it was the home paper that came to your aid.

8. Because the home paper boosts your town and its institutions, its people, its schools, its churches, and helps to promote good fellowship in the community.

9. Because the live merchants offer money-saving bargains and protect you from catch-penny mail order houses.

10. And last, when you are finally laid away, it is the home paper that prints consoling news of your demise, and that extols your virtues so the hearts of those who mourn are made to feel thankful that the home paper stuck by you from cradle to grave.

ARTHUR R. DAVISON.

Wants a Patterson Infeed Device

CLINTON, Ind., September 13, 1922.

TO EDITOR & PUBLISHER: I wonder whether, from your records of advertising, you have any knowledge of the Patterson Infeed device for use on web printing press. We bought a Cox Duplex three years ago, equipped with one, which has worked satisfactorily and to change to the regular device made by the Duplex printing company means time and expense. The Duplex people claim the Patterson outfit is out of business and they don't know where we can get some new rubber disks—that ride the ribbon. If you can throw any light on where we can get such we will appreciate it.

THE DAILY CLINTONIAN,
J. W. PIERCE, Publisher.

Mr. Hamilton Analyzes an Editorial

NEW YORK, September 2, 1922.

TO EDITOR & PUBLISHER: This morning's leader editorial in the Wall Street Journal is a simple syllogism of the kind you wanted for your re-interview with me in EDITOR & PUBLISHER of September 2:

* * *

A RESIDUE OF REAL GAIN

There is a significant item in Friday's Wall Street Journal which states that the Chesapeake & Ohio shops have now 70 per cent. of a working force and are turning out much more than 70 per cent. of the production previous to the strike. Out of the shopmen's strike may come a thorough reform of those preposterous national working conditions established by McAdoo and only in part repealed by a decision of the Labor Board. It is evident also that the strike is falling to pieces. The strikers themselves have become strikebreakers by taking jobs on railroads safely distant from those which previously employed them.

Eighteen years ago contraction in general business forced one of the greatest systems in the United States to cut its shop force 50 per cent. after a time of inductrial activity. It did this by retaining on full time that 10 per cent. of good men who will not allow even a union to force them to do poor work. It laid off the 10 per cent. fringe which is always on the verge of unemployment from its own worthlessness. The remainder of the men were put on three days a week instead of six. Theoretically this was a reduction of 50 per cent. in the working force. But in a fortnight the output was 70 per cent. of what it had been and in six weeks it was 85 per cent.

Leader Lewis' $14,000 salary would call it "sweating," and this was clearly squeezing the water out of labor. People who remember the shirking and poor work, short hours and needless overtime of the war will hardly need to be told that at least $10,000,000,000 of our national debt of $23,000,000,000 represents watered labor. Every wasted hour will have to be made up by an honest hour's work; every unearned dollar must be redeemed by our children in a dollar which will be at least a hundred cents American. If the strike results in squeezing the water out of railroad shop labor it may be well worth its cost to the American consumer and taxpayer.

There is one fund for the payment of wages, and that is production. Over-production is so rare as to be negligible because it can always be remedied by increasing the production of transportation. If, as the great chemists say, "dirt is only matter in the wrong place, a surplus of raw material or manufactured goods is only something which has not yet been moved to its market. So long as men require food, clothes and shelter the world is in no danger of over-production. But it is in real danger of under-production, and the scientific cultivation of artificial scarcity is the only efficiency the central labor unions have ever developed.

Under the lead of the Pennsylvania Railroad, which deals direct with its contented workers and needs neither the Labor Board nor the unions, railroad production is at last beginning to shake off part of the incubus laid upon it by cowardly politicians and crooked labor leaders.

* * *

This editorial consists of a major premise, a minor premise and a conclusion. The major premise, the thought which is everlastingly true, is in the last paragraph but one—that production is the only fund for the payment of wages. The minor premise, the news of the day, that a railroad shop is getting better work than before the strike out of fewer men, is in the first sentence. The illustration is in the second paragraph and refers to the Pennsylvania Railroad in 1907, and the conclusion is in the last paragraph. The might have been stated first and perhaps editorial would be the stronger if it left out. It is a good thing to leave torial when you have made your point the reader draw his own conclusion.

* * *

There is one error in your interview accuse me of having worked on the P Gazette under H. Wickham Steed. some desk editor's work, and I do no Wickham Steed was in journalism at t but the idea of working for Northcl and editing a London daily thirty year absurd. The Pall Mall Gazette was c by William T. Stead, one of the most journalists who ever lived, even if he clined to fly off the handle.

W. P. HAMILTO
Editor, The Wall Street Jo

E. & P.'s Live Departmen

COATESVILLE, Pa., August 31,

TO EDITOR & PUBLISHER: I want gratulate you upon your valuable dep "Hunches," as it really contains quite interesting dope. I have used a number hunches and have obtained great results interested also in the one dollar prize c have planned to submit several hunches have used myself in newspaper work introduce myself as a member of the sta Coatesville Record, Coatesville, Pa.

W.

Label Publicity Yarns

BERKELEY, CAL., Se

TO EDITOR & PUBLISHER: So far as t ing public knows or cares the contents news columns of a paper have the tacit ment of the publication, as to fact. P who realize this and who recognize th toward their readers are extremely care all opinionated matter in the news col credited. They hold, and rightly so, news columns are strictly imperson should, aside from features, reviews, in and other material, credit for which clearly established, merely chronicle the ings of the day.

Laudatory theatrical or motion

The Bradford, Pa., Star and Record

Says—

"We run these ads at top of our first page on Saturdays, or as a full page on back page, entirely at our own cost, and have been doing this for two years."

The Gloversville, N. Y., Morning Herald in ordering Church Advertisements, Series No. 3, says: "We shall use one of these ads each week on our church page."

In the same manner the Milwaukee Journal, Greensburg, Pa., Tribune, Sault Ste. Marie News, Brandon, Man., Sun and other papers in this country and Canada are ordering these advertisements.

Series No. 3 is the best set of church advertisements ever offered newspapers. There are 52 pieces of copy, each 250 words, arranged to fit in with special church events, offered at a price which averages only 30 cents to $1.40 a week, depending on circulation of paper. Proofs on request.

Start something new in church advertising in your town and use these to stimulate more advertising by individual churches.

CHURCH ADVERTISING DEPARTMEN
A. A. C. W.

Send for proofs to Herbert H. Smith, 156 Fifth Ave., New York City. After Oct 1 the headquarters of this department will be Witherspoon Bldg., Philadelphia, Pa.

ic: or so-called news, bear the same re-ionship to the readers as unsigned news items it implied that the newspaper vouches for e py or the picture. Therefore, in fairness th readers, all such material, unless signed a dramatic critic, should bear some distin-shg mark indicating that, while it is rtl as news, its text does not necessarily e ie endorsement of the publication.
'h same applies to the news contents of the rorbile section which, in many instances is tted with free writeups—material sup-ec of value to the autoist, but much of it a matter of fact, merely free notices ac-mpied by advertising made necessary to ai the writeup.
Th Gazette now has under consideration a n f labelling all material used in its news ms that has not been prepared by staff nlers or does not carry the credit line of our egiphic services. If the plan is finally opti all material of the character heretofore ntned will carry the slug line of "Publicity tte." This offers a simple "out" for the olier who wants to be fair with his readers ho at the same time is forced by condi-ns ver which he has no control to publish rei which he is not prepared to endorse.

JAS. E. WALES.
Editor, Berkeley Gazette.

ncy Papers Have a Real and Important Place

MONTREAL, September 15, 1922.

To EDITOR & PUBLISHER: You may have rec in recent issue of Life dated Sep-tbr 7th, a burlesque on the present day nd newspaper.
Th subject matter is splendid, but the roection appeared to us to be rather bitter ex ession.
a, accordingly, sending you a copy of a er which I have addressed to the editor Li. It follows:

* * *

R LIFE:—
ve just finished reading the very amus-ine entitled "The Sunday Number," but wa somewhat disappointed to find that in r ening pages you have given what is for a very unusual display of bad temper.
n our introduction, Gutenburg is repre-tec as making comments on the contents th present day Sunday Newspaper, and n other comments he refers to the Comic oph ent as being the very poorest form of no etc.
Fo my dear Life, even the most elementary ins establishments are not supposed to se their competitors, not only because it is tne but because it is poor business policy, p rticularly as there have been occasions en the remarks that you have made could pos ed to as a shining example of the "pot in the kettle black."
Ho ver, Life, we digress from our subject, a we supply a goodly quantity of very Canadian Newsprint on which many ex-en comic supplements are printed, I am ng he liberty of sending you a little folder chherhaps will give you a new understand-of the principles on which the comic page ou ied.
fo all one must remember that for every a ng your circulation that considers Life sil and the comic supplement vulgar, there fil , including myself, who sometimes con-r fe very dull and the comic page humor-tcan extreme degree. However, as you e doubtless discovered the masses are always, udg myself, stupid and lacking in sense hu or.
cl ring that while there is Life there is , am

A. L. DAWE.

* * *

n it seems that the Sunday paper has a l al and important place in present day nd m, and I would be interested in know-if ou have received other comments on this ec

A. L. DAWE.

Wi Not an Auditors' Association

EL PASO, Tex., September 13, 1922.

O DITOR & PUBLISHER: Notwithstanding re onsibility which newspaper auditors as-e d the complex questions they are called decide in every branch of newspaper nag, publishers are continually at a loss lece if a man is really in a position to ce of their interests, for however good an ay be in ordinary accounting, he is cer-y t a newspaper auditor and accountant ou years of experience. Publishers ex-thir auditors not only to audit accounts, to lace before them a monthly statement os statistical records, and protect them ns irregularities in every department.
ew aper executives are organized in cir-io classified, display and editorial, and qte time that auditors and accountants d rces, not only for the benefit of pub-rs, but for the former's protection and a there is no doubt but publishers would r engage men who are qualified by he ip to an organization limited to ex-nc newspaper auditors, in preference to norant of newspaper work, for the r son they prefer their circulation man-s t be members of the I. C. M. A.; adver-g nagers members of the A. A. C. W.,

e xchange of ideas between members is he reatest value to publishers, who neces-y in a very distinct advantage by having be of these organizations as executives, in view of the present day requirements d by men of proven experience and ability he particular profession are taken into de tion by the leading publishers, the ssi of a newspaper auditors' association ar to be paramount.
a ition to the advantage of such an as-tio to publishers, the benefits to members would be even greater; an auditor, like any other executive, sometimes wishes to make a change, possibly through indifferent health or some family reason, and a welfare department could put such men in communication with publishers, thus avoiding delay in making a change, while the exchange of ideas at the association's convention would help each member to be more up-to-date and of greater value to the publisher.
In asking for the publication of this letter, I have no thought or intention of seeking an official salaried position with an auditors' association, but have only in mind the many advantages to be obtained by publishers and newspaper auditors.
Every newspaper auditor is cordially invited to give his expression of opinion and suggestions so that a definite decision may be reached, with a view of forming an association.

B. G. BRINKLEY, Auditor,
El Paso Times.

How a Semi-Weekly Uses E. & P.

LONDON, Ohio, Aug. 29, 1922.

To EDITOR & PUBLISHER: Enclosed please find four clipped articles from your "Money Maker-Saver" column, for which credit me with a subscription to your magazine. I am much pleased with the publication and find it a big help in my work as editor of the Madison Press, a semi-weekly printed here. We have a circulation of 32,000 paid in advance subscribers and we print on Monday and Thursday.
At the present time, I am conducting a contest among the farmers and garden fans for subscription to the paper for the largest specimens of various farm and garden produce exhibited in our office. This was suggested in one of the items I noted in your magazine and is making quite a hit with the community, especially in the face of a subscription contest put on by the opposition. Good luck.

A. K. CHENOWETH.

A Square Contest Man

LAREDO, Texas, Aug. 17, 1922.

To EDITOR & PUBLISHER: About a month ago I read a series of articles in EDITOR & PUBLISHER on Contests and I certainly want to congratulate you and Joseph S. Rogers, the author, on the frankness in which you discussed the same.
I used to work with a man named Rogers several years ago, and I was wondering if it was the same Rogers. At any rate, would you mind sending me his address?
I consider by publishing those articles that you have done more to help the contest business than any other agency and I have heard several publishers express the same opinion.
The Rogers I used to know, and I feel certain he is the author of those articles, was the orginator of many contest ideas now in use—and one the squarest men I have ever had the pleasure of meeting. I am confronted with several difficult problems at present and I think he might make some suggestion that would help me.

J. J. BENDER,
Campaign Manager, Big Four Organization.

A New Local Rate Basis?

SOUTH BEND, Ind., Sept. 15, 1922.

To EDITOR & PUBLISHER: I am enclosing herewith our new rate card, which we believe to be a new departure in the local advertising field, basing our circulation and rates on three cents per inch per thousand for daily advertisers, and, as you will notice, a few cents difference for less frequent advertising.
Believing it to be new, I am simply sending it to you with the thought that you may be interested, for it looks to us to be the right basis on which to make rates.

SOUTH BEND NEWS TIMES.
J. M. STEPHENSON, Publisher.

Crist Takes Over Tribune

The Anderson (S. C.) Tribune, published every morning except Monday, has recently been taken over by E. V Crist, advertising manager of the paper for more than a year. Since Mr. Crist became publisher of the Tribune, he has appointed George C. Sims, of Norfolk, Va., advertising manager and T. C. Jackson, circulation manager. Wilton E. Hall, editor of the Tribune for the past two years, remains. E. N. Smith, who came to the Tribune from the Tampa Tribune, as city editor, has resigned to go to the Greenville (N. C.) News and has been succeeded by L. M. Trotti of the Atlanta Georgian. The Anderson Tribune was founded in 1917 by V. B. Cheshire.

Fraternity Officers Meet

The executive officers of Sigma Delta Chi, national journalistic fraternity, met in Ann Arbor, September 23. Those attending were national president, K. C. Hogate, New York; national treasurer, Neef Ward, Chicago; secretary, T. Hawkey and Professor F. L. Martin, School of Journalism, University of Missouri, editor of the fraternity's magazine.

If you did not like your town pretty well you probably would not spend your life getting out the very best daily newspaper possible to produce for your fellow citizens.

As a progressive, wide awake citizen it is your duty to do everything you can to make your good town a better town—to keep it thoroughly up to date—to keep it just a jump or two ahead of any other town of its size in the country.

When you tell manufacturers of the splendid market your town offers; when you put the story of your town before them, you are living up to your opportunities; you are inviting them to come to your town—to share in the prosperity of your town, to introduce their products to your fellow citizens; to share profits with your merchants.

If, in doing this, you necessarily offer the services of your advertising columns, you are merely pointing to the easiest, least expensive, quickest and most logical way for them to establish a market.

Inasmuch as most of the men who make up advertising lists are readers of EDITOR AND PUBLISHER—our advertising columns are splendidly equipped to carry your message to them.

EDITOR AND PUBLISHER really enjoys co-operating with publishers of daily newspapers who wish to sell their towns to National Advertisers.

EDITORIAL



RAISE THE "A. B. C." STANDARD

AUDIT BUREAU OF CIRCULATIONS had on its membership list on August 18 last 33 business publications of "free distribution" as follows:

American Exporter
L'Exportateur Americain
Exportador Americana
Exportador Americano
Blue Book Foreign Trade
Building Materials
Buyers' Register
Cement Mill & Quarry
Chilton Automobile Director
Chilton Hotel Supply Index
Chilton Tractor Index
Concrete Products
Directory of Bidders
El Comercio
El Automobilismo
La Industria
Export (English, French, Spanish, Portuguese)
Fertilizer Green Book
Ford Car Trade Journal
Hendricks Register
Highway Engineer
MacRae's Blue Book
Mining Catalog
Mining Catalog Metal Quarry
Modern Hospital
100% Management Magazine
Pit & Quarry
Southwestern Bankers Journal
Sweet's Architectural Catalog
Sweet's Engineering Catalog

Stanley Clague, the managing director of the Bureau, informs EDITOR & PUBLISHER that the question to be determined at the October 20 meeting at the La Salle Hotel, Chicago, is whether the Bureau will continue to accept publications of such character as members and to what is to be done with those who are now members.

Shall they be given a sufficient length of time in which to qualify with paid circulations and, upon a certain date to be set, automatically lose their membership unless they qualify?

Or shall they be eliminated forthwith?

Many newspaper publishers have been surprised to learn that such publications are enjoying membership in the Bureau and have asked the question how did it happen that they were admitted? Certainly this was done without the members' consent.

But with few exceptions publishers say they will be willing to forget the past, with its involved explanations, and vote for immediate elimination as of November 1, 1922, of free publications from membership in the Bureau, for none of the free publications now audited by the Bureau are entitled to second-class entry in the Post Office and only a very few are eligible to membership in their own field of legitimate publishing organizations. In plain words, they do not measure up to the most elementary qualifications of what constitutes a legitimate periodical or newspaper in the judgment of the government and the leading publishers of the country.

This does not mean necessarily that the free publications have no place or function or that they are without advertising value. They have in fact the same function and value as any piece of direct-mail printed matter; other things being equal. But they should be made to travel under their own colors.

LIES FROM ASIA MINOR

DANGER to America lurks in the Near East; just how great that danger is or will become rests entirely with the American newspapers.

The international propagandists are busier today than at any period since 1914 and it is regrettable that American editors after their sad experience with Old World liars during the Great War should now put such faith in the same sources of information.

Elihu Root, writing in the new quarterly magazine Foreign Affairs, might well have been discussing the first news to reach us of the sack of Smyrna by the Turks as a warning against the dangers threatening popular diplomacy when he said:

"When foreign affairs are ruled by democracies, the danger of war will be mistaken beliefs. The world will be the gainer by the change (to open diplomacy), for while there is no human way to prevent a King from having a bad heart, there is a human way to prevent a people from having an erroneous opinion."

Probably no event since the great war has better emphasized the need of internationalized communications free from censorship, if honest public opinion, the basis of the new diplomacy, is to be arrived at.

Unhampered communication is the biggest problem before the independent newspapers of the world today and it is one that demands the serious attention of all editors who are striving for truth. It is the principal reason why the Press Congress of the World should receive the unstinted support of newspaper men everywhere. In touching on this phase of the new order in diplomacy Mr. Root says:

AN AMERICAN'S CREED

COMPILED BY CHAS. W. MILLER

Vicksburg (Miss.) Herald

IN the sweat of thy face shalt thou eat bread, till thou return unto the ground; for out of it wast thou taken: for dust thou art, and unto dust shalt thou return.—(Gen. iii:9). Ye shall do My judgments, and keep Mine ordinances, to walk therein: I am the Lord your God. Ye shall therefore keep My statutes, and My judgments: which if a man do, he shall live in them: I am the Lord.—(Lev. xviii:4,5).

"Our people have been taught by events to realize that with the increased intercommunication and interdependence of civilized states all our production is a part of the world's production and all our trade is a part of the world's trade, and a large part of the influence which make for prosperity or disaster within our own country consists of forces and movements which may arise anywhere in the world beyond our direct and immediate control."

It would seem that until such a time as unhampered communications are opened to the newspapers and news agencies of the world our Government should make some arrangement whereby the American people can secure the facts about important international happenings while opinion is in the formative state.

That could have been done at Smyrna where there were American representatives of proven honesty and ability as impartial observers and a number of warships carrying powerful wireless. It certainly is not to the credit of American journalism that in this case it accepted and printed as news canned propaganda that was carefully prepared by interested politicians located several thousand miles from the scenes of horror they pictured.

THE WEEK

G. V. SANDERS, editor of the Memphis Press, has been arrested on a charge of contempt for reprinting an editorial from the Labor Review that resulted in Editor Jacob Cohen of that publication being sentenced to six months in jail and fined $1,000 for daring to criticise the obnoxious Daugherty injunction against the right to reason. Editor Sanders committed the unpardonable crime of raising the question, "Why?" This important case to decide whether the Constitution is supreme or whether an Attorney General can transfer its powers to a Federal Court will be tried today.

Two brokers have been expelled from the New York Stock Exchange for "conduct inconsistent with equitable principles of trade."

The National Association of Retail Clothiers, meeting in the Madison Square Theatre, adopted a code of ethics that binds the members to a truthful representation of merchandise and to stanch integrity in all their dealings.

The insidious propaganda carried on by the directors of public relations of the railroads of the United States is at last being felt. Four New York City newspapers carried streamer headlines to the effect that the United States Railroad Labor Board had been defied by the New York Central and Pennsylvania railroads. It was not true, but the experts in public relations got credit for "putting it over" and justified in this case at least the fancy salaries and retainers that they now enjoy.

It is a long time since Ben Franklin wrote, "That they who will not be counselled cannot be helped. If you do not hear reason she will rap you over your knuckles."

But it's still true.

COMPETITION IS CONTROLLING

FOR EVERY INCREASE of a page of tising over last year, the 17 New Yo newspapers have given their readers seve tional pages of news and features. This ve erous attitude on the part of the greater cit paper publishers has resulted in an increas sumption of 33,835 tons of newsprint paper percent more than for the first 7 months of

A study of the illuminating tables containi data, presented in EDITOR & PUBLISHER for ber 16, indicates that the percentage of ne features to total space for morning and papers has ranged from 77 percent for the B Times for first 7 months this year to 42 per the New York Times and for evening pape 72 percent for the Post to 48 percent for the

News and feature pages to total pages approximately the following percentages: A 64, Eagle 48, Brooklyn Times 77, Commer Journal 52, Mail 59, Post 72, Sun 48, Teleg Evening World 50, Globe 53, Herald 60, Dail 69, Standard-Union 60, Times 42, Tribune 64 ing and Sunday World 47.

Contrariwise, paid advertising lineage—lo tional, classified—for each paper listed avera following percentages to total pages printed newspaper: American 36, Eagle 52, Brooklyn 23, Commercial 24, Journal 48, Mail 41, Sun 52, Telegram 42, Evening World 50, G Herald 40, News 31, Standard-Union 40, Ti Tribune 36, Morning and Sunday World 53.

All of the greater city publishers realize t such operation and consumption will ultimate upon the sensitive newsprint market, if not diately controlled. But the element of con and the pursuit of wornout theories of techn controlling and it has been difficult to re satisfactory basis of conservation.

Some papers are selling at 3 cents per co 10 cents per copy Sunday, others at 2 cents d 5 and 6 cents Sunday. And in the metropoli this often means delivery at the home of scriber at these prices, plus a delivery charge

Publishers who maintain the higher pric ards seem to feel that they are in a con position and should not be expected to join general conservation program with publish are underselling them. But a crisis is thr and EDITOR & PUBLISHER urges that, in the of all papers, some sane basis should be imm found to bring together in a helpful, cons conservation program, the dominant factor greater field.

Meanwhile, many of the newsprint manu have sensed the attitude of the big consum are taking advantage of the insane competit for bulk pages and the coal and rail strike si to withhold and delay shipments on regu tracts, to advance spot news prices and to permission to advance regular contract price mills. But industrial conditions are now m

Is it too much to expect that in the prese gency newsprint manufacturers will be gu the experiences of the past, look ahead and the future with vision and sanity to a stable when the element of good-will will count larg increased volume of business at a reasonable

A BRILLIANTLY TOLD TALE

"TODAY IN THE NEWSPAPERS" i liantly told tale, in eight interesting presented in an artistic setting. The article, "The Battle With Selling Costs," William A. Thomson, is a logical, forceful vincing argument as to the power of the n to economically market merchandise. The of sales impelling newspaper copy selected sented with a series of illuminating essays themes as "Strategy," "News," "Humor," paper advertising, by Mr. W. Livingston will hold your interest and convey many a to your mind on the power of clever craft in advertising to center your thought on a co proposition and to impel action of a favora The Bureau of Advertising merits fullest p this accomplishment.

PERSONALS

ANK B. NOYES, president of the ssociated Press, accompanied by Noyes, will leave Montreal Sep- r 22 for Vancouver, B. C., from they will sail September 28 on Empress of Australia for Japan, China, en route on a tour around orld, to be gone until next spring.

Talcott Williams, professor emeri- f the Pulitzer School of Journal- Columbia University, was elected a or of the United Chapter of Phi Kappa at its fourteenth national il, held recently at Cleveland, Ohio.

Perre C. Starr, head of the Star ce Corps, New York, has returned a business trip to England.

Robert Baird, K. B. E., managing or of the Belfast (Ireland) Tele- and past president of the Ulster ct Institute of Journalists, accom- il by Maj. Gen. Sir Menus O'Keefe, M. G., C. B., M. D., will arrive in York on the Baltic September 24. tour of the United States will last December 16, when they leave on Majestic. They will visit Philadel- Washington, Richmond, Salisbury, ; Atlanta, New Orleans, El Paso, Diego, Cal.; Los Angeles, San isco, Butte, Chicago and Buffalo.

William T. Ellis, of Swarthmore, Pa., candidate for Congress from Penn- nia.

on H. Kelly, editor of the Sioux (Iowa) Tribune, was elected na- committeeman from Iowa at the convention of the American Le- held at Waterloo, September 7 3.

P. Adler, publisher of the Daven- (Iowa) Daily Times, and his son, Adler, who have spent the past months in England and on the con- , arrived in New York Sep- r 7. During their European trip visited England, Scotland, France, any, Belgium and Switzerland.

M. Bates, editor of the Lewis .) Press, recently caught his hand printing press, mashing two fingers it they had to be amputated.

rles F. Scott, editor and publisher Iola (Kan.) Register, was recent- -elected president of the board of es of Emporia College. William White is another Kansas news- man member of the board.

ner T. Peterson, editor of the Wi- Beacon, is acting as private secre- to Governor H. J. Allen, publisher e Beacon.

D. Florey, editor of the Pawnee .) Republican, was elected vice- dent of the Republican State Press iation, recently formed at a meet- f the Nebraska State Press Asso- n.

n Fields, editor of the Oklahoma er, is Republican candidate for nor of the State.

IN THE EDITORIAL ROOMS

TON B. OCHS, managing edi- tor of the Chattanooga Times, is e newly elected directors of the Highway Association.

bert Reese, son of the managing of the London Times, is spending al months in America studying the and ideas of our journalism and ecently become a member of the staff Chicago Tribune. After his stay nerica Mr. Reese plans to return to on to continue newspaper work with his father.

s Isadore E. Coward, daughter of us L. Coward, editor and publisher 0 years of the Lodi (Wis.) Enter- has been appointed news editor of nterprise.

rtin A. Halling, formerly on the desk of the Milwaukee Journal, has taken a similar position on the Chicago Daily News.

Eric M. Halling, formerly on the Milwaukee Wisconsin News and the Milwaukee Leader, is now a member of the exchange department of the Milwaukee Journal.

George A. Hough Jr., news editor of the New Bedford (Mass.) Standard, and Mrs. Hough are parents of a second son, John Talcott Hough.

Albert J. Porter, at one time night city editor of the San Francisco Chronicle and more recently on the New York Tribune night desk, is back in San Francisco as third officer of the steamer Robert Luckenback.

George Herriman and James Swinnerton, creators of the Krazy Kat and Little Jimmy comics, on a recent trip through the Arizona desert came near to losing their lives. They left their horses in search of water and became trapped in a pocket in the cliffs which, formerly, was a stronghold of the Hopi Indians. A fog settled and they could not locate the single entrance to this hole-in-the-wall. A party of Indians rescued them after they had been held prisoners there for two days.

Joseph O'Neill, for the past two years city editor of the Sudbury (Ont.) Star, as semi-weekly, is now on the staff of the Kingston (Ont.) Standard.

J. Tenny Louderback has joined the news staff of the Springfield (Ohio) Daily News.

Harold Cotton, a former member of the news staff of the Chicago Daily Journal, has resigned from the paper to attend North-western University where he has been made editor of the college paper, "Syllabus."

Mrs. Lola Clark Pearson, director and a member of the executive board of the general federation of Women's Clubs, has been added to the staff of the Oklahoma City, Oklahoma Farmer.

John F. Williams, former managing editor of the Joplin (Mo.) News-Herald, and now publisher of the University of Missouri, is the father of a daughter.

Charlie Carpenter is the new editor of the Lumber department, recently started by the Chicago Journal of Commerce. Previous to going to that paper he has been editor of the magazine "Lumber" for several years.

Lieut. Col. John H. O'Connor, city editor of the Winfield (Kan.) Courier, and now postmaster of that city, has received notice of his promotion to be colonel of the 353rd Infantry of the infantry reserve.

N. P. Hardy, formerly a member of the financial staff of the Chicago Journal of Commerce, has been made real estate editor of that paper.

Charles Gooding has resigned from the local staff of the Wilmington (Del.) Every Evening to open a bookstore in Newark, where the University of Delaware is located.

Victor O'Keefe has joined the local staff of the Wilmington (Del.) Every Evening.

T. H. Tapping, state editor of the Grand Rapids (Mich.) Press has returned to Ann Arbor to take charge of the Michigan University news bureau for the Booths newspaper.

Harry Burke, music and art critic on the St. Louis Times, has been visiting former associates on newspapers in Portland, Ore.

Jay Allen, a University of Oregon journalism graduate and formerly on the staffs of the Eugene Register and Seattle Post-Intelligencer, is now on the Portland Oregonian.

Frank G. Heaton, city editor of the Tampa Tribune, who has been seriously ill for some weeks, suffering from a nervous disorder, is improving and expects to be back at his desk shortly. Marvin L. Walker is filling in on the desk during his absence.

Charles E. Owen, of the news staff of the Chicago Daily News, has returned to work after a protracted absence on account of illness.

Houser Massey has joined the staff of the Tampa Tribune to cover police courts at present.

David Ginsberg has joined the staff of the Tampa Times and is doing the marine run and features.

Fred Olson, art editor of the St. Paul Dispatch-Pioneer Press for the past eighteen months, has resigned to go to New York to study. William Hendrickson has been made assistant art editor.

Fred H. Strong, feature writer for the St. Paul Daily News and formerly city editor, has gone to the Lake Worth, (Fla.) Leader as editor.

James H. Tucker, for years copy reader for the Minneapolis Tribune, is now reading copy on the St. Paul Dispatch.

Miss Clara Shipman, who has been doing club work for the St. Paul Dispatch-Pioneer Press, succeeds Miss M. Jessis Leitch as feature writer.

C. B. Connolly has resigned from the staff of the Tampa Times to enter business.

John L. Morris, formerly court house reporter on the Tampa Tribune, is now state editor of the paper.

James B. Butler, for the past 20 years a member of the editorial staff of the San Antonio (Tex.) Express, has been appointed editor of the San Antonio Farm Express, a semi-weekly.

George McLinn, for several years secretary of the American Trapshooting Association and previously on the sports staff of the Philadelphia Public Ledger, joins the staff of the Evening Ledger, October 1, as a feature sports writer.

Charles Sessions, managing editor of the Topeka Capital, has been suggested to President Harding by Senators Curtis and Capper for postmaster at Topeka. Mr. Sessions was at one time Washington correspondent for the Kansas City Journal and later served two terms as Secretary of State of Kansas.

J. Bart Campbell, Senate man for the International News Service in Washington, was called to Philadelphia last week by the death of his mother.

Andrew Jackson Warner, dramatic critic of the Rochester (N. Y.) Times-Union, has returned to his desk after a four months' tour of Europe.

Elliot L. Thurston, of the New York World, has been transferred from New York to the Washington bureau.

FOLKS WORTH KNOWING

ROBERT M. LYNN, for the past eight years managing editor of the Richmond (Va.) News-Reader, has been ordered to go up higher. On October 1, he becomes Washington representative of the paper and will write day-to-day stories of what is transpiring in Washington.



ROBERT M. LYNN

Mr. Lynn is not only a Virginian by birth, but also distinctly a product of his State in his newspaper work. His apprenticeship in the newspaper field was served on the old Danville Evening Star. He worked on the Danville Register, the Richmond Dispatch, and the old Richmond Journal.

IN THE BUSINESS OFFICE

E. O. PARSONS, director general of advertising for the Chicago Tribune, has returned after an extended stay in the Paris office of the Chicago Tribune.

H. J. Crawford, of the Chicago Tribune, has been transferred from the business survey department to the national advertising department.

W. A. Jackson, formerly of the business survey department of the Chicago Tribune, has gone to New York and will look after national advertising for the Chicago Tribune. This office is located in the New York Tribune Building.

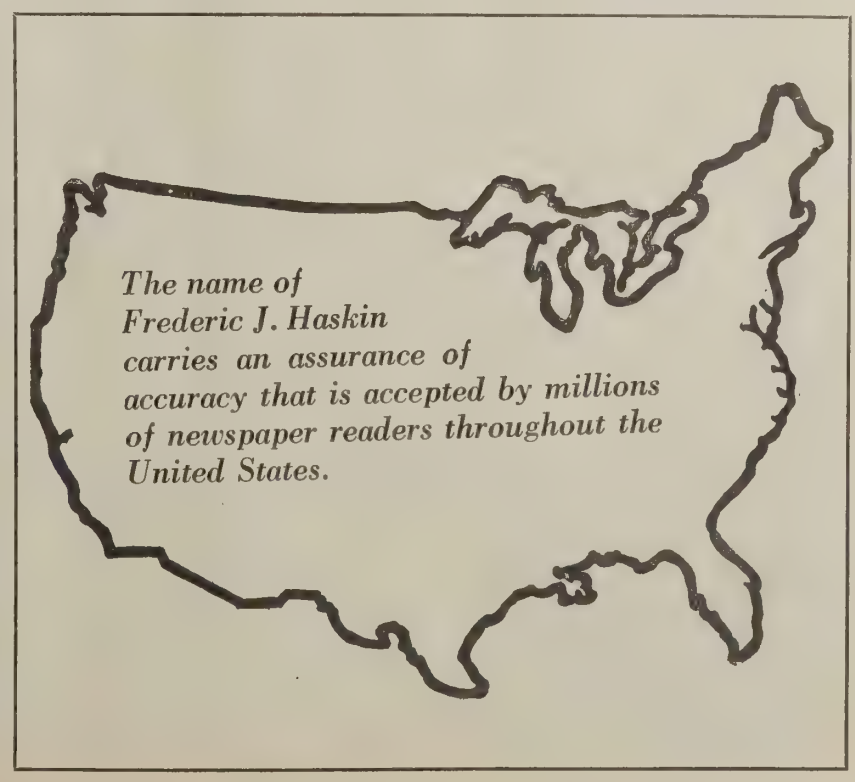
James W. Fish, formerly a business lecturer on the staff of the Dry Goods Economist, and later in charge of the retail service department of the Associate Advertising Clubs of the World as well as lately with the Edward Schuster & Co. stores of Milwaukee, has been appointed merchandising counselor for the Milwaukee Journal.

C. L. Shepard, foreign advertising manager of the Denver Rocky Mountain News-Times, has been elected vice-president for Colorado of the National Association of Newspaper Executives.

Frank I. Sefrit, general manager of the Bellingham Publishing Company, has been appointed chairman of the publicity committee of the Bellingham, Wash., Tulip Festival for May, 1923.

William Reckert, assistant manager in the advertising department of the Norfolk (Neb.) Daily News, has been made advertising manager, succeeding George L. Stem, who has resigned to take up advertising work in Omaha.

James Martin Kirschner and Miss May Dowley, both of the advertising staff of



the New York Times, have announced their engagement.

J. W. Dyer, former advertising manager for the Blytheville (Ark.) Courier, is now advertising and business manager of the Iron River-Stembaugh (Mich.) Daily Reporter.

E. Will Greene, for the past 12 years manager of the Oleans (N. Y.) Republican, has been appointed manager of the Middleport (N. Y.) Niagara Herald. P. A. Dragon will succeed Mr. Greene on the Republican. He was formerly with the Camrose (Alba.) Canadian.

John M. Pile, business manager of the Wellington (Kan.) Daily News, has been elected secretary of the Wellington Commercial Club.

Carl Brockhagen has been appointed business manager of the Oakland (Cal.) Post-Enquirer by Charles S. Young, the publisher, who has also appointed Richard A. Carrington, advertising manager of the paper.

C. W. Yeager, the new circulation manager of the Jacksonville (Fla.) Journal, was until recently classified advertising manager of the Tulsa (Okla.) World, not circulation manager, as was recently stated in these columns in announcing his new appointment. E. E. Scott is in charge of circulation for the Tulsa World and has been for many years.

E. J. Hodgeman, formerly with the Boston American, has been made assistant classified advertising manager of the Boston Sunday Advertiser, with offices in the Little Building. Mr. Hodgeman was formerly connected with the Boston American.

Walter R. Snyder has joined the executive staff of the Huntsville (Ala.) Times. He will have charge of the circulation department and be in touch with the other departments of the paper.

Sumner Jacobs, formerly advertising manager of Scherer's department store in Worcester, Mass., has joined the advertising staff of the Boston Daily Advertiser.

William J. Bell, formerly in the art department of the New York Globe, has been added to the art department staff of the Boston Daily and Sunday Advertiser.

NOTES OF THE NEWS SERVICES

FREDERICK ROY MARTIN, general manager of the Associated Press, who, with Mrs. Martin, has been in Europe during August and September, will sail for home on the Paris September 24. During the past week Mr. Martin had a conference with President Poincare and was the guest of honor at luncheons given by Maurice Bunau-Varilla, publisher of Le Matin, and Charles Houssaye, head of the Havas Agency, and Andre Maginot, the French Minister of War. Mr. Martin also spoke at the luncheons of the Noon Day Club of Paris and the Angle-American press organization.

T. S. Trebell has recently joined the staff of the San Francisco office of the Associated Press.

Cecil William Grange, formerly on the Omaha World-Herald, has joined the Chicago staff of the Associated Press.

H. H. Penney has been employed temporarily as editor in the Detroit office of the Associated Press.

Glen Walker was temporarily employed in the St. Louis office of the Associated Press to cover the Women's Western Golf Tournament.

Hanler Drake, assistant pony editor in the Kansas City office of the Associated Press, has been transferred to the Southern division.

H. R. Baukhage, Western manager of the Consolidated Press, Chicago, returned this week to the office after an extended business trip.

James I. Miller, general South American manager for the United Press, sailed from Naples for New York September 21, after spending several months in Europe. He will stay in New York some time before returning to South America.

Marlen E. Pew, editor and manager of the International News Service, who has been making a tour of inspection of the European bureaus of the service, sails for home on the Aquitania September 23.

Thomas A. Wrigley, Chicago bureau manager of the International News Service, has resigned to become managing editor of the Elmira (N. Y.) Advertiser-Telegram. He is succeeded in Chicago by James T. Kilgallen, now manager of the Kansas City bureau, who in turn is succeeded by Douglas G. Tinsley, of the Atlanta bureau staff.

Harry Lachterman has resigned as assistant to the International News Service bureau manager at St. Louis and joined the staff of the St. Louis Star.

Webster K. Nolan has left the Washington staff of the International News Service and soon will make a tour of the Orient, visiting Japan and China.

Kent Watson, for the past two years with the International News Service in Fort Worth, Texas, Los Angeles, St. Louis, and more recently mail service editor of the New York office, has joined the staff of the New York Evening World.

Earl C. Reeves has left the International News Service to do free-lance magazine work. He had charge of the I. N. S. London bureau during the war, and for the past year has been on the New York staff.

Milton A. Fishman has left the United Press at St. Louis and joined the staff of the Illinois State Register at Springfield.

Webster K. Nolan, White House man for the International News Service, whose resignation from the service was effective September 21, expects to leave for China shortly, where he will write for several publications. He has been with the I. N. S. for three years and came to Washington from the Pacific Coast at the time of the Armaments Conference.

WITH THE AD FOLKS

VERNON BEDTLY of the Gundlach Advertising Agency, Wrigley Building, Chicago, has returned from the south where he was called on account of the illness and death of his mother.

George Henauer has returned to the staff of the Gotham Advertising Company, New York, after a year as vice-president and general sales manager of the Wynkoop Coal Mining Company.

Emmanuel Rosenthal, advertising manager of Rothschild & Co., Chicago, has just returned from an extensive trip abroad.

Richard H. Lee, vice-president of Lord & Thomas, spoke at the first open meeting of the season of the Chicago Women's Advertising Club in the Florentine Room, Congress Hotel, September 19.

Ralph J. Rosenthal, for eight years with Lord & Thomas, has joined the Charles F. Nichols Company, Chicago, as a representative and account executive.

M. B. Aleshire, recently art director of Calkins & Holden, has been appointed art director, in supervision of the editorial and advertising art of the Chicago Tribune and New York Daily News. G. P. Haynes has succeeded Mr. Aleshire at Calkins & Holden.

Bitting & Service, Los Angeles advertising agency, has been reorganized and incorporated under the name of Bitting & Sunday, Inc. The officers of the new organization are: C. B. Bitting, president; George M. Sunday, vice-president, and Charles G. Patrick, secretary and treasurer. These officers, together with J. E. Service and W. H. Sibley, will constitute the board of directors.

H. M. Legler has joined the staff of Dade B. Epstein, Chicago advertising agency to have charge of national and direct-mail business. He has until recently been with Stavrum & Shafer, Chicago. Francis Ochsner has been appointed art director of the Epstein agency.

Howard Rockey has left the Calkins & Holden Company, New York, to join the Richard A. Foley Advertising Agency of Philadelphia.

J. T. Miller, for the past year associated with William Irving Hamilton, New York advertising agent, has opened an office under his own name in New York.

William C. Hunt, a former New York and Detroit newspaper man and recently of Seelye & Brown, Inc., Detroit advertising agency, has been appointed service manager and copy writer of the Campbell-Ewald Company, attached to their Detroit office.

THE "SPECIALS"

THE A. E. Clayden Special Agency has added to its present organization the services of C. H. Berdan, who will aid Mr. Clayden in the solicitation of business for his papers. Mr. Berdan is the son of E. A. Berdan, New York representative of the Cincinnati Daily Times Star, and has grown up in an advertising atmosphere. He is a graduate of New York High and Technical Schools and was a member of the 359th Aero Squadron during the late war. Mr. Berdan will be connected with the New York headquarters office of the Clayden Agency.



C. H. Berdan

R. Kent Hanson has joined the Chicago office of Paul Block, Inc., publishers' representative. He is a son of F. H. Hanson, publisher of the Duluth Herald.

Allied Newspapers, Inc., New York, has opened a branch office in San Francisco, with L. L. Rood as manager. He has been with the Scripps-McRae League for a number of years and was on the San Francisco Daily News, and before that with the Cleveland Press.

Cone, Hunton & Woodman, Inc. have resigned the representation of the Oakland (Cal.) Post-Enquirer, effective November 13.

S. C. Theis Company, publishers' sentatives, moved its New York of 141-145 West 36th street, Septembe

Miss Mabel Bryan, for several with the Famous Players, has join staff of the George B. David Cor New York.

The Paris (Texas) News an Peekskill (N. Y.) Star have app Frank R. Northrup, New York, a national advertising representative.

MARRIED

MISS CORA BRENTON, a of E. F. Beck, managing edi the Chicago Tribune, and McKiney, reporter on the Tr were married recently.

Charles K. Rhoderick, junior edi the Middletown (Md.) Valley Re and Miss Florence Hill were m recently.

Miss Helen Brimblecom, daugh John C. Brimblecom, president National Editorial Association and of the Newton (Mass.) Graphic married September 16 at Newton t fus Frost Harrington of Medford, They will reside at Medford. Brimblecom accompanied her fathe mother on the recent N. E. A. conv trip to Montana.

Moves Into New Diggins

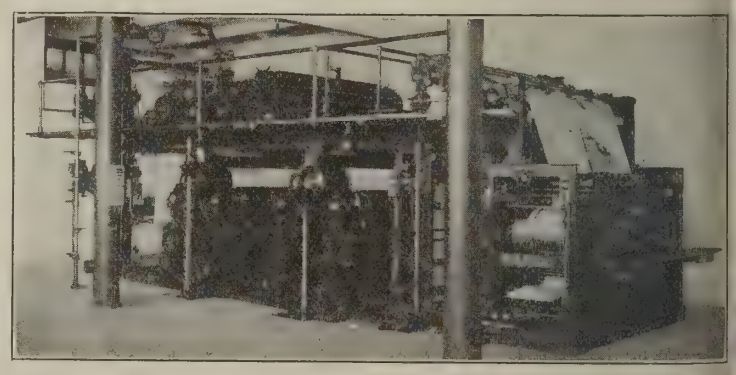
The Verdun Messenger Publishing pany, publishers of the Verdun (Messenger and Point St. Charles as well as the newly inaugurated End Messenger, has just move the new three-story building re constructed for them.

Intertype Head Abroad

H. R. Swartz, president of the type Corporation, asiled on a two m business trip for Europe, Septemb on the Majestic. He will visit the cipal countries while away.

Coakley in Washington

John P. Coakley, who succeeded Bowman as Washington corresp of the Newark Star-Eagle, when man was made managing editor paper, has arrived in the capita taken over the bureau of the Star and the Toledo Blade.



THIS IS THE SCOTT SEXTUPLE

"Straight-Unit" Newspaper
Press recently installed at

THE HUDSON OBSERVER, Hoboken, N. J.

Another Scott Sextuple Press

will be installed in a few days in the same establishment.

WALTER SCOTT & CO.
Plainfield, New Jersey
NEW YORK, 1457 B'way CHICAGO, 1441 Monadnock Block

Advertisers
ARE
Keeping Up
with
The Times

213
COLUMNS
GAIN

August 1922
over
August 1921

The Washington Times
The National Daily
3c Daily, 10c Sunday
LOGAN PAYNE, Pub.
National Advertising Representative
G. LOGAN PAYNE CO.,
Chicago, Detroit,
St. Louis and Los Angeles.
PAYNE, BURNS & SMITH,
New York and Boston.

The Atlanta Journal
ATLANTA, GA.
Radio is a symptom. In the case of The Atlanta Journal it is the latest notable item in The Journal's long lived habit of 'getting there first with the best.'
40 states, Canada, Newfoundland, Cuba and Mexico concerts on in The Journal's sound proof Radio Studio have been heard.
each of several days more than 800 telegrams, letters and postals have come to The Journal telling of the beauty, the clearness and the excellence of The Journal's programme. Some far distant enthusiasts rate The Journal's Radio as the best in the entire country.
"Size-up"
the Atlanta Journal by reading it
Advertising in The Journal Sells the Goods

More Advertising
Find the right men to create and handle new accounts through
EDITOR & PUBLISHER
Help Wanted Advertisements

TIPS FOR AD MANAGERS

Advertising Industries, Inc., 1697 Ellicott square, Buffalo, N. Y. Sending out one-time orders for Steel Department Stores Company.

Anfenger-Jacobson Company, Board of Education Bldg., St. Louis. Using 14 lines, 3 times for Hill Brothers Fur Company.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Will make up lists in October for The Hygienic Products Company, Canton, Ohio, manufacturers of "Sani-Flush." Will make up lists in October for Sargent Company, New Haven, Conn.

George Batten Company, 381 4th avenue, New York. Using 2 inches, 52 times for Bell & Co.

Benson, Gamble & Slaten, Tribune Bldg., Chicago. Are sending out copy on the White Company. Also the Parken Pen.

Victor C. Breytspaak Company, 109 North Dearborn street, Chicago. Has the A. D. Joslin Manufacturing Company account, manufacture the Eclipse Time Stamp.

Florence Burchard Advertising Agency, 15 West 37th street, New York. Making up lists in October for J. & J. Cash Inc., South Norwalk, Conn.

Brooks, Smith & French, Kresge Bldg., Detroit, Mich. Will make up lists in October for The Arco Company, 6408 Euclid avenue, Cleveland.

Nelson Chesman & Co., 1127 Pine street, St. Louis. Sending out schedules for the Marmola Company. Will make up lists in October for Lexoid Company, Cleveland. Making yearly contracts for Nature's Remedy.

Collins-Kirk, 400 North Michigan avenue, Chicago. Making 4,000-line contracts for John F. Jelke.

George L. Dyer Company, 42 Broadway, New York. Making 10,000-line contracts for United States Tire Company.

Erickson Advertising Agency, 381 4th avenue, New York. Making 2,000-line contracts for the Congoleum Company.

Erwin Wasey & Co., 58 East Washington street, Chicago. Have secured the account of Robbins & Myers, electric equipment and appliance, Springfield, Ohio. Making 7,000-line yearly contracts for Goodyear Tire & Rubber Company.

Federal Advertising Agency, 6 East 39th street, New York. Will make up lists in October for Samstag & Hilder Brothers, 1200 Broadway, New York.

Charles H. Fuller Company, 623 South Wabash avenue, Chicago. Making 5,000-line contracts for Cooper Pharmacal Company. Making 2,500-line contracts for Charles H. Fuller Mail Order Customers. Sending out 26-line orders for Mark H. Jackson.

Gotham Advertising Company, 114 Liberty street, New York. Using trade papers in several foreign countries for the Cary Manufacturing Company, Brooklyn, N. Y. (Universal Box Strapping and Packing Devices). Placing advertising in the Philippines, Hawaii and Porto Rico for Lehn & Fink (Pebeco Tooth Paste and Lysol).

Guardian Advertising Corporation, 511 5th avenue, New York. Making 1,000-line contracts for International Consolidated Chemical Company.

A. P. Hill Company, 233 Oliver street, Pittsburgh, Pa. Will make up lists in October for The Republic Metal-ware Company, 100 Alabama street, Buffalo, N. Y.

E. T. Howard Company, 117 West 46th street, New York. Making 2,800-line contracts for Ex Lax Manufacturing Company.

James Advertising Agency, 120 West 42nd street, New York. Making 1,000-line contracts with rotogravure newspapers for William R. Warner (Richard Hudnut).

Wylie B. Jones, 107 Chenango street, Binghamton, N. Y. Making 500-line contracts for F. W. Clements Products Company.

Wylie B. Jones, 107 Chenango street, Binghamton, N. Y. Making yearly contracts for Norma Laboratories.

Kling-Gibson, Consumers Bldg., 222 South State street. Preparing copy for the Century Chemists, some to be used in Oklahoma.

Koch Company, University Bldg., Milwaukee. Using 10 inches, 6 times for the Eagle Knitting Mills.

A. Lipman, 201 Concord street, Brooklyn. Using first page reading notices for the New York American.

Lord & Thomas, 724 South Spring street, Los Angeles. Planning newspaper campaign for "The All-Year Club" of Southern California.

Matteson-Fogarty-Jordan Company, 215 North Michigan avenue, Chicago. Making 1,000-line line contracts for the Globe Soap Company.

O. J. McClure Advertising Agency, 111 West Monroe street, Chicago. Using 98 lines, 30 times for Miller & Hart.

McJunkin Advertising Company, Mallers Bldg., 5 South Wabash avenue, Chicago. Have recently taken on the advertising account of the Elkhart Motor Company, manufacturers of the "Elgar" automobiles.

Mertz Agency, 58 East Washington street, Chicago. Is preparing copy on the Sherer-Gillette Company, Chicago, makers of counters and display containers for groceries.

Harry Porter Company, 15 West 44th street, New York. Making contracts for Nestles' Food.

Potts-Turnbull Advertising Company, Gates Bldg., Kansas City. Using 476 lines, twice for Portland Cement Association.

Power, Alexander & Jenkins Company, Madison Bldg., Detroit. Making contracts for Sweeney & James Motors.

William H. Rankin Company, 1 West 37th street, New York. Making 1,000-line contracts for National Carbon Company.

Roberts & MacAvinche, Boyce Bldg., 30 North Dearborn street, Chicago. Are issuing copy on Cluett, Peabody & Co.

Frank Seaman Company, 470 4th avenue, New York. Making 3,000-line contracts for E. A. Dupont de Nemours & Co.

Walter B. Snow & Staff, 60 High street, Boston. Planning early fall campaign for John P. Squire & Co., Cambridge, Mass., featuring Arlington hams and bacon.

David C. Thomas Company, 165 East Erie street, Chicago. Placing account for Silver Steel Castings Company, Milwaukee, Wis.

Thresher Advertising Service, 136 Liberty street, New York. Sending out additional schedules for Colgate & Co.

Williams & Cunnyngham, 6 North Michigan avenue, Chicago. Making 5,000-line contracts for Lambert Pharmacal Company.

Williams & Cunnyngham, 6 North Michigan avenue, Chicago. Preparing copy on Cornell Wood Products to be sent through the Middle Western States.

SPECIAL EDITIONS

THE Mobile (Ala.) Register, September 1, published its eighty-second annual trade review in 8 sections of 150 pages.

The Ashland (Ky.) Daily Independent will publish, October 8, a one hundred and twenty-eight-page "Greater Eastern Kentucky Edition," devoted to the industry and trade.

The Beaumont (Tex.) Enterprise recently issued a 72-page special edition devoted to progress and development of Beaumont and East Texas.

The Lewiston (Me.) Journal will soon issue its diamond jubilee edition.

The Madill (Okla.) Record, September 7, issued a special edition devoted to the Marshall County Free Fair.

The Hackensack (N. J.) Bergen Record published a three section special edition September 15 to celebrate the opening of its new home.

The Lexington (N. C.) Dispatch issued its centennial number, 30 pages in four sections, on September 7.

7,623 REPORTERS A DAY

Boston Post Audit of Ford Contest Shows Total of 388,769 Letters

A staff of 45 people was necessary to handle the flood of letters from readers to the Boston Post, in connection with its "Every reader a reporter" feature in which it has been awarding a Ford each day for the most interesting item submitted.

To insure that its contest was fair, the Post engaged Price, Waterhouse & Co., accountants, to report. This concern found that, up to the time of its report, 388,769 pieces of mail had been passed upon, an average of 7,623 letters a day, with an average working force of 27 people. At one time 45 people were necessary, although at the start four employees handled the mail.

"The daily winner is determined by a process of elimination," the auditors state. "The first reading of the articles results in the rejection of all but about 1,000 daily. These in turn are reduced to 250 by a second group of experienced Post employees. This remainder is further reduced to from 50 to 75 by the Ford-a-day man in charge. The final lot is submitted to the managing editor, who decides the daily winner. The fact that many members are in isolated localities would indicate that the awards are based purely on merit.

"The regular price of a fully equipped Ford touring car with self starter and demountable rim has been paid, the minimum price being $499. We have reports on file of stories being investigated and in most instances the winning story is one that has been personally investigated. Many stories are rejected as a result of being investigated."

FEATURE PAGE
EMERGENCY MATS
THAT SAVE YOU TIME AND MONEY
VARIETY OF UNEXCELLED SUBJECT MATTER
Carefully Edited
Cleverly Illustrated
7 or 8 COLUMNS 20" or 21"
MATS CAN BE CUT TO PERMIT LOCAL AD OR TEXT INSERTIONS
Ask for Proofs Today—
ROTOGRAVURE
With Local and General Pictures—Artistically Displayed—Attracts and Holds Readers.
Revenue Possibilities *Big* from National and Local Advertising.
Write for Samples and Our Attractive Proposition.
WORLD COLOR PTG. CO.
R. S. Grable, Pres.
Est. 1900 St. Louis, Mo.

FOOTBALL
40 WINNING PLAYS
has been sold to
Boston Globe
Cleveland Plain Dealer
New York Globe
Pittsburgh Gazette-Times
Des Moines Register-Tribune
Buffalo Courier
Oklahoma City Times
Syracuse Journal
and many others.
WIRE YOUR ORDER
THE INTERNATIONAL SYNDICATE
213 Guilford Ave., Baltimore, Md.

The
Pittsburg Press
Daily and Sunday
Has the Largest
CIRCULATION IN PITTSBURG
MEMBER A. B. C.
Foreign Advertising Representatives
I. A. KLEIN
50 East 42nd St., New York
544 Fort Dearborn Bank Bldg., Chicago
A. J. NORRIS HILL, Hearst Bldg., San Francisco

Features by
Irvin S. Cobb
Fontaine Fox
Hugh Fullerton
Rube Goldberg
Ed Hughes
Burns Mantle
T. L. Masson
O. O. McIntyre
Frederick Palmer
H. J. Tuthill
and others
The McNaught Syndicate, Inc.
Times Building, New York

The Mount Vernon, N. Y.
DAILY ARGUS
carries more display advertising than any other newspaper in Westchester County.
This is an acknowledgement of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon.
GEO. B. DAVID & CO.
Foreign Representative
171 Madison Ave., NEW YORK

New Haven Register
is New Haven's Dominant Paper
Circulation over 32,500 Average
Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.
New Haven Register
The Julius Mathews Special Agency
Boston — New York—Detroit—Chicago

THE
NEW YORK EVENING JOURNAL
has the largest circulation of any daily newspaper in America.

In New Orleans it's THE ITEM

MAKERS-MONEY-SAVERS

This is a regular weekly department designed to answer questions, offer suggestions and generally help the man and woman of the smaller city dailies and weeklies. Your ideas on money making and for money saving are wanted, and for each idea published we will pay $1. When your idea appears clip it out and send it to the MONEY SAVER EDITOR, and payment will be made. Your ideas must be workable, told in as few words as possible, and new to this department. Contributions to this department will not be returned.

FEW small papers give much attention to a meeting of school teachers from the county or district yet these people (mostly women) could tell a lot of interesting things that would be read throughout the paper's territory. More interesting than the list of speakers at the institute meeting would be stories telling how their communities are developing. Possibilities are endless for an interviewer who will just get teachers to talking. Some ideas: Have better roads increased attendance in your neighborhood? Do you have warm school lunches? Is the health of children better with medical inspection? Boy and girl clubs—school gardens—how is farm bureau helping you—athletics—modern school building—consolidated schools—the list is indefinite.—H. D. K.

You run the record of births in your territory, of course. But do you run the record of names given the children? You can easily find out the names given the babies and it would interest all of your subscribers if you would run these names. You might also use this stunt in getting more business in this way: Get some merchant whose first name is John to advertise that he will give some article for the baby to every youngester who is named John during the coming month. And so on. The merchants, of course, would use ads to tell what they were offering.—F. H. W.

Dull days hit even the best of country newspaper offices, and it's a problem for the publisher to figure out a way of getting some little return for the wages he is paying out. Of course, some publishers "lay off" most of the force on these occasions; I once worked in such an office and the boys didn't stop talking about the "dock" in their wages for six months after. I worked for another boss who always let us have a holiday—on pay. We liked him for that, of course. As a general rule, his might be the best plan. But why not try this little stunt one day, at least? Have everybody wash up, get them some writing material and a place to write, and then have each one write to a list of his personal friends, neighbors and acquaintances who are non-subscribers, asking them to take the paper. Don't dictate what is to go into the letters; just let them tell their story in their own way. Such letters will pull about ten times better than would a form letter, printed in type, and signed with the newspaper's name.—J. T.

Some country newspapers have increased their subscription lists and created interest in their publications with an offer of a year's subscription free to each newly married couple who made application at the newspaper office for same. Persons already taking the paper were given an extension of a year and the fact noted in the news note columns of the paper. —R. K. C.

The policy of giving country correspondents a free subscription to the paper for the news matter, mostly personals, which they send in from time to time does not bring in the real news of the country. A western weekly pays its correspondents from one to two dollars per column according to the district and the correspondent. By doing this the editor feels that he can write any of these people and tell them to "send in a story on such-and-such by Monday or Tuesday as the case may be. This weekly measures up the space at the end of each month and mails money orders to the writers. This plan is working out well and is making the Country Correspondence Column a real feature of the paper.—W. E. McT.

The Elkhorn (Wis.) Independent occasionally uses standing half-tones of local people and things to attract attention to advertisements. For example a photo of the local boys' band may top a clothing ad with the battle cry of "Send Them Back to School in Hart Schafner and Marx Clothes!" It may not be A1 advertising, but used infrequently it gets attention.—G. W. G.

Perhaps the last contest you conducted, if it was a circulation contest, sickened you on all contest ideas. But consider this one: Offer a prize of $50 in gold for the best bushel of seed corn raised in your county this year; have your county agent take care of the details of the contest; and after the contest formulate a plan for distributing the prize seed over the county as a nucleus for improved corn crops. Of course, there is no direct return on this idea—it's just an investment in goodwill. But I'll assure you that you'll have the best display of seed corn ever seen in the county, and you'll earn the sincere friendship of every farmer in the county for your interest in their business.—J. T.

WHITE HOUSE MEN HAPPY

Improvement in Mrs. Harding's Condition Welcome Personal News

No group in Washington has given greater evidence of the genuine relief and gratification which has followed the news of definite improvement in the condition of Mrs. Harding, wife of the President, than the newspaper men, particularly those who accompanied the Hardings in the 1920 campaign and those now associated with the White House detail.

Mrs. Harding's intimate knowledge of newspaper affairs, gained as the result of her long and active association with the management of the Marion Star, has brought her closer to the correspondents perhaps than any woman who has ever occupied the White House. Her thoroughly democratic manner and her delightful give-and-take method in dealing with reporters has endeared her to the members of the corps.

In the campaign, which made her husband President, and in which she played a conspicuous part, she spent a good many hours with the reporters getting their views of the situation and discussing the progress of her husband's fight.

She had a habit on the trips of coming forward into the press car and talking things over in general with the newspaper men. Since coming to Washington Mrs. Harding has frequently stepped over to the White House offices and greeted the reporters on duty there. She has made it plain from the beginning that she puts considerable store in their judgments.

On the automobile trip to Marion made by the President early in July, she went out of her way on more than one occasion to see if the newspaper men were "being looked after," as she expressed it, and to greet her personal friends in the squad which was following the Presidential party.

American Names New Ad Men

S. Cherr has been appointed assistant advertising director of the New York American and E. N. Chalfant is now national advertising manager. With these appointments T. K. McIlroy is placed in charge of agency relations and the following have been added to the staff of the department: R. M. Vandivert, Wynn Taylor, H. R. Wheeler, W. R. Baringer, H. W. Hoenes, J. A. Ward, Gillespie, Chicago representative in charge of the automotive department, and M. De Sousa, merchandise service manager. Mortimer Berkowitz has been appointed local advertising manager of the American and the following have been added to the local advertising staff: H. M. Alderstein, C. Axelrod, J. W. Bleakney, J. J. Hutchins, S. M. Krupp, V. J. Sawyer, L. Sirkey, G. B. Borden, and Kriby Chandler.

Soward & Strong Buy Paper

Olaf S. Soward, formerly assistant business manager of the Kansas City Journal, and Chester K. Strong, of the Tina (Mo.) Interior-Journal, have purchased the Carrollton (Mo.) Republican-Record from Harry L. Thomas.

1,000,000 Ahea
THE total advertising lineag
The Passaic Daily News
shown by figures compiled by
Lisser Brothers, is 4,380,105 for
period from January 1 to Au
31, 1922.
This is a lead of over 1,00
lines over the other Passaic p
OVER 10,000 NET PAID DA
DAILY NEW
Passaic, New Jerse

An Accounting and Federal Tax Servic for Publishers
References on Application
CLIFFORD YEWDAL
33 West 42nd Street
New York City

EX-KAISER'S STORY
HIS REIGN AND FALL
WAR MEMOIRS OF
DAVID LLOYD GEORG
The Memoirs of the Ex-Kai
will begin Sunday, Septem
24, in The New York Tir
and continue daily and Sun
for thirty days. It will be f
lowed soon by the Lloyd Geo
story.

The Pittsburgh Po
A newspaper of char
ter, integrity and ent
prise which has earn
the confidence of the p
ple of the world's great
industrial district.
DAILY and SUNDAY

WIRE
NEWS
For Evening and Sunday Newspaper
International News Service
21 Spruce St., New York

FIRST IN PUBLIC SERVICE

The World.
MORNING EDITION

The World and The Evening World have a combined circulation, daily, of 650,000 for $1.20 per agate line gross, subject to contract discounts. They carry more high class dry goods advertising; are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combintaion.

Advertise in Newspapers by the Year

The Evening World
Pulitzer Building, New York
Hier's Building, Chicago
Ford Building, Detroit

Would You Insure Subscribers Against Delivery Disappointments?

It can absolutely prevent 90% of the cases for papers delayed or undelivered by installing the MULTI-MAILER SYSTEM. The other 10% are for causes over which the circulation manager has control.

The MULTI-MAILER SYSTEM handles all addressing, mailing, checking, and kindred operations connected with the mailing list. Adapted to all mail lists. Adopted and endorsed by many of the greater publications.

Investigate it. Learn how it will speed up your mail room—prevent errors and eliminate labor. Write today for further particulars.

The Speedaumatic
Company
MANUFACTURING
THE MULTI-MAILER SYSTEM
817-825 WASHINGTON BLVD.
CHICAGO

Brass Tactics

Correct selling mean co-ordinated sales and advertising. It means advertising in the newspaper that will reach practically all your possible customers in a market in which you have distribution.

Indianapolis News

New York Office: Dan A. Carroll, 150 Nassau St
Chicago Office: J. E. Lutz, The Tower Bldg.
Frank T. Carroll, Advertising Manager.

KANSAS IS A RICH, RESPONSIVE FIELD—TOPEKA, ITS CAPITAL A GOOD "TRY OUT" CITY

They are best covered by the

Topeka Daily Capital
TOPEKA, KANSAS

The Kansas Daily with a General Kansas Circulation

Dominates its field in circulation, all classes of advertising, news, prestige and reader confidence.

Supplies market data—does survey work—gives real co-operation.

Arthur Capper
PUBLISHER
MEMBER A. B. C.—A. N. P. A.

DOLLAR PULLERS

Advertising and circulation managers are always on the lookout for new ideas that will increase advertising receipts and win new circulation. Your idea for increasing advertising or circulation may not appeal to your manager, but it may be just the thing that some other manager wants. EDITOR & PUBLISHER *will pay $1 for each idea printed under this head. The fact that the idea is now being used in your city does not bar it from the department. Address your communication to the* DOLLAR PULLER EDITOR. *When they appear clip them and mail them in and receive payment. Unavailable ideas will not be returned.*

THERE'S no "reason why" you shouldn't easily sell a "reason why" page. Approach the advertiser by asking him if he doesn't want to hear the readers' reasons for his store being so popular or his products being so much in demand. The newspaper or advertiser should give a dollar cash or merchandise reward to the persons telling in twenty words or less the best "reasons why" back of the success of the business firms listed on the page. Any person may compete for any or all the "reason why." The page should be run a week or two later giving the winning "reason why" in each ad together with the name of the winner.—R. B. M.

Idea for a retail credit men's advertisement: Have secretary collect half-dozen worthless checks from local storekeepers; there will probably be several returned on account of signer having insufficient funds, at least one should be that drawn by a person not having any account whatsover, and one other should be a forgery. Arrange these on a card with suitable background, and use as the illustration for the advertisement. The headline will be "Here Are Six Good Reasons Why Merchants Cannot Cash Checks for People They Do Not Know." The copy of the advertisement will explain how losses on bad checks increase overhead expense, and will convince the readers that the merchant is protecting his customers' pocketbooks in an indirect way when he uses caution in cashing checks and that they should appreciate his efforts rather than to resent them.—J. T.

Have one of your merchants offer prizes for the best written descriptions of his store and why people should trade there. One merchant in the South offered prizes aggregating $25 in a contest like this, and a chain of eight shoe stores conducted this kind of contest in all the cities where their stores are located, offering radio outfits as first prizes, and cash for secondary prizes. In both instances a liberal amount of newspaper space was used in connection with the contest. I am personally acquainted with the advertising manager of the shoe stores and he told me his company was more than pleased with the results of their contests.—J. T.

A boys' apparel store in Jackson, Mich., advertised a boys' contest. An article was published telling of the joy and happiness good clothes bring to boys, their mothers and teachers. The name of the store was mentioned for selling clothes that are just right for dress-ups or play, etc. Every boy who committed the article to memory and repeated it "word for word" to the manager during the following week was given a $1.50 light stripe percale blouse.—R. B. M.

Much interest was created among the large number of readers of the Burlington (Vt.) Free Press in an advertising plan which has just been completed in the paper. A list of 81 mercantile establishments in the city was made up and, through their co-operation, a paragraph was written about each of the establishments, telling something characteristic and interesting about each, but not giving the name of the concern. These descriptive paragraphs were printed in the Free Press and three liberal prizes offered to the readers of the Free Press who sent in the largest number of correct names of the mercantile establishments before a certain date. In order to get these names correct it was necessary to follow up some key-word in the paragraph and, in this way, those who were trying for the prizes learned a great deal about the stores in the city, and discovered a number that they had not known about before. In fact, the scheme proved to be of benefit to everybody concerned.—E. F. C.

Automobile dealers overlook many bets in not advertising more to the community the cars which already have been sold and used for many years possibly. These dealers can easily be induced to offer prizes for the oldest car of its kind in the county, the car with most miles or service, car with most miles in one month or year, car that has changed hands oftenest, or one that hasn't changed at all in long period. Few people realize the number of cars of any particular make in service in a city or town and such advertising would benefit that make more than can be estimated.—E. H. J.

A good twin sister to the "What Is The Greatest Thing in Life" page recently described by "R. K. K." was one run by the Marysville (Cal.) Appeal on "What Marysville Needs Most." Two pages of space were sold. Advertisers represented were: Dairy, Insurance, Dry Goods, Theatre, Plumbing, Electricians, Lumber Yards, Furniture. In the news columns we carried an interview with business men on the city's needs, and concluded the story with an offer of a $10 prize for the best composition on "What Marysville Needs Most." Many rattling good stories were received and subsequently published. Each of the spaces in the Display pages carried the heading, "What Marysville Needs Most."—J. C. A.

Register all the approaching farm sale dates under a heading called "Farm Sales Calendar." Give the date, the owner's name, the location of the sale, general nature of the goods to be sold, and the name of the auctioneer. Each sale will take about four lines. Run these notices free, for they make interesting reading for your farmer subscribers. You will not be beating yourself out of a cent; just the opposite, these notices will help you to build up a real patronage of display advertising for sales. —J. T.

What method does your newspaper use in introducing its new advertising salesman to his customers and prospects? You could insure him a pleasant send-off by mailing an announcement of his coming to those with whom he will come in contact. And it will offer a good opportunity to get in a clincher something like the following: "When our ad-man shows you a suggestion for an advertisement, please remember that he brings you a glimpse into your business from the point of view of the consumer. He's on the outside looking in, while you're on the inside looking out."—J. T.

Is there an auto highway running through your city? If there is, find out when the birthday of this highway occurs, and then get up a page or two pages of ads from concerns located on the highway. It should be an easy task to put over a special page of this sort.—F. H. W.

VALLEY SPIRIT
Subscription Check

_____ 192__
Your Town, State and Date

Pay to the order of Valley Spirit Publishing Co. $ _____

_____ Dollars

In full of subscription from _____ 192 to _____ 192

Name your bank

Your signature

Your bank's town and state

Name
Address

Do you lose many mail subscribers through their failure to remit when their subscription expires? It makes it very expensive to have a solicitor follow up all the tardy ones. In your notice to subscribers advising them of the expiration of their paper enclose a blank check with a self addressed envelope. We find since using this method that the percentage of subscribers neglecting to remit at period of expiration has been reduced 50% due to the fact that we have made it easier for them to remit.—R. A. S.

26,000 last October—Now
150,000
DETROIT
Evening
TIMES

The Buffalo Territory Offers Big Possibilities To National Advertisers

Twelfth American City; second in New York State, Buffalo, with over half a million people and the surrounding trade area with three hundred thousand more, affords a rich market to national advertisers. The effective medium to capture this desirable market is the big, popular, home newspaper—A. B. C. Net paid 105,958, 80% of English-Speaking Homes.

The Buffalo Evening News
Edward H. Butler, Editor & Publisher
KELLY-SMITH COMPANY
Representatives
Marbridge Bldg. New York, N. Y.
Lytton Bldg. Chicago, Ill.

There's a Reason
Ask The Los Angeles Times

The Hollister Organization is now conducting its *third* circulation campaign for the Los Angeles Times.

Write or wire for more details of the circulation building plan that has repeatedly satisfied.



HOLLISTER'S CIRCULATION ORGANIZATION
Largest in the United States
300 MERRITT BLDG., LOS ANGELES, CAL.

NEW ORLEANS STATES

ADVERTISING RATES AFTER OCT. 1

12c DAILY FLAT
15c SUNDAY FLAT

Daily over 51,000
Sunday over 63,000

PRESENT RATE
10c D. & S. on 2,000 Lines

Represented by
S. C. Beckwith, Special Agency
New York
John M. Branham Co., Chicago

W. F. HERMAN BUYS THE LONDON ADVERTISER

Now Owns Four Canadian Dailies—Has Made Rapid Rise for Publisher of Small Saskatoon Weekly—Possession October 1

The London (Ont.) Advertiser has been sold by T. H. Purdom and associates to W. F. Herman, owner of the Saskatoon (Sask.) Star; Regina (Sask.) Post, and Windsor (Ont.) Border Cities Star, the property to be taken over on October 1. Completion of the deal marks another forward step in the career of Mr. Herman, who from being publisher of a small weekly in Saskatoon, has within a very few years risen to be one of the most conspicuous figures in Canadian daily journalism. Plans for the future of the Advertiser have not yet been divulged but it is being predicted that the morning edition will be reorganized on an evening paper basis.

The Advertiser was founded in 1863 as an evening paper by the late John Cameron, with whom were associated his brothers, William and Lud. K. Cameron. It remained in the Cameron family until 1902 when it was purchased by T. H. Purdom, K. C., a London lawyer with important financial interests. Mr. Purdom's companies having recently encountered serious difficulties, it became necessary for him to dispose of his newspaper property. Negotiations were at first carried on with Hon. W. C. Kennedy, federal minister of railways, and a group of liberal politicians, but without result. Later Mr. Herman made overtures for the paper.

Until 1913, the Advertiser remained exclusively in the evening field and was reputed to be a money maker. That year Mr. Purdom was persuaded to add a morning edition, virtually converting the paper into a morning newspaper.

During its long career, the Advertiser has been edited by several notable men. John Cameron himself was a prominent figure in Canadian journalism, being at one time editor of the Toronto Globe. Hon. David Mills, another of the earlier editors, became federal minister of justice in the Laurier government. J. D. Clark, who succeeded Mr. Mills, followed him to the department of justice. From 1902 to 1913, M. W. Rossie, now one of the editors of the Toronto Globe, was editor of the Advertiser, being succeeded in turn by Wallace Laut, Harry Pickett and A. R. Kennedy.

Would Advertise New York State

Advertising of the natural advantages of New York State by an official publicity bureau authorized to spend $1,000,000 was urged at the annual meeting of the Adirondack Resort Association held at Lake Placid, N. Y., September 14. Joseph H. Marvel, proprietor of the Hotel Marion, Lake George, N. Y., who was re-elected president of the association, appointed the following committee to present a bill to the state legislature for the creation of this publicity bureau; L. A. Flanagan, Malone, N. Y., L. C. Emerson, Schroon, Lake, N. Y.; Leslie Kincaid, Adjutant General of the state, and W. T. Thayer, state senator, Chateaugay, N. Y.

NEWS HAS 50TH BIRTHDAY PARTY

Lebanon Daily News Prints Special Edition on Yellow Paper

The Lebanon (Pa.) Daily News, September 14 issued its 50th anniversary edition of 48 pages in six sections. The paper was printed upon light yellow newsprint and both black and red ink was used.

"Yellow paper was used because it was the 50th birthday anniversary of the Daily News," explained J. K. R. Schropp, vice-president of the paper. "When a couple have lived together for 50 years, their celebration is usually termed a golden wedding anniversary.

"On the day of this issue we had a large brass band parading the streets in honor of this edition, and in the afternoon the band gave a concert in front of the News building. There were thousands of people present to hear the concert.

"In the evening there was a dance in front of the News office, on the wood block pavement, the music being furnished again by the same band. The streets were roped off and there was no traffic allowed while the dancing was in progress.

"Many persons came in person to the News office to tender their thanks and declared that it was one of the best advertisements the community has ever received. The counter in the business office was literally packed with big baskets of flowers sent the management by citizens and well-satisfied advertisers."

Lincoln Star Building

The Lincoln (Neb.) Star has a two story building under construction. The building will be 90 x 112 feet. The basement will house the press and mailing room, the first floor the advertising and circulation departments and the second floor the editorial and composing rooms.

News-Times to Add Roto Section

The South Bend (Ind.) News-Times will add a rotogravure section on September 24. The News-Times has appointed Lorenzen & Thompson special representatives effective October 5.

MAKE NEWSPAPER ADS THEIR MARKET BATTLEFIELD

(*Continued from page 7*)

A third case, out of a number which might be cited, is that of Colgate & Co., which, like Ivory Soap, is turning to direct refutation in its outdoor, newspaper and other advertising.

In its newspaper advertising, one piece of copy shows a package in front of a bull's eye. The copy hits its message over this way:

"Clean teeth the right way——

"'Washes,' does not scratch or scour the enamel.

"Colgate's is safe to use every day."

Another is one of a series, entitled, "What I know about Colgate's Ribbon Dental Cream." It says:

"I know that I could scrape my teeth clean with a soapless, gritty tooth paste, but I know that washing is safer than scouring.

"I know that Colgate's is made from non-gritty chalk and pure soap, which will loosen and wash away injurious substances in my mouth. I know Colgate's cleans my teeth thoroughly and that no dentifrice does more."

Again, no competitors are mentioned, but the inference is that some of it petitors claim to make teeth whi naturally. Once more, EDITOR & LISHER wishes to make it clear has no desire to take sides in a versy of this kind, but simply repr this copy as an example of how ad ing rebuttal is being used.

Almost everybody likes a fight, ing advertising men. Consequently is being done along the line of "tising battles in printer's ink" ha than ordinary zest for members advertising and newspaper fraterni probably, for the public.

Mexia News Again a Daily

The Mexia (Tex.) Evening Ne moved to its new home, recently by the News Publishing Compan within a week will resume the p tion as a daily. The Evening Ne discontinued as a daily and was pu as a semi-weekly after the first o was passed.

Buys Interest in News-Sentin

Oscar G. Foellinger, business m of the Fort Wayne (Ind.) News-S has purchased the interests of th of Clarence F. Bicknell, formerly lisher, who died about three yea in the News-Sentinel.

EDITOR & PUBLISHER

NEW YORK, N. Y.
ADVERTISING RATES
in effect March 11, 1922

DISPLAY ADVERTISING

	Agate Lines	1 insertion	6 insertions within year	12 insertions within year	26 insertions within year	52 insertions within year
Full page	672	$200.00	$188.00	$175.00	$150.00	$125.00
Half page	336	113.00	100.00	94.00	88.00	75.00
Quarter page	168	60.00	56.00*	50.00*	47.00*	44.00
Eighth page	84	35.00	30.00*	28.00*	25.00*	23.00
Sixteenth page	42	20.00	18.00*	15.00*	14.00*	13.00

Less than sixteenth page transient rate 50 cents per agate line (minimum space 14 lines —1 inch).

All 52 consecutive-insertion contracts (see last column above) are based on consecutive insertions within the year. Extra space is charged at the 52-insertion rate, but contract is credited for one insertion only.

Half pages and full pages on 6, 12 and 26-time contracts may be used at the option of the advertiser within the twelve-month period.

*Quarter, eighth and sixteenth pages must be on definite copy schedule.

b. Contract advertisers are accorded the privilege of same insertion rate for larger space. For example: an advertiser under contract for twenty-six (26) quarter-pages at $47 per insertion is accorded the privilege of half pages at $88 and full pages at $150, but such advertisement is to be credited on contract as but one insertion of contract space.

c. Rate maker card—52 consecutive insertions—minimum space 28 agate lines—net rate 28c. per agate line. Extra space pro rata.

d. All rebates earned by advertisers using more than contracted space within life of contract are paid in advertising space to be used within one month after expiration of contract.

Classified Advertising

a. Help Wanted ..... .06 a word
For Sale ..... .06 a word
Situations Wanted ..... .03 a word
Business Opportunities ..... .06 a word

b. All advertisements inserted on a strictly cash basis, except on orders from contract advertisers.

c. No discount for frequency of insertion.

Reading Notices—(None.)

Commissions. Allowed to recognized agencies on other than publishers' advertising.

Preferred Positions

Front and back cover rates on application. Inside front and back covers 10% extra. All other positions 25% extra.

SUPPLIES & EQUIPMENT

For Newspaper Making

Wanted
Good used Duplex 12-page flat-bed press. Address at once The Leader, Great Falls, Montana, stating best price and terms.

Printers' Outfitters
Printing Plants and Business bought and sold, American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

Are You All Set for the
WORLD'S SERIES
Two "Left"—Speak Quick
Magnetic Player Board
GEO. H. REYNOLDS, Treas.
New Bedford Mass.

Take It To
POWERS
Open 24 Hours out of 24
The Fastest Engravers on the Earth
Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

Huber's ROTOGRAVURE INKS
Are now made in our new Rotgravure factory. A better ink at the same price.
HUBER'S Colors In use since 1780
J.M. Huber
Main Office
65 W. HOUSTON ST., NEW YORK
It Pays to Huber-ize

Newspaper Plant Equipments
Established in 1912
PECKHAM MACHINERY
MARBRIDGE BLDG, 34th & Bw
NEW YORK CITY

24-page Scott Straightline, deli and erection in month. Shown ning until Aug. 15th.
Complete Newspaper Plant Eq ment.
8 Linotypes. Model B Intert Head Letter Matrices, Molds, Li
2 Monotype Equipments mats.

24-Page Potter Pres For Sale or Will Trade Goss Press to Fit Ou New Equipment
This press is in fine running co tion, does 2-color work, gives all by two's in one signature up t pages with single set of plates or signatures of 12 pages each.
Can be seen in operation.
Delivery can be made about Oct 1st.
For further particulars address,
SUPERIOR TELEGRAM
Superior, Wisco

FLEXIDEAL
A Dependable, Unifor
DRYMA
Better in performance than other, and at a LOWER pr A trial will convince you
Unlimited Stock on Hand at all Times
The Flexideal Compa
15 William Street
NEW YORK CITY

Introduction to Employer and Employee

SITUATIONS WANTED

A WORD for advertisements under this classification. Cash with order. For ...e unemployed one insertion (adv. not to ...ed 50 words) FREE.

...certising Man
... record as salesman, copy writer and ad-...ising manager will interest executives ...ing for increased lineage. Have proven ...istent producer under all conditions. ...racter and ability highly recommended by ...former employers. Would accept staff po-...n if the opportunity justified. Box C-... Editor & Publisher.

...able Editor
... writer employed in present position twelve ...s desires change about October 1. Now ...cutive on afternoon paper city of 100,000, ... middle west. Age 36, married. Prefer ... on metropolitan daily Pacific Coast or ... but will go anywhere if salary is satis-...ory. For particulars address Box C-902, ... Editor & Publisher.

...ulation Manager
...ist references as to ability, integrity and ...sty. Hard worker. Understand circula-...n methods from all angles. Further infor-...on upon request. Address C-944, care ...dor & Publisher.

... Editor,
... of best county dailies in Middle West ...s place in town of 10,000 to 20,000. Rea-...-owner's time as postmaster expires. Age ... Graduate of University of Missouri School ...ournalism. Available October 20. Craw-... Democrat-Forum, Maryville, Mo.

...sified Manager-Solicitor
...s to connect with progressive paper. ... continuous service, trained space builder, ...36, good character. Address C-906, Editor ...ublisher.

...ble Your Classified
...next 6 months. Have had 16 years' expe-...e and can show you how to double the ...ness, all classifications, and at a profit in ...o eight weeks. Train your own help or ...ny own. Stated charge for stated term or ...ract on commission basis with weekly ...antee. Only good for those selling over ...,0 papers daily. Can take on six papers ...next six months. My references are pub-...rs that have used my services. For detail ...ess Box C-841, Editor & Publisher.

...omy Is the Order of the Day—
... why I am worth $7,500 a year to the ...isher who wishes to reduce expenses with-...mpairing his earnings. Twelve years' hard ...rience in keeping costs at a minimum in ...rtising, Circulation, Editorial and General ...r. Now holding position as Business ...ager on Paper with 20,000 Circulation, but ...se change to larger Organization. Address ...C-928, Editor & Publisher.

...orial Writer
... high recommendations wants position ... Democratic or independent newspaper. ..., Editor & Publisher.

...ir
...ied man, 39, thoroughly versed repor-..., editorial, mechanical ends; long and ...ssful experience country and metropolitan ...s and trade magazines; recently signed ...cate feature writer big metropolitan ..., now editor and manager prosperous ...ry, seeks change for family reasons. ...rs country weekly or small town daily. ... York State or nearby. Can handle every-... on either. Salary commensurate with ... costs and position, but healthful, ...ant surroundings for four children first ...deration. Address Box C-933, Editor & ...lisher.

...ditor or Managing Editor
...u really want an editorial chief, married ... family, middle thirties, college man, ...teen years in journalism in two countries, ...sten years' executive capacity, I am avail-...on week's notice. Want position that ...s with it responsibility, that offers op-...nity to man who will throw off his coat ...make the wheel hum. Salary secondary ...deration so long as it is reasonable. ... or write, Advertiser, 530 Lathrop Street, ...ng, Michigan.

SITUATIONS WANTED

Have You Thought
of employing a woman for that position in your advertising department? My success during the past five years in all phases of newspaper work makes me feel justified in suggesting the subject for your consideration. Address C-936, Editor & Publisher.

Managing Editor,
seven years' experience, aged 27, sober, industrious and reliable, seeks position on afternoon newspaper in East or South, either as managing editor, city editor or desk man. Write C-943, Editor & Publisher.

Position Wanted as Advertising Manager
Experienced both morning and evening newspaper—a fighter from the word "go"—prefers stiff competitive field. Capable of writing and selling more space than any man on his staff. Copy and retail advertising expert. A manager that knows how to get space and can impart that knowledge with "red-hot" enthusiasm to his men. Has good position now, but wants bigger one. Excellent references. Age 39, married. Address C-929, Editor & Publisher.

Publishers' Eastern Representative
New York office established eight years. Well known among advertising agencies and national advertisers. Offers advantages of principal owner's personal efforts on accounts. Inquiries invited from publishers seeking eastern connection. Commission or fixed remuneration basis. C-937, care Editor & Publisher.

Three Things
make most newspapers unprofitable. Competition is not one of them. Am soliciting job as manager of an unprofitable daily paper in city of no less than 20,000 population, surrounded by good territory. Can give proof of success on paper established 63 years, never paying, deep in debt. In four years I increased advertising revenue 200%; circulation 400%. Have now disposed of property with profit to owners. Will be at liberty November 1st. Address C-915, Editor & Publisher.

Young Man,
understanding daily news end thoroughly, desires place on daily, town 15,000, where can learn business side. Wants to go into game for himself but feels need of business experience. College graduate. Available about October 15. C-947, Editor & Publisher.

HELP WANTED

6c **A WORD for advertisements under this classification. Cash with order.**

Advertising Solicitor
Newspaper of 20,000 circulation in a Pennsylvania city of 50,000 population is in need of an advertising solicitor who is capable of closing contracts and writing good merchandising copy. The newspaper is a fast growing one and it stands well in the community. Address Box C-938, care of Editor & Publisher, giving references, stating age, salary expected, and, if possible, enclose a photograph of yourself.

Feature Writer
Sunday department, New England newspaper, experienced man. Act quick. Box C-940, Editor & Publisher.

Help Wanted
Salesman, experienced in selling newspaper syndicate services, newspaper machinery and similar lines to handle a very attractive proposition on either salary or commission. It will be necessary to travel. For appointment, address Box C-934, Editor & Publisher.

Wanted
Circulation manager. Old established high class daily in Eastern city of 100,000 has opening for experienced circulation manager. Must know how to develop circulation among clean, legitimate lines, rather than by premiums, contests, etc. Must be thoroughly dependable and able to give good references. Write Box C-939, care Editor & Publisher, giving full information as to experience, whether married or single, salary expected, etc.

SITUATIONS WANTED

Editorial Connection
with general publication, weekly or daily, wanted by lawyer, contributor to leading law reviews on current legal, political and economic questions and on international law. Opportunity to contribute toward shaping of public opinion chiefly sought—could make slight investment if necessary. C-949, Editor & Publisher.

Newspaper Accountant
A newspaper office man with many years' experience in every branch of the business wants connection with a good newspaper or magazine in New York or nearby eastern city. Have done everything from small beginning in clerical work up to management and systematizing in large publishing offices. Will begin for moderate salary to re-enter publishing business. Highest endorsements. Address C-951, care Editor & Publisher.

BUSINESS OPPORTUNITIES

6c **A WORD for advertisements under this classification. Cash with order.**

For Sale
only paper and job plant in good town of 2,300. Plant well equipped and money maker, has only changed hands twice in fifteen years. Present owner taking over larger proposition, must sell at once. $6,000 cash required, balance easy terms. Reed M. Hewitt, Harbor Beach, Michigan.

Wanted
If you have a syndicate service or any sort of material to sell to retail advertisers or newspapers, a real selling organization wants to handle your proposition. For appointment address Box C-935, Editor & Publisher.

PROPAGANDISTS FEED NEW FIRES OF WORLD HATE

(*Continued from page* 5)

since, is that the terrible heat of Mesopotamia, and the strain he underwent during the siege, affected his judgment so seriously that he should not be held responsible for what he says or does. He has been given no military post of authority since his return home. In the light of these facts, known to every informed Britisher and every publicist in the Near East, the reader would be in serious error who based any conclusions concerning the present trouble upon the views expressed by General Townshend.

Enough has been written to emphasize the point that all news from the Near East is subject to corroboration. Judgment should be reserved upon all points. The public mind should come to final conclusions only after it has tested the reliability of its information. In this respect, America is better off than other countries, for our government rarely lets policy affect the news it imparts to the press. What Admiral Bristol and his aides report is likely to be nearer the full truth than any other statements coming out of the Near East. For our vigorous High Commissioner at Constantinople has a rare sense of what is new and what is true; and in the interest of the American public, he has not hesitated to give newspaper men from this country the use of the navy wireless, in order to escape the three-fold censorship through which dispatches would otherwise have to pass. Whatever news comes from Admiral Bristol direct is to be taken as trustworthy to the limit: what Americans are reported to have said in Athens or Salonica or London or Paris is to be accepted with reservations.

Mannington Leader Starts Soon

James F. Hovey, of Marietta, Ohio, has leased the plant of the old Mannington (W. Va.) Evening Leader and is preparing to publish an evening paper under the same name. The plant is equipped with a Duplex press and two linotype machines. Both the circulation manager and advertising manager of this new paper are yet to be selected. The staff will be made up partially of local men.

New Press for Boston Herald

Work on installing a new press for the Boston Herald has just been commenced. By the first of the year the paper will have this Scott multi-unit double octuple press in operation. This press, together with another similar press installed last year, will give the Herald a capacity of 288,000 16-page papers per hour. In making these changes a mezzanine floor has been built into the press room upon which the presses are located. The space underneath this serves for paper storage.

New Farmer-Labor Weekly

Farm and Labor News, a weekly newspaper, has just been launched in Texarkana, Tex. The initial number appeared September 1. R. J. Dowling is general manager and E. H. Tobey is the editor. The paper will be devoted to the interests of industrial and agricultural workers.

WANTED ADVERTISING MANAGER

In city of more than half-million people

One with selling as well as executive ability. Good salary, also chance to work on profit sharing basis. Replies considered strictly confidential.

Box C-950 Care of EDITOR & PUBLISHER

Sales Appraisals

Palmer, DeWitt & Palmer
Newspaper Properties
225 Fifth Ave. New York

Unusual Opportunities
Daily & Weekly NEWSPAPERS
TRADE PAPERS
HARWELL & CANNON
Newspaper and Magazine Properties
Times Building, New York
Established 1910

WE CONNECT THE WIRES

OVER TWENTY YEARS we have conducted a service bureau for employers and position seekers in the publishing field. Our lists include men and women fitted for positions up to the highest responsibility in editorial, business and mechanical departments of newspapers and trade journals. No charge is made to employers. Registration is free.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.



Talented, experienced, and highly efficient men, each a specialist in his own line, ready to solve your problems.

STARR SERVICE CORPS
UPBUILDERS of NEWSPAPERS
BROKAW BLDG···42ND and BROADWAY
NEW YORK

We Have Never Had A Discontinuance
on
Sir John Foster Fraser's "Weekly London Letter" of Literary, Theatrical, Social and Political Happenings.

Springfield Union
Cincinnati Times-Star
Indianapolis Star
Brooklyn Eagle
London Free Press
Wheeling News

are among those using it.

Write for Samples

The McClure Newspaper Syndicate
373 Fourth Avenue, New York City

Beginning September 11
THE SCIENCE *NEWS* BULLETIN
will be
MAILED DAILY
instead of weekly
(*with no increase in rates*)
Forty Clients Now Receive This Service That Brings Science To
The Man In The Street
Write for trial report

SCIENCE SERVICE
1115 Connecticut Ave., N. W.
WASHINGTON, D. C.

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.

BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

The Standard of Influence
Discriminating readers and advertisers know that generations have found such power behind their favorite paper,
The Pittsburg Dispatch
the same year in and year out!
Branch Offices:
Wallace G. Brooke,
Brunswick Building, New York
The Ford-Parsons Co.
Marquette Building, Chicago, Ill.

"The African World"
AND
"Cape-to-Cairo Express"
Published every Saturday in London.

HUNCHES

Managing editors and city editors are always on the lookout for news; and feature ideas that can be used locally. EDITOR & PUBLISHER *will pay $1 for each hunch published under this head. The fact that the hunch is not being worked successfully in your city does not bar it from this department. Address your contributions to the* HUNCH EDITOR. *When they appear, clip them and mail them in and receive payment. Unavailable hunches will not be returned.*

DR. E. H. BULLOCK, Kansas City health commissioner, has said we need legislation as well as education as to the hair of women food handlers, forcing them either to bob it or wear hair nets. Men food handlers also have a habit of tossing their heads, what about them? What does your city health officer think of the idea?—H. G. R.

Here's a plan which gains the approval of your church going readers. Have printed on one side of Post Cards name of your newspaper and on the reverse side blanks for name of church, total attendance and collection for your Sunday School last Sunday, one week ago and one year ago. Are more cards needed? Other news of interest. Distribute a number of these cards to the Superintendent or Secretary of each S. S. in your community and one day during the week (preferably Saturday) publish the reports. A rivalry will be started among the larger schools to head the list each week.—R. B. M.

How many nights a week should the married man have off? Here's a topic which is of great interest to all married women so it would arouse a great amount of interest among your readers if you could conduct a contest to get the cleverest letters on this topic. Also the publication of the letters would prove extremely entertaining to all of your readers.—H. H. W.

"The college of twins." That's the name that has been bestowed on Stephens College in Missouri. Eighteen pairs of twins are now attending that school. Find out how many sets of twins are attending your public and high school, or college. Obtain their photographs and interview them on humorous incidents when they have been mistaken for their twin. Readers are always interested in such stories.—R. B. M.

In what months of the year do most deaths from pneumonia occur? In what months are there the greatest number of suicides? In what months of each year do the greatest numbers of deaths from diphtheria and croup occur? Go to your local health officer, get his death statistics for the past five years and analyze these statistics so as to answer the above questions and so as to show what the danger months in your city are for sufferers from various diseases. This would make an unusual and very interesting story at this time of the year.—F. H. W.

Where demands on space are heavy the practice of The Seattle Times in printing the subscription rates and other information usually found in the Editorial masthead in blackface agate in the waste space on either side of the date line on an inside page, can be profitably followed. In the case of The Times this information is compressed into two lines.—A. N.

As a Halloween feature, a description of the pumpkin crop of the country, with a suitable prize for the largest pumpkin raised, would be of interest to readers of country weeklies and small town dailies.—L. J. T.

A big percentage of all the poeple in your city are greatly interested in playing games of cards—poker, bridge, pedro, etc. But it is very seldom that a paper runs a story about card playing. Why, then, wouldn't it be a good idea to do some inquiring among card players in your city as to the strangest hands they've ever seen at cards—all the players in a poker game having three of a kind, people in a bridge game all having four honors in one hand and so on? Such information could be given with or without the names of the people from whom it was secured and such a story would be immensely interesting to a big percentage of your readers.—F. H. W.

It has been said that nine men out of ten carry or wear a good luck piece or rabbit's foot. Is this true? Interview your leading townsmen and find out. Get them to tell about their favorite superstition. It is said that former Vice President Marshall picks up every pin he sees, and that on one occasion when he was Governor of Indiana a friend played a prank on him by spilling a box of pins on the cement walk leading to the Capital. It took Mr. Marshall 30 minutes to pick them up but he got them all.—L. J. T.

Methods of doing business in nearly all lines have undergone considerable changes during the past decade. A feature as well as semi-humorous story might be written on the present day experiences of a house-to-house canvasser. There was a time, especially in the more sparsely settled hamlets, when a book agent or pedlar would have the undivided attention of the house wife, but now, with better roads, automobiles and easy access to the larger towns, it is almost an impossibility for the agent to obtain a hearing. A reporter often runs across these individuals. They are ready talkers and who knows but a little questioning might bring forth sufficient material for a couple of good yarns.—H. E. R.

A four-page supplement dealing with agricultural and farm news of local interest has been started by the Wisconsin State Journal. A college graduate, with newspaper training, spends his full time mixing with the farmers of the county and gathering informative, feature, and personal news copy. This section appears each Tuesday and runs through all editions.—G. W. G.

What do your traffic cops think of the city and country drivers? Strange as it may seem, many officers report most of their trouble comes from city "jay" drivers. The suburban autoist is inclined to play safe and slow but the city cutup will take a chance and make a traffic jam.—J. R. C. Jr.

The Chicago Tribune is running the "Fifty Years Ago Today" feature in a new form—instead of making extracts from the files it is reproducing upon the editorial page fac-similes of news items. The contrast of the "Dress" of half a century ago with the make-up of today is effective.

Another thing the Tribune is doing is to put the bound file for twenty-five years ago into the show-windows, opening it every day to some page of interest.—H. D. K.

How long does the average piece of property in your city remain in the same hands? Here's a chance for a different, new story which you could easily get up by talking wth some of your local abstractors. Get from them some interesting data about pieces of property which have most frequently changed hands, about early owners of the most valuable property in the city and so on. Most abstractors are mines of very interesting information along this line. You could also from the abstractors secure striking data regarding technicalities which have created trouble in transferring local properties. And so on.—F. H. W.

Nearly every man and woman cherishes some favorite selection that was in the old reader they used at school—remember Henry Ford's special trip to buy a copy of McGuffey's? Interview some well-known persons about what they remember. Then find out if these selections are taught the children of today in your city. Some of the classics are still used. This will interest many who maintain that "They don't teach 'em as well as they did when I went to school."—H. D. K.

Do people bury their money, or hide it about the house as they did in the former days? The bankers in your city can give you a story. Recently a Muskegon (Mich.) bank was able to redeem several hundred dollars in paper money that had been badly damaged by being buried. But people, the bankers, say, are not hiding their money as in the olden days.—C. D. M.

Almost every agricultural community specializes in a few products of which it is proud. The local newspapers can popularize themselves immensely by promoting special days for the exhibit of such products, and with the cooperation of the Chamber of Commerce and the home merchants can offer attractive prizes for the best products. "Sweet Potato Day," "Elberta Peach Day," "Tomato Day," "Water Melon Day," are suggestive for the alert newspaper man with a litfle initiative. Keep your paper before the people by keeping something doing that is worth while to your community.—W. H. M.

Don't overlook the morbid. People like it. Some old attorney whose practice is being lost to young blood, will be glad to write a series of worst crimes in your county, free. They can be whipped into absorbing stories. Avoid crimes of late years. No apology is needed if the editor believes in giving the people what they want, not what others feel they should have. Gruesome crime stories of Balzac and Poe are still read with zest. Yours will have a genuine arresting interest, with a local background.—A. N. B.

Million Dollar Hearst Features
The World's Greatest Circulation Builders
International Feature Service, Inc.
New York

HAVE YOU SEEN THE DICKEY DOG CARTOONS IN THE SATURDAY EVENING POST?
They Are Also By the Creator of
"Buddie and His Friends"
The Once-a-Week All-Dog Series,
DRAWN ESPECIALLY FOR NEWSPAPERS
"Whistle for Buddy!"
METROPOLITAN NEWSPAPER SERVICE
Maximilian Elser, Jr., Gen'l Mgr.
150 NASSAU ST. NEW YORK CITY

Few Papers — (if any) — surpass th
TRENTON NEW JERSEY **TIMES**
AS
A Food Medium
A recent reader survey indicates tha among the housewives of the city ou Thursday Food Feature Department—upward of four pages devoted to foo recipes and news and food advertisin —is the best feature carried by th Times
Circulation 30,237 Member A. B. C
KELLY-SMITH CO.
Marbridge Bldg. New York
Lytton Bldg Chicago

America's Best Magazine Page
Daily and Sunday
Newspaper Feature Servic
241 WEST 58TH STREET
New York City

LOS ANGELES EVENING HERALD
LEADS ALL LOS ANGELE DAILY NEWSPAPERS IN TOTAL PAID CIRCULATIO
Government statement for six months ended March 31, 1922
average 146,233 daily
New York
H. W. MOLONEY
604 Times Bldg.
Chicago
G. LOGAN PAYNE
Suite 401, Tower Bl
6 No. Michigan Av

THE

GREAT DAILY CIRCULATION OF NEW ENGLAND NEWSPAPERS EXCEEDING TWO MILLIONS

in a population of more than 7,000,000, indicates the avidity of the people for news and their ability to assimilate and digest advertising.

Advertising in New England will reach seven and one half per cent of America's population and more than half of these people live in thirty-six cities.

Here are people of all classes and occupations—for the most part well paid and thrifty—living close together yet not congested.

Advertising is as much read as news, in New England, as will be indicated by the number of actual sales credited by local advertisers to individual pieces of copy.

The national advertiser who will use the daily newspapers wisely surely puts in motion the greatest stimulus for sales.

MASSACHUSETTS—Population, 3,852,356

	Circulation	2,500 lines	10,000 lines
*Attleboro Sun .....(E)	4,968	.0275	.0175
*Boston Sunday Advertiser(S)	416,358	.55	.55
Boston Globe .....(M&E)	284,724	.45	.45
Boston Globe .....(S)	322,907	.55	.55
Boston Post .....(M)	380,796	.60	.60
Boston Post .....(S)	401,797	.55	.55
Boston Telegram .....(E)	145,113	.20	.20
Boston Transcript .....(E)	38,443	.20	.20
*Fall River Herald.....(E)	12,905	.035	.035
*Fitchburg Sentinel .....(E)	10,739	.05	.035
*Haverhill Gazette .....(E)	15,425	.055	.04
*Lynn Item .....(E)	16,273	.06	.04
*Lynn Telegram News.(E&S)	16,886	.05	.05
Lowell Courier-Citizen and Evening Leader(M&E)	20,419	.06	.06
*New Bedford Standard-Mercury .....(M&E)	30,659	.07	.07
*New Bedford Sunday Standard (S)	24,853	.07	.07
Pittsfield Eagle .....(E)	15,845	.035	.03
*Salem News .....(E)	20,023	.09	.07
*Worcester Telegram-Gazette (M&E)	74,394	.24	.21
*Worcester Sunday Telegram (S)	42,741	.18	.15

MAINE—Population, 768,014

Bangor Daily Commercial(E)	14,469	.05	.04
*Portland Press Herald (M&S)	19,291	.07	.06
*Portland Express .....(E)	25,424	.10	.07
*Portland Telegram .....(S)	25,966	.10	.07

NEW HAMPSHIRE—Population, 443,683

Keene Sentinel .....(E)	3,312	.03	.02
Manchester Union-Leader (M&E)	28,649	.10	.0175

RHODE ISLAND—Population 604,397

	Circulation	2,500 lines	10,000 lines
Newport Daily News....(E)	6,171	.035	.03
Pawtucket Times .....(E)	24,063	.07	.06
Pawtuxet Valley Daily Times (Arctic) .....(E)	2,475	.021429	.021429
*Providence Bulletin .....(E)	59,767	.135	.135
Providence Journal .....(M)	30,662	.08	.08
*Providence Journal .....(S)	54,629	.12	.12
*Providence Tribune .....(E)	22,501	.10	.09
*Woonsocket Call .....(E)	13,024	.04	.04

VERMONT—Population, 352,428

*Barre Times .....(E)	6,644	.03	.02
Brattleboro Daily Reformer. (E)	3,016	.03	.015
Burlington Daily News...(E)	7,001	.04	.04
*Burlington Free Press..(M)	11,108	.05	.05
St. Johnsbury Caledonian-Record .....(E)	3,124	.025	.015

CONNECTICUT—Population, 1,380,631

*Bridgeport Post-Telegram (E&M)	43,033	.145	.14
*Bridgeport Post .....(S)	18,395	.085	.08
*Hartford Courant .....(D)	29,780	.08	.07
*Hartford Courant .....(S)	48,600	.10	.09
*Hartford Times .....(E)	44,077	.12	.12
*Meriden Record .....(M)	6,634	.045	.025
New Haven Register..(E&S)	32,537	.09	.08
*New London Day.....(E)	10,325	.06	.045
Norwich Bulletin .....(M)	11,629	.07	.05
*Norwalk Hour .....(E)	4,594	.03	.03
*Stamford Advocate .....(E)	8,254	.0375	.03

Government Statement, April 1, 1922.
*A. B. C. Statement, April 1, 1922.

The Globe
AND Commercial Advertiser.
LARGEST DAILY NEWSPAPER IN THE UNITED STATES EST. 1793

Offers the general advertiser his most effective medium for reaching a large part of the great purchasing power of Metropolitan New York.

The Globe is made to interest people of the class who think and have money enough to buy advertised goods.

The Globe is different from most other newspapers by reason of its strong individuality and independence on all topics.

It is America's oldest daily evening newspaper—founded 1793—and stronger and more vigorous than ever.

Member A. B. C. THE *Member A. B. C.*

NEW YORK GLOBE

JASON ROGERS, *Publisher*

LORENZEN & THOMPSON, Inc.
SPECIAL REPRESENTATIVES
NEW YORK CHICAGO

THIS ISSUE: TWO SECTIONS: TURKEY—THE CENTER OF WORLD INTEREST

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1922

Original second class entry—The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the act of March 3, 1879. Published every Saturday.

[Copyright, 1922, by The Editor & Publisher Company, James Wright Brown, president and editor.]

Vol. 55. No. 27—First Section NEW YORK, DECEMBER 2, 1922 By Mail in Advance $4, U. S. A.; $4.50, Can.; $5 For. 10c Per Copy

THE

Consolidated Press Association

ANNOUNCES THAT

The Chicago Daily News Foreign Service

of which it is the sole selling and distributing agency, is

Published Today in More Newspapers From the Atlantic to the Pacific

—totaling a larger circulation than any other special cable service in the world.

This service is distributed instantaneously by our leased wire system on receipt of the cables in New York and San Francisco.

For rates in cities where the service is not yet under contract address

CONSOLIDATED PRESS ASSOCIATION
Evening Star Building **Washington, D. C.**

How Tetley's Tea Was *Shown* to Boston

BOSTON AMERICAN advertisers of products handled by grocers or druggists, having entered into a year's contract with us for at least 10,000 lines, are entitled to window displays of one week each in 100 Greater Boston grocery or drug stores. At the same time they are given a week of the American office window facing on Summer Street, where more than 30,000 persons pass daily.

THE AMERICAN'S Merchandising Service Department looks after all details, the advertiser's only expense or responsibility being the articles displayed.

Joseph Tetley & Co., makers of Tea, were among the more recent to avail themselves of this opportunity. Of the 100 grocers whose windows were used, 67 had the Tea in stock, but 23 others ordered liberally to meet demands. The total of immediate orders exceeded 1,000 pounds. Since then numerous other orders have been placed, due to the American advertising and window displays.

Writing of the recent campaign and its results from a newspaper advertising standpoint, Mr. F. A. Laurie, New England sales manager for the Tetley Company says: "We consider this very good indeed, and also wish to congratulate the Boston American on the co-operation created by the window displays."

Tetley Tea's experience parallels those of other Boston American advertisers. WON'T YOU BE SHOWN?

BOSTON AMERICAN

LARGEST EVENING CIRCULATION IN NEW ENGLAND

80 SUMMER ST., BOSTON 8, MASS.

MR. C. I. PUTNAM, 2 COLUMBUS CIRCLE, NEW YORK CITY
MR. J. F. FITZPATRICK, 504 HEARST BUILDING, CHICAGO
MR. ARTHUR BOOTH, 58 SUTTER STREET, SAN FRANCISCO

PRESTIGE



The First Buy in Cleveland
indicated in advertising lineage

THE fact that THE PRESS carries more local advertising every week day than the News or Plain Dealer simply serves to indicate in a clear and tangible way the high esteem in which THE PRESS is held by advertisers.

When it is known that 79% of THE PRESS circulation of 182,548 (latest A. B. C. statement) is distributed in Greater Cleveland the complete local dominance of THE PRESS is readily understood and appreciated.

ALLIED NEWSPAPERS, INC.
Publishers Direct Representatives
New York Chicago
Cincinnati St. Louis
Atlanta San Francisco
Cleveland
Member Audit Bureau of Circulations.

The Member of Scripps McRae League of Newspapers

CLEVELAND PRESS

DOMINATES GREATER CLEVELAND

To Keep Your Goods Selling in

Philadelphia

During 1923

Philadelphia, — third largest market in the United States—should be placed 'way up on the list of trading areas to be covered in your 1923 advertising schedule.

With a population of 1,823,779 in the city alone and 3,000,000 in the metropolitan area—a $100,000,000 building program—industries running at capacity—and generous buying habits, Philadelphia presents big opportunities for you in 1923.

Let The Bulletin help you to sell your goods to Philadelphians next year—by carrying your advertising messages to nearly everybody in Philadelphia, Camden, and suburbs.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

"In Philadelphia nearly everybody reads The Bulletin"

The Bulletin

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania and is one of the largest in America.

U. S. Post Office and A. B. C. reports of net paid daily average circulation for six months ending September 30, 1922 —485,145 copies a day.

NEW YORK
Dan A. Carroll,
150 Nassau Street.

CHICAGO
Verree & Conklin, Inc.
28 East Jackson Blvd.

DETROIT
C. L. Weaver,
Verree & Conklin, Inc.
117 Lafayette Blvd.

SAN FRANCISCO
Allen Hofmann,
Verree & Conklin, Inc.
681 Market Street.

LONDON
M. Bryans,
125 Pall Mall, S. W. 1.

PARIS
Ray A. Washburn
5 rue Lamartine (9)

(Copyright 1922—Bulletin Company)

Total Circulation of This Issue: 17,400

EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten P. M. on the Thursday proceding the date of publication—by the Editor & Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Telephone Exchange, Beekman 4330. Charter Member Audit Bureau of Circulations.

l. 55 NEW YORK, DECEMBER 2, 1922 No. 27

WHAT TUFFORD SAYS"—INLAND'S PASSWORD

pular Secretary's Labor for the Newspaper Indus try Truly Work for "a First Love"—Printers' Ink to Him Has Always Meant Something M ore Than Fumes of a Place of Occupation

BY BEN MELLON

IERE is a lot more to this thing of being good than appears on the sur-



Wil V. Tufford

Take the of Wil V. ord. He never bled, never tobacco, r was intox- d and has n doing his 'dest to keep Inland Daily s going on without any sual com- ts from any since 1887. some record there are ably a lot of le in this world who would never heard of Clinton, Iowa, one of our rn newspaper centers, if it had not for Wil.

s a far cry from Indian fighting in rado to the grand ballroom of the rison Hotel in Chicago, but that may in why they have such perfect order adjournments of the Inland Press always on scheduled time. "What Tufford say?" comes pretty close ing pass-words at Inland meetings. fford was born at Morrison, Illinois, became smeared with printers' ink at y early age. The Sentinel, a weekly paper of more or less regular habits the shop in which he first acquired ove that was to guide him in all his e activities.

ture movements in the life of Tufrather go to prove that printers' ink early age is something more than umes of a place of occupation.

fford was hardly twenty-one when, g migrated west, he secured a job as hter until there was an opening on Gunnison (Colo.) News. Gunnison had two buildings. One was occuby the News.

me time later Tufford became manof the Gunnison Democrat and carwith it the duties of local editor and nan as well as humorous paraher.

his spare moments he hept the books e stage coach line that connected ison with the outside world.

hear a great deal these days about ree and easy life and true indepenof column conductors. But that's ng when you come to consider the f Dave Day, who, under the nom ume of "The Solid Muldoon," won utation that would have brought joy sometimes fear to the moulder of ibes today.

fford became so good and still lived, y the very nature of the things he that he accumulated the second st honor that could come to a newsman in those easy going Colorado s, where the curses were loud and a voice preceded treatment that was

ttle Muldoon" was the title con- on the paragrapher of the Demo- That meant a lot when it is reered that Gunnison was then 187 from a railroad and each mile over ghter trail has a way of killing any appreciation that a man may have for humor. It is a pretty high tribute to Tufford that he is still doing paragraphs, that sometimes carry a mean thrust, in the quiet of Clinton, Iowa.

After three and a half years in Colorado, crowded more or less with real excitement, and which included six weeks in the field with frontier troops hurriedly organized immediately following the Meeker massacre, Tufford returned to Clinton, Iowa, and the foremanship of the Clinton Herald. Later he became city editor of the newspaper.

Being city editor created an ambition to become a full-fledged editor and, as there only seemed to be one way of realizing that desire, Tufford took the necessary step and became owner of the Clinton Morning News, which he later consolidated with the Age.

For eleven full years Tufford was an editor and publisher and acquired a vast amount of inside information, which he credits with being largely responsible for his ability to hold his own when he is discussing newspaper operation with members of the Inland today.

Following a short stop at Waterloo, Tufford moved on to Mason City to direct the destinies of the Times-Herald. His stay was short. Clinton kept calling him and there is where you will find him today giving a percentage of his time to his own printing business, but a far larger part of it to the newspaper publishing industry of the Middle West.

Wil Tufford's labor for the publishing industry can rightly be called work for a first love. He has not been actively engaged with any newspaper for many years, but that has in no way lessened his interest in the general betterment of the newspapers and a just return for the men engaged in their making.

Tufford first became interested in cooperative organization for better business methods among the publishers of the Middle West in 1887 and his interest has not lagged any since that time. He was secretary of the first meeting held that year. He has been a continually active member of the Inland since 1890, when as publisher of the Clinton Morning Age he was one of the sixty members whose dues totaled the magnificent sum of $60.

In 1900, Tufford was elected president of the Inland and one year later to the position of secretary and treasurer.

He held it down ever since.

In 1905 Tufford sold out his last property interest in the newspaper business, but that made no change in his connection with the Inland, and some people go so far as to say that he was actuated by a desire to devote more of his time to other people's newspaper interests.

The Inland was reincorporated five years ago, but it took two years more to get Tufford on a salary basis—and that isn't much.

Tufford visions the Inland only as a purely business organization and its meetings as a place for the discussion and solution of business problems. Editorial matters have no place within its scheme of things. He has always had a prominent part in arranging programs and controlling meetings, and that, in no small measure, is credited with the success of the organization.

Right now he is carrying on a campaign in the interest of advertising and against free publicity that is sure to have a far-reaching effect. Instead of talking about free publicity as an evil he is gathering up big bundles of the products of the ready made opinion material with which the country is flooded daily and sending it to the persons in whose interest it was first sent out. In this manner he hopes to show the victims how clean of deletions for publication the stuff for which they pay real money goes through the every-day copy desk.

Tufford's interest in the Inland extends somewhat beyond the newspaper business although he would probably be the first person to deny it. In fact, it has only been within the last twelve months that he has wandered very far from that territory although he was born in 1858, and has done a lot of traveling since.

He and Walter C. Johnson, of the Southern Newspaper Publishers' Association, had a bet on which organization would lead in membership the first of last year. The Inland passed the 250 under a special Tufford stimulant, and he journeyed down to Chattanooga to eat an opossum dinner as guest of honor. Being so close to a real rolling ocean he decided to continue over to Savannah and look at it. He must have been pleased.

During the last convention of the American Newspaper Publishers' Association he paid his first visit to New York, and having taken a liking to oceans, with the Atlantic as a sample, he spent last July watching the Pacific pounding on the shores of the Northwest.

Will V. Tufford has written a number of Indian legends, and has lectured on the ways of the Red Man from information gathered first hand—both in the field and as a friend of a chief of the Utes. His favorite recreation is walking, but instead he drives a car. He finds it a safer place to be than afoot on the road. He writes poetry—and some of it has been printed, and he envies the window decorations of Marshall Field's as works of art.

And, at the next annual meeting of the Inland Daily Press Association Wil V. Tufford, secretary and treasurer, will open his annual report with the remark that "You can't do much—office help considered—on $1,000 a year, but—" Then next year, if he runs true to form, you will find him turning out more stuff than ever.

OUR TURKEY SUPPLEMENT

EDITOR & PUBLISHER today presents as a supplement the suppressed King-Crane Report on Turkey, together with cognate documents, such as the Turkish Nationalist Pact, and places before the world the most needed and trustworthy and unbiased facts concerning the tangled affairs of the peoples of the Near East which now hold the focus of universal public interest.

IT IS AN ANTIDOTE TO PREVALENT PROPAGANDA

This report holds the answer to all the clamorous claims of the clashing parties which are making the mind of America their battleground—the pro-Turks, pro-Armenians, pro-Greeks, pro-Zionists, pro-British, pro-French, pro-Italians, etc.

No handbook for the editorial desk upon the Lausanne Conference can compare with this, and that Conference would have been unnecessary had this report been heeded. Events since 1919 have substantiated the findings of these American investigators.

IT'S NOW TOO LATE

to follow many of the recommendations made in this report, but much is revealed that may still be salvaged. The report is in accord with the startling declarations of American Ambassador Child to the Lausanne Conference.

PRESIDENT HARDING PLEADS FOR THE NEAR EAST

and has asked the governors of the states for observance of December 3 as a day of relief for the destitute millions in this land that now holds the world's attention and future peace.

Every American editor and writer should be prepared to meet this great emergency with facts and it is for this reason EDITOR & PUBLISHER prints, for the first time, as a part of this issue

SPECIAL SUPPLEMENT PAGES I TO XXVIII

ADVERTISERS SUGGEST NEWSPAPERS SHOULD BACK UP MAGAZINES

But A. N. A. Convention Is Told That Idea Is Impractical and Uneconomical—Marketing Economy Program Started Off with Standard Paper Size Recommendations

ATLANTIC CITY, N. J., Nov. 23.—Determined to do everything within their power during the next year to help reduce the cost of living, through more efficient advertising methods, thereby directly lowering the cost of commodities distribution, the members of the Association of National Advertisers closed their convention here today with the following specific recommendations to start their economy and efficiency program:

That this Association approves the report of the Committee on Simplification of Paper Sizes of the Bureau of Standards, in which are recommended the standard book paper sizes, 25 in. by 38 in., 26 in. by 29 in., 32 in. by 44 in., 35 in. by 45½ in. and their doubles; the bond and writing paper sizes 17 in. by 22 in., 17 in. by 28 in.. 19 in. by 24 in., and their doubles; and the 30½ in. by 41 in. size for the use of book publishers.

"2. That this Association urges that co-operation with the Bureau and with other trade organizations toward further simplification of paper and printing be continued, looking to the establishment of standards of paper grades and the identification of paper by the manufacturers thereof.

That the Association go on record as recommending both to its members and to publishers, that the recognized standard page of 9 in. by 12 in. trimmed size, and 7 in. by 10 in. type size, be adhered to, and that fractional deviations or exceptions be eliminated, believing that this size as recommended by the A. B. P. and the T. P. A. is most convenient and practical. This recommendation applying particularly to the so-called business papers.

Discussion of ways and means by which cost of distribution may be lowered continued right up to adjournment. Waste representing millions of dollars yearly was pointed out in present methods of mailing and in freak and pointless printed matter and mail advertising, which, added to those covered in the report of the early sessions of the convention published in EDITOR & PUBLISHER last week, offered plenty of food for thought for the members of the association to work out reforms upon during the next year.

One of the interesting discussions of the convention, from the newspaper standpoint, was that which followed the talks made by representatives of various advertising mediums on the subject of co-operation. Several advertisers asked why newspapers were unwilling to solicit local advertising from retailers to back up magazine campaigns and William A. Thomson, director of the Bureau of Advertising of the A. N. P. A., who, with his associate, Thomas H. Moore, had spoken before the convention, was asked to answer the question.

Mr. Thomson said that magazine advertisers frequently asserted it would cost too much money to advertise in the newspapers of a given locality, but at the same time these advertisers asked newspapers to induce dealers to do this advertising which the manufacturer ought to be doing. Mr. Thomson inquired what justification there was for the idea that this advertising, which the manufacturer says he can't afford to do, would pay the retailer.

Being questioned further, Mr. Thomson discussed the essential difference between the magazine campaign of general publicity and the newspaper campaign of market development. He said so far as the majority of national advertisers were concerned, the two systems had little in common. He asserted newspaper people were kept busy at all times co-operating with advertisers who were newspaper users. Even if the newspaper man were inclined to get dealers to do the newspaper advertising necessary to support a magazine campaign, he had little time for that. He asserted that the unwillingness to induce merchants to spend money in co-operation with a magazine campaign was not a wholly selfish position. Frequently this refusal merely protected the dealer against an unprofitable investment. He believed in many instances the refusal was an indirect benefit to the advertiser in that it represented unwillingness to encourage a costly and unscientific method of national merchandising which was gradually giving way before modern trade developments.

The long argued question of methods of paying advertising agents was brought up again in the annual report of President Fowler and of the committee on advertising agency relations, but in a way that seemed to be more hopeful of a satisfactory solution of the problem than has so far marked its debate. Chairman E. I. LaBeaume, of the agency relations committee, reported briefly to the effect that satisfactory progress has been made by the A. N. A. on the agency remuneration question, but that it is a problem that cannot be settled immediately but will be gradually, to the A. N. A. members' complete satisfaction.

Retiring President Fowler, in his annual address, gave the subject more detailed attention and held out hopes that steps which the A. N. A. is now taking to place the position of its members before the publishers of the country, will be "the forerunner to a meeting which I would like to see brought about between a joint committee of three each, from the publishers, the advertising agencies and member companies of the A. N. A."

"We are not going around with a chip on our shoulder, trying to solve the agents' problem for them; nor yet are we complacent under the occasional resolutions passed by various publishing organizations, stating that the present commission form of payment is the best form of payment for advertising agents," said Mr. Fowler. "Nor are we eager to see advertisers remain in the dark; paying agents' commissions which are either too small or too great and certainly not based upon a strict understanding of what constitutes good business.

"The present program of the Association of National Advertisers, as I see it, is to live in harmony with the publishers and agents who are at the other two points of this advertising triangle.

"We do not desire to tear down an important part of our own business structure simply because we do not like the color of the brick that is used, and we do not intend to pull out the bricks and throw them at our confreres. I am of those who believe that we are nearer to a point of securing action than we have even been before, not as an association, because that we cannot do if we would, but each member of the Association of National Advertisers has had or can get help in solving his own individual advertising agency problem, so that he will get the utmost out of every dollar which is retained by the agent as a commission for his service.

"The publishers are the ones on whom we should bring pressure to bear, to enlighten them in their darkness.

"With the American Association of Advertising Agents, headed now, I believe, by strong, conservative, right-thinking men, I think our program is one of common friendship and common interest—that the solving of the trouble is something that should be undertaken by them, and that our duty ends with making it clear to our advertiser principal executives just how much and just how they are paying these a vertising agents who are of known help to us

"The attitude of John Benson, the new pre dent of the four A's is broad and helpful. talk with the new vice-president, Clarence Newell, assures me that they will welcome, stretching out of a friendly hand, and so as our solving the problem for them goes, am inclined to believe that the full enlight ment of publishers and advertiser executiv by such methods as our fact-series of letters v give, is the forerunner to a meeting which would like to see brought about—that of committee of three each from the publishe the agents and member companies of our as ciation.

"We can't change the system in a minu We can make it necessary that increased s vice be rendered, and just so sure as the vertiser insists on adequate service, based the amount he spends, the returns he requi just so will the question of method of paym become secondary. The advertising agent w finds himself having to spend so much of commissions he secures (in order to give a quate service) that he is left without the ex long profit which he secures under the pres arrangement, will be the first to suggest a vised plan of payment for his service, by advertiser.

"This phase of our business is not the be and end-all of the Association of Natio Advertisers; it is but one subject of many which we are all interested, but one, the so tion of which is only a part of our day's wo

"I would deplore organized action at s another A. N. A. meeting on the question agency relations. Our own number think too many and varied ways for an entire u nimity of opinion. How then can we hope have the agents or publishers at once agree w us on an immediate change to some other p than the present form?

"But what the A. N. A Headquarters can for us is to help us solve our own individ problem. There is no reason why advertis as a selling force should not go forward greater lengths than ever before, and while is going on, the agents' problem and every ot problem can be solved if each member will quaint his advertising executive principal fi with the facts. I am convinced of this, beca it has been solved in the case of my own ho and I know that others have solved it."

How vast sums of money are wast yearly in careless and thoughtless ser ing of advertising and manufactu goods through the United States ma was outlined by A. H. Black, assist postmaster at Philadelphia. One of t startling things brought out by M Black was that it costs the Post Off Department approximately $5,000,000 year to pay clerks for searching rectories because of incomplete, wrc or missing street addresses on m matter.

He urged especial care in addressir correcting mailing lists; printing dresses in all advertisements; avoid the use of street junction address using too much moisture in sealing stamping, causing mail to stick toget and subjecting it to delay in handlir frequent mailings through the day

THE ASSOCIATION OF NATIONAL ADVERTISERS AT ATLANTIC CITY, N



t holding all until evening, thereby ining 12 to 20 hours in delivery in ny cases; not using cards and en- opes of unusual sizes, which are liable damage; leaving fully 3½ inches of ce on the right hand side of envelopes stamping and marking; addressing at least 10 point type; guaranteeing urn postage on third or fourth class il; using mailing permits or pre- celled stamps on large mailings, reby necessitating less handling, and nplying strictly with the postal laws o what can and cannot be sent through various classes of mail.

Mr. Black urged use of the par- post as the method of reaching more ces than any other transportation ncy existing. He also informed the ertisers that the Post Office is at ir service for correcting mailing lists a cost of 60 cents per hour in first and ond class cities and in other classes reasonable charges.

That only 88 advertisers, and fourteen cent of the A. N. A. membership, ng to the Audit Bureau of Circula- s was brought out in a talk by O. C. rn, of the National Lead Company, w York, on why all national adver- rs should be giving their whole- rted support to the A. B. C. Mr. rn is president of the A. B. C. and a ner president of the A. N. A. Ten N. A. members signified their inten- of joining immediately.

Mr. Harn also announced that the erican Institute of Architects, through structural service committee, has ar- ged to show manufacturers of build- materials the best means of selling r products to them through advertis-

. Knickerbocker Boyd, of Philadel- , and Sullivan Jones, of New York, bers of the institute committee, ex- ed and described kinds of advertising holly mail—that was useless or help- to them, and why. The purpose of service extended by the Architects' itute is to eliminate waste, for which public in the end pays. The com- ee recommended that building mate- producers adhere in advertising mat- ent to architects to sizes not exceed- 8½ by 11 inches and not smaller 7⅝ by 10½ inches, folders in those being acceptable. This will allow ling by number in the standard files he institute. Suggestions as to def- information architects want to know t products will be included in the service of the committee. The use of "flyers" was suggested, to save the read- ers' time, such as brief reference to mat- ter in the Institute's files or being adver- tised in current issues of architectural trade publications or catalogs."

In the course of his talk, contending that an excess of retail dealers operat- ing without any system or sense of public responsibility, is the primary cause of the high cost of marketing goods, William G. Shepherd, of Collier's said: "Most stores are in the main small one-man affairs, blindly groping about in the dark jungle of economics. One good store, properly conducted by a retailer who has sense of public service, is better than half a dozen dub stores that only light up the sidewalk at the consumers' expense with a garish glare that doesn't mean anything but a challenge to other store- keepers to the battle royal of retail com- petition. Advertising can subtly teach the consumer how to deal with a re- tailer in a community who receives the confidence of that community and then abuses it by overcharging or by exhibi- tion of the monopolistic spirit."

The lesson the retailer must learn, ac- cording to the findings of the Harvard University Business Research, as stated to the convention by W. A. Shaw, of Chicago, is that rapidly turning stock, provided it is adequate to meet the re- quirements of the reasonable consumer, is the most profitable. "Those who will ignore this lesson will do so to their regret," said Mr. Shaw.

The Harvard Bureau is endeavoring to set up operating standards for stores that will enable them to operate at lower costs and yet increase their business volume, with more profit to themselves and the manufacturers of the goods they handle. It has been engaged in the work since 1913. Examples were quoted by Mr. Shaw where sales force expenses had been reduced as much as seven per cent on shoes and five per cent on groceries and stock turnovers increased to 2.5 times on shoes and to twelve times on groceries.

Occupancy charges have been one of the largest factors in the increase of re- tailers' cost of doing business since 1921, according to Mr. Shaw, who said in part:

"The cost of running retail jewelry stores between 1919 and 1921 increased from 32.3 per cent of sales in 1919 to 43.5 per cent in 1921. Of this increase 11.2 per cent, or 50 per cent, is accounted for by the increased percentage taken by the wages of sales people and rent. Occupancy cost the typical jeweler ex- actly 50 per cent more in 1921 than in 1919. The jeweler, turning stock slower, had to bear a larger increase in his in- terest charges than the retailer of shoes, but otherwise the story is parallel.

"Since 1913 the net profit in the typical retail hardware business fell from 6.02 per cent of sales to a loss of .82 per cent in 1921; net profit from shoes dropped from 4.69 per cent to 1.52 per cent; retail groceries from 6.5 per cent to 2.5 per cent; and dry goods from 7.2 per cent to 6.4 per cent.

"Stores that turned stock fastest spent the most for advertising and more for location, yet made the more net profit by far. Those stores with the lowest rate of turnover lost money."

Too few manufacturers analyze their cost figures to the point of the actual net result in profit or loss on each sale, said O. D. Street, general manager of distribution for the Western Electric Company. When they do, they find that many sales and transactions on which they figured a certain profit have really been losses. He estimated that out of every 5,000 factory accounts sixty per cent are losing money, and the manufac- turers don't know it. The loss, for the most part, is represented in small sales and transactions, which seem profitable because of their larger volume, but which, upon analysis, will be found to be cost- ing more than they bring in. Mr. Street proved this by charts used in the busi- ness of his own company. He also pre- dicted that standardization is going to be the biggest factor in reducing costs of distribution, pointing out that only recently, through the efforts of Secretary of Commerce Hoover, the sizes of paving blocks manufactured in the United States were reduced from sixty-two to nine and farm machinery seat styles and sizes from eleven to one.

In his talk on what the Bureau of Foreign and Domestic Commerce can do for American business firms in helping them in foreign business, Henry H. Morse, chief of the Division of Spe- cialties, asked the A. N. A. to discourage the idea that it is only necessary to ob- tain a mailing list and send a catalogue to do business abroad. Sales programs, as complete as a firm would use in sell- ing in America, is just as necessary for foreign business, he said.

Necessity of forestation in America was emphasized by M. L. Davey, of the Davey Tree Expert Company, a mem- ber of the A. N. A., who has just been returned to Congress from Ohio. He declared Gifford Pinchot's warning that America will have a lumber famine within twenty-five years should serve as a personal warning to every manufac- turer of what is in store for him, if the cutting of forests continues without re- planting.

E. T. Meredith, publisher of Successful Farming, Des Moines, declared the farmer is the business barometer of the nation and showed charts to prove that business rises and falls with his pros- perity and adversity. He urged the na- tional manufacturers to give the farmer their especial consideration in keeping him contented and happy.

The complete list of A. N. A. officers for the ensuing year, including the execu- tive committee, follows:

PRESIDENT—G. B. Sharpe, Burroughs Adding Machine Company, Detroit.*

EX-PRESIDENT—G. E. Fowler, Colgate & Co., New York.*

VICE-PRESIDENTS—G. Lynn Sumner, Inter- national Correspondence Schools, Scranton, Pa.; E. T. Hall, Ralston Purina Co., St. Louis; P. L. Thompson, Western Electric Company, New York.*

SECRETARY-TREASURER—John Sullivan, 17 West 46th street, New York.

DIRECTORS:

H. K. Gilbert, Oliver Typewriter Company.
T. C. Tucker, California Almond Growers Exchange.
E. E. Taylor, Carnation Milk Products Com- pany.
P. B. Zimmerman, National Lamp Works of General Electric Company.
W. S. Ashby, Western Clock Company.
E. I. La Beaume, Hercules Powder Com- pany.*
J. S. Wichert, Mellin's Food Company.*
F. N. Sim, Timken-Detroit Axle Company.*
R. E. Miller, Hamilton Watch Company.*
H. V. Jamison, American Sheet & Tin Plate Company.
Carl J. Schumann, Hilo Varnish Corpora- tion.*
W. L. Weeden, Geo. W. Blabon Company.*

*Indicates members of executive committee.

Retiring President Fowler, in his an- nual address, summed up the year's rec- ord of the A. N. A. and the result of the convention as follows:

"It is not so much in the number of members that our association finds its greatest strength, but in the character of the houses, the sincerity of purpose of the member representative themselves. The real reason for our existence has been crystallized in this convention's sub- ject—How to make advertising yield more for every dollar spent."

E ITS THIRTEENTH ANNUAL CONVENTION WAS HELD, NOVEMBER 22-24.



DAILY NEWSPAPERS ARE TOO DIURNAL FOR NICHOLAS MURRAY BUTLER

American Journalism Elevates Superficiality to the Plane of an Occupation, He Tells Columbia Trustees—Passion for News Has Driven Out Knowledge and Scholarship

"THE besetting vice of the present day and generation is the spirit and temper of journalism, which may perhaps be fairly described as day-to-dayness. It is the enemy of constant and continuing interest in any serious subject, and it elevates superficiality to the plane of an occupation."

Thus wrote Dr. Nicholas Murray Butler, president of Columbia University, in his annual report to the trustees of the university. "The Passing Show" was the heading he gave to the chapter in his annual report wherein he described the tendencies of present day newspapers, reporters, editorial writers and general tendencies in the journalistic field. In places he praised the profession; other paragraphs condemned it severely.

"We have at our disposal a quick record of contemporary happenings of more or less interest and importance," Dr. Butler continued, "and an abundance of critical comment upon them, which could not have been foreseen or foreshadowed a hundred years ago. This has been an incalculable gain to civilization and to the education of public opinion. Puck has not only put a girdle round about the earth in forty minutes, but his electric spark has annihilated time and made of space a mere convenience. If this vast development were kept by the public in its proper place and treated with a due sense of proportion, there would be no ground for critical comment.

"What has happened, however, is that the spirit and temper of journalism, of this day-to-dayness, have spread over pretty much the whole of mankind and have substituted a rapid survey of the surface of things for a sound and well-balanced understanding of their length and breadth and depth. It is as if one were to stand upon the shore of the ocean and attempt to estimate the movements of its waters, the secrets of its depths, and the variety of its influences by watching the waves that with greater force or less roll up on the sands hour after hour."

Under the subject of "What is called news," Dr. Butler described it as "a happening which is deemed to have an immediate emotional or intellectual interest." He then classified this interest as "occupying not only the first place but the only place in the mind that has surrendered itself to the spirit of journalism."

"The most recent happening must be instantly reported," he continued, "even at the cost of complete accuracy. Time will not permit the sort of inquiry that may be needed to substantiate a rumor or to interpret correctly an incident or event. As a result of experience, the daily press comes to have an almost uncanny instinct for dealing at short notice with these matters without going far astray. But, nevertheless, when this habit of mind is communicated to the larger public which is untrained and undisciplined, the results are nothing short of deplorable. With such, the printed word comes to have an authority which the writer of it would never venture to assume, and a bit of misinformation, once started on its way, travels with incredible speed, while the correction or denial goes haltingly and inconspicuously after.

"This spirit and temper have notably invaded American education to its grave undoing. It is less than half a century since an urbane and accomplished professor in Columbia College used to advise his students to spend no time upon a book that was not at least a hundred years old, since, if a book had not survived that long, there was no telling whether it was worth reading or not. Today the number of younger students who know the names of a dozen books that are a hundred years old, much less read them, is not very large. That this is not an event of yesterday is well illustrated by that passage in Martin Chuzzlewit in which Charles Dickens makes an American with a military title reply to Martin Chuzzlewit's inquiry as to the condition of poetry, the theatre, literature, and the arts in the United States, in these words: "We are a busy people, sir, and have not time for reading mere notions. We don't mind 'em if they come to us in newspapers along with the almighty strong stuff of another sort, but darn your books!'"

Dr. Butler claimed that a passion for information as to current events has driven out both knowledge and scholarship. "These events," he said, "may or may not be correctly reported and interpreted. They may or may not be of considerable or permanent importance. Given only the fact they are current events, they are hastened upon the attention of curious youth with all the paraphernalia that would accompany the revelation of a fundamental law of nature or an interpretation of the rise and fall of the Roman Empire. It is the instinct of this point of view and of this method of mental occupation to put the newest book in the place of the best book and the newest theory in the place of the soundest theory. Since the time of Thomas à Kempis and John Bunyan it has not been unusual for a 'best seller' to find its way into the history of literature. Novelty, instead of arousing suspicion by reason of its very newness, offers attraction by reason of its departure from that which has heretofore been. To find this spirit and temper so widely abroad in the world is distressing enough; but to find it invading the school and college is disheartening in the extreme.

"The educational institutions of the nation, like its courts, have been supposed to be above the ebb and flow of mere temporary passion or passing appetite, and to deal with those far-reaching principles and well established laws that hold the moral and intellectual order together, give it coherence, and make possible its understanding. Current events have significance only if noted and judged, to use Spinoza's noble phrase, sub specie aeternitatis.

"The one competent judge of the significance and importance of current events," Dr. Butler said, in closing on his subject of journalism, "is he who is so soundly grounded in the meaning of events that have gone before that he can judge the newest happenings not according to their newness but by their value. They may be new and of highest significance; they may also be new and of no importance whatsoever. Novelty is neither a recommendation nor an obstacle. It marks simply the latest change in the content of the eternal time order. An education which does not understand this fact, or an education which neglects to emphasize and to interpret this fact, is little, if any, better than no education at all. The search for truth is something quite distinct from the search for novelty. To quote Victor Hugo's well known words: *Ceci tuera cela.*"

WILL MEET TO PUSH KELLY BILL

Conference Will Discuss Ways and Means December 4

Representatives of the newspaper organizations constituting the American Publishers Conference will meet in Washington December 4, to discuss ways and means of advancing the Kelly bill which provides for the repeal of the last two increases in postal rates on second class matter. Enactment of the measure at the short session of congress, which is the aim of the interested publishers, will mean a reduction of $22,000,000 in newspaper rates in the next year.

The bill, which was introduced last summer by Rep. M. Clyde Kelly of Pennsylvania and referred to the House Committee on Post Office and Post Roads contemplates the reduction of present second class rates from "the rate in effect July 1, 1921, to the rates in effect July 1, 1919, without affecting the free-in-county privileges or the existence of the zone system."

The publishers organizations which will be represented at the conference are: American Publishers Association, American Newspaper Publishers, Associated Business Papers, Inc., Southern Newspaper Publishers Association, Inland Daily Press Association, National Editorial Association, National Publishers Association, New England Daily Newspaper Association and the Del-Mar-Via Press Association.

$50 FOR A CHRISTMAS STORY

EDITOR & PUBLISHER wants a Christmas feature story for its issue of December 23. The winning story must meet the following conditions:

Must be told within 2,500 words.

Must be of a human interest nature built around a Christmas event concerning a newspaper or advertising man or woman, a newspaper or advertising office, an act of Christmas spirit, or the like.

It may be a story of fact or fiction.

Manuscripts must be in hand by December 18.

$50 will be paid the writer of the story that is published; non-winning stories will be returned, provided postage is enclosed.

Address at once: CHRISTMAS STORY EDITOR.

EDITOR & PUBLISHER

1115 World Building **New York City**

SMILEY CHIEF EDITOR OF PUBLIC LEDGERS

E. G. Lowry Named Editor of Morning Paper, Succeeding John J. Spurgeon—Wile and Spillane Resign

(*By Telegraph to* EDITOR & PUBLISHER)

PHILADELPHIA, Nov. 28.—Announcement is made of a number of important changes in the executive personnel of the Public Ledger and the Evening Public Ledger.

David E. Smiley, who has been editor-in-chief of the Evening Public Ledger as well as a director of the Public Ledger Company, which publishes the morning and evening Ledgers, has been named as chief executive editor of both the Public Ledger and the Evening Public Ledger.

Edward G. Lowry, who has been attached to the editorial staff of the Public Ledger becomes editor of that newspaper.

John J. Spurgeon, former editor of the Public Ledger, has resigned. Resignations have also been accepted from Frederic William Wile, who was Washington correspondent of the Public Ledger, and Richard Spillane, who has been editor of business news section of the Public Ledger. Mr. Wile and Mr. Spillane have already severed their connection with the Public Ledger. Mr. Spurgeon retires on December 1, which marks the date when Mr. Smiley and Mr. Lowry assume control.

Mr. Smiley's elevation has created a new executive office. He will be in supreme control of the editorial activities of both newspapers, Mr. Lowrey confining his efforts exclusively to the Public Ledger.

Mr. Smiley is a native Philadelphian and his newspaper career of more than 25 years has been spent entirely on Philadelphia papers. He is one of the best known and best liked newspaper executives in the city.

Shortly after his graduation from the old Central Manual Training High School, in 1896, Mr. Smiley began as a reporter on the Evening Star. Later he became political writer and legislative correspondent on the Evening Bulletin. He wrote politics for a time on the North American and served also on the news desk of the Press. He returned to the Bulletin as political writer, resigning to study law.

Mr. Smiley was admitted to the Pennsylvania bar in 1906. In that year he returned to newspaper work and became city editor of the Public Ledger. In 1911 he rejoined the staff of the Evening Bulletin as editorial writer and dramatic editor, continuing in that dual capacity until 1916, when he became managing editor of the Public Ledger. In March 1918, Mr. Smiley became editor-in-chief of the Evening Public Ledger, a position he has held until his recent elevation.

Mr. Smiley is married and has three children. He lives at Oak Lane, one of Philadelphia's most attractive residential suburbs.

Mr. Lowry is a native of Atlanta where he began newspaper work as a reporter on the Constitution in 1900. In 1903 he became Albany correspondent for the New York Evening Post, later becoming its Washington representative and in 1913 its managing editor.

He was also political correspondent for Harper's Weekly and contributed political articles to the North American Review and other publications. At the start of the World War he was a special agent of the Department of State, attached to the American Embassy at London. When the United States entered the war he went to the front with the British forces and was awarded the British military cross. He is the author of "Washington Close-ups" and until he became attached to the Public Ledger editorial staff, represented the Public Ledger at Washington. He has also written extensively for the Curtis magazines on Washington topics.

THEY ARE ALL IN THE DAY'S NEWS



rick E. Murphy, of the Minneapolis Tribune, was in Washington last week and his respects to that other newspaper man in the White House, accompanied by or Frank B. Kellogg. From the smile, we would say a pleasant time was had .



Homeward bound! Major Wynne Williams, for several years Business Manager of the London Times, in America, sailed for London this week to take an important position in the advertising department of the same newspaper. He, Mrs. Williams and daughter Helen register pleasure, not because they are leaving America but because they are going home.



. Smiley stuck to Philadelphia when hia was "hard." Now he is chief e editor of the two Ledgers.



Sigma Delta Chi has been having some time lately. Newspaper men from every part of the Pacific Northwest gathered at the University of Oregon recently and above we have the S. D. X. result. Front row, left to right: Donald Sterling, managing editor, Oregon Journal; W. F. H. Thacher, professor of journalism; Philip Jackson, associate publisher of the Oregon Journal; Ralph Cronise, Albany Democrat; Clinton Howard, journalism student, and Hal Hoss, Oregon City Enterprise and secretary Oregon State Editorial Association.

But you ain't seen nothing. Below we have one of the results of the Eighth Annual Convention at Kansas State College. Top row—N. S. Barth, K.S.A.C.; A. D. Dailey, K.S.A.C.; Eugene Thackney, Depauw; Theodore Christian, Denver; Roy L. French, Wisconsin; Chilson Leonard, Cornell; Henry C. Fulcher, Texas; D. R. Tobin, Ohio State; Wallace Abbey, Northwestern; Ralph Shideler, K.S.A.C. Fifth row—Henry D. Ralph, Beloit; Lorenz Walters, Iowa University; C. E. Rogers, University of Oklahoma and K.S.A.C.; George H. Godfrey, University of Oregon; Grayson Kirk, Miami; Arthur S. Bowes, Purdue; Nelson P. Poynter, Indiana; I. E. Showerman, Illinois. Fourth row—L. M. Nevin, Pittsburgh; Walter C. Folley, North Dakota University; Craig Johnson, Ruox; H. H. Ayer, Maine; Ralph Crosman, Colorado University; Alfred Willouby, Wisconsin; E. T. Keith, K.S.A.C.; Kenneth Stewart, Stanford; Dana Norris, Grinnell; Ed. Amos, K.S.A.C. Third row—Karl Wilson, K.S.A.C.; T. Adams, Louisiana; Owen Cowling, Washington; Edmund S. Carpenter, Marquette; Frank L. Snow, K.S.A.C. and Oregon State; E. Parrish Lovejoy, Jr., Michigan; C. F. Moran, Western Reserve; C. R. Smith, Harold Hobbs, and Albert Mead, K.S.A.C. Second row—Paul Frederichsen, Columbia; W. E. Dripe, John S. Dodds, Marc Buettell, Mortimer Goodwin, and Jewell W. Johnson, Ames; A. S. Tousley, Minnesota; Gerald F. Perry, Missouri; Hutton Bellah, Oklahoma; William O. Cogswell, Montana. Bottom row—N. A. Crawford, K.S.A.C.; Conrad E. Larson, Ames; F. W. Bechman, Ames; Ward Neff, national treasurer, Chicago; Kenneth C. Hogate, national president, New York City; Lee A. White, past president, Detroit; T. Hawley Tapping, national secretary, Ann Arbor, Michigan; H. H. Herbert, national vice-president, Norman, Oklahoma; H. W. Davis, K.S.A.C.



ve have what Frazier Hunt, better as "Spike," calls disguising himself. up like a Turk he recently made his o Asia-Minor as a correspondent of rst publications.



LISTING FOR ALL CAPITAL REGULARS IN NEW CONGRESS DIRECTORY

Seating Rules Will Also Be Changed to Accommodate All Working Writers at Special Congressional Exercises—Listing Will Include Bureau Chiefs and Reporters

By SAM BELL

(*Washington Correspondent of* Editor & Publisher)

WASHINGTON, D. C., Nov. 29.—Recommendations providing for changes in the membership and seating rules of the press galleries of Congress will be submitted next week by the Standing Committee of Correspondents for the approval of the full gallery membership. The meeting will be held on the day President Harding goes to Congress, probably Tuesday, with his message opening the regular session.

The changes, embodied in a resolution recently adopted by the Standing Committee, composed of Robert Barry, Philadelphia Public Ledger, chairman; Arthur Henning, Chicago Tribune; Charles S. Albert, New York World; Roy Roberts, Kansas City Star, and Gus J. Karger, Cincinnati Times-Star, are designed to increase the number of newspaper men listed in the Congressional Directory and to better the seating conditions in the galleries on special occasions at the Capitol when press accommodations invariably prove inadequate.

Under the present rule of membership, single newspapers and news services are entitled to list only three men in the Directory and press associations nine, a procedure which results in exclusion of many bonafide reporters from Directory listing privileges and forces many men in the larger bureaus to resort to the subterfuge of having themselves entered in the Directory as representatives of small papers which engage only a slight amount of their time. The rule also has been responsible for various abuses of the gallery privilege by men who are not bonafide daily newspaper workers, but who use some unimportant newspaper connection as the means of gaining entrance into the gallery for press agent and publicity purposes.

The change proposed by the Standing Committee would accord listing privileges to the chiefs of bureaus and all those whose *chief attention* is given to reporting the activities of the Federal Government.

At present the seating capacity of the Senate and House galleries is hardly adequate to care for the working reporters. The crowded situation is noticeable particularly in the House when the President addresses a joint session. Under existing rules, which were made years ago when the gallery membership was much less than at present, seats are reserved for certain newspapers, and the result is that the work in the gallery on such occasions resembles a free-for-all fight. The plan of the Standard Committee is to handle special occasions by issuing work tickets, one for each newspaper and two for press associations for gallery seats to be reserved until the curtain goes up on the Congressional show, whatever it is. After the session starts the galleries would be open to all members and seats would no longer be reserved. This rule is designed to prevent the galleries from being filled with a half a dozen or more men from one organization or men who are there out of curiosity rather than for work.

Thus far little opposition has been expressed by correspondents to the proposal to increase the Directory list, but some of the "Old Guard" in the galleries have voiced objection to the proposed seating arrangement, despite its obvious efficiency over the present regulation. The resolution of the Standing Committee is as follows:

"The rule limiting the listing of accredited correspondents in the Congressional Directory to three for newspapers and news service and nine for press associations is hearby repealed. Hereafter the listing shall be accorded chiefs of bureaus and those whose chief attention is given to reporting for newspapers receiving daily telegraphic news service, the activities of the legislature, executive and judicial departments of the Government of the United States; provided, in view of the restricted seating capacity of the press galleries, tickets of admission to the galleries proper will be issued on the basis of one to a newspaper and two to a press association for use on special days at the Capitol, but where any member represents more than one newspaper only one ticket shall be assigned, and the galleries proper shall not be reserved for holders of tickets after the special exercises shall have started, the seats then becoming available to all members of the gallery."

LONDON TIMES CLOSES U.S. OFFICE

Payne Companies and Cornelius Vanderbilt, Jr., Will Handle All Business

The American business offices of the Northcliffe Press, at 280 Broadway, New York, which have been operating on behalf of the London Times, the London Daily Mail and the other publications controlled by the late Viscount Northcliffe, closed November 25.



C. Vanderbilt, Jr.

The Times will maintain advertising representation in the U. S. A. through the G. Logan Payne Company, Chicago, and Payne, Burns & Smith, Inc., New York, in conjunction with Cornelius Vanderbilt, Jr., acting as special representatives.

Major Wynne Williams, who has been in charge of the office for the past three years and a half, is returning to London immediately to take up an executive position on the advertising staff of the Times.

Wickham Steed is to retire from the editorship of the London Times in favor of Geoffrey Dawson, according to the London Evening Standard. Mr. Steed succeeded Mr. Dawson as the editor of the Times. Mr. Dawson was then known as Geoffrey Robinson. He later changed his name to Dawson to comply with the provisions of a will drawn in his favor.

E. W. SCRIPPS ON WORLD CRUISE

Noted Newspaper Publisher Plans to Spend a Long Time at Sea

E. W. Scripps sailed from Jacksonville, Fla., on board his new yacht, the Ohio, on a world cruise, November 24. This will probaly last about a year. Upon advice of his physician Mr. Scripps will probably spend much of the rest of his life at sea. The Ohio, which is 172 feet long, and is luxuriously appointed, has a cruising radius of 9,000 miles.

The itinerary of Mr. Scripps' cruise starts with a visit to Cuba, Central American ports, and thence through the Panama Canal to San Diego, Cal. After a brief stop there, the Ohio will proceed to Hawaii, China, Japan, the South Sea Islands and probably return via the Suez Canal.

On board the Ohio when she sailed from Jacksonville were Mr. and Mrs. E. W. Scripps, Mr. and Mrs. Robert P. Scripps, Miss Culbertson of Erie, Pa., Gilson Gardner and Robert P. Scripps, Jr. They will arrive in San Diego shortly before Christmas. On the trans-Pacific cruise Mr. and Mrs. E. W. Scripps will be accompanied by Mr. and Mrs. Robert P. Scripps. Robert P. Scripps will probably leave the Ohio at the end of six months and return home, although that is not as yet decided upon.

The Ohio left New York for Jacksonville on November 19. The party on board included Mr. and Mrs. Robert P. Scripps, Mr. and Mrs. Roy W. Howard, Mr. and Mrs. Thomas L. Sidlo, Gilson Gardner and Dr. William E. Ritter. Mr. and Mrs. E. W. Scripps were already in Florida waters on board the old Scripps yacht, the Kemah.

MANY NEW PRESSES ORDERED

Goss Plant to Be Enlarged 20% to Accommodate Business

Hearst newspapers are engaged in important plant improvements. The Goss Printing Press Company has installed a new special double sextuple press for the Chicago Herald & Examiner. The Chicago Evening American will use the same press. The Goss Company has also received orders for six double sextuple presses for other Hearst papers, to be delivered in the fall or winter of 1923.

This week the board of directors of the Goss Company decided to enlarge the plant 20 per cent. M. L. Redfield, vice-president, recently returned from England with orders for fifteen octuple presses, the greatest amount of business ever obtained by the company from abroad.

The Goss Company is also building additional machines for use in the coloroto section of the Chicago Tribune.

The Portland Evening Express and Sunday Telegram have ordered a new press from the Goss Printing Press Company, Chicago, to replace two smaller machines which have been outgrown. This press is an octuple. With its installation the width of the pages will be increased from seven to eight columns, and an inch and a half will be added to the column length.

INCREASES CAPITAL TO $10,000,000

Detroit News Files Amendments to Incorporation Articles

Lansing, Mich., November 29.—The Evening News Association of Detroit, publishers of the Detroit News, today filed amendments to its articles of incorporation with the Secretary of State's office increasing its capitalization from $50,000 to $10,000,000. No explanation of the boost in capital stock was vouchsafed here, although such a step has long been expected by Michigan publishers.

The News is controlled by the Booth and Scripps families, and it is understood the will of the senior Booth had tied the corporation to the small capitalization. How the change could be made at this time could not be learned here today.

Some connection with the expansion in stock of the Evening News Association is seen in coincident increases made by the James E. Scripps Corporation and the William A. Scripps Company. The former boosted its capitalization today from $1,000,000 to $1,500 000 and the latter from $300,000 to $800,000.

White House Corps Fills Vacancies

Harry N. Price of the Washington Post, was elected vice-president of the White House Correspondents Association to fill the vacancy caused by the death of Frank A. Stetson of the International News Service. Thomas Stokes of the United Press was made treasurer in place of Raymond Clapper, who has been made head of the Washington Bureau of the United News. Vacancies on the executive committee of the Association caused by the elevation of Mr. Price to the vice-presidency and resignation of W. Bruce MacNamee, formerly of the Universal Service, were filled by the election of Isaac Gregg of the New York Sun and Samuel W. Bell of the Philadelphia Public Ledger. Mr. MacNamee now is engaged in publicity work for the Red Cross.

BAGGAGE RATE RAISI DENIED TO ROADS

Thirty-Cent Tariff on Gravure Comic Sections Stand, by I. C. C Decision—No Express Rate Increase Either

(*Special to* Editor & Publisher)

Washington, D. C., Nov. 29.—Ap cation of five eastern railroads to el nate the 30 cent baggage rate on the s ment of gravure and comic supplem of newspapers, was denied by the In state Commerce Commission yester The Commission also cancelled the posed schedules of the roads which w have forced the shipment of supplem by express at much higher rates. findings of the Commission, to w Commissioners Hall and Eastman sented, were as follows:

"The only question presented is wh er the suspended schedules have justified by the respondents. It se clear that, if these schedules are mitted to become effective, the exp service alone will be adequate to this traffic. Protestants' principal ob tion to that service rests upon the that considerably higher rates would ply. A witness of one of the protes testified that express service would crease the yearly charges of his n paper for the transportation of these plements by about $15,000. It is ap ent that the withdrawal of the pr service and rates, which have been corded this traffic for a long perio time, would result in the applicatio much higher charges for the transp tion of the supplements. And whil present rates undoubtedly are low are not prepared upon this record to tion the considerably higher charges would become applicable for the kind of service that would appear quate upon the cancellation of the ent rates.

"We find that the suspended sche have not been justified. An order be entered requiring the cancellatio the suspended schedules and discon ing this proceeding."

The proposal to eliminate the rat supplements, effective August 1, 1 20, was filed by the Pennsylvania road, the Baltimore & Ohio; Dela Lackawanna & Western; Buffalo, R ester & Pittsburgh; Baltimore, C peake & Atlantic. Immediate protes made by the publishing interests cerned with the shipment or recei supplements to be used in Sunday papers. Newspapers interested in proceedings were dailies in Balti Buffalo, Cincinnati, Philadelphia, P dence, Washington and other cities King Feature Syndicate, Inc.; N paper Feature Service, Inc.; Int tional Feature Service, Inc.; and th Gravure Corporation. Upon presen of the newspapers' case by Charle Galloway, Rowland B. Mahany and stein & Axman, the proposed rates suspended by the Commission until mony was taken by the Commission aminers.

The railroads sought elimination present rates at the suggestion American Railway Express on the tention of the express company tha tinuation of the rates amounted to lation of the so-called Uniform Co between the railroad and the express pany. Express company officials that the supplements were not news and therefore not subject to shipm the special baggage rates provide complete newspapers. The pub denied that contention successful fore the Commission.

Commissioners Hall and Eastm their dissenting opinion asserted tha tinuance of the rate was preferenti less the rate also were applied to zines and periodicals as well.

Change to 8 Columns

The St. John (N. B.) Telegra Times have changed from seven t columns to the page.

OFFEE WINS BRITISH CANDY MARKET IN 3-YEAR NEWSPAPER CAMPAIGN

ght-Hearted Copy, with "Sir Kreemy Knut" as Hero Makes Old-Time Sweet Favored Over Modern Choco-lates and Bonbons

By HERBERT C. RIDOUT

(*London Editor*, EDITOR & PUBLISHER)

is an aphorism among our mentors n advertising that if the advertis- is right, marketing conditions not erse, and the commodity sound, it is ible, by the stick-to-itiveness of ad- ising, to place that commodity in a tion of supremacy in its particular ket. And it is happening all the . None the less, it comes as some- g in the nature of a shock when the most vigilant of those of us attempt to diarize the progress of rtising suddenly realize the exist-



in 5-inch double-column space, this copy hardly be missed on a newspaper page.

of a new star on the horizon—a star is obviously dominating the firma- t in which it is set.

'e may have watched it as it rose in sky, observed its brightening, and the lual spread of its effulgence, yet it is when we realize how its brilliance had the effect of bedimming some of former great stars, that it is brought e to us as another new triumph of liative advertising.

ne British candy market has its new in Sharp's Toffee. This is a wrap- d sweetmeat of genuine "old gran- slab toffee, made more delicate in or by the use of richer ingredients ested in the words "Super-Kreem" form part of the title. Its success rds an interesting peep into the tastes ne British people, as well as a side- upon some very definite principles ied in the publicity methods.

ne British nation has a sweet tooth. consumption of sugar is a record in f. Its tastes in gratifying that sweet n are simple. In bygone days the toothsome morsel in candy was a e or less jagged fragment of slab tof- such as it was the practice to make ome. Dainties and sweetmeats in olate and other forms are available very popular, but the taste of the itude is for the toffee that approxi- s most closely to the old-fashioned This is obtainable in many dif- nt varieties, under innumerable ds, loose and in packages, and gh it is a fact that various locali- favor specific brands before others. rand that has taken its place almost ne national sweet is Sharp's "Super- m" Toffee.

nat supremacy is an achievement of years of advertising.

ne story of that three years is the of a cleverly developed newspaper campaign, and from details fur- d by Philip Smith, the principal of h's Advertising Agency, London, I ble to show how the campaign was ed out.

arp's Toffee had an initial advan- in the fact that in itself it was a flavorsome and agreeable sweet- meat than the older style of slab toffee, but it had distinctive features on its marketing side. These were the name "Super-Kreem," a mascot in the form of a dude-like figure christened "Sir Kreemy Knut," and the idea of packing them in decorative tins of small size at a popular price. With few exceptions, wrapped toffees had previously been sold loose, and candy stores packed them in paper bags or sachet cartons. But under the Sharp scheme the handy shilling and other tins made a useful feature to utilize in advertising.

So the tin, the name, and the mascot were coupled together, and the advertising campaign launched in the newspapers. In doing this, cognizance was taken of the fact that other toffees had been advertised very successfully along certain prescribed lines, and in the Sharp advertising a new and distinctive atmosphere was attempted.

In the words of the originator of the campaign, tin, name and mascot were blended and placed out "in an atmosphere in which happiness and light-heartedness were the dominant notes. It was important, not only to familiarize the public with the name of the toffee and the tin it is sold in, but also to put them in the right frame of mind for buying toffee—to get 'the toffee mood,' as it were. The appeal is a straightforward appeal to the sense—and a very simple sense at that. It is therefore principally pictorial. It speaks to the child—actual and grown up, for there is something of the kiddy in all of us. The copy is subordinate to the picture, but strikes the same light note, while introducing insistently the three selling points—deliciousness, wholesomeness and purity."

The campaign on these lines are built on generous proportions. Whole pages in newspapers were a frequent occurrence, with a steady run of bold double-column spaces. These have been marked by several series of very striking character—one series being based on popular personalities, including the Prince of Wales, Earl Haig, Mr. Lloyd George, Admiral Beatty, etc., a novel touch being imparted to these by the fact that in no case was the pictured personality named, though the heading aptly suggested him. Another series dealt with familiar Dickens' characters—Jingle, Sam Weller, Pickwick, Micawber, Buzfuz, Mark Tapley and others addressing the reader in approved Dickensian language.

The atmosphere of light-heartedness is preserved all the way through, and that the public as readers appreciate this effort to suggest the happier side of life may be judged when it is stated that sales resulting have been such that while in 1919 Messrs. Sharp allocated but a few thousand pounds for the year, 1922 sees the advertising expenditure running into tens of thousands.

It needed courage, undoubtedly, to tackle the problem of capturing a market already full of wrappered and advertised toffees, but the first campaign was a bold one, and succeeding campaigns have been progressively larger.

Mr. Smith, in reviewing the success of this very typical British candy, puts it in a nutshell: "As the profits have grown, so has the advertising—as the advertising has grown, so have the profits."



These small advertisements have all shouldered a part of the battle to make Sharp's confection a British leader.

Monett Tribune Starts

The Monett (Mo.) Daily Tribune was recently started. It is the second daily to appear in Monett. T. L. Tillman is the editor of the Tribune.

Add Equipment

The Fort Wayne (Ind.) Journal-Gazette recently added a Ludlow machine.

WOULD ALLY CAMERA WITH LINOTYPE

Assembled Matrices of Special Design Photographed and Printing Plate Made from Picture by a British Invention

An interesting development of "typeless printing" is noted in a recent issue of the Newspaper World of London, England, concerning a patent filed by John Robertson, Thomas William Brown, and Andrew Orrell, of St. Anne's-on-Sea, Lancashire. The process is said to embody the Linotype principle of assembling a line of characters, which are then moved in front of a lens and exposed on a sensitized surface, a printing plate being afterwards made for reproduction. Its patentees are connected with J. Robertson & Co., Ltd., printers of the Blackpool Times, which has developed a photo-offset process of printing to an unusual degree in England.

From the description filed at the patent office, the Newspaper World quotes the following:

"The invention relates to a photographic printers' composing machine for photographically reproducing a negative of the printing surface for lithographic, offset, letterpress and photogravure printing. The invention consists in employing matrices of either a negative or positive character, dependent upon the type of printing in view, in a type-setting machine employing the usual magazine, keyboard, distributor, etc., and embodying therewith a camera attachment for photographing, step by step, the various lines or portions thereof, as and when set, the complete block matter being conveyed photographically by means of a beam of light passing through or from the transparent or other matrix and through a lens on to a sensitized film or plate, the latter then being employed in the usual way for preparing the printing surface or other device for reproduction.

"The invention may be broadly summarized as a typesetting machine similar to the well-known machine known under the registered trade-mark 'Linotype' wherein the usual type-casting matrices are replaced by character members suitable for reproduction by photography, hereinafter termed for convenience the 'matrices,' said matrices being capable of being set into a line by the usual typesetting keyboard and selective mechanism, there being employed in combination therewith a photographic atachment, including a light source, a lens and a sensitized member, hereinafter termed the plate or film, to receive photographically an impression of the set line of characters when an exposure is made.

"The invention incorporates various details and features for effecting the foregoing result as will be more particularly hereinafter described. For instance, a suitable construction of matrix is given by way of example, a mode of throwing light through the matrix on to the camera lens, and various adjustments for focussing the matrices on to the plate or film.

"In carrying out the invention described generally above, it is preferred to embody means for justifying a line photographically by enlarging or reducing it the necessary amount to bring it to the required length. The following describes a mode of automatically focussing to increase or reduce the length of an abnormal line. Working in conjunction with such automatic focussing is a centralizing mechanism which shifts the camera lens laterally to compensate for displacement of centre in case of a long or short line. Obviously the reverse may be employed, moving the line so that its centre is coaxial with the optical system, or, again, the sensitized member may be moved.

"In a machine constructed in accordance with the present invention, the guideway carrying the matrices to be photographed is formed with a movable part, so that each line, as and when set by the operator, may be automatically raised to photographic position in front of the lens."

THRIFT WEEK WILL OPEN MANY AVENUES FOR JANUARY LINEAGE

Seven Subsidiary Campaigns Lend Themselves to Co-Operative Effort by Local Firms—Copy Suggested by Y. M. C. A. and an Agency

By HAMMOND EDWARD FRANKLIN

PLANS are being made by editors, newspaper business managers, advertising managers and agencies to tie up closely with "National Thrift Week" which will open on Benjamin Franklin's birthday, January 17, and which will include National Thrift or Bank Day, Budget Day, National Life Insurance Day, Own-Your-Home-Day, Share-with-others Day, Pay-your-bills-promptly Day and Make-a-will Day. All have to do with wise spending.

The week, which has become an annual affair, last year provided many newspapers with a considerable amount of extra advertising. Not only life insurance companies, banks and similar institutions may be interested, but special stunts involving nearly every class of merchant have proven possible.

"National Thrift Week, annually January 17th-23d, is an educational movement entirely non-commercial, fostered by the Young Men's Christian Association," John A. Goodell, secretary of the National Thrift Week committee, 347 Madison avenue, New York, outlined apropos of plans for 1923. "Its object is to help the individual in money matters in the realm of earning, spending, saving, investing and giving. It is based on the following ten-point creed: Work and earn, make a budget, record expenditures, have a bank account, carry life insurance, own your home, make a will, invest in safe securities, pay bills promptly and share with others.

"National Thrift Week always opens on the natal day of America's greatest apostle of thrift—Benjamin Franklin. This movement has strength because it is fostered and promoted by the Young Men's Christian Association, with 2,000 local units and in co-operation with 44 national, civic, commercial, educational and religious organizations. Adolph Lewisohn of New York, philanthropist and financier, is chairman.

"Advertising managers of newspapers should get in touch with the local Y. M. C. A. (as proofs of advertising mats are being sent to them the first week in December) for help in promoting the local campaign. The plan includes a page or more of paid advertising each day of National Thrift Week.

"January 17 is National Thrift Week or Bank Day, when a page or more of advertising can be made up from the bank and trust companies. In Detroit, twelve banks joined in a page advertisement over their names, which later was converted into a window poster and placed in all of the bank windows in Detroit.

"Budget Day, January 18, is in charge of the Women's Clubs, public schools and retail merchants' association. This day wise spending, with a budget, is featured and advertisements are secured from merchants for all kinds.

"January 19 is National Life Insurance Day, when the life insurance men frequently make up a page advertisement with some editorial matter in the center. The Underwriters' Association of San Francisco did some splendid co-operative advertising during National Thrift Week.

"January 20 is Own-your-home day, when the real estate board features advertisements as well as contractors, home furnishers, furniture dealers and others.

"January 21 is Sunday and will be known as Share-with-others day. It is generally observed in all of the churches.

"January 22 is Pay-your-bills-promptly day, which is sponsored by the Retail Credit Men's National Association, who have prepared special copy which is available through their local branches.

"January 23 is Make-a-will day which can be featured by trust companies and the bar association. In Buffalo, N. Y., on Make-a-will day, the bar association maintained a booth at the court house where wills were made and counsel was given free of charge to all who applied for it.

"National Thrift Week appeals to both the editorial and advertising departments of the newspapers. The fact that the week opens on 'Poor Richard's' birthday is of special significance to all editors. Many papers have conducted essay contests, awarding generous prizes for the best essays on 'The family budget' or 'Thrift applied in the home.'"

For 1923 it is hoped that 500,000 families will be induced to put their family finances on the budget plan and that 5,000 thrift clubs will be formed in commercial organizations and industrial plants. A simple plan of committee organization has been worked out to be executed under direction of the local "Y."

Wise spending, not abnormal hoarding, is made the keynote of the week's educational drive. The Edwin Bird Wilson Advertising Agency of New York has contributed copy for suggested advertisements carrying out this idea for the various days.

A few highlights showing how local Young Men's Christian Associations and local newspapers worked together last year:

The slogan, "Every family in Gloversville on a budget this year!" was adopted at Gloversville, N. Y. Newspaper co-operation helped the campaign to attract wide attention.

In Lexington, Ky., Rotary, Kiwanis, Optimist and Pyramid Clubs co-operated with the citizens' committee of 75 men and women in putting over Thrift Week.

Cities as widely apart as Hartford, Conn., Seattle, Wash. and Honolulu witnessed the use of large local display advertising. Thrift sales by merchants have been popular.

At Hartford, two newspapers gave excellent co-operation editorially with a total of 81 news items amounting to 593 inches or the equal of approximately 28 columns.

From the cash register point of view of the newspapers, tie-up was good business policy. Thrift was mentioned prominently in 86 regular newspaper advertisements amounting to 4,175 inches, with an approximate value of $4,900. There were also 39 thrift slogans displayed in these advertisements.

In addition, there were 47 special newspaper advertisements emphasizing the different phases of the thrift program, amounting to 2,284 inches with an approximate value of $2,900. This included one double-page spread, 9 full pages and four half pages, all prompted by Thrift Week.

There were, of course, other features such as the distribution of over 57,000 pieces of literature on thrift, lantern slides, meetings, and similar idea-broadcasters, but the importance of the newspaper work is considered to rank as perhaps first. All this effort is believed to be certain to be reflected not only in business and religious institutions, but also in better citizenship.

At Lexington, Ky., the newspapers announced that the whipping post was to be restored in the spot where it stood years before. This was done and on Pay-your-bills-promptly day, Bill D. Linquent, a dummy, was given twenty-five lashes before a huge crowd.

The City Federation of Women's Clubs, San Francisco, carried on a campaign with the slogan, "Budget your time a money."

At Painesville, Ohio, a full-page a vertisement appeared daily in the lo newspaper. A series of interviews w citizens on "How I earned my first d lar" went over well.

At Troy, N. Y., in addition to adv tising, a prize essay contest on "Thr its meaning and rewards" with a fi prize of $25 stirred interest.

The Seattle Post-Intelligencer pu lished a little thrift coupon in the fo of a pledge to open a savings account or before Feb. 17, 1922.

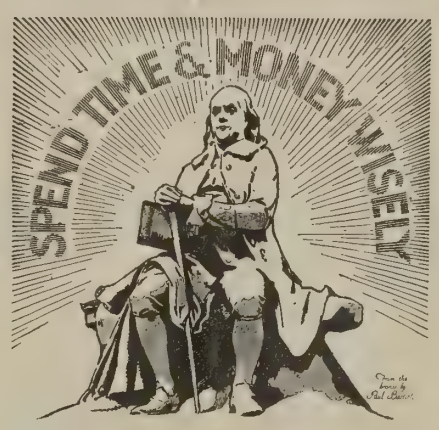
Editorials on Franklin and the we were numerous. Among the newspap which commented were the Nash (N. H.) Telegraph, Boston Americ Atlantic City Gazette, New York E ning Mail, the Lynn (Mass.) Telegra News, Mount Vernon (N. Y.) Arg and Worcester (Mass.) Telegram.

The local newspaper at Painesvi swung behind the thrift campaign. published a full page of insurance co a full page devoted to "Keep cash m ing and good times going" (Pay up), o devoted to will day, another for ba day, still another on the theme of bu gets, another on home building a owning pro-rated among real estate boa members and another paid for by t churches under the heading, "Are you cheerful giver?"

Individual regular advertisers are gl to have the "tip" passed along to th to shape their copy to the thrift id during the week. Some like to use t special cuts of the week in such co Advertising agencies in copy from r tional accounts down to local ones a expected to inject thrift touches appe ing about the time of the campaign.

It has been the practice to furnish c and mats for newspaper use at practica cost. Full information as to how th may be obtained is being sent to Y. M. C. A. secretaries. Several typi pieces of copy used last year are repr duced. EDITOR & PUBLISHER conside the type of advertising as broad a highly commendable.

Indications point to a widespread o servance of Thrift Week throughout t country by large, medium-size and sm newspapers advertisingly and editorial It is the sort of demonstration wh would be certain to please old Ben Fran lin if he were a newspaper publish today.



A Man Wise in the Ways of Life

BENJAMIN FRANKLIN was wise in the ways of life. His philosophy was of the practical sort that meets everyday problems. He saw that the part which money plays in most people's lives is a very important one.

By taking to heart good common sense rules, always living on less than his income and getting the most from the money he spent, he mastered his own financial problems, and he knew what he was talking about when he gave these old truths interest and meaning through his picturesque philosophies and sayings.

National Thrift Week, which begins January 17, Franklin's birthday, offers an opportunity not only to honor this great American, but to profit by carrying out in a practical way his teachings in the art of living and the use of money. A growing savings account should be a part of everyone's financial arrangements. If you are not a regular saver follow Franklin's advice about living on less than you earn by opening and keeping up a savings account.

SPEND TIME AND MONEY WISELY Y.M.C.A.

(SPACE FOR ADVERTISER'S NAME)

Mats or plates are available in this seven-column form to start the Thrift Campaign

SUE FOR SOLE RIGHT TO PHOT

Mollie King, Movie Actress, Allow Use by Other Company

An interesting question on the law advertising was argued before the Cou of Appeals, Albany, N. Y., November in the action of the Fitzgerald Man facturing Company against Mollie Kin motion picture star, in private li Mrs. Kenneth D. Alexander of Woo burn, Ky. The action was based a contract by which the actress r ceived $1,000 for the exclusive use her photograph, together with her fa simile signature in connection with a advertisement of the Star Electr Vibrator, manufactured by the plainti company. The company alleged she ha broken her contract by giving the Wel & Richardson Company, Burlington, Vt permission to use her photograph on th Diamond Dye Girl Calendar for 192 also that her publicity agent, Geor Landy, had procured the use of her pic tures in many magazines with stories her activities.

The company brought the action to re cover the amount paid the actress an its expenses incident to the use of he picture and obtained judgment against he for $2,863.83 by default. She obtaine an order vacating the judgment and per mitting her to defend the action, but th appellate division reversed this decisio from which she has appealed to th higher court. Her proposed defense that no damage was shown by the use o her photographs in other publications bu that the value to the plaintiff compan was increased by publicity in other line tending to make her more widely known to the public.

largest daily circulation
in the state of **Washington;**

largest daily circulation
in the city of **Seattle.**

The Seattle Star

MEMBER A·B·C·

Over 72,000 Net Paid

Over 15,000 more
daily circulation
than any other Seattle paper

Gilman, Nicoll & Ruthman
National Representatives

Canadian Pacific Building
New York

Tremont Building
Boston

Tribune Building
Chicago

Monadnock Building
San Francisco

WOMEN ASSAIL COMPETENCY OF MALE NEWSPAPER EDITORS

In Convention at Columbus, Ohio, Association Asserts Right of Its Members to Any Desk in the Office—Higher Educational News, Not Technical, Demanded

By ALLENE M. SUMNER

Editorial and Feature Writer, Cleveland Plain Dealer

"WOMAN'S stuff!"

Not since that day of yester year when some heart-throbby editor coined the triple word of "human-interest-dope" has any phrase so caught hold in editorial sanctums as "woman's stuff." A skit with full apologies to Barrie entitled "What Every Free Lance Knows" might be built around this phrase. For the era of "woman's stuff" was meant a lucrative era for the free lance (thanks to whoever invented that phrase, too—it's very valuable when one doesn't want to be called "A Former Newspaper Writer Now Out of a Job."

"Woman's stuff" has been literally hurled at editors. Editorial pigeonholes have been crammed full for many a moon with the tale of the poor widow who took in washings and sent her seven lads through college, of the beautiful girl who offered herself in exchange for a college education, of the widow who made fame and fortune by making pies and cookies or hats or kid gloves, of the woman architect, the woman judge, the woman bus driver. And then we have had those avalanches of "woman's viewpoint" stories; stories of the World Series as written by a woman; of a prize fight as written by a woman; it has even been considered smart to have financial articles "from woman's viewpoint."

Considering then, this woman's-viewpoint complex of the modern editor it is rather confusing to analyze this same editor's attitude towards the woman on his staff. Oh, she's all right for society and clubs, but he's inclined to believe that all newspaper women who aren't doing those two things should be forming part of that great mob of women who are content to rule the world by using the hands that rock the cradle. He wants "woman's viewpoint stories" but he doesn't seem to think that he will get them from women themselves. He sends out his best special male writer for the w. v. story. The average editor's toast to the ladies might start out quite orthodoxly:

"The ladies—God bless 'em—but keep 'em away from me!"

Last week a state newspaper woman's convention was held in Columbus, Ohio. Nearly 200 newspaper women attended. Although Ohio has more than the average number of papers and consequently more than the average number of women workers, we believe that the gathering was sufficiently typical of such conventions held annually in every state to be of interest to His Majesty, Any American Editor.

We believe that "woman's stuff" which pertains to his own business as gleaned from this convention could be very illuminating to him. We believe that "a woman's viewpoint" story of himself and his business, would do him good. It may be that the process whereby good is done unto him will be no more pleasing than that whereby the small boy is made better with a "this hurts me worse than it does you, Johnny."

A favorite belief of the editor is that "woman's stuff" primarily interests men, too. We believe that a woman's convention gives more to men than it does to women. But no man was there "to cover" the convention for himself and other males. He wasn't there and he is never there. Maybe if he were he wouldn't listen. Maybe he won't now, anyway—here goes!

But here goes! Here's what newspaper women think of you, good and bad; what they think of your business, good and bad. What they want to do for you.

First of all, women on newspapers bitterly resent your attitude towards them. They know that you aren't very keen about hiring them. And you should hear them pull your reasons to pieces—hear them laugh at you, poor dears, with your blundering ideas! They laugh at the seriousness with which you argue that "we don't like to hire women—we can't send them every place."

"Why should we be expected to go every place?" answer these women. "Do they send their men every place? No. Their best-paid men are the specialists, authorities on sports, police court, harbor, finance, markets. They don't want men who 'can do anything.' But they demand this ability in women. As a matter of fact, if they would stack up the places where a woman has entrée and those which are open to men, the woman would come out ahead. The right sort of paper would not want to send a woman into a dive or the morgue at midnight, it is true. But whether it wanted to or not, it simply couldn't send its men to dozens of places where, as a man, he would be the conspicuous reporter, but where the woman reporter can go as a woman, unobserved.

They believe that you are overlooking a huge opportunity to grow by your refusal to put real departments into the hands of women editors. They argue that a newspaper is a home publication and that the woman of that home decides which paper shall go into it. They point out the fallacy of belief in "the woman's viewpoint" and yet the use of this viewpoint is only trivial, purely female departments of society, woman's clubs, fashions, household management, sob stories and very occasionally, motion picture criticism. Why not women sport writers, financial editors, dramatic critics, and first and foremost, a gang of women editorial writers, on every paper?

"Are men more capable of supporting maternity bills and community housekeeping than women?" asked one alert delegate, indignant over the lukewarm, inhuman editorials which men turn out on subjects upon which they have no "intuitive" knowledge.

Speaking of the average editor's placement of the women on his staff in purely feminine departments, the convention remarked that the best-known society letters in the country were written by men.

"We need the man's viewpoint on supposedly female matters and the woman's viewpoint on supposedly male matters much more than the reverse" was the general opinion.

The women on your staffs believe that you require too feeble qualifications from the members of your staff.

"It's a beautifully democratic thing to give every copy boy an opportunity to become editor-in-chief," they admitted, "but as long as the emphasis is put on quickness, superficial cleverness, slyness, knowing the town, and being able to tell anyone who tries to stop you 'to go to the devil,' the papers of this country will not stop world catastrophes.

"The newspaper business needs the best educated people in the country, both men and women. As things stand now, it demands well-educated women but slovenly educated men. If he is shrewd, quick, adaptable, a good fellow, he wins, regardless of his background. Ninety per cent of newspaper work is done by men recruited from such ranks. They are not making good. The weak influence of our papers proves it.

"We know this when we remember the manner in which our papers met the World War. I am absolutely sure that if twelve years ago the right sort of men had manned our national press, they would have been keen enough to see the coming crisis and would have warded it off."

Storms of applause greeted this speaker, followed by a heated discussion of educational needs in journalism. The convention went on record as favoring "a direct greased chute from the colleges and universities of the state into newspaper offices."

They elaborated this into a clear stand against strictly technical journalistic courses but a demand for a liberal arts educational background which would give the newspaper man or woman a world's background of history, economics, science, languages, and the arts.

"Common sense is not enough. W must have common sense made artic late."

Messrs. Editors, the women on you staffs belief that you are cowards. The laugh up their sleeves at your fear what they call bogeyman in the dar shibboleths. They declare that you se your very soul which, to a newspap man, is *news*, because of fear of hurtin circulation. They say that if this fea were well-based they would not blam you. But they say that you are afra of—bogies. A woman editor gives thi herself—an editor of a large and sub stantial paper:

"There is absolutely no good reaso why straight news about the Ku Klu Klan, the Jews, and Catholics should b suppressed," she said. "These grou despise the newspapers for their fear an lose confidence accordingly. They kno that news of them is suppressed. Wha reason have they for not also believin that news about other organizations suppressed, too? An average Catho man said to me not long ago:

"'Why are the papers passing up a this news about the fight between th Methodists and the Vatican? A crackin good yarn!'

"The asinine, flippant attitude of th press towards the Ku Klux Klan, futile, melodramatic, childish, but poten tially dangerous institution, illustrate this point as nothing else can. Pape know that this thing should be an nihilated. They know that anythin which stirs up religious bitterness an hatred should be. They are afra That's all."

There's much more. How about Mr. Editor? Are you still an arde champion of "woman stuff"?

First in Home Ownership

Of the twenty-five largest cities in the United States, Baltimore ranks first in home ownership, 62 per cent. of the homes in the city being owned by the families occupying them.

And into the great majority of these homes, located in every section of the city, the Sunpapers—morning, evening and Sunday—are ready to carry your message, for

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

The Power of Long Established Circulation

A NEWSPAPER may be compared to a jobbing house. On the character of its salesmen, its popularity, its stability, and its reputation for integrity depends the success of the jobber to sell your merchandise. On the character of the circulation and on the public's regard for what appears in a newspaper depends the success of that newspaper to make your advertising show results.

In Detroit, The News stands paramount as the result getting medium because it has the largest circulation daily and Sunday in Detroit and Michigan, the most thorough coverage in its field of any metropolitan newspaper in the United States and the greatest quantity of long-established circulation.

News readers are people who have depended on The Detroit News for information, civic counsel and shopping news for generations. They are people who can be depended on to read your messages regularly, who can be appealed to again and again through the same medium.

Net Paid Circulation Exceeds 280,000 Daily, 240,000 Sunday.

The Detroit News

Greatest Weekday and Sunday Circulation in Michigan

"Always in the Lead"

An Avalanche of Figures, But They All Prove One Thing—

The Boston Post Is First

Here's ten months' proof that 1922 is rounding out as another overwhelmingly Boston Post year. These advertising figures are from the records of the Boston Newspapers' Statistical Bureau and represent the combined opinion of thousands of advertisers, most of whom have had years and years of experience with Boston advertising mediums.

These totals express more powerfully than words the judgment of the most important Advertising Groups—all POST-ward

Local Display Advertising

	Week-day and Sunday Combined	Week-day Editions	Sunday Editions
POST	5,237,684	3,755,492	1,482,192
Globe	4,828,309	2,652,169	2,176,140
Herald	4,168,463	3,096,607	1,071,856

National Advertising

Including ALL General Advertising, excepting Banks and Financial, most of which is really local business.

	Week-day and Sunday Combined	Week-day Editions	Sunday Editions
POST	3,127,064	2,093,209	1,033,855
Herald	2,732,927	1,998,197	734,730
Globe	1,740,876	1,246,396	494,480

Total Display Advertising

	Week-day and Sunday Combined	Week-day Editions	Sunday Editions
POST	8,617,267	6,070,093	2,547,174
Herald	7,555,791	5,723,852	1,831,939
Globe	6,768,136	4,076,162	2,691,974

Post leads Herald-Traveler by 1,061,476 lines
Post leads Globe by . . 1,849,131 lines

Latest NET PAID Circulation

Statements of papers quoted above, being the sworn returns for six months' period ending Sept. 30th, 1922

	Week-day	Sunday
Boston Post	376,240	373,945
Globe	275,794	322,705
Herald (Morning)	114,835	112,380
Traveler (Evening)	117,802	

Special Representatives { Kelly-Smith Co., Marbridge Bldg., New York City.
Kelly-Smith Co., Lytton Bldg., Chicago.
R. J. Bidwell Co., Los Angeles and San Francisco.

Post Is First in Departmental Store Advertising

(Including Department Store and Men's and Women's Specialties Sold in Retail Stores)

	Week-day	Sunday	Total
POST	2,543,186	837,342	3,380,528
Globe	1,880,372	1,498,300	3,378,672
Herald	1,808,914	649,322	2,458,236

Post Is First in Men's Clothing Advertising

	Week-day	Sunday	Total
POST	519,100	31,299	550,399
Herald	393,292	13,864	407,156
Globe	279,115	24,040	303,155

Post Is First in Groceries and Food Advertising

	Week-day	Sunday	Total
POST	584,665	80,679	665,344
Herald	458,846	68,784	527,630
Globe	383,586	36,498	419,084

Post Is First in Home Furnishings Advertising

	Week-day	Sunday	Total
POST	385,886	378,647	764,533
Globe	204,477	392,892	597,369
Herald	499,877	83,654	583,531

Post Is First in Automobile Display Advertising

(Classified automobile advertising not included)

	Week-day	Sunday	Total
POST	302,672	333,365	636,037
Herald	279,116	343,820	622,936
Globe	197,274	238,127	435,401

Post Is First in Amusement Advertising

	Week-day	Sunday	Total
POST	181,347	140,105	321,452
Herald	123,566	118,433	241,999
Globe	119,514	118,835	238,349

Post Is First in Boot and Shoe Advertising

	Week-day	Sunday	Total
POST	163,043	35,658	198,701
Herald	114,104	34,801	148,905
Globe	96,501	35,218	131,719

Post Is First in Talking Machine, Phonograph and Record Advertising

	Week-day	Sunday	Total
POST	74,949	23,450	98,399
Globe	60,091	24,074	84,165
Herald	67,389	9,876	77,265

Post Is First in Jewelry Advertising

	Week-day	Sunday	Total
POST	131,129	24,808	155,937
Herald	77,335	18,117	95,452
Globe	57,687	13,580	71,267

Post Is First in Drug Store Products Advertising

	Week-day	Sunday	Total
POST	393,703	221,235	613,938
Herald	322,633	54,512	377,145
Globe	214,566	127,331	341,897

Post Is First in Tobacco Products Advertising

	Week-day	Sunday	Total
POST	142,588	8,140	150,828
Herald	112,173	10,111	122,284
Globe	81,968		81,968

Post Is First in Building Materials Advertising

	Week-day	Sunday	Total
POST	38,966	113,162	152,128
Herald	31,886	93,940	125,826
Globe	20,233	11,646	31,879

FINDS NEWS PROBABLY GUILTY OF LIBEL

Judge Binds Suit by Beeckman Over for Grand Jury—Second Action Against Hennessey and Hamilton Started

PROVIDENCE, R. I., Nov. 25—Judge Gorham to-day adjudged the Hope Publishing Company, publishers of the Providence News, probably guilty of criminal libel against former Governor R. Livingston Beeckman. The company was bound over to the next term of the grand jury which convenes December 4. No surety was required. In all likelihood the grand jury will make a report on the second and third Tuesday or Wednesday next month, depending largely on the volume of business coming before it.

The action of Judge Gorham marks the close of the proceedings in the district court on the first of the several complaints brought by Mr. Beeckman and J. Henry Reuter, the former Governor's campaign manager in his recent unsuccessful fight for the senatorship from Rhode Island, arising from an article alleging Mr. Beeckman and Mr. Reuter had attempted to bribe Herve J. Lagace of Woonsocket by the payment to him of $1,500. The proceedings were brief, the hearings covering a period of two days. The decision is the extent of the Sixth District Court's jurisdiction in the matter.

The hearing on this particular complaint ended last night. In his counter argument John J. Fitzgerald, attorney for the News, declared that he believed Mr. Beeckman and Mr. Reuter had committed "as open and flagrant an act of bribery as was ever pulled off in this country." Claude Branch, attorney for the complainants, declared in his argument, "the crime of criminal libel has been more flagrantly committed in this case than ever before in Rhode Island. There has never been a more glaring example of political hypocrisy than the Providence News coming out and holding up its hands in holy terror at the improper use of money in a political campaign."

Mr. Fitzgerald in his argument stated that under the Rhode Island status a libel must be both false and defamatory, and he declared that the court must be satisfied from the testimony that "what the News said Beeckman did, he did."

PROVIDENCE, R. I., Nov. 27—In the Sixth District court to-day the second trial in the preliminary proceedings of R. Livingston Beeckman and J. Henry Reuter against the Providence News began. The case coming up to-day is that of Mr. Beeckman and Mr. Reuter against John A. Hennessey, and Henry D. Hamilton for criminal libel. Mr. Reuter sues also in a civil suit for $250,000 damages. This case will be heard before the Superior court of Newport and its return day is Dec. 6.

James C. Garrison, vice president, and Luke A. Keenan, assistant secretary of the company, refused to testify in the opening of the case this morning on the ground that their answers would tend to incriminate them. Mr. Garrison, under examination by Claude R. Branch, attorney for Mr. Beeckman, declared "I refuse to answer any question you ask me." Judge Gorham upheld Mr. Garrison. Mr. Keenan took the same attitude.

The criminal libel case against Mr. Hennessey was completed at the morning session, very little testimony having been offered, and with brief arguments. The court took the case under advisement.

Later the court listened to the admission of evidence in a similar case against Henry DeWitt Hamilton, secretary and treasurer of the Hope Publishing Company. The allegations in this case, and in that against Mr. Hennessey are the same as those in the case against the Hope Publishing Company heard last week.

One of the important developments of the day was the calling to the witness stand of Senator Peter G. Gerry, who is said to have advanced $300,000 to the News on its notes. An attempt was made to have Mr. Gerry show that he had knowledge of the alleged libelous articles before they were printed, but Mr. Gerry testified he knew nothing of them until he read them in the paper. Henry D. Hamilton, secretary-treasurer of the company, called by the complainants, declined to answer on the grounds his evidence might incriminate himself. Luke A. Keenan, assistant secretary, also declined to answer questions.

Joins Collins-Kirk

John A. Kirk, for the last two years with the Chicago office of the Curtis Publishing Company, has been appointed general office manager of Collins-Kirk, Chicago advertising agency.

D. D. MOORE RETIRES

L. K. Nicholson Elected Manager New Orleans Times-Picayune

Leonard K. Nicholson was elec manager of the New Orleans Tim Picayune Publishing Company, at the nual meeting of stockholders held vember 27, succeeding D. D. Mo who has been the executive head of newspaper for more than twelve ye Mr. Nicholson, one of the owners directing head of the old Picayune, been prominently identified with Times-Picayune since the consolidat He has been president of the comp since the death of Ashton Phelps.

G. B. Baldwin was elected presiden succeed Mr. Nicholson. A. P. How remains vice-president, and Mr. Mo was elected secretary-treasurer. Moore will retain his financial interes the newspaper, and will advise and c sult with the new management. Moore, who himself voted for the cha in management, has been in poor he for more than a year.

The board of directors for the y elected at the meeting are: G. B. Ba win, A. P. Howard, Esmond Phelps, P. Nicholson, Frank Dameron, Mrs. M. Gilmer, H. McEnerny, Judge O'Connell and C. H. Hyams, Jr.

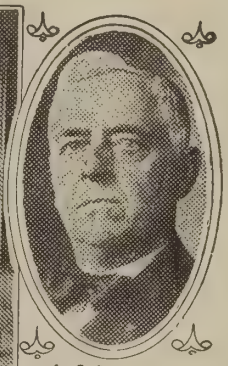
John Wanamaker Gravely Ill

The condition of John Wanamak who has been ill at his home in Ph delphia for several weeks, has assu a grave aspect, according to his p sicians' report on December 1.

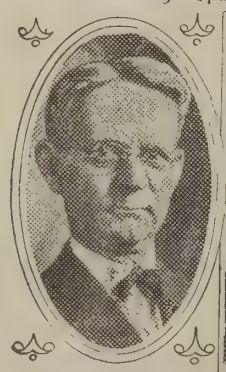
"Sell St. Louis Thoroughly!"



City Department



A. S. Ludwig
President



O. J. Cloughly
Treasurer and General Manager



The St. Louis Wholesale Drug Co.

willingly co-operates with manufacturers in selling St. Louis thoroughly, and offers gratis the services of four trucks for the purpose of delivering window and counter displays to dealers in the city.

Advice of the St. Louis Wholesale Drug Co.

—Interesting to National Advertisers

"IT is our opinion that manufacturers of drug products and merchandise distributed by the drug trade, who desire to establish a steady demand for their brands in this market of which St. Louis is the heart, should concentrate their specialty sales work and advertising *first* in the city. ¶ "'Sell St. Louis thoroughly' we believe should be an objective attained before an attempt is made to cover the surrounding territory. ¶ "Our conviction in the matter has resulted from observation and knowledge of successes scored by manufacturers who pursue this policy."

St. Louis can be thoroughly covered only one way — by advertising in the leading evening newspapers having the greatest city circulations with negligible duplication. That means—

Necessarily on the List

THE ST. LOUIS STAR

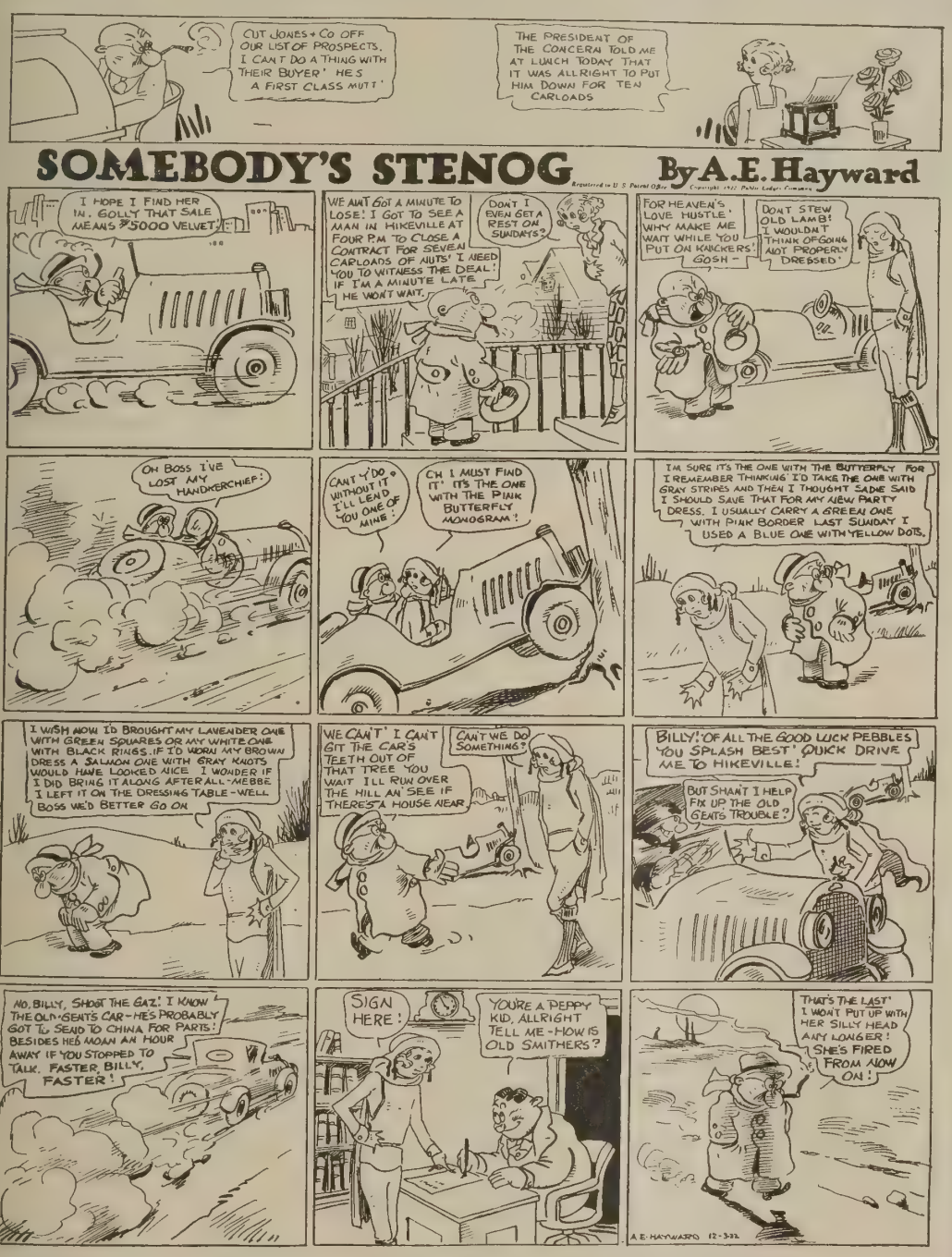
National Advertising Representatives
STORY, BROOKS & FINLEY
New York Chicago Philadelphia
Los Angeles San Francisco

"FIRST AMONG THE COMIC STRIPS PRINTED IN PITTSBURG" — *PITTSBURGH DISPATCH*
"SECOND BEST OF EIGHT COMICS WE ARE NOW USING" — *ATLANTA CONSTITUTION*

"SOMEBODY'S STENOG" *By HAYWARD*

Weekly Page and Daily Strip

Reduced Sample of Weekly Page (Supplied in Colors or Black and White):



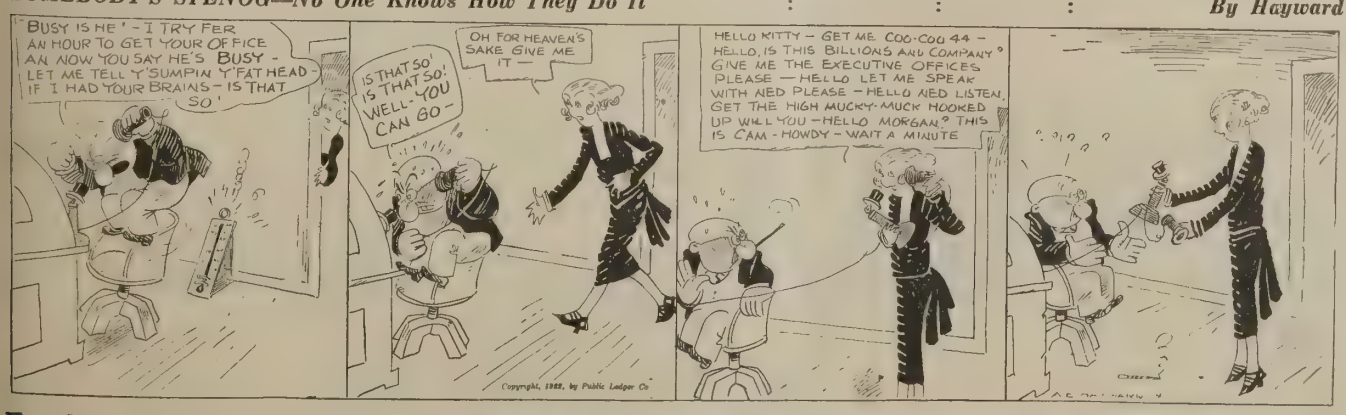
Wire Any of the Following Subscribers for An Opinion:

Philadelphia Public Ledger
New York Evening Mail
Chicago Daily News
Boston Traveler
Detroit Times
Pittsburgh Dispatch
New Orleans Item
St. Louis Times
Des Moines Register
Atlanta Constitution
Memphis News-Scimitar
Rochester Herald
Brooklyn Times
Portland (Ore.) Telegram
Portland (Me.) Press-Herald
Providence News
Schenectady Union-Star
Syracuse Journal
Tacoma Ledger
Youngstown Telegram
Oskosh Northwestern
Dayton Journal
Worcester Gazette
Berkeley Gazette
Oakland Enquirer
Bridgeport Times
Hoboken Observer
New Haven Journal-Courier
Newark Ledger
Beaumont News
Brockton Enterprise
Elizabeth Journal
Johnstown Ledger
Meriden Record
Woonsocket Call
Watertown Standard
New Brunswick Home News
Norwalk Hour
Melbourne (Australia) Sun
Wailuku (Hawaii) News

THE ONLY COMIC PULLING AS MANY WOMEN AS MEN

Reduced Sample of Six-Column Daily Strip;

SOMEBODY'S STENOG—No One Knows How They Do It : : : *By Hayward*



The New York Mail's Managing Editor Says:

"My idea of a good all-around cartoon. It appeals to the business man and the business woman because they meet her every day round the office. It appeals to the home folks because it is just plain funny, and if you couldn't laugh at it you ought not to be allowed to look at a cartoon page."

For Terms and Samples Wire or Write

LEDGER SYNDICATE

Independence Square
Philadelphia, Pa.

JAPAN'S DAILIES LIKE AMERICAN CARTOONS

Asahi Shimbun Artist, Returned from Scouting Tour in U. S., Raves Over Speed and Results Achieved Here

By JOHN R. MORRIS

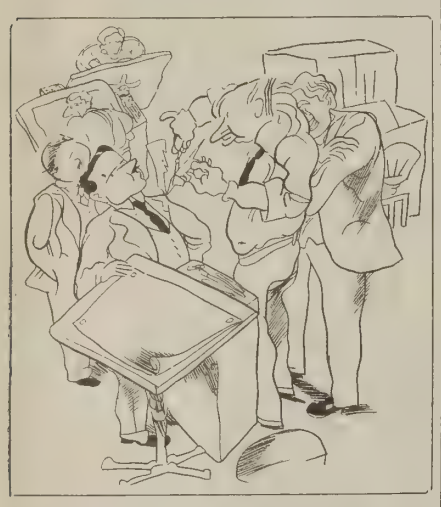
Far Eastern Editor, EDITOR & PUBLISHER

TOKYO, Nov. 1.—The cartoonist's art since it was first introduced here by Yasuji Kitazawa, the veteran cartoonist of the Jiji Shimpo has passed rapidly through the successive stages in its development and now, in a larger measure than ever before, the influence of American artists may be anticipated.



IPPEI OKAMOTO

Ippei Okamoto, leading cartoonist of the Tokyo Asahi Shimbun, has returned from a "scouting" trip in the United States, proclaiming the virtues of the American newspaper artist. He has told EDITOR & PUBLISHER's representative that all his future work will be executed according to the general principles of the art as he learned them in



They come from the ends of the earth, but Okamoto of the Asahi Shimbun and Al Frueh of the New York World understand each other. Frueh made a wicked paper alligator for the entertainment of his Tokyo visitor and Okamoto shook an equally wicked brush (see next column) in picturing the act for EDITOR & PUBLISHER.

the leading American newspaper offices. And Okamoto, though a young man, has been called not without reason the outstanding leader of the new school of cartoonists in Japan. It may be expected, then, that the results of his trip abroad will be felt in a field even broader than that covered by the Asahi.

This young Oriental artist's visits to the newspaper offices of New York gave him many a surprise, he says now, and his limited supply of English expletives soon was exhausted as revelation followed revelation and pictures appeared on the drawing boards so rapidly he could hardly believe his eyes. Japanese cartoonists do not work at the high speed common in the United States, and this difference left a deep impression on the visitor from Japan.

The equipment of the American cartoonist and the ingenuity with which he used his tools to produce in pictorial form the thought of the day all were carefully noted in Okamoto's note books, with the aid of his trusty brush-pen. These note books, with his own scribbled notes and sketches interspersed with autograph cartoons by many of the leading newspaper artists of America, are the most precious souvenirs he brought back with him from his trip. Much of the advice gathered from this artist or that has since been put to effective use in the office of the Asahi Shimbun.

When, with boyish enthusiasm, he described the efforts of his American confreres to make his trip interesting and profitable, Okamoto abandoned his attempt to express his appreciation in difficult English. In the midst of an excited flow of his native language, it was easy



Okamoto Shook an Equally Wicked Brush

to see from the expression on his face that Mr. Okamoto had had "one whale of a time."

Then he brought out a souvenir of his trip that he had made himself while listening to words of wisdom from Al Frueh, chief cartoonist of the New York World. This fellow Frueh, Okamoto confided to the interviewer, had struck him first as being only a tall and skinny and rather foolish-looking specimen, whose hair seemed sadly in need of attention from a brush and comb. But when he began to draw! That was one of the revelations that struck the Japanese artist squarely between the eyes. When he was invited to make use of the American artist's drawing board, Okamoto sat down and drew a picture of himself receiving instruction from the World cartoonist.

Cartoons are filling more and more space in the leading Japanese journals lately. The Jiji, which was the first to make use of them, probably now leads in this department and on Sunday, especially, presents large displays which deal with subjects not unlike those which are taken as the themes of American cartoons.

New York Tribune Board Elects

The board of directors of the New York Tribune held its regular annual organization meeting, November 24, and elected the following officers: President, Ogden Reid; vice-president, Mrs. Helen Rogers Reid; secretary, Howard Davis, and treasurer, R. E. Maxfield.

CHINESE RUG FOR PRESS CLUB

Shanghai Journalists Grateful for Hospitality in Washington

(*Special to* EDITOR & PUBLISHER *from its Far Eastern Bureau.*)

SHANGHAI, Nov. 1.—As a mark of appreciation of the courtesies its members enjoyed at the hands of the National Press Club during the Washington Conference last Winter, the Chinese Journalists' Club of Shanghai is sending its recent hosts a beautiful rug, specially designed to decorate the main room in the National Press Club quarters in the Albee building. The rug, in which are blended the club's colors, carries the National Press Club coat-of-arms in its center, surrounded by an attractive Oriental border. It measures nine by fifteen feet.

The gift will be presented formally to the club by Alfred Sze the Chinese Minister.

The Chinese journalists who report the conference are eloquent in their praise of the manner in which they were entertained and their work facilitated while at Washington. The rug demonstrates that their appreciation has not been short-lived.

The committee charged with obtaining and dispatching the gift consisted of P. Powell, Jabin Hsu and Francis Zia.

IMPORTANT NOTICE

NEWSPAPER PUBLISHERS

should make record of our new office address.

On or about December 9th, our entire business and sales staff headquarters will be located on the **18th FLOOR of**

PRINTING CRAFTS BUILDING

461 8th Ave. (Between 33d & 34th Sts.) **New York City**

TELEPHONE LONGACRE 4001

This change of address gives us larger space and a central location that will be convenient for publishers visiting New York.

To our hundreds of patrons (publishers of the best printed newspapers of America) we are truly grateful for the continually increasing business which made this expansion necessary.

The Ault & Wiborg Co. of New York

THE ONLY CREATORS OF

GRITLESS NEW INKS

The Way Is Paved To Milwaukee

TWELVE hundred manufacturers make Milwaukee the first city of diversified industries in the United States. The purchasing power of Milwaukeeans *exceeds* $9,000,000 *every business day,* or more than $,000,000 every hour!

Milwaukee has the money and Milwaukee buys! Milwaukee has a way of living up to predictions. Babson early predicted this would be one of the best buying cities—and it has been.

Here is a representative market for your immediate exploitation. A market of a half million buyers, it is neither too large nor too small, and is the buying and distributing center for all Wisconsin and Upper Michigan. *Much of the necessary preliminary work incident to "breaking in" to this market has already been done for you by The Milwaukee Journal. The Way Is Paved!*

The Journal's analysis of the Milwaukee-Wisconsin market in relation to various products is the result of study, investigation and personal contact with its needs and buying habits. Study the analysis! Concentrate your advertising in The Journal! The Journal is read daily in 4 out of every 5 English-speaking homes in Milwaukee—*better than* 80% *direct coverage at one low cost!* In addition, it penetrates into every corner of Wisconsin and Upper Michigan.

Test Out Your Campaign in Representative Milwaukee—Everybody's Market!

Sales and advertising managers are requested to send for The Journal's analysis of the Milwaukee-Wisconsin market in relation to various products. (New issues of the Grocer's Route List ready for Distribution December 5th)

The Milwaukee JOURNAL FIRST- by Merit

報知新聞



The Hochi's Magnificent New Building Just Completed in the Heart of Tokyo

THE HOCHI SHIMBUN

Japan's Oldest Evening Newspaper
With Large Morning Edition

TOTAL PAID CIRCULATION LARGEST IN TOKYO

The Hochi Shimbun was established in 1872 by the late Marquis Okuma, and continuously since that early date has lent all its influence to the support of its great founder's lofty ideals.

In the foreign news field the Hochi has built up a service which is unexcelled, and which has earned for it many readers who are intensely interested in persons and events abroad. This interest has been found to exert considerable influence on their taste in the purchase of imported commodities and undoubtedly has increased their consumption of products from abroad.

Advertising Rates

Per line	Y	1.25
Per Column	Y	170.00
Per inch	Y	12.50
Per page	Y	2,000.00

The Hochi Shimbun

TOKYO, JAPAN

PRESSMEN WALK OUT IN NASHVILLE

Banner Editions Delayed When Publishers Decline to Increase Pay $1.50—International Union Orders Men Back to Work

NASHVILLE, Nov. 27.—A 24-hour walkout of the Nashville Banner's union pressmen Friday and Saturday, November 24 and 25, was ended by orders from international headquarters, which ruled that the pressmen had no grievance and threatened them with suspension from the union if the unauthorized strike continued. The strike, which delayed both Friday and Saturday evening editions of the Banner, was precipitated when the Banner's management declined to increase the scale $1.50 per day, despite the existing contract, which does not expire until September 19, 1923.

The Banner is already paying its pressmen 50 cents a day over the scale. The pressmen demanded that this bonus be incorporated in the scale, together with an additional $1, which represented the amount demanded over what they are now receiving.

A representative of the international union is here, and it is the opinion that the wage dispute under the present contract will be settled by local arbitration.

The Banner missed the early mail editions on Friday, but, with the assistance of employes from other departments, put its regular city edition out about two hours later than usual. The Saturday evening edition was slightly delayed, the pressmen returning to work during the afternoon in time to run it off about an hour later than usual.

FREEL AGAIN HEADS I. S. E. U.

Proposed Salary Raise Killed—Defense Fund Indorsed

President James J. Freel, Secretary-Treasurer Charles A. Sumner, Journal editor James W. White, and Martin B. Apy, molder member of the executive board, have been re-elected to office for two years from January 1, 1923, by the International Stereotypers & Electrotypers' Union. Thomas P. Reynolds replaces J. P. Fitzsimmons as vice-president, and Henry Freer succeeds L. M. Odell as finisher member of the executive board.

A proposition to raise the president's salary from $3,000 to $4,000 per year was defeated. The union endorsed propositions raising the death benefit from $100 to $200 and increasing monthly dues from 50 cents to 60 cents; providing for a defense fund of not less than $75,000 nor more than $150,000 and increasing strike benefits of married men from $10 to $15 per week, of single men from $8 to $15 per week and allowing apprentices $8 per week.

Typographical Contract in Niagara

Publishers and union compositors of Niagara Falls, N. Y., have concluded a written agreement for one year, effective September 6, 1922. Previously they had been working without a formal contract. The scale provided is: Night work—foremen, $50 per week; assistant foremen, $45; machinist-operators, $46; journeymen, $43; day work, $3 less than night scale; apprentices, $19 to $36. Prior to this contract, journeymen received the same wages as now and machinist-operators received $45 for night work. Day work was $3 less than the night scale. Apprentices received $19.50 to $35. The 48-hour week is continued.

London Compositors Accept Wage Cut

Enforcement of wage reductions agreed to by the London (England) Society of Compositors, affecting also platen minders, pressmen and type founders, has been deferred pending negotiations with other unions. The society was asked to vote on a reduction of 6 shillings a week for hand compositors and 4 shillings a week for operators, and its ballots were counted 7,941 favoring and 2,972 opposing the proposed cuts.

The third instalment in reduction of wages of the British Typographical Association went into effect last week, bringing the scale to 9 shillings a week less than it was when the new contract was made effective last July. The final instalment will be taken off next May. The scale for all grades of the association's membership were recently printed in EDITOR & PUBLISHER.

HARPER'S LEAVING OLD STAND

After 105 Years, Publishers Forced Uptown by Growth of City

The famous publishing house of Harper & Bros., which for the 105 years of its existence has remained in downtown New York, is about to move up to 33rd street, adjoining the Vanderbilt Hotel, where a new six-story building is being constructed. This will be the first new home the firm has had for seventy-two years, the length of time it has been in the famous old building on Franklin Square.

Many noted visitors to this country were entertained in the old directors' room downtown, and this room will be duplicated so far as is practical in the new building, where with the offices and book and magazine editorial rooms, it will occupy the top floor. The stock and shipping rooms and plate vaults will be in another building, the location of which is yet to be determined, and the firm will be enabled to keep the many original wood blocks by Howard Pyle and Frederic Remington, and the many other illustrators whose work is still of value. The new building will be completed in March.

Harper & Bros. were established in 1817 by James and John Harper, who were joined by Wesley Harper, another brother, in 1823.

In 1840 the printing, binding and publishing establishment of Harper & Bros. occupied several buildings on both sides of Cliff street. In 1850 a large structure was erected for the firm on Franklin Square, in Pearl street, running back to the Cliff street buildings. The Harpers had scarcely moved in when the fire of December, 1853 destroyed the entire establishment, involving a loss of full $1,000,000. The brothers at once set about rebuilding the establishment on a larger scale and upon the same site, the present one. This building was the first fireproof structure in New York City. Franklin square was named after it, because of the bronze statue of Benjamin Franklin upraised nearly to a level with the Third avenue elevated railway, which passes by. The establishment occupies about half an acre of ground, and is composed of two buildings, one fronting upon Pearl and Cliff streets.

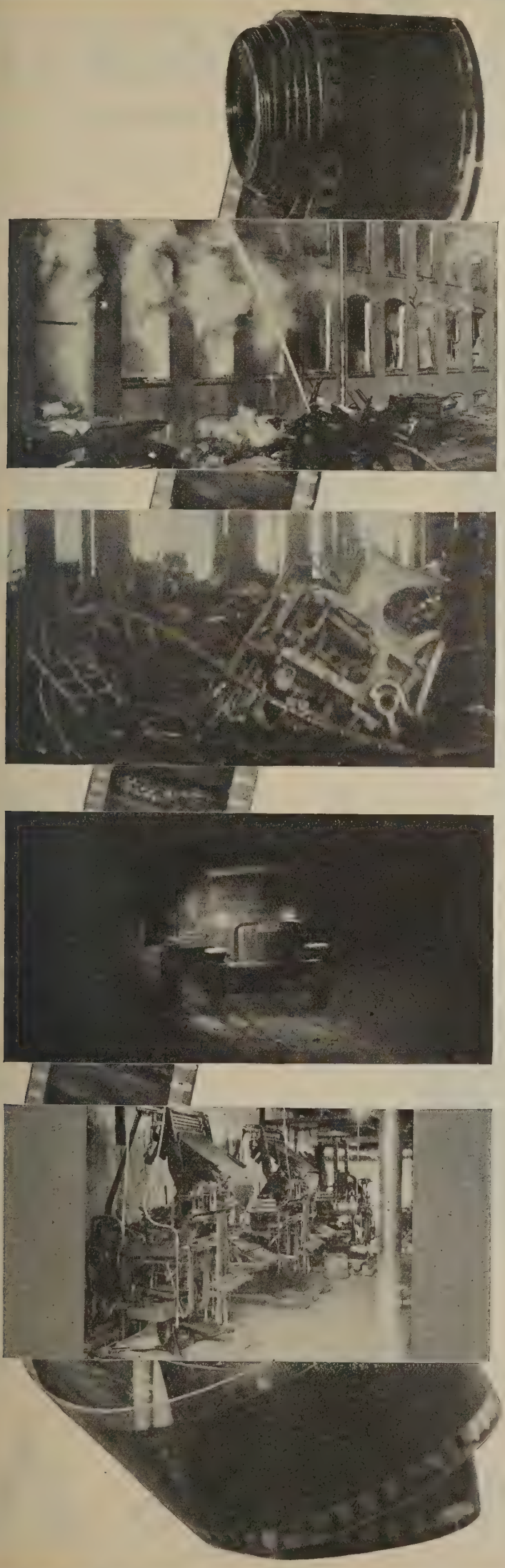
Across the street from the building on Franklin Square, Mark Twain worked in a little printing shop when he first came to New York, as a boy.

WON'T REGULATE ADS

New York Aldermen Table Security League Request

Pronouncing as war hysteria a request from the National Security League the rules committee of the New York Board of Aldermen recently declined to recommend an ordinance which would have compelled all foreign language advertisements in subways, on elevated stands and in street cars to have appended an English translation of the text.

Vice-chairman William T. Collins, who heads the rules committee of the board, handed in the declination, after several weeks' consideration. In the report, which recommends the tabling of the National Security League resolution, the rules committee declares that such a request, which treats with contempt the language and customs of different nationalities, is unpatriotic, and any like legislation should be repealed.



A Movie of
Linotype Service

Friday, November 17

7:30 A. M.—Fire Starts

A fire of unknown origin completely destroyed the plant of the Evening Herald of Manchester, Connecticut.

3:00 P. M.—Linotype Representative on the Job

While the ruins were still smouldering, a Linotype representative who had learned of the fire, arrived in town to offer his assistance and that of the Linotype Company.

5:30 P. M.—Specifications Phoned to Factory

As soon as the specifications for the new machines and their equipment could be made out they were phoned to the factory at Brooklyn.

11:40 P. M.—Linotypes Shipped by Motor Truck

Enough men were called back to the factory to prepare the machines for shipment and they were sent straight through to Manchester on one of the Linotype Company's trucks.

Saturday, November 18

10:55 A. M.—Linotypes Delivered

After an all-night drive the truck arrived in Manchester with the Linotypes and two machinists to erect them.

8:00 P. M.—Linotypes Ready to Operate

Thirty-six hours after the fire started the new Linotypes were ready to set type.

Mergenthaler Linotype Co.

29 Ryerson Street, Brooklyn, N. Y.

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Composed entirely on the LINOTYPE *in the Bodoni Series*

Greatest News F



LLO

ARTICLE No. 1
(Released about December 9) will be His Ar

The first six articles will be weekly, balan

ture of All Time!

ARTICLES BY

D GEORGE

has contracted to write on

resent World Problems

Exclusively for

UNITED FEATURE SYNDICATE

NORRIS A. HUSE, General Manager

United Press Headquarters
New York City

---

er to Clemenceau

us extending over a period of 54 weeks

"LADY LUCK" IS A FICKLE FRIEND TO SALESMEN OF WANT ADS

Knowledge of Product and Selling Principles Will Get Copy and New Accounts, Where Rabbits' Feet Fail—Develop News Interest in Classified

By C. L. PERKINS

Executive Secretary, Association of Newspaper Classified Advertising Managers

CLASSIFIED advertising salesmen fall into two groups—good and bad, successful and unsuccessful, producers and non-producers. The bad ones say that the good ones are merely lucky—the unsuccessful ones claim that the successful ones carry horse shoes—the non-producers think that the producers have a corner on four-leaf clovers.

In times of unusual prosperity, the haphazard salesman, if he is on an established result-producing medium, builds a reputation of being a producer, or he at least hypnotizes himself into such a belief. During boom times he becomes a producer by being a good "copy-chaser." During such periods the real salesmen, like athletes, sometimes "go stale"—they let down on their training, they lose their batting eye, and if not careful, the end of the boom period also finds them disciples of the god of luck.

The good salesman, the copy and account producer, who is not spoiled by prosperity, realizes that luck has no part in his success, and the non-producer can become a producer when he realizes that not an assortment of horseshoes, four leaf clovers, and rabbits' feet, but sales knowledge is fundamental to success.

The class of salesmen which makes up the poor-producing group is the one which has a lack of knowledge—knowledge of the fundamental principles of selling. They have been initiated into the fraternity of luck-worshippers. They have come to believe that the most successful salesman is the one with the greatest amount of luck in "getting the breaks." That is as far as they go in their analysis. They are the type that imagines selling revolves around the price element of a commodity. When the price element fails to make a sale, they resort to outside influence—a mutual friend, a written or verbal recommendation. Should even that fail in its purpose their last resort is to appeal to the prospect's sense of pity. If all these are to no avail they very often become impertinent or offensive in their attitude and turn a good prospect into an enemy. They place the blame on "hard luck." The real cause is this: They are not acquainted with the rules of salesmanship.

On every classified advertising sales staff there are one or two men who stand out head and shoulders above the rest in selling. This success is usually referred to by those not so successful, as luck—"rabbit foot stuff." But is it a matter of luck? Did you ever hear of a consistently successful salesman who depended upon luck for his success? One of America's most successful men once said: "The man who relies on luck for his success soon finds his business and his bank account in a deplorable condition."

Luck plays no favorites, and business "horse shoes" are boomerangs which fly back and retard substantial progress. Men who sell successfully are the ones who sell systematically, by means of sound and legitimate methods. To be a producer of classified advertising it is especially important to observe certain rules and laws governing salesmanship. There is a series of selling principles, arrived at through psychological observation, which, if used properly, insure success to the classified advertising salesman.

These laws are as clearly defined as the rules of mathematics, and as applicable. Any salesman not familiar with them can find them with little effort. There are a number of publications on salesmanship which hold a great store of practical information. They can be obtained from any public library. The rules must be studied, for "Lady Luck" is a fickle damsel.

* * *

IN these columns better copy in the classified columns has been advocated many times as a method of creating greater results for want-ad users. The following advertisement from a Pittsburgh paper may not be good copy, but it is so unusual that it was reproduced on the editorial page of the Wall Street Journal under the heading "Pepper and Salt" with the subheading "Time for Nuts":

"Live in the country where the sunlight bathes the hills with gladness and the robin, bluebird and swallow make nests at springtime, then at the end of the year is the time for nuts. On Butler Short Line and B. & O. Monthly ticket $11.29. Frame houses, large lots, slate roofs, pure water and air, where the children romp and play and eat and grow—where all the world's great men come from, the country. One house is $4,500, the other $5,000. Large lots. Phone Richland 48, ring 3, for further information. The writer of this advertisement believes in the Deity of Jesus Christ, the complete inspiration of the scriptures and the integrity of the stars and stripes. He does not believe that man descended from a baboon, gorilla or missing link."

* * *

THE Oakland Tribune, Morton J. A. McDonald, classified manager, recently printed in news form the following article on the front page of one of its sections. If more papers followed the example of the Tribune, they would find it increased reader interest which would ultimately lead to a greater volume of want-ads.

"SOCIAL LIFE, BUSINESS BAROMETER IS WANT-ADS

"Classified Advertising—the want-ads—is far more than the test of a newspaper's popularity. It is an excellent cross section of the social life, and the very safe diagnosis of the business health of the community.

"We all know that the want-ad is a ready solution of labor and employment problems, a ready reference of vacant habitations, and a quick way to dispose of worn out or unnecessary articles.

"But the careful study of the classified advertising in a metropolitan paper throws a searchlight on the everyday problems of the metropolis.

"The merchants who will observe lengthening of the employment columns and the shortening of the classifications under Situations Wanted may judge surely of the rising or falling purchasing power of the population. Further, by analyzing the kind of positions offered or the classes of workers seeking employment, he can shrewdly guess the prosperity waxing or waning in various industries and trades.

"The growth or falling away of rental advertising, apartments, rooms and houses, shows the drift, in or out of the city, of the population, and a closer scrutiny of rental locations and of rents asked in these locations, is the gauge of population movements within the city itself.

"The investor who studies the real estate columns learns actual as opposed to theoretical property values. If a stranger, he can judge from the property description and attached prices the relative values of real estate here and the city from which he came. Since property for which there is no demand is seldom advertised he can gauge by the extent of advertising in various sections the relative popularity of these sections, and the probable future drift of resident population.

"So it is with the various sales columns, particularly autos. The greater the volumes of used car advertising, the greater the general prosperity of the community. Lack of demand will destroy such advertising, and since the used car market lies amongst those of limited income, the activity of that market is one of the surest signs of a generally thriving community.

"The man who would for any real know his city intimately from day to day, should devote a part of every day to the careful scrutiny of the classified section of his leading metropolitan dai

Aberdeen Papers Win Libel Suit

The American Publishing Compa publishers of the Aberdeen (S. Morning American and Evening Ne E. P. Neill, business manager, and H. McKeever, managing editor, w exonerated of the charge of libel brou by Mrs. Loretta M. Bell in the Fed Court at Aberdeen, November 20. Bell had sued for $30,000 damages a story published in the News on J 10, 1920, of the arrest of a and woman, one found in a r of the lodging house, which she kep that time, and the other in an adja room. The jury found for the defe ants with a single vote.

Ludlow to Australia

The Ludlow Typograph Company sold the Brisbane Newspaper Comp Ltd., Brisbane, Australia, publishers the Brisbane Courier, the Evening server, and six weekly newspapers Ludlow machine.

Reg'lar Fellers
by Gene Byrne's

The Albany Sunday Telegram is the new paper this week.

Furnished full page matrices, black alone, black and red, and black and three colors; or, as the first page of a printed comic section.

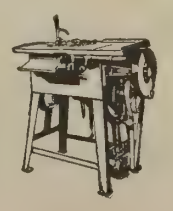
HERALD-SUN SYNDICATE, 280 B'way, New York City

The Ludlow
Escapes All Matrix Limitations

HAND setting frees Ludlow matrices from all mechanical limitations. Ludlow matrices do not have to slide through metal channels. The ears do not wear, nor do heavy matrices hit with damaging impact. This permits of greater size and weight. Bold and extended faces in big sizes are entirely practical.

Undistorted Faces in Large as Well as Small Sizes

"Keyboard composition is not adapted to big typefaces," exclaimed composing room machinist recently. "The big matrices cause mechanical difficulties. The guides, for instance, are constantly being battered by these big, heavy mats, and I can't seem to keep them in order. You don't lay bricks by keyboard."



Big matrices, 42, 48 and 60 point, are quite out of range of keyboard machines, designed for straight runs of body matter in small sizes. The Ludlow provides them, and hand setting permits their use.

Bold and Extended faces, even in the smaller *sizes*—24, 30 and 36 point—require heavy matrices which, on keyboard machines, cause mechanical difficulties. Ludlow matrices are composed by hand. This permits them to be as big and heavy as necessary—and they are!

Undistorted Italic—slanting letters on square bodies have worried designers, typefounders and printers since italic was first invented. Foundry types alone could approach the ideal, and then only by distorting the faces and resorting to overhanging kerns, which break off on the press.

Matrices slant with letters—Ludlow italic letters do not conform to square bodies. The matrices are cut at an angle of 17 degrees. They actually slant this much as composed in the stick. The whole line of full-kerning, close-fitting italic is then cast on one unbreakable slug.

Utmost freedom of design in typefaces is desirable for display composition. With Ludlow matrices, for hand setting freedom of design is entirely practicable. It is this freedom of design which causes a Ludlow-set advertisement to contrast favorably with all surrounding typography.

Ludlow Typograph Company
2032 Clybourn Avenue, Chicago
Eastern Office: World Building, New York City

LUDLOW QUALITY SLUG COMPOSITION ABOVE 10 PT.

Every Newspaper a Top-Notcher

IN

Pennsylvania

Every manufacturer knows the value of a Top-notcher salesman.

Every newspaper in this Pennsylvania list is a Top-notcher.

They are in a class by themselves, each covering its own particular field in its own compelling way.

The list as a whole practically covers the whole state.

Top-Notch newspapers in a Top-Notch state is an unbeatable combination.

It recognizes no boundaries, no limit to possibilities. National advertisers, national manufacturers, who would expand, open up new trade or increase the volume of trade already established will find this combination a potential force, masterful in its achievement leading steadily up to the goal of expectation.

Cultivate this market through these Top-Notch Newspapers.

A LIST THAT GETS RESULTS

		Circulation	2,500 lines	10,000 lines
***Allentown Call	(M)	28,009	.09	.09
***Allentown Call	(S)	15,118	.09	.09
†Bethlehem Globe	(E)	8,528	.04	.04
†Bloomsburg Press	(M)	6,507	.029	.029
***Chester Times & Republican	(M&E)	14,331	.065	.05
†Coatesville Record	(E)	5,369	.0214	.0214
†Connellsville Courier	(E)	6,103	.0179	.0179
***Easton Express	(E)	17,241	.05	.05
*Easton Free Press	(E)	12,147	.05	.05
***Erie Times	(E)	27,648	.08	.08
***Harrisburg Telegraph	(E)	39,478	.095	.095
***Lancaster Intelligencer and News-Journal	(M&E)	21,689	.08	.08
†Oil City Derrick	(M)	6,427	.04	.035
Pittsburgh Dispatch	(M)	54,541	.17	.15
Pittsburgh Dispatch	(S)	63,767	.22	.18
†Pottstown Ledger	(E)	1,654	.014	.014
***Pottsville Republican	(E)	11,234	.055	.05
Scranton Republican	(M)	32,180	.12	.10
†Scranton Times	(E)	37,148	.12	.10
***Sharon Herald	(E)	5,002	.021	.021
†Sunbury Daily Item	(E)	4,109	.021	.018
***Warren Times-Mirror	(E&M)	8,056	.036	.036
***Washington Observer and Reporter	(M&E)	15,553	.06	.05
†West Chester Local News	(E)	10,768	.03	.03
**Wilkes-Barre Times-Leader	(E)	22,061	.08	.05
†York Dispatch	(E)	16,726	.045	.045
†York Gazette and Daily	(M)	16,452	.045	.045

Government Statements, April 1, 1922.
*A. B. C. Publishers' Statement, April 1, 1922.
***A. B. C. Publishers' Statement, October 1, 1922.
†Government Statement, October 1, 1922.
**A. B. C. Statement, 3 mos. to Sept. 30, 1922.

LEADING THE LIST

In a city and nation where class circulation means everything, where American advertisers in the ordinary newspaper buy waste circulation among Japanese whose purchasing power is low, The Jiji Shimpo leads all. With a monthly subscription rate of Y1.10, *The Jiji is the highest-priced newspaper in Japan.*

THE JIJI SHIMPO

時事新報

Is the newspaper of prosperous, ambitious Japan—a young nation, newly-endowed with means for enjoying the goods of the West. Her most progressive sons and daughters, eager to learn more of America and all America has to give Japan, read The Jiji Shimpo. Not only on account of its superior presentation of domestic and foreign news, but because it carries the bulk of foreign advertising appearing in Japan, The Jiji is the favorite of the class the American advertiser must reach.

The Jiji's New York representative, Mr. J. P. Barry, will gladly discuss the opportunities of the Japanese market, which he has studied at close range.

New York Office:
JAPAN ADVERTISER SUITE
Equitable Bldg., 120 Broadway

THE JIJI SHIMPO

Cables: "Jiji Tokyo" Bentley Code

TOKYO, JAPAN

Morning and Evening Editions

"In Japan, the Buyers Read the Jiji"

LLOYD - GEORGE SIGNS FOR NEWS SERIES

United Features Syndicate Gets World Rights—London Chronicle Those For the British Isles—Will Run for Over a Year

David Lloyd-George November 24 signed contracts for a series of 30 articles on present-day world conditions, publication of which will begin December 9 and continue for over a year. One of these contracts gives the United Features Syndicate the rights to the former Prime Minister's articles for the World outside of the British Isles and the other gives the London Chronicle these particular rights.

Under these contracts Mr. Lloyd-George will write signed articles of from 1,500 to 2,000 words. The first six of these will be issued at rate of one a week and after that they will be written semi-monthly.

The first of the Lloyd-George articles will be a reply by him to the speeches that Clemenceau has been making in the United States. To that end about 3,000 words from the Clemenceau speeches have already been cabled to Mr. Lloyd-George in London. Later in the series he will discuss such subjects as the British War Debt to the United states, the Irish Free State Treaty, the Socialist Menace, Prohibition Relations between the United States and England and the Turkish Treaty.

EASTMENT BACK FROM ABROAD

McClure Syndicate Officer Brings Contracts With English Authors

P. C. Eastment, vice-president of the McClure Newspaper Syndicate, has just returned from a seven weeks' trip to England, bringing back contracts with prominent English authors, including Sir Arthur Conan Doyle, Sir Philip Gibbs, William LeQueux, John Goodwin, Ruby M. Ayres, Temple Thurston and Radcliffe Holmes.

Mr. Eastment reports that conditions in England are very nearly normal. Unemployment was much less in evidence than on his former visit, a year ago, and the British people assume, as a matter of course, that they will pay their war debts to the United States, although they probably never get a penny of their loans to France, Italy and Russia, according to Mr. Eastment. He also found keen desire on the part of the British people for the closest possible relationship with the American people both in political and commercial affairs.

CIRCULATION SHIFTS IN N. Y.

American News Company Distributes All English Language A. M. Papers

The American News Company and its subsidiaries on December 4 take over all city circulation of the New York English language morning papers, as a part of the rezoning plan of the publishers to eliminate expensive duplication of delivery. The Metropolitan News Company, which has handled the English language morning papers for a number of years in sections where this company has delivered a heavy volume of foreign language newspapers, has turned over its route lists on the English language dailies to their publishers and they have been assigned to the American News Company.

The latter will make deliveries in all parts of Manhattan, the Bronx, Queens and all of Brooklyn, except Brownsville, Ridgewood, Cypress Hills and Coney Island, outlying sections where delivery is in the hands of independent companies.

Delivery of Il Progreso, Il Popolo and the Jewish Morning Journal, it is understood, will be taken over by the Metropolitan News Company from the American News Company, and it is reported also that the number of papers added to the Metropolitan's delivery by this transfer is considerably in excess of the English-language circulation, which has been turned over to the American News Company.

DROPS N. Y. AMERICAN SECTI

Heart's Syracuse Sunday Paper S Printing Own Product

The Syracuse (N. Y.) Sunday A ican, which has been sold in combin with the New York Sunday Ame for ten cents, will appear Decem as a local Sunday paper. The ca of the various feature and news se will appear as Syracuse Sunday A ican and all of the type-setting printing will be done in the local except the colored comic part.

F. J. McCarthy, managing edit the New York Sunday American, Syracuse acting in a supervisory ca as managing editor prior to the issue of the local paper. New e ment has been ordered for handlin Syracuse Sunday American princi for the cut department, already func ing. A new press has been ordered it is expected the addition to the pr building will be started soon.

Celebration of the start of the Ev Telegram and Sunday American, beginning their third month of o tion, will be in the form of the annual banquet, December 11.

CHIVERS GOES TO ATLANT

Named General Manager of Geo and Sunday American

A. B. Chivers has gone to Atlan general manager of the Georgian Sunday American, it was learned a Hearst newspaper headquarters in York this week. No other changes been made in the Georgian organiz

Mr. Chivers has been for the past years a partner in the firm of Koppe & Co., representing South A can newspapers in New York, and h tains his interest in that business. P ously for five years he had been bus manager of the New York Globe before that he was business and adv ing manager of the Cleveland News, ness manager of the Birmingham and for ten years was advertising ager of the New Orleans Item.

N. J. Association Board Meet

The executive board of the New J Press Association met in Jersey City vember 20. Among the business t acted was the appointment of a legisl committee, a committee on the mid meeting and a committee to confer faculty of Rutgers College upon th tablishment of a school of journa Ralph E. Prugh, the Lake Hopat Breese, was elected a member.

To Give Newspaper Short Cour

The School of Journalism, Univ of Wisconsin, will give a three-day n paper short course February 1, 2 a The Wisconsin Press Association meet at the same time. It is upon request of the association that the c which will feature the weekly paper, be held.

Press Gallery Elects

The Press Gallery of Montreal Hall, at a recent meeting, elected the lowing officers: President, George rence, the Herald; vice-president, Parrott, Le Devoir; secretary, H. M Le Canada; committee, T. Lonargan Gazette; R. H. Parson, the Star Rodier, La Press, and A. H. Lefev Patrie.

British United Press Incorporat

The British United Press, Ltd., a capital of $50,000, was incorporat Montreal last week.

Gets Three Machines

The Daytona (Fla.) Morning Jo is installing a new three-magazine casting machine to its battery.

TIPS FOR AD MANAGERS

ner L. Allen, 15 East 26th street, New . Will make up lists in December for Porter Chemical Company, manufacturers ducational toys.

Wallis Armstrong, 16th and Locust ts, Philadelphia. Using 1 page for the or Talking Machine Company, Camden, .

W. Ayer & Son, 300 Chestnut street, adelphia. Will make up lists in Decem- for B. Fischer & Co., New York. Using ines copy for the Literary Digest.

uerlein, Inc., Hibernia Bank Bldg., New ns, has accounts of the Yellow Cab any, the Gulf and Southern Steamship any, the Union Indemnity Insurance any, and the Business Men's Racing ciation, all of New Orleans.

rton, Durstine & Osborn, 25 West 45th t, New York. Using 20 inches, 3 times eek, for U-Need-A-Biscuit Bread.

L. Brann, 11 East 43rd street, New . Using half page, 3 and 5 times for gomery Ward & Co.

nett-Kuhn Co., 39 South LaSalle street, go. Placing some institutional copy on Sexton Co., 5,000-line contracts in small f Metropolitan papers.

son Chesman & Co., 1127 Pine street, Louis. Making 2800 line contracts for re's Remedy. Using 28 lines, 21 times he William H. Muller Company.

drew Cone Advertising Agency, Tribune , New York. Using 2 full columns, 4 for the Empire Home Builders' Asso- n.

tinental Advertising Agency, Masonic e, Chicago. Will handle advertising for n T. Ryerson & Co., on their 80th an- ary.

chfield & Co., Brooks Bldg., Chicago. 336 lines, 6 times for Firestone Tire bber Company.

rcy Advertising Company, Interna- Life Bldg., St. Louis. Will make up in December for the Brascolite Com- St. Louis.

ge L. Dyer Company, 42 Broadway, York. Will make up lists in December he Allen A. Company, manufacturers en .A hosiery and underwear.

y-Hanly Advertising Company, 1110 avenue, Kansas City. Will make up n December for the Nonspi Company.

rt Frank Company, 332 South LaSalle Chicago. Placing 3,000-line contracts aynie Corporation, auto accessories, in metropolitan cities where they can distributors. Has account of the Per- arbon Remover Corporation, manufac- of Perfect Carbon Remover. Will use pers throughout the country in national sing campaign.

ival K. Frowert Company, 151 West treet, New York. Using full pages in avure sections for Coty Perfumerie.

les H. Fuller Company, 623 South h avenue, Chicago. Using 34 lines, for A. L. Rice.

ner-Glen Buck Company, 1627 Locust St. Louis. Making 5000 line contracts lier & Spies Milling Company.

n, Fulton, Cunningham Company, Free Bldg., Detroit. Making 2800 line con- for the Orange Crush Company.

cher Bradford Company, 829 Tribune g, Chicago. Issuing general orders and ts on George H. Mayr and Dr. New-

lach Advertising Agency, 400 North n avenue, Chicago. Using Chicago on new style of copy of Encyclopedia ica.

& Emory, Graphic Arts Bldg., Port- re. Placing account for King's Food ts.

s, Farson & Walberg, Inc., Wrigley Chicago. Making up lists for Rich- iston Ring Company, Richmond, Ind., of Richmond Electrically Hammered

d Joerns Company, 14 East Jackson rd, Chicago. Orders and contracts go- generally on Dr. Ritholz.

ert & Feasley, 17 East 49th street, ork. Will shortly place account for t Pharmacal Company, St. Louis, cturers of Listerine.

as F. Logan Company, 332 South n avenue, Chicago. Expect to issue al schedules for New York Central Company on the Royal Palm special.

& Thomas, 400 North Michigan avenue, Issuing orders and contracts on ck-Balke Phonograph.

kin Advertising Company, 5 South avenue, Chicago. Issuing contracts edules on Pillsbury Bran.

ngale Advertising Agency, Candler Atlanta. Sending out orders for the Institute.

Harry C. Michaels Company, 113 Lexington avenue, New York. Making up list for Devoe & Raynolds.

Mitchell-Faust & Co., 7 South Dearborn street, Chicago. Reported to be copy for Armour Grain Company, Chicago.

Moser & Cotins, Paul Bldg., Utica, N. Y. Using 20 lines, 42 times in farm papers for American Separator Company.

Patterson-Andress Company, 1 Madison avenue, New York. Using 200 inches in one year for the Curtis Publishing Company.

Philip Ritter Company, 185 Madison avenue, New York. Planning spring campaign for the Ansco Camera Company. Making up list for G. & C. Merriam Company, Springfield, Mass., publishers of Webster's International Dictionary..

Roberts & MacAvinche, 30 North Dearborn street, Chicago. Orders have been sent out to various newspapers for Cluett, Peabody & Co., on Arrow Collars. Papers in metropolitan cities receiving schedules for additional space on large copy. Orders also issued to large list of newspapers for holiday advertising of the W. A. Sheaffer Pen Company and orders being issued frequently for the Banner Tailoring and Park Tailoring advertising.

Snitzler Warner Company, 225 North Michigan avenue, Chicago. Orders and contracts going out on the Kepec Company to Southern newspapers. Making 5,000 line contracts for R. L. Watkins.

Stevens & Wallis, Inc., 45 Western South Temple, Salt Lake City, have received a contract from the Physico-Chemical Laboratories, Inc., and will put on a newspaper and dealer display campaign in the mountain states. A little later the company will extend the campaign all over the West and finally make it national. The company's product is a health salt known as Salitone to the trade and Sal Normal to the profession.

Stewart-Davis Advertising Agency, 400 North Michigan avenue, Chicago. Using 250 lines, once for United Profit Sharing Corporation.

Thresher Service Advertising, 136 Liberty street, New York. Putting out full page Christmas copy for Colgate & Co.

Dudley Walker & Co., Peoples Gas Bldg., Chicago. Making yearly contracts for the Louisville & Nashville Railroad.

Western Advertising Agency, 506 Baker Block, Racine, Wis. Will make up lists in December for the Wisconsin Electric Company.

James T. Wetherald Advertising Agency, 142 Berkeley street, Boston. Using 1000 inches in one year for Lydia E. Pinkham.

Williams & Cunnyngham, 6 North Michigan avenue, Chicago. Making contracts for Cornell Wood Products.

Zimmer-Keller, Inc., Kresge Bldg., Detroit. Will make up lists in December for the Bower Roller Bearing Company, Detroit, Mich.

WANT PERMANENT RECEIVER

Request Follows Discharge of Lansing Capital-News' Temporary Receiver

The Lansing (Mich.) Capital News may not be returned to the stockholders although Donald C. Call, temporary receiver for the paper, was discharged by Circuit Judge Leland W. Carr, sitting in Lansing on November 17, and given a week in which to prepare a report before turning the paper over to the stockholders, for on next day Gov. Albert E. Sleeper, one of the prominent stockholders, and a paper company which is one of the largest creditors, filed a petition in the Federal Court at Detroit to have a permanent receiver appointed. This petition has not as yet been heard before Judge Tuttle.

The temporary receivership was apparently successful, the revenues of the paper having exceeded the current running expenses for the period of more than two months during which Mr. Call was in charge of affairs.

Just what will become of the newspaper if it is turned back to the stockholders is problematical, as Charles N. Halsted, president and general manager of the State Journal, the rival afternoon daily, is understood to have purchased control of the stock. Other prominent local stockholders are: Alton J. Hager, William Brogan, Claude Cady, and Charles Hayden.

Made Account Executive

G. R. Allerton, who for the past two years has been in charge of the advertising of the Northern Electric Company, Ltd., has joined the staff of the Advertising Service Company, Ltd., as account executive in their Montreal office.

Rhode Island
as a market for
Food Products

With a population of over 604,000 prosperous people, concentrated in an area of only 1,000 square miles, Rhode Island offers unusual opportunities to the manufacturers and producers of food products. Statistics show that 97% of the population is urban and only 3% is rural, so that practically every family procures all its food products from one of the 1,807 retail grocery or delicatessen stores in the State. These stores in turn are served by 22 wholesale grocers and 25 produce dealers, with Providence as the distributing centre.

What about YOUR brand? How does it rank in this field and what are you doing to push it? A carefully determined merchandising plan, together with a strong, consistent advertising campaign in Rhode Island's great newspapers

The Providence Journal
AND
The Evening Bulletin

will materially increase your sales in this community.

These papers have built, through rigid supervision of advertising columns as well as the high character of editorial and news pages, **a reader confidence and influence** that makes them valuable mediums for manufacturers who seek good company and a friendly welcome in nearly every worth while home in the state.

Providence Journal Co.
Providence, R. I.

Representatives

CHAS. H. EDDY Co.

New York Boston Chicago

R. J. BIDWELL CO.

Pacific Coast Representatives—San Francisco—Los Angeles

ROGERS' AUTOBIOGRAPHY AN ADDITION TO SPARSE LITERATURE ON CARTOONS

"A World Worth While" Is a Companion Volume to Paine's Life of Nast—Ethical Codes of Press Compiled by Prof. Myers—Smaller Books of Value Appear

By JAMES MELVIN LEE

Director, Department of Journalism, New York University.

FOR several years I have been collecting books on journalism. As I glance at my shelves, I see numerous volumes recording the lives of those newspaper workers who achieved fame through their editorials. But where are volumes that give the life history of those who composed the wordless editorials (cartoons)? The striking exception is "The Life of Thomas Nast," by Albert Bigelow Paine (Harper & Bros.). In the days when I edited Judge, the artists used to tell me that the mantle of Nast had fallen upon W. A. Rogers. Beyond the permissibility of doubt, Nast and Rogers are of the same school of cartooning.

Consequently, "A World Worth While," by W. A. Rogers (Harper & Bros.), is welcomed as a companion volume to the Nast book. By means of this volume the old-timers in the newspaper office will live over the past in a sort of Indian summer of the heart—so full are the reminiscences by Mr. Rogers. Just as we have "wordless editorials" so have we "picture interviews." Part of the charm of the volume comes from the fact that the illustrations are by the author, with the exception of the frontispiece—a drawing of W. A. Rogers by Joseph St. Amand. By way of good measure, Booth Tarkington has contributed an introduction in which he records "auld acquaintances," when he met Rogers in the pages of Harper's Young People.

Like many other newspaper workers, Rogers was born in Ohio, but he eventually came to New York, where he associated himself with the Daily Graphic, which in a practical sense conducted a school of journalism for cartoonists. Harper's Weekly at that time was the foremost illustrated journal in this country. Therefore, it is not surprising that Mr. Rogers became a member of its staff. Here he began many of those delightful friendships which are recalled so delightfully in his book of reminiscences. For many of these men like Mark Twain, George William Curtis, William Dean Howells, Edwin A. Abbey, and others, he gives us new and intimate portraits. It was, however, while Mr. Rogers was on the New York Herald that he came into his own. These days are recalled in detail.

The book shows that Mr. Rogers can write almost as well as he can draw—what more can be said by way of praise?

* * *

JOSEPH S. MYERS, director of the department of journalism at Ohio State University, has compiled an interesting pamphlet entitled "The Journalistic Code of Ethics." This booklet is a collection of codes, creeds, and suggestions for publishers of newspapers. Especially interesting are the codes or creeds of such newspapers as the Detroit News, Dayton Journal, New York Globe, Sacramento Bee, Tampa Times, St. Louis Post-Dispatch, and Philadelphia Public Ledger. The sins of omission in this collection are many, but the sins of commission are few.

Regardless of politics, practically every publisher "will read with interest," and in some instances, "point with pride" to the creed by President Harding. The last paragraph of his creed reads: "I want my paper (the Marion Star) to be so conducted that it can go into any home without destroying the innocence of any child." Almost as interesting is the news creed set forth by William Allen White of the Emporia Gazette.

The pamphlet may be obtained free, upon application to Mr. Myers, Department of Journalism, Ohio State University, Columbus, Ohio.

* * *

A TIP worth taking is to drop a note to the Chicago Daily News and request a copy of the pamphlet, "It's the Way It's Written," by Henry J. Smith. This booklet is a collection of notes on the literary equipment of a newspaper man. A New York journalist recently said of this excellent pamphlet that "It is the best brief ration of advise to newspaper men in all the journalistic bill of fare which the writer has tasted." He commends especially that rare piece of news writing to be found in the dispatch sent by the Associated Press correspondents in the Volga famine area of Russia. It is commended for its simplicity, its vividness, and its restraint. If space permitted it would be quoted in full, but the reader can see it for himself by sending for a copy of the booklet.

Reporters on metropolitan papers will find this booklet full of valuable suggestions in the technique of news writing. I am willing to risk all the reputation I may have as a constructive critic of the press, that this work contains more real meat and less stuffing than can be found in any other similar journalistic menu.

* * *

A CONVENIENT little booklet for editors of country weeklies and small city dailies to pass out to correspondents is "How and What to Write as News" (Porte Publishing Company, Salt Lake City, Utah), by Carl A. Jettinger. The author is quite right when he says that about all the instruction a country editor gives his correspondents is: "Get all the news you can. Send it so it reaches our office by Tuesday noon. Write only on one side of the paper." To overcome this lack of more specific instructions is the purpose of this booklet.

In the section entitled "What the More Common News Items Should Contain," is listed the various items a correspondent should be sure to put into his story. Equally important for the cub reporter is the section headed "What Is Not News."

* * *

THOSE who are interested in the historical side of American Journalism should send ten cents to the New York Public Library for a copy of the pamphlet, "John Holt, Printer and Postmaster," by Victor Hugo Paltsits, Keeper of Manuscripts. This booklet has considerable interest for editors in Virginia, New York, and Connecticut, in which states Holt at one time or another published newspapers.

Next to Benjamin Franklin, possibly John Holt was the most important figure in journalism during the Colonial period. On page 18 of the pamphlet is found an inventory of Holt's plant—worth about $1,000. Those were the good old days.

Attention was called to Holt in a series of articles which I wrote several years ago for EDITOR & PUBLISHER on "The Growth and Development of the American Newspapers."

* * *

SOME of the stories published as part of the day's work in the New York Herald, have been collected, put in pamphlet form, and given the title, "The Human Note." Copies may be obtained upon application directed to the New York Herald.

The story which opens the pamphlet, "Pure and Unwashed Alike Mourn Gertie," has already been reproduced by EDITOR & PUBLISHER. All the stories in this booklet have attracted attention either in this country or abroad—usually in both. These stories strike the human interest note but they are not what might be called, strictly speaking, "sob stuff." Every school of journalism ought to have this collection of stories in its journalism laboratory.

* * *

SOME printers overset just as some authors overwrite. Evidently Franklin P. Adams, the "colyum" conductor of "The Conning Tower," late of the New York Tribune but now of the New York World does not *underwrite* the stuff on the jacket of his book, "Overset." In his column he recently inserted this item:

> When Doubleday, Page & Co., blurb, on the jacket of "Overset," that "some of it is absolutely new," they lie; and when they describe the book, in an advertisement, as "prose meant for but not used in The Conning Tower," again they lie. Everything in "Overset" except the dedication has been printed before, and most of it in The Conning Tower.

"Overset" differs from other books by F. P. A. in that it is made up entirely of prose. Among the satirical items are several relating to the press. An especially timely thrust is the following:

> This is our eighteenth pre-Christmas columnar period. A gayer and a wiser man, we realize that our exhortations to an indifferent universe to shop early never aroused one person to the rath purchase. As far [illegible] are concerned, shop as late as you like [illegible] and this to prove to Upton Sinclair th[illegible] advertising department doesn't control [illegible] not at all.

I have always thought that the s[illegible] "Do your Christmas shopping early," [illegible] something of a press concession to a[illegible] tisers. But this criticism which [illegible] some grounds for justification, is the [illegible] one that Upton Sinclair never ment[illegible] in his book attacking the press.

Another item that especially hit [illegible] bull's eye whether it be in the edi[illegible] room of the newspaper or the class [illegible] of the school of journalism is:

> Brown University and the Univers[illegible] Oregon are among i.'s of l. that [illegible] banned, as the headline writers say [illegible] dancing. But the headline, as any [illegible] S. of J. student knows, should have [illegible] "Cheek to Cheek Banned from Co[illegible] Coast."

The opportunities in the news[illegible] business have received much attenti[illegible] late both in books and in magazine[illegible] cles. F. P. A. on pages 71 and 72 [illegible] an important postscript. In calling [illegible] tion to how the newspaper man in [illegible] fort at honesty loses many friend[illegible] He gives as the last line "Any f[illegible] you must consider as so much velve[illegible]

The satire on book reviewing in[illegible] volume deserves wide reading. I[illegible] paper people probably more than [illegible] other group know how to appr[illegible] satire. For them, "Overset," to u[illegible] overworked phrase, will fill a lon[illegible] want.

* * *

WALTER S. DICKEY, editor [illegible] owner of the Kansas City Jo[illegible] and the Kansas City Post, has [illegible] duced on heavy coated paper two re[illegible] able cartoons. Both are worth fr[illegible] for the walls of the editorial sa[illegible] One shows Lord Northcliffe as a cu[illegible] ing after "the great interview."

> In that land beyond the sun
> Where the noble have their count
> When the work of life is done.

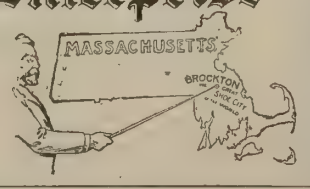
In the second cartoon, there is a[illegible] distance call from this same count[illegible] Alexander Graham Bell. In my [illegible] room, I often speak of the cartoo[illegible] wordless editorial. The cartoons, [illegible] ever that I have mentioned in this [illegible] graph are wordless poems. A l[illegible] supply of these reproductions is av[illegible] for distribution to "the gentlemen [illegible] press."

Population 67,000 Trading Center for 150,000
Brockton, Massachusetts. The Great Shoe City. Brockton shoes 18,000,000 people. Paper established 1880.

Brockton Daily Enterprise

Printing 22,000 Daily

Flat Commercial Rates
6½ cts. per Line 91 cts. per Inch
Afternoon Paper, Sells for 2 cents
Averages nearly 2 pages of want advertisements



THIS IS THE SCOTT
DOUBLE-SEXTUPLE
"MULTI-UNIT" PRESS



The NEWARK NEWS
NEWARK, NEW JERSEY
Eugene W. Farrell, Manager

have operated this Double Sextuple Multi-Unit Press for many years and a visit to their plant which is only thirty minutes from Broadway will enable you to inspect the finest newspaper press ever built.

We Are Here To Serve You.

Patented & Manufactured By
WALTER SCOTT & COMPANY
PLAINFIELD, NEW JERSEY, U. S. A.
CHICAGO
1441 Monadnock Block
NEW YORK
1457 Broadway, at 42d Stree

MEANS JUST WHAT IT SAYS

"OHIO FIRST"

First as a market for the goods that are First in their class.

National advertisers who have tested the State of Ohio by tryout campaigns have determined that results have been quick and sure.

Therefore, the fundament of this slogan "OHIO FIRST" is substantial.

Here annual crop and live stock values exceed

$904,000,000

and annual manufactures

$5,100,000,000

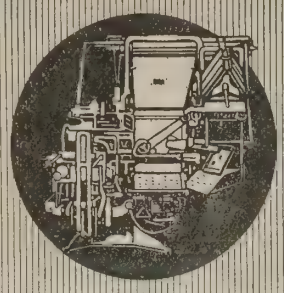
In other words for about the minimum cost you can reach a most opulent territory with strong newspaper advertising. Ohio people are great readers of home papers, which influence them in their purchases. This list of Ohio daily newspapers hits home. They go home with home news to home people—people who have homes to maintain.

Start in this selected list:

	Circulation	2,500 lines	10,000 lines
**Akron Beacon Journal.....(E)	35,785	.10	.10
**Akron Times .....(E)	21,416	.06	.06
**Akron Sunday Times.....(S)	21,439	.07	.07
†Bellefontaine Examiner .....(E)	4,536	.0179	.0179
†Cincinnati Enquirer .....(M&S)	72,270	.17-.35	.17-.35
†Columbus Dispatch .....(E)	75,116	.15	.14
Columbus Dispatch .....(S)	74,654	.15	.14
Columbus, Ohio, State Journal...(M)	50,124	.12	.12
Columbus, Ohio, State Journal...(S)	29,206	.12	.12
†Conneaut News Herald.....(E)	3,103	.0179	.0179
†Dover Daily Reporter .....(E)	4,537	.02	.02
†Ironton Irontonian .....(M)	3,170	.0179	.0179
†Kenton Democrat .....(E)	2,400	.014	.014

	Circulation	2,500 lines	10,000 lines
*Lima News and Times-Democ't (E&S)	16,083	.07	.05
*Lima Republican-Gazette .....(M&S)	10,270	.035	.035
†Middletown Journal .....(E)	5,117	.025	.025
†Newark American-Tribune .....(E)	6,890	.025	.025
†Portsmouth Sun and Times....(M&E)	16,481	.06	.06
†Portsmouth Sun-Times.....(S)	11,140	.04	.04
†Steubenville Gazette .....(E)	4,952	.025	.025
**Toledo Blade .....(E)	100,317	.27	.25
†Toronto Tribune .....(E)	1,096	.011	.011
**Youngstown Vindicator .....(E)	24,787	.07	.07
**Youngstown Vindicator .....(S)	24,351	.07	.07

Government Statement, April 1, 1922.
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INTERTYPE
"THE *BETTER* MACHINE"

See Our Page
Next Week

INTERTYPE CORPORATION
805 Terminal Bldg., Brooklyn, N. Y.
548 Rand-McNally Bldg., Chicago
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TREATING CARRIERS TO STATE FAIR TRIPS POPULAR IN THE WEST

Boys Who Get and Hold New Subscribers Rewarded by Four Days of Sport and a Visit to the Big Town—Service to Readers Attending Fairs Also Proved Good

By SIDNEY D. LONG

Manager of Business and Circulation, Wichita (Kan.) Daily Eagle

CIRCULATION practice, we might say, goes in circles. These circles are small at times and repeat often, while others are large and almost cover a generation or two.



SIDNEY D. LONG

A few years ago it was quite the fashion for newspapers to have tent headquarters at the county and state fairs. As the race horses, their legs all wrapped and many-colored blankets covering their bodies, were led in strings into the fair grounds, and farm exhibits were being hauled in and placed, and the lemonade stands were being pounded into shape, the ambitious office folks of the newspaper were driving stakes and putting up a tent bedecked with flags and a big sign reading "Headquarters of the Journal," etc. Tables were arranged in the tent and chairs and ink and pens and pencils, and here was where the reporters of this paper and out-of-town newspaper friends wrote-up the races and the exhibits, farm products, etc. Sometimes the more ambitious newspaper folks were putting up a large tent and inviting their readers to make the newspaper's tent their resting and meeting place while at the fair.

These tent headquarters were prevalent not only at fairs, but at old soldiers' reunions. In and around these headquarters were the old-time subscription solicitors. Special offers were presented with much force at this time. Premium offers were vigorously urged upon the farmers as they stood around the side shows and the exhibit tents.

Gradually the old-fashioned fair went into the horse-driving parks and later into the auto speedway. With the partial fading away of the fair went the newspaper headquarters on the "grounds."

Still many states maintain their fairs, while many counties are maintaining their county exhibitions and races. The farmer and his city cousins still love to gather together once a year at the old fair grounds.

I was especially attracted to this subject by the exceptional use made by some circulation managers of the fair in getting their city carrier boys and out-of-town carriers and agents to increase their orders, and giving them a trip to the fair.

W. A. Cordingly, circulation manager of the Des Moines Register-Tribune, cashes in with subscriptions and new orders by using the inherent desire of the boy to do just what his parents and grandparents used to do—"go to the fair."

"The plan works fine," says Mr. Cordingly. "It is one of those circulation trip plans that brings the increased orders right along with the fact that the carrier boy receives the trip from the newspaper."

This is one of the big circulation stunts of the year. It is looked forward to each year by the Register-Tribune boys. When the first announcement of the state fair camp comes in the early summer, every carrier boy gets on his toes to get the required number of subs to make the trip.

A sufficient number of large tents are put up in the State Fair grounds to accommodate the boys. A trained cook supplies the boys with the best of food. Good, substantial cots with mattresses, pillows and warm blankets are provided.

In order to enjoy this treat for two days, the carrier gets 25 new subscribers and raises his order 25, holding them 5 weeks. This entitles him to the round trip and two days and nights at the camp. The city carrier stays four days and carry their routes morning and evening. This year 250 out-of-town carrier boys and 75 city carriers were entertained at the camp.

One group comes for two days and as it returns home, another set fills the tents and so on until all are cared for. The boys are met at the depots by the circulation folks and accompanied to the camp and escorted to the trains as they leave.

The boys are kept together by assistants and are taken to all of the exhibits and carnivals as well as the big capitol building and the newspaper plant.

The literature sent to the boys is interesting. It portrays in pictures and descriptions the great tents and the colored cook and the many things they will enjoy. They are told just how they can get the subscriptions.

Mr. Cordingly has met with great success in his special offers to carrier boys for increases. One of the successful stunts he pulled off around July 4 was offering a lot of fireworks for six new subscriptions and an increase of six in their order.

Last year the Omaha News took its city carriers and out-of-town boys to the state fair at Lincoln and increased routes materially by the plan.

Many newspapers carrying on special or annual subscription bargain periods use the fair crowds in putting over the opening or closing of the bargain period. Special two month or six week offers opening the period are launched leading up to the regular bargain offer.

The Indianapolis News is carrying on a unique plan in entertaining readers at the fair. J. M. Schmid, circulation manager of the News, says:

"We always have a large tent so that people may stop and rest and listen to the Indianapolis News Newsboys' Band. We play the first five days of the week to unusually large crowds. People can bring their lunches and eat in our tent and we furnish barrels of ice water. Good drinking water is hard to get at places of that kind and they like to take advantage of our hospitality. It is a good advertisement and creates good will. Sometimes we give away some small advertising article on Children's Day."

The Oklahoma City Oklahoman and Times gave their out-of-town and city agents and carriers a round-trip to the state fair at Oklahoma City recently.

RADIO SPEED UP TO WIRES

New Automatic Device Sends 100 Words a Minute

Vastly increased usefulness for radio for commercial purposes was seen by radio experts during the past week in the report that through the use of automatic sending and receiving machinery a message had been sent from a ship at sea at a rate of from 80 to 100 words a minute. This rate is about four times as fast as the ordinary operator can send or receive, and twice as fast as the most expert.

Heretofore radio, because of its slowness, has not been able to compete successfully with messages sent over wires, but it was believed that the new invention with its advantages of allowing more messages to be sent in a given time and of preventing listening in, because the speed is so great that the message can be taken only by an automatic machine, will greatly increase the value of wireless communication and make it a serious competitor of the telegraph.

The first message at this speed was sent November 13, by E. J. Nally, president of the Radio Corporation of America, from the Majestic, upon which he is returning from Europe. It was received by the company's station at Chatham, Mass.

WFAA, the radio broadcasting station of the Dallas (Tex.) News and Dallas Journal is now operating its new 500-watt transmitting set, and is receiving telegrams and letters daily from points all over the United States, Canada, Mexico, Cuba and Central America expressing appreciation for the music and other programs broadcast by the station.

The Wichita (Kan.) Beacon has just organized its wireless station, WBAW, and is again broadcasting news and weather reports.

NEWS SERVICE NOTES

J. A. DARROCK, formerly of the New York office of the United Press Associations, in the course of the reorganization of the Michigan service has been made Michigan manager, and Gilbert Overton, of the Chicago bureau staff, has been transferred to Lansing, Michigan bureau manager.

J. T. Miller, South American manager of the United Press Associations, will sail for Buenos Aires December 7. He returns after a leave, during which he visited the European bureaus of the service and spent some time in the United States. While in Washington he had a conference with President Harding on South American affairs.

Dr. Edward J. Bing, Central European correspondent for the United Press Associations, arrived in New York December 25, coming almost directly from Constantinople, where he covered the most recent shift in political affairs.

Oscar A. Schlaijker, formerly a Associated Press operator at Omaha, has been awarded the first freshman scholarship at Harvard.

The Associated Press has opened an office in the Salt Lake City Telegraph Building. George A. Seipel is the manager.

The Fayetteville (N. C.) Observer, afternoon newspaper, has taken the Saturday night service of the Associated Press for a Sunday morning edition.

WITH THE SPECIALS

THE George B. David Company, special New York newspaper representatives has added the Nyack (N. Y.) Journal, in both the Eastern and Western fields, to its list.

Harry A. Patterson, for two years special representative in Chicago for the Clover Leaf Weeklies, is now Minneapolis representative for the papers.

The Wilmington (Ohio) News Journal has withdrawn from the Ohio Farm List, and will hereafter be represented by A. E. Clayden, New York, and Jo Hunter, Chicago.

$50,000 Fire in News Building

The upper stories of the Springfield (Mass.) News building were damaged to the extent of about $50,000 by fire November 16. The News lost a considerable amount of newsprint and the Springfield Engraving Company, located upon the fourth floor had nearly all its equipment destroyed.

Beacon to Install Oil Burners

The Wichita (Kan.) Eagle has made plans for installing oil burners to equip its power plant with a new horsepower engine for running the newspaper presses.

The Per Capita Income of

NEW ENGLAND

exceeds that of the country as a whole.

The per capita income of the states indicates somewhat their comparative purchasing power.

In New England the per capita income is $655, while that of the country is $627.

New England has many sources of wealth. Its income mounts higher and higher. Savings swell, buying increases.

The logical probability of developing a huge business profitably through daily newspaper advertising is nowhere greater than in New England.

There are over 1,000,000 homes in New England, and you can get over 2,000,000 daily circulation in the newspapers to carry your message where population is thickest and results are quickest.

MASSACHUSETTS—Population, 3,852,356

	Circulation	2,500 lines	10,000 lines
**Attleboro Sun .....(E)	4,805	.0275	.0175
†Boston Sunday Advertiser(S)	424,104	.55	.55
†Boston Globe .....(M&E)	274,607	.45	.45
†Boston Globe .....(S)	321,871	.55	.55
Boston Telegram .....(E)	145,113	.20	.20
†Boston Transcript .....(E)	36,423	.20	.20
**Fall River Herald.....(E)	13,405	.035	.035
*Fitchburg Sentinel .....(E)	10,739	.05	.035
Greenfield Recorder .....(E)	3,025	.0175	.0175
**Haverhill Gazette .....(E)	15,216	.055	.04
**Lynn Item .....(E)	16,132	.06	.04
*Lynn Telegram News.(E&S)	16,886	.05	.05
†Lowell Courier-Citizen and Evening Leader(M&E)	20,635	.06	.06
**New Bedford Standard-Mercury .....(M&E)	31,489	.08	.08
**New Bedford Sunday Standard (S)	25,006	.08	.08
†North Adams Transcript.(E)	9,334	.0375	.03
**Salem News .....(E)	20,879	.09	.07
**Taunton Gazette .....(E)	8,268	.04	.03
†Worcester Telegram-Gazette (M&E)	72,733	.24	.21
*Worcester Sunday Telegram (S)	42,741	.18	.15

MAINE—Population, 768,014

†Bangor Daily Commercial(E)	14,703	.05	.04
†Portland Press Herald(M&S)	22,208	.07	.06
**Portland Express .....(E)	26,294	.10	.07
**Portland Telegram .....(S)	28,658	.10	.07

NEW HAMPSHIRE—Population, 443,683

†Keene Sentinel .....(E)	3,316	.03	.02

RHODE ISLAND—Population 604,397

	Circulation	2,500 lines	10,000 lines
Newport Daily News....(E)	6,171	.035	.03
Pawtucket Times .....(E)	24,401	.07	.06
**Providence Bulletin .....(E)	58,738	.135	.135
†Providence Journal ....(M)	32,837	.08	.08
**Providence Journal .....(S)	54,568	.12	.12
**Providence Tribune .....(E)	21,364	.10	.09
Westerley Sun .....(E&S)	4,561	.025	.025
†Woonsocket Call .....(E)	12,959	.04	.04

VERMONT—Population, 352,428

*Barre Times .....(E)	6,532	.03	.02
Bennington Banner .....(E)	3,021	.0125	.0125
†Brattleboro Daily Reformer. (E)	3,021	.025	.015
Burlington Daily News...(E)	7,183	.04	.04
**Burlington Free Press..(M)	11,441	.05	.05
Rutland Herald .....(M)	9,437	.04	.04
†St. Johnsbury Caledonian-Record .....(E)	3,366	.0214	.015

CONNECTICUT—Population, 1,380,631

*Bridgeport Post-Telegram (E&M)	43,033	.145	.14
*Bridgeport Post .....(S)	18,395	.085	.08
*Hartford Courant ... .(D)	29,780	.08	.07
*Hartford Courant .....(S)	48,600	.10	.09
**Hartford Times .....(E)	43,672	.12	.12
**Meriden Record .....(M)	6,699	.045	.025
†Middletown Press .....(E)	7,561	.03	.025
†New Haven Register..(E&S)	34,427	.10	.09
**New London Day.....(E)	10,687	.06	.045
†Norwich Bulletin .....(M)	11,663	.07	.05
**Norwalk Hour .....(E)	4,953	.03	.03
*Stamford Advocate .....(E)	8,351	.0375	.03

Government Statement, April 1 1922.
*A. B. C. Statement, April 1, 1922.
**A. B. C. Statement, October 1, 1922.
†Government Statement, October 1, 1922.

Indiana Is Among the Formost States of the Country, in Crops and Stock Raising

Indiana's first great wealth came from its farms and agriculture still plays an important part in its trade life.

Indiana's agricultural value is great, very great. Its crop value exceeds

$497,000,000

and her live stock value is

$261,264,188

Land values in Indiana range from ten or fifteen dollars per acre to a hundred and twenty-five or more.

This vast state is becoming more and more productive and more valuable. The density of population is increasing from year to year.

Indiana's buying power is growing rapidly. Intensified cultivation of this market will pay you handsomely. Your efforts should be concentrated in these daily newspapers.

		Circulation	Rate for 5,000 lines
†Decatur Democrat	(E)	3,165	.025
**Evansville Courier	(M)	24,668	.06
**Evansville Courier	(S)	22,571	.06
†Fort Wayne Journal-Gazette	(M)	23,490	.07
†Fort Wayne Journal-Gazette	(S)	26,080	.07
†Fort Wayne News-Sentinel	(E)	32,492	.08
†Gary Evening Post and Tribune	(E)	9,125	.05
*Indianapolis News	(E)	115,634	.20
†LaPorte Herald	(E)	3,768	.025
***South Bend News-Times	(M) 9,702 (E) 10,669	20,371	.06
***South Bend News-Times	(S)	18,464	.06
South Bend Tribune	(E&S)	16,027	.055
**Terre Haute Tribune	(E&S)	22,818	.06
**Vincennes Commercial	(M&S)	5,453	.03

Government Statements, April 1, 1922.
†Government Statements, October 1, 1922.
*A. B. C. Publishers' Statement, April 1, 1922.
**A. B. C. Publishers' Statements, October 1, 1922.
***A. B. C. Publishers' Statements, 3 mos. ending Sept. 30.

ST. PAUL CLUB IS AN AD AGENCY FOR CITY

Campaign to Advertise Minnesota City Provides Specially Organized Agency —A. J. McFaul Director—All Departments Organized

The Town Crier's Club, advertising club of St. Paul, Minn., has opened its season with renewed interest among its members and the community at large, by organizing itself into a dummy advertising agency, with a single client, the City of St. Paul. A comprehensive campaign of advertising for the city is to be planned and written, and later sold to the business men of the city. This is believed to be a unique program, combining as it does an opportunity for studying all the various phases of advertising and at the same time accomplishing something of real worth to the community. The plan was originated by President Baldwin.



DOUGLAS S. BALDWIN

Primarily the agency was founded to provide a correlated scheme of study for the club year, with a subject of interest to wholesaler and retailer, buyer and seller of advertising. But it is also hoped by the club officers that a product of real worth to the city may be evolved; a hope which should be realized, since practically all the representative advertising men of the city are included in the club membership.

The director of the agency, the plan of which was organized by President Baldwin of the club, is A. J. McFaul, business manager and advertising director of the St. Paul Dispatch and Pioneer Press. He has appointed expert advertising men to head Contact, Merchandising and Survey, Art and Copy, Manufacturing and Producing, Audit and Finance Departments, and the entire club membership has been divided up into the various departments, each member being given some specific duty.

Noon meetings are given over to conferences of the various departments, while the evening meetings are "conferences" of the entire agency, at which department heads make their reports and recommendations, and are subjected to a rapid fire of questioning and discussion. The work of the early season is falling upon the Merchandising and Survey department, in planning the market to be reached and the means to be used, and in assembling data for the copy department to use.

Later the actual copy will be written, art work prepared and dummies laid out for the printer and engraver. The Finance and Audit department will prepare estimates of the probable cost of each part of the campaign.

Detail work is being done in the committee sessions, so that the evening sessions are rapid fire affairs at which the weaknesses of carefully drawn plans may be remedied and helpful suggestions received from the membership of the entire club.

The field to be reached has been divided into five parts: The citizens of St. Paul, to be acquainted with features of their city concerning which they are not familiar, or which they take for granted, without realizing their true value; merchants and individuals in the St. Paul trade territory, to be acquainted with St. Paul's advantages as a trading center; manufacturers and merchants who might establish in the city; individuals who might make St. Paul their home; and tourists and convention visitors, to be impressed with the attractions of the city so that they can spread them by word of mouth.

In reaching after merchants and manufacturers, not only will what St. P *has*, be listed, but what it *has not* t is, industries which are not properly r resented in the city and which c profitably operated there.

When the campaign of advertis completed, leading business men city will be invited to a general m at which the scheme will be presen its entirety, and the contact depar will be given an opportunity to "sel campaign to the men from who financing must come.

The scheme for combining an in ing year of study with a project o value to the community was evolv the new officers and governing bo the Town Criers' Club. Officers club are: President, Douglas K. win, assistant secretary of the Min State Fair; vice-president, J. H. advertising manager of the Golden Department Store; secretary Hal forth, of Gordon & Ferguson; and urer, E. O. Norquist, advertising ger of the American National Ban

NEWS THE THING, SAYS PI

Head of I. N. S. Speaks to Leag Ad Women

"News is what the rank and Americans thirst for—information which they may intelligently act, an is the function of the copy writer, w his product be commercial or edit said Marlen E. Pew, editor and ma of the International News Service, ing at the dinner of the New York I of Advertising Women, held Nov 21 at the Advertising Club. In the of his speech Mr. Pew stated that are two curses in the writing pro which he defined as the "bright ide "fine writing."

"The bright idea gentleman I ob because he proposes to substitut genuine common sense trick w usually a cheap expedient which f the ego of the writer, but breaks th fidence of the reader and reacts a the object sought by the advertisem news item. The advertising gra bears more tombstones with epita bright idea gentlemen than perha other source of advertising casualt

"So-called fine writing is objecti for many reasons. It presuppose general learning. The mean intel development in this country is tha 13-year-old child and advertising o written in stilted English, pompou high-sounding, Latinized and gar with subtleties is not only futile bad taste.

"The best news form is a plain ment of fact told in wholesome, clean, direct and spirited English. writing calls for clear thinking. tising failures are often caused b of knowledge on the part of the concerning the subject of his writin advertising writer should know a facts concerning the subject discuss he cannot intelligently inform his ers. You must draw a clear pict your thoughts in words. Write b Remember that our 82 million l Americans, of 10 years of age or are busy people rushing on. They want to be annoyed by any super words either in advertising or news. want you to deliver the fact into minds as quickly as possible. Tha for simplicity and brevity."

The other speakers at the dinner Edwin Bird Wilson, president of Bird Wilson, Inc., Miss Estelle Pa and Thomson Willing, president American Institute of Graphic Arts

Asks for $3,045 Judgment

Notion of motion for judgmen been filed in the United States d court at Richmond, Va., by the Bre Publications, Inc., New York, a Keeve C. Steiner, former Buffalo dealer, for the sum of $3,045. amount is alleged to be due for zines furnished the defendant. Steiner is now a resident of Virgi

IEWS OF ASSOCIATIONS AND CLUBS

PUBLISHING

RESIDENT HARDING has been elected a member of the American iety of Newspaper Editors and has fied Casper S. Yost,, president of the ety, of his acceptance.

he Boston Post Editorial Association ed the following officers at its annual ting November 16: President, Her- L. Baldwin; vice-president, Roy At- on; secretary-treasurer, Miss Ruth Bodwell.

he New York Newspaper Women's had the first dinner of the season he Hotel Vanderbilt, November 26. rude Atherton, Mrs. Price Post and e Duer Miller were the guests of r.

he Virginia Press Association will its midwinter meeting at Lynchburg, ary 22 and 23. Emphasis will be to the subject of circulation at this ing.

he Texas Daily Press League Ad- sing Bureau was organized at as, November 22, by publishers and sentatives of small Texas daily papers. The bureau has ten dailies arter members.

e press representatives of the vari- heatrical organizations in New York at Keens' chop house, December 1 formed a permanent organization. s Hawk, formerly on the New World and now with Sam H. is offices, has been elected chairman permanent officers are selected.

e Milwaukee Press Club, by special f Congress, has been presented with 00-pound bronze bell from the U. S. er Milwaukee, wrecked off Eureka, January 13, 1917. A special atory ceremony will be held by the December 13.

National Miller, Chicago, has been d to membership in the Associated ess Papers, Inc.

Toro, publication of the Seattle Club, is out. Kenneth Gilbert is dor or managing editor. Rox lds is Matador, and Thomas Thurl- tuart Morris and Paul Fung are ors.

Long Island Press Association, ing its next meeting at the State te of Agriculture at Farmingdale ecember 11, will inspect the new of the Farmingdale Post. This has installed in its new building t press, Intertype machines and job g equipment.

Oregon Agricultural College chap- gma Delta Chi, journalism frater- ecently initiated Donald Sterling, ing editor, the Portland (Ore.) l; Ralph Cronise, editor, the Al- Ore.) Democrat; Hal Hoss, editor anager, the Oregon City Enter- and W. F. G. Thacher, instructor rtising, School of Journalism, sity of Oregon. J. E. and L. R. r, president and vice-president, re- ly, of the Portland (Ore.) Eve- elegram; William Warren, assist- editor; Ben Hur Lampman, fea- iter, the Portland Oregonian, were members of the chapter.

ADVERTISING

Omaha Ad-Sell League is taking te of its members with a view to ing weekly meetings of four sec- take up selling, advertising, pub- king and direct mail work re- ly.

Ohio-Pennsylvania Industrial Ad- s' Association, with a membership to 35, was organized at a meeting the Warner Hotel, Warren, Ohio, er 2. The following officers were J. C. Bowman, advertising man- ackard Electric Company, War- sident; A. F. N. Thomas, adver- anager, Mathews Gravity Car- mpany, Ellwood City, Pa., vice- president; E. R. Barkley, advertising manager, The Borden Company, Warren, secretary, and R. S. Gildart, advertising manager, General Fire Proofing Company, Youngstown, treasurer.

The Seventh District Conference of the Associated Advertising Clubs of the World, including 24 advertising clubs in Missouri, Kansas, Oklahoma, and Arkansas, will be held in St. Louis February 7 and 8.

The Corsicana (Tex.) Advertising Club recently elected L. T. Dernier president to fill the unexpired term of Mit Sowell, resigned.

The Advertising Golf Association has been organized by members of the Advertising Club of St. Louis, with Collins Thompson as president; Michael Levy, vice-president; Felix W. Coste, secretary, and P. W. Fahrendorf, treasurer. Starting in May, 1923, the association plans a schedule of five tournaments, each at a different club.

The Canadian Association of Advertisnig Agencies has selected George A. Martin, recently editor of the Oshawa (Ont.) Reformer, as permanent secretary. He has had ten years' editorial experience on various Canadian daily newspapers, including the Kitchener Herald, the Stratford Herald, the Buffalo Courier, the Toronto Telegram, the Toronto Globe and Oshawa Reformer.

Constitution and by-laws of the new Detroit Advertising and Sales Association were adopted at a meeting on November 13, and a final organization meeting was held November 20. Frederick Dickinson, advertising manager of the Hupp Motor Car Corporation, is chairman of the organization.

The Norfolk (Neb.) Advertising Club was formally organized recently. The officers are president, Franklin Rosenbaum, vice-president Henry Splicer; and secretary-treasurer, Rome Benedict, of the Norfolk News.

VOTE FOR CODE OF ETHICS

California Press Associations Hold Annual Meeting in San Francisco

(By Telegraph to EDITOR & PUBLISHER*)*

SAN FRANCISCO, Cal., Nov. 26.—The California Press Association at its meeting held here November 24 and 25 with 200 delegates present approved the adoption of a code of ethics for the newspapers of California and appointed a special committee of five members who will draft the code during the year and present it at the next annual convention. The meeting also voted to go on record as against any modification of the present advertising agency system. The resolution stated that the advertising agency system "as it is operating today, is to the best interest of the advertiser, the publisher, the agency, and the general public."

The convention accomplished the work laid out for it in the first day and left Saturday free. Saturday morning the delegates were taken motoring around San Mateo County. In the afternoon they attended the Stanford-California football game at Palo Alto and in the evening they were the guests of the San Francisco Press Club.

Governor-elect Friend W. Richardson presided at the meeting on Friday. During the session J. Emmett Olmstead, editor, the Petaluma Argus; discussing the Editorial Policy declared "that a newspaper, however large or small, should never go to press without at least one full column of editorial matter."

Weekly Has $50,000 Fire

The Bradford (Vt.) United Opinion, a weekly paper owned and edited by H. E. Parker, had its plant completely destroyed by fire November 18. The loss amounted to about $50,000 partly covered by insurance.

New Montreal Corporation

The Listening Post Publishing Company, Ltd., was incorporated in Montreal recently with a capital stock of $20,000.

IOWA—

There Is No Point in Iowa That Is More Than Twelve Miles From a Railroad

In Iowa it is no problem to advertise to the rural communities, all of whom have money to spend.

Distribution is provided both for daily newspapers and commodities by more than 104,000 miles of public highways and 10,493 miles of steam and electric railroads.

The whole country side is assured daily newspapers and commodities. Advertise your goods in the daily newspapers so that the readers can order by name your merchandise.

The accompanying list of Iowa daily newspapers will properly introduce your goods to the rural communities as well as to the towns and cities—the buying habits of these people are formed largely through their daily papers.

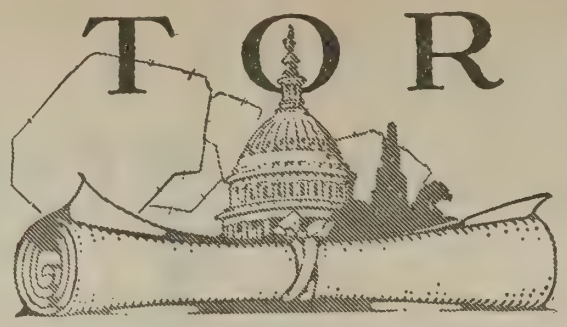
	Circulation	Rate for 5,000 lines
**Burlington Hawk-Eye .....(M)	10,387	.035
**Burlington Hawk-Eye .....(S)	13,163	.035
†Cedar Rapids Gazette.....(E)	21,131	.06
**Council Bluffs Nonpareil.....(E&S)	15,521	.05
**Davenport Democrat & Leader.. ...(E)	14,361	.06
**Davenport Democrat & Leader.....(S)	17,401	.06
†Davenport Times .....(E)	23,896	.07
**Des Moines Capital.....(E)	60,696	.14
**Des Moines Sunday Capital.....(S)	28,858	.14
*Iowa City Press-Citizen .....(E)	6,320	.035
‡Mason City Globe Gazette.....(E)	11,096	.035
**Muscatine Journal .....(E)	7,863	.035
*Ottumwa Courier .....(E)	13,186	.05
**Waterloo Evening Courier.....(E)	15,080	.05

*A. B. C. Statement, April 1, 1922.

**A. B. C. Statement, October 1, 1922.

†Government Statement, October 1, 1922.

EDITORIAL



THE TRUTH ABOUT TURKEY

WITH this issue EDITOR & PUBLISHER in a special supplement presents the suppressed King-Crane Report on the Near East purely as a service to American editors and writers.

At this time, when every channel of information is being flooded with propaganda and fact perversion and suppression is the common practice among all those selfish interests that are struggling for supremacy in order that they may further enrich themselves at the expense of the beggared peoples of the Near East, it is the purpose of EDITOR & PUBLISHER in presenting this document to give American editors and writers the only exhaustive study ever made of the Near East by official American investigators for Americans in the interest of justice to all.

Study of this report furnishes a background against which present claims and aggressions can the better be measured for their true worth by men and women who are called upon to guide American public opinion in the making. The American people have no selfish desires in any part of the Near East. They, however, have a great humanitarian interest and that must not be warped to aid others whose motives are carefully hidden under the blanket of time.

Dr. William T. Ellis has spent much time in the Near East, and an article by him on the King-Crane Commission at work with notes that bring many phases of their report up to date, accompanies the article. We believe it will make it of greater value in the face of present events.

It is useless to delve into what-might-have-been. That is past, but if the future actions of this Government are to be based on justice to all, we must be guided from the past that had its beginning in 1919, when the hopes of victims of selfish nationalism had reached the greatest heights.

It cannot be out of place, however, for us to draw attention to the sorrow and suffering that was brought to millions of people because this document was suppressed by the same agencies of diplomacy and the same tactics that came so close to wrecking civilization in 1914.

No sounder argument has ever been made for open diplomacy than the suppressed King-Crane Report when judged in the light of present-day developments in the Near East.

Statesmen and politicians of a certain school may have forgotten or cast aside the promises under which five years of sacrifice were made on the battlefields of Europe, but the men who fought those battles have not forgotten, of which we have testimony in the resolutions adopted by the Inter Allied Veterans' Association at their recent convention in New Orleans.

As an aid in the fulfilment of promises made and in the interest of truth in dealing with propaganda and lies, EDITOR & PUBLISHER is proud of its opportunity to present to American editors and writers a suppressed official report on the Near East by Americans for Americans.

A FINISH FIGHT NEEDED

IT is to be hoped that it is not the intention of the State of Kansas to let its prosecution of William Allen White for violation of the Kansas Industrial Court Law drift into oblivion. It must be confessed that is the usual manner of dealing with cases in which the right of free speech is involved.

Free speech actions are usually taken in time of great stress against personal rights in the interest of property rights. After the seeming crisis has passed when free speech is no longer of deep concern to anybody, it is the regular policy of officials to dispose of such actions by forgetting all about them.

Interference with the rights of free speech seldom, if ever, has stood the test in the higher courts. No better example could be found than the action of the United States Supreme Court this week in granting a writ of error in the case of Benjamin Gitlow, convicted of criminal anarchy three years ago and sentenced to ten years in the penitentiary. This opens the way for argument on the constitutionality of criminal anarchy statutes of thirty states that directly involve the right of free speech.

It is to be hoped that Governor Allen and all other newspaper men in Kansas will join with William Allen White in demanding that his case be brought to trial immediately.

AN AMERICAN'S CREED

COMPILED BY CHARLES W. MILLER

Vicksburg (Miss.) Herald

THERE is none good but one, that is, God: but if thou wilt enter into life, keep the commandments—(Mat. xix:17). But what think ye? A certain man had two sons; and he came to the first, and said, Son, go work today in my vineyard. He answered and said, I will not: but afterward he repented, and went. And he came to the second, and said likewise, And he answered and said, I go sir; and went not. Whether of them twain did the will of his father? They say unto Him, the first. Jesus saith unto them, Verily I say unto you, That the publicans and the harlots go into the kingdom of God before you—(Mat. xxi:28-31). If I do not the works of My Father, believe Me not. But if I do, though ye believe not Me, believe the works: that ye may know, and believe, that the Father is in Me, and I in Him (St. John x:37, 38).

THE A. N. A. AND THE PRESS

THE Association of National Advertisers is the latest organization in the field served by EDITOR & PUBLISHER to see the wisdom of meeting in annual convention with doors open and reporters present. Until its sessions at Atlantic City last week this body held that its annual deliberations were sacrosanct, that reporting of discussions would be fatal to accomplishment of the association's aims, since with reporters present, members could not feel free to discuss their organization's affairs with the frankness that was necessary to the transaction of business. Nevertheless the meetings were always reported and with a surprising degree of accuracy.

No restrictions were placed upon the accredited reporters of the trade press who sat in the meeting hall last week. Not only was the utmost freedom of reporting permitted, but members placed themselves at the disposal of the correspondents to clarify any point that had not been fully brought out in the talks from the floor. There was no attempt at censorship, but the reporters are certain now that they are telling their readers exactly what transpired and not a second or third-hand opinion. The association's officers need no longer be concerned whether information that was held confidential had somehow "leaked" to the press outside the door. The results of the trial have been all that EDITOR & PUBLISHER has often said they would be.

With the representatives of the country's greatest advertisers lined up for open covenants in their own affairs, there are few newspaper or advertising organizations which adhere to the whispering methods that came into vogue when the trade press was not a body to be trusted to treat important news strictly on a news basis. With one exception, the great sectional publishers' associations admit without restriction to their regular meetings the trade press representatives. The only three outstanding national organizations which now do their business behind guarded doors are the Associated Press, American Newspaper Publishers' Association and the American Association of Advertising Agencies.

Their conventions are, of course, reported fully—sometimes more fully than they would be were reporters present and able to judge all events at their true value. But the method of reporting meetings by handouts and piecemeal corridor confidences from friends among the membership does not lend itself to accuracy or satisfaction either to the reporter or the source of the news. It is an anachronism of journalism and it is especially out of place in organizations of those who live by the written word.

"DAY-TO-DAYNESS"

WHAT will the critics demand of the n papers next! They have been denounce liars, as corrupt tools of "the interests" bootlickers of their advertising patrons, as mon of inaccuracy. They have been condemned for p ing too much news, then, by the same critics, fo printing enough. And now comes Dr. Nic Murray Butler in his report to the trustee Columbia University, finding fault with the n papers because they deal with life in "day to fashion.

President Butler holds it against the press th is the enemy of constant and continuing intere any subject," and that "it elevates superficiali the plane of an occupation." They are neat ph Their general application to the newspapers least doubtful. They are evidence that Dr. B shares with many others a gross misconceptio the scope and possibilities of the daily newspap our present civilization.

The president of Columbia University may, th we doubt it, live a life in which "day-to-day plays no part, a life in which every episode's and ramifications is seen as soon as its begin Possibly he sees world and local affairs as a with no eye for the details that arise from d day and which are present, though not dist seen, when the complete picture is unfolded. may have that vision and he may apply it to a words and acts, but if he has, he is indeed a human being. Newspapers cannot be edited wit idea that they will be read only by Nicholas M Butler and his omni-competent fellows. Every type and class of readers must be considered.

There wouldn't be any newspapers, nor any for newspapers if life could be seen that way b The Columbia University Quarterly would b premier publication of the world, seeing it st and seeing it whole. But, unfortunately fo Butler's argument, life is lived day to day. doesn't know tonight what tomorrow holds fo his family or his country. We take our exi and its news as we find it and we can't do an else.

If our newspapers give us a fairly complet accurate report of what is going on from day t they are doing more than many critics withi without the editorial circle believe they are. are doing their best under present conditions, are quite different from those which existed Dr. Butler's professor advised his students to no time on books less than a century old. papers in a day's time give news of developme civilization today that surpass the entire progr the last 5,000 years. They strive at all times, th agencies on which millions of dollars have expended, to link new events and incidents with which happened yesterday or 10 years ag editors are finite and fallible and may not reach the goal they set.

But, with few exceptions, they try to present which unfolds from day to day, keyed with wh gone before and probable developments in the understandable way.

Some, it is true, have brought superficiality plane of an occupation, but they are in the m in numbers. It is surprising that Dr. Butler familiar with their deeds and so ignorant of the press that really speaks for the country is and doing. Perhaps that explains why he is to secure a constant and continuing interest serious subject of himself oftener than once i years and then only until the Republican N Convention has cast its first ballot for Presi candidates.

SAMUEL McCREA CAVERT, writing Christian Century for November 23, plac finger on the causes of failure in church adve when he points out that "such meager efforts churches have made to secure a hearing in th press have been too selfish—too centered filling their pews or advertising conventional 'se and 'activities,' too little devoted to the task terpreting to the outside public that Christianity means as a way of life in the modern world."

PERSONALS

APT. JOSEPH MEDILL PATTERSON, co-owner and co-edi- of the Chicago Tribune, and John T. Cutcheon, the cartoonist, are hunting ose in New Brunswick. When they sed through Montreal J. Murray Gib-, of the Canadian Pacific Railway, e a luncheon in their honor.

Dr. W. P. Baker, editor of the Syrae (N. Y.) Post Standard, who underit an operation about a month ago, fully recovered and came back to his k last week.

Gregorio Perfecto, formerly editor La cion, Manila, P. I., has been unaniusly acquitted of the charge of defammembers of the Philippine Senate by Supreme Court of the Philippines ently.

A. M. Belding, for the past 15 years tor of the St. John (N. B.) Evening nes who underwent an operation in ston recently, has recovered and is k at his desk.

H. R. Swartz, president of the Intere Corporation, last week entertained of the company's department heads dinner at the Union League Club, w York. Mr. Swartz and Mr. Goody, chief factory inspector, spoke on ir recent trip to Europe.

Rodney R. Iredell has retired as tor of the Allentown (Pa.) Chronicle News after 20 years of continuous vice. Prior to 1919 he was business nager for several years.

E. E. Lesher, editor of the Coal Age, been asked to organize the investigadivision of the Federal Coal Comsion.

IN THE EDITORIAL ROOMS

HN E. ROBINSON, one of the oldest members of the New York Times f was taken suddenly ill at his desk vember 27 and his condition is very ical. Mr. Robinson's nearest relative a sister but none of his colleagues e been able to ascertain her address. Times is anxious to inform her of brother's illness.

Ii Simons, formerly a copy reader on Chicago Evening Post, has been made editor of the Chicago Journal of nmerce.

obb Stanton, formerly of the Chicago ly News sports department, has reed to go with a Chicago electric supcompany.

arry Dailey, formerly a member of the cago Tribune sports department, has sferred to the Chicago Herald & Exner.

Mrs. Hazel MacArthur, aged 32, of Telfer MacArthur, publisher of Park (Ill.) Oak Leaves, died rely.

en Gunther of the art department of New York Sunday American, who been temporarily in charge of the department of the Syracuse (N. Y.) gram and Sunday American, has vered from two weeks' illness and med work last Monday.

Gilford West, of the Buffalo (N. Y.) mmercial, has joined the staff of the acuse (N. Y.) Evening Telegram night city editor.

Mrs. Ramona Herdman Culiney, forly of the Rochester (N. Y.) Postress, is now in charge of the society of the Syracuse (N. Y.) Herald.

lbert W. Cullis, assistant city editor the Boston Post, is now secretary Richard Grozier, the associated pubr.

alen L. Stone, for many years a ner in the firm of Hayden, Stone o., Boston, and at one time financial or of a Boston daily, has retired n business to devote his time to el.

iss Frances C. Boardman, former natic editor of the St. Paul Daily s, has started a concert bureau, the n City Publicity Bureau.

John Spencer Merrill, city editor of the Great Bend (Kan.) Tribune, for several years, has resigned to go to Chicago to study.

Ora Williams, an Iowa newspaperman and for several years state document editor, has been made division chief of the internal revenue service for the division of which Des Moines is headquarters.

Rhys G. Thackwell, former foreign corespondent and local man for the Chicago Tribune, has been elected vice-president of the Evanston (Ill.) Theatre.

Miss Nellie Leach, of the Melbourne (Australia) Herald and Brisbane Mail, arrived recently in San Francisco on a six-month assignment for these papers to find out what women in other lands are doing. She will travel through the United States and Europe.

H. G. Copeland, for the past three years in magazine work in Cleveland, is now managing editor of the Marion (Ind.) Chronicle.

Walter T. Brown, for the past two years news editor of the Denison (Tex.) Daily Herald, has joined the editorial staff of the Wichita (Kan.) Eagle.

A. De Bernardi, Jr., has been appointed city editor of the Wichita (Kan.) Eagle, succeeding L. F. Kimmel, resigned.

Maurice F. Benfer, city editor of the Wichita (Kan.) Beacon has been appointed secretary to Governor Henry J. Allen. J. D. Dickerson is acting city editor.

O. D. Burge has joined the reportorial staff of the Wichita (Kan.) Eagle.

Jim Cummins is a new member of the Wichita (Kan.) Eagle's reportorial staff.

Harry Van Ness has returned to the Wichita (Kan.) Eagle staff, after several years in the oil promotion business.

Kirk Smith, formerly on the New York Sun, has started the Ocean Beach (Cal.) Beach News, a four-page weekly.

Edward J. McSoley, formerly a reporter on the Providence Journal and Providence News, is now press agent for the E. F. Albee amusement interests in Rhode Island.

Miss Jehanne Bietry, managing editor, the Bulletin Finances et Economique of Indo-China, arrived in San Francisco recently and will deliver three lectures on Indo-China.

THE BUSINESS OFFICE

CHARLES W. PHELAN, formerly of the Boston Herald and Traveler, is now manager of the exploitation department of the Boston Telegram.

W. S. Block, formerly advertising manager of the Cuvellier publications, Minneapolis, is now the advertising manager of the Minneapolis Daily News.

Malcolm McLeod, formerly with the Aberdeen (S. D.) is now on the advertising staff of the Minneapolis News.

Julian Zack has been transferred from the advertising staff of the St. Paul Daily News to the same department of the Minneapolis Daily News.

Donald Potter has been transferred from the auditing department of the Wichita (Kan.) Beacon to the displaying advertising staff.

H. D. Armstrong, who has been handling automobile advertising, as well as the food page for the Richmond (Va.) Times-Dispatch for the last six years, will join the advertising staff of the Richmond News-Leader about January 1.

Miss Louise M. Whitehouse, for the past five years assistant to Arnold Sanchez, former credit manager and now office manager of the paper, has been made head of the credit, collections and adjusting departments.

Harry Hollenbeck, formerly with the Hugh McVey Advertising Agency, is now on the display advertising staff of the Wichita (Kan.) Beacon.

J. A. Chenowith, at one time of the Southwestern Farmer advertising staff, is now on the Wichita (Kan.) Eagle advertising staff.

FOLKS WORTH KNOWING

W. L. GOLDEN, the newly elected president of the Texas Circulation Managers' Association, has been engaged in the newspaper business for 15 years, starting as a carrier on the Galveston Tribune. He is now circulation manager of that paper. Mr. Golden has been an active member in the Texas Circulation Managers' Association for a good many years and due to the fact that the regularly elected president of the Association retired from newspaper business, it was the duty of the directors to appoint someone to act in his place. Mr. Golden was appointed and filled the place so admirably, that he was elected president of the Association at the last meeting.



W. L. Golden

Miss Ethel Yetter is now of the display staff of the Wichita (Kan.) Eagle.

G. G. Klose of the Wichita (Kan.) Beacon advertising department resigned December 1 and left for Shreveport, La.

C. E. Whitney of the circulation department of the Wichita (Kan.) Beacon was operated on last week.

George M. Cootes, for the past year merchandise service and classified manager of the Kingston (Ont.) British Whig, will leave the paper shortly to go to the advertising staff of the Windsor (Ont.) Border Cities Star.

Lynn M. Reed, office boy on the Portland Oregonian, has received an appointment to the United States Military Academy from Representative C. N. McArthur.

James H. Terry, formerly an accountant with the Union Oil Company, New York, is now chief accountant on the Milwaukee (Wis.) News and Sunday Telegram.

MARRIED

ART STEELE, publisher of the Clatskanie (Ore.) Chief, and Miss Malvina Lewis were married November 11.

Louis F. Barry, police local man on the Providence Tribune, and Miss Mary V. Murphy were married November 16.

Paul R. Freyer, assistant sports editor on the New York Evening World, and Miss Mabel I. Seymour were married November 26.

James J. Murphy of the sports staff of the Brooklyn Eagle and Miss Mary A. Kenney were married November 30.

Ernest Mehl, sports-writer for the Kansas City Star, and Miss Nancy Cary were married recently.

Miss Olive C. Raymond, of the business office of the San Diego (Cal.) Union, and Ben B. Weimer, attached to the U. S. S. Arizona, were married November 7.

Howard Tucker, formerly an Oklahoma City newspaper man, and Miss Mell N. Smallwood were married November 11,

Ivan L. Gaddis, sports editor of the Omaha (Neb.) Daily News, and Miss Etta Jane Bukacek were married November 18.

Miss Florence Whittier, graduate of the School of Journalism, the University of Missouri, and city editor of the Mexico Intelligencer, and William Tisdell, a senior in the journalism school, were married November 20.

Frederick S. Reynolds, a member of the advertising staff of the Lynn (Mass.) Telegram-News, and Miss Pauline M. Vachon were married November 26.

Miss Eva Gold, of the business office staff of the New York Times, and Harry L. Blaustein, of Brooklyn, were married November 28.

Leo A. Marsh, drama editor of the New York Morning Telegraph, and Miss Helen S. Rockwell, a writer, were married November 28.

WITH THE AD AGENCIES

JENKINS, FARSON & WALBERG, INC., is the present name of the Chicago advertising agency formerly known as Jenkins, Black & Killian.

McGinnes, Love & Normett have opened an advertising agency in Evansville, Ind., and will specialize in national newspaper advertising.

Henry Kiefer has resigned as art director of Donovan-Armstrong, Philadelphia advertising agency, and sailed during the past week for Paris where he plans to stay for an indefinite time.

Harvey G. Smith, formerly with Dale & Marx, has joined the art staff of James F. Newcomb & Co., New York.

VISITORS TO NEW YORK

L. C. PROBERT, Washington Bureau, the Associated Press.

R. W. Simpson, Washington Bureau, the Associated Press.

A. R. Malton, Toronto Globe.

The following papers have renewed their contracts for the Haskin Service:

The Binghamton Morning Sun.
The Johnstown Ledger.
The Steubenville Herald-Star.
The Uniontown Herald and Genius.
The Zanesville Times Recorder.

REPORTER FOR MEDICINE NEEDED, BUT SCIENCE FIELD IS MUCH WIDER

Discoveries in Lines Apparently Remote from Physician's Work May Change Medical Practice and Methods of Human Existence if Rightly Made Known

By WATSON DAVIS

News Editor Science Service, Washington

EVERY newspaper of any size has its sporting editor, its dramatic critic, its financial editor, its police reporter, its court reporter and its editorial writer. Usually it also has in its staff men trained in politics and economics, and occasionally other specialists in news and criticism are on the payroll.

But expert handling of science is too often left to a scientifically untrained reporter or a feature writer who plays the latest vagary of organized knowledge for what it is worth, and often more.

I suggest that the question, "Why not a critic on medicine?," asked by Palmer Smith in the Oct. 7 issue of EDITOR & PUBLISHER, be changed to "Why not an intelligent and careful handling of all science news by scientifically trained reporters who can write ordinary English?"

Health is a vitally important subject and the science of medicine is accomplishing advances month by month. As Mr. Smith says in his article, medical news is probably the most difficult sort to handle. This is so because it is science that must be dispensed directly and practically to the public, and there are so many advocates of "pseudo-medicine" who abuse the bodies and the pocketbooks of the public to their own advantage.

But proper reporting of advances that affect the public is broader than medicine alone. A chemical advance today may result in a new medical treatment tomorrow; a bacteriological discovery may mean the saving of acres of crops, as well as thousands of human lives. A sanitary engineer draining a ditch may stifle more malaria than a ton of quinine. There is evidence that the stars affect our climate, and we all know that the weather influences our mental and physical health.

And science that does not get translated directly into medical and public health measures is vitally necessary to our present-day civilization. Is it not important that we study the way in which the leaf turns the light of the sun into usable energy? Years of scientific research will pay for themselves many times if they only suggest a means to lessen the work of some important industrial step.

The progress of science in all its phases is news and it will be recognized as such if it is reported intelligently. Successful science reporting must combine the scientific and the journalistic points of view. The science reporter must know science, not as an expert, but as the head of a great corporation knows his business. He must know enough science to be able to judge the importance and plausibility of a story; he must know where he can obtain expert information and advice. The science reporter must be well equipped literarily since interpretation and explaining of science is a difficult task that requires all the art of writing and expression. The man to handle science must be a new breed, a cross between researcher and reporter.

The trained newspaper man seldom has the proper background or appreciation of science to handle science news; the scientific specialist, in addition to being too engrossed in his own technical work and often too poorly equipped in a broad outlook, usually lacks the ability of writing clear and simple English.

Two factors have hampered the intelligent reporting of science in the past. The newspapers have been too susceptible to fake science and have not provided trained men to get the real news and properly report it. Scientists, motivated in part by ill-handling of their work by the newspapers, have been reluctant to co-operate in the popular presentation of their work. Both of these obstacles still exist, but in many cases on both scientific and journalistic sides they are being gradually cleared away.

Certainly there should be experts of the science page who will tell us about the fly swat of Howard, the light of Michelson, the life of Loeb, and the vibrations of Langmuir. Science is just as important as amusement and art and quite as interesting if equally well written. We should have critics as well as writers of science.

Science is not so narrowly national as sports, music, drama, or even finance. It is international. The new extract for the cure of diabetes developed in Toronto makes nearly as good a story in London as in Buffalo. Science can often be handled by a national service better than by the local desk.

Within the last two years a press association operating exclusively in the field of science has been established in response to the need that Mr. Smith expressed in his article. Science Service, with headquarters in Washington, is covering the field of science in its daily science news bulletin for forty daily newspapers in this country and Canada. Operating on a commercial basis, but as a non-profitmaking corporation with the co-operation of the three most important scientific bodies in this country, Science Service aims to report day by day science news accurately and interestingly. This organization may be a reliable news source for the newspaper that cannot afford a special science editor or it will supplement science news gathered locally.

The need of competent reporters and interpreters of science news is a serious one. The ordinary process of journalistic evolution and the usual training centers of science will produce them only exceptionally. This is a problem that is worthy of joint consideration by schools of journalism, science, medicine and engineering.

Death of John G. Holme

John G. Holme, former city editor of the New York Evening Post and connected at various times with the Chicago Inter Ocean, the New York Tribune and newspapers in Minnesota and Wisconsin, died November 30 at Flushing, N. Y. He founded the Swedish-American News Bureau and at the time of his death was assistant manager of the Better Business League. Mr. Holme was 43 years old.

Murdock Heads "F. T. C."

Victor Murdock, one of the owners of the Wichita (Kan.) Daily Eagle, became chairman of the Federal Trade Commission, December 1, succeeding N. B. Gaskill of New Jersey. Mr. Murdock has been vice-chairman for the past year.

Kennebec Journal Sold

Charles F. Flynt, general manager of the Augusta (Me.) Kennebec Journal, and his three sons announced on November 29 that they had purchased the controlling stock of the paper.

I. T. U. Enters Politics

Repeal of the anti-strike and guaranteed earnings features of the Esch-Cummings act will be urged as a progressive aim by the International Typographical Union of North America at the conference in Washington today, called by Senator La Follette and Representative Dickinson. Participation in a political movement marks a departure from a long standing policy of the Typographical Union. Class privileges will not be sought by the Typographical Union, according to its officers, the sole aim being to protect the natural rights of organized labor. "Records of candidates and parties will be submitted to members of the union, but no attempt will be made to deliver the union's votes. The allied printing trades have in the past avoided participating in politics scrupulously, but it is felt that the time has arrived when protective steps must be taken," said Vice-president C. P. Howard on November 30.

CARGILL HEADS SENTINEL

Retirement of John Poppendieck Brings Reorganization in Milwaukee

(*By Telegraph to* EDITOR & PUBLISHER)

MILWAUKEE, Wis., Nov. 30.—The following reorganization of the Milwaukee Sentinel has been announced by Charles F. Pfister, owner and publisher. John Poppendieck retires as managing editor and business manager; A. B. Cargill, advertising manager, becomes general manager; Julius Liebman is promoted from assistant managing editor to managing editor; George F. Lounsbury, editor, William M. Mahoney, circulation manager and George M. May, controller, are retained.

There is no change in ownership or policy, the Sentinel remaining conservatively Republican. Mr. Poppendieck has no plans for the future.

Teachers to Meet December 28-3

The American Association of Teach of Journalism will hold its annual c vention at the Joseph Medill School Journalism, Northwestern Univers Evanston, Ill., December 28, 29 and 30

M. J. Lawrence Dead

M. J. Lawrence, former owner of Ohio Farmer, the Michigan Farmer the Pennsylvania Farmer, which he a year ago to Senator Arthur Capper Kansas, died at Washington, D. C., vember 30.

PRINTED COLOR COMI

—Full of *Color Life* and *Color Harmony.*
—Perfect in Registry.
—We Print Better Colored Comic Sections for Publishers Everywhere.

Write for Details.

EMERGENCY MA

Feature Pages That Save Time and Money.

7 or 8 COLUMNS 20" or 21"

ILLUSTRATED.

Write for Proofs —Today.

WORLD COLOR PTG. CO.
Est. 1900 St. Louis
R. S. Grable, Pres.

What of YOUR Church Copy?

Are the church advertisements in your paper following the lines which commerce discarded forty years ago?

Do they use as a headline to attract attention the name of the church?

Help the churches to a better style of copy. Your interest will bring dividends in larger space the churches eventually will take when they see that their biggest thing after all is NOT the topic of the morning sermon.

As your contribution to their education and to the development of church-going habits by the community run the 52 ads which the Church Advertising Department is offering.

This series is available at a very small price and will help all churches, regardless of creed.

Send for proofs. If you can't find a way to use them now, keep them and look at No. 15 about ten days before Christmas. Perhaps you can get a group of merchants to join in using that piece of copy for the good of the town.

Obtain proofs from Herbert H. Smith
518 Witherspoon Bldg., Philadelphia, Pa.

CHURCH ADVERTISING DEPARTMENT
A. A. C. W.

Editor and Publisher contributes this space. The Presbyterian Church contributes time to prepare this copy. We use money paid for the copy to buy stamps to send proofs to other papers. Join the cooperators!

1,384,464
More Lines

FROM January 1 to October 31, 1922, The Passaic Daily News has printed 1,384,464 more lines of paid advertising than the other Passaic paper.

THE Daily News leads its competitor in classified, foreign and local advertising lineage.

Largest Quantity, and Best Quality Circulation Besides.

DAILY NEWS
Passaic, New Jersey

THESE FEATURES
DRAW READERS
Signed news articles by
Cornelius Vanderbilt, Jr.

THE CHAIN, the new novel
by
Charles Hanson Towne
Serialized for release Jan. 15, 1923

Handwriting Portraits
by
William Leslie French

NEA Newspaper Service
Madison Avenue, New York City
Washington, D. C. Seattle, Wash.

NEA NEA

COMICS

enough for a full page—
daily feature in the full

NEA SERVICE

WRITE FOR SAMPLE SERVICE

NEA SERVICE INC.
1200 W. 3RD STREET
CLEVELAND, OHIO.

Waterloo, Iowa
POPULATION 36,230
Waterloo Evening Courier
AND WATERLOO DAILY REPORTER
W. Peterson, General Manager
RATE 5c FLAT
Representatives
STORY, BROOKS & FINLEY

The circulation figures, totaling over 30,000, tell a wonderful story for Waterloo, and emphasize Waterloo as important and intelligent center for national advertisers. The big point in this circulation of the Waterloo Evening Courier is the fact that it is absolutely steadfast—8,000 in Waterloo and 7,000 outside. Look up the record for any previous year, and see if the Courier's circulation has ever slumped any year, or ever increased radically. It's a steady increase. Careful examination will show no trace of premiums, cut rates, or anything else that is in some measure to subscribers buying a paper which is not their real choice.

NEWS OF SCHOOLS OF JOURNALISM AND ADVERTISING

"TOO many of us sporting writers become press agents for amusement enterprises instead of reporters for our own papers and for the public," said Hugh Fullerton, sports writer for the Chicago Tribune, speaking on "The Duties and Opportunities of Sporting Writers," at a recent session of the Medill School of Journalism of Northwestern University. "There is nothing standing between the worst phases of commercialization of sport—both amateur and professional—except Judge Landis, Major Griffiths and the sporting writers, and we sporting writers must plead guilty to having failed of our duty in enlightening the public and arousing public sentiment to the dangers."

The annual scholarship award of $200 offered by the Syracuse (N. Y.) Herald to the student, above the freshman class, in the Department of Journalism, Syracuse University, writing the best news or feature story, has been won by Miss Margaret C. Williams of Jersey City, N. J., a member of the junior class. Frank E. Ganet, editor of the Rochester Times-Union and president of the New York State Publishers' Association, and the editorial staff of his paper acted as the judges. There were 13 entries for the prize, which is equal to one year's tuition. Honorable mention was given to the entries of Roscoe C. Drummond and John Fox, a nom de plume for which the real name has not been discovered.

The Syracuse (N. Y.) Herald is furnishing its complete day report from the Associated Press for laboratory use in the Department of Journalism at Syracuse University. The actual every-day news is being used by students in newspaper practice, copy reading, headline writing and front page newspaper make-up. The service was secured through the courtesy of Frederick Roy Martin, general manager of the Associated Press, who made the arrangement with Walter P. Plummer, managing editor of the Herald, at the request of Prof. J. O. Simmons of the journalism faculty. The Fairchild News service for trade and newspapers is being received for trade journal study and other services are being arranged for.

Maurice E. Votaw, formerly of the department of journalism, University of Missouri, recently left San Francisco for Shanghai, where he will organize a school of journalism at St. John's Episcopal University.

The St. Paul Dispatch-Pioneer Press gave prizes for the best paper and magazine produced by the Minnesota High School Press Association on the occasion of the convention of the association in St. Paul. The judges were R. R. Barlow, head of the department of journalism of the University of Minnesota; C. D. Johnston and Roy J. Dunlap, city editors, respectively, of the St. Paul Daily News and Pioneer Press.

More than 90 graduates of the journalism department of the University of Oregon are now engaged in active newspaper, advertising, magazine or publicity work, according to a survey which has been completed by the faculty. There are now 156 major students in the journalism school, including 16 men and women with newspaper experience who have returned to Oregon for further training. An interesting feature of the report that within a year after completing their course four graduates have become editors of Oregon newspapers. They are Carlton K. Logan, editor of the Ashland Tidings; Wilford Allen, Jr., editor of the Grant's Pass Daily Courier; Robert F. Boetticher, editor of the Lebanon Criterion, and Mrs. Victoria Case, editor of the Rose City Herald, a Portland community newspaper. The report shows that the journalism department is now well represented on the staffs of Portland dailies.

Lee S. Cole, of the senior class of De Pauw University, specializing in journalism, has been awarded the Orlando J. Smith prize of $100 for this year. This prize was recently established by Courtland Smith in memory of his father and will be awarded annually to the best major student in journalism at the university.

The University of Washington School of Journalism has an enrollment this year of 236 students. The night extension classes number 74. These extension classes meet four evenings a week at the extension offices in Seattle.

L. A. Borah, formerly a reporter and copy reader on the Spokane Chronicle and the Spokesman-Review, has joined the faculty of the University of Washington School of Journalism as an instructor in news writing and reporting, succeeding Maurice Hicklin who resigned to study for a doctor's degree.

The enrollment of the School of Journalism of the University of Oklahoma has now reached 181, which is 36 more than registered at any previous time. Men now outnumber the women at the school. The faculty has been enlarged to include five members.

RECENT SPECIAL EDITIONS

THE South Bend (Ind.) Tribune issued a Business Expansion number of 80 pages in six sections on November 12.

The Brantford (Ont.) Expositor, November 18, published a 76-page Made-m-Brantford edition in six sections.

The Huntington (Ind.) Herald issued a 36-page Farmers' edition November 24.

The Mission (Tex.) Times recently issued a special edition surveying the fruit and truck growing industries of the Lower Rio Grande Valley.

The Durham (N. C.) Dispatch, November 12, published a special commercial and industrial edition of 140 pages in 11 sections.

The Huntington (Ind.) Press, November 5, issued a 56-page special industrial edition.

The Centerville (Iowa) Daily Iowean published a farm bureau edition of 46 pages in six sections October 21.

GATHERED AT RANDOM

THE SMALL TOWN REPORTER

He's just a small town guy
With a pencil and a pad,
A cheery smile and "Hey, there!"
Are proverbial with this lad,
Who writes the news of Claytown for "The Blade."

He covers Hick's poolroom,
The Bee Hive and the mill;
He always stops at Cherer's,
His weekly grist to fill.
He drops in on Dad Thompkins,
Who knows "what's goin' on;"
The Mansion House is on his route,
And also Doctor John.
The Lynch cigar store, too, of course,
Is on the news man's grind,
And all the sparkling gossip there—
Ho, hum! You know the kind!
There's Ledgard's, too,—a newsy spot—
And then Policeman Kenney;
And Hopper's restaurant—wow, my boy!
A dollar's worth, if any!
The Sims-Binks wedding means a spread;
Our scribe just "eats" that stuff!
And when the Grange would like to get
A little social "puff,"
You'll find the Clayton Blade is out
With programs and the names
Of all the big committees and
The leading social dames.
And so he goes his daily rounds,
With pencil and with pad;
A circulation booster
Is this come-hearty lad!

The small town weekly news man!
Long may he walk the path
Of small town life and happenings,
And tell it all to Gath!

Acton. Carl Pickens.

Prizes for Subscriptions

The Omaha Daily News is giving an imitation leather box containing drinking cup, ruler, pencils, penholder, pen points, eraser and pencil sharpener, for two new 10 week subscriptions.

New Press for Mandan Daily

The Mandan (N. D.) Daily Pioneer has just installed a Duplex press.

In Washington
ONE
COMBINATION
Two Newspapers
Morning HERALD
Evening TIMES
ONE RATE
115,000 Circulation

More circulation in Washington than there are homes.

The Washington Times
and
The Washington Herald
G. Logan Payne, Pub.

National Advertising Representatives
G. Logan Payne Co.
Chicago, Detroit,
St. Louis, and Los Angeles

Payne, Burns & Smith
New York and Boston

LOS ANGELES EVENING HERALD

LEADS ALL LOS ANGELES DAILY NEWSPAPERS IN TOTAL PAID CIRCULATION

Government statement for six months ended September 30, 1922

average 145,953 daily

New York
H. W. MOLONEY
604 Times Bldg.

Chicago
G. LOGAN PAYNE CO.
Suite 401, Tower Bldg.
6 No. Michigan Ave.

"The African World"
AND
"Cape-to-Cairo Express"

Published every Saturday in London.

WIRE
for space in the
Editor & Publisher
INTERNATIONAL
YEAR BOOK NUMBER
largest and most serviceable reference book known to publishing and advertising.

An advertising medium that works for 12 full months.

The Atlanta Journal
ATLANTA, GA.

"The face of the paper" tells a vivid story to the one who is responsible for picking the most suitable cities and the best newspaper in each city for specific advertising.

Contents of any issue of The Atlanta Journal reflect a true picture of life and business in the Southeast.

Right now the picture smiles with the cheer of brisk buying, immense building and the happiness of employed and contented workers.

Advertising in The Journal Sells the Goods.

The great
TRI-STATE DISTRICT

embracing Western Pennsylvania, Eastern Ohio and West Virginia, offers the advertiser a rich market for his wares.

The Pittsburgh Dispatch

is unquestionably the best medium through which to reach this market most advantageously.

Wallace G. Brooke
Brunswick Bldg., New York
The Ford-Parsons Co.
Marquette Bldg., Chicago

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.

BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

New Haven Register
is New Haven's Dominant Paper

Circulation over 34,427 Average
Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.

New Haven Register
The Julius Mathews Special Agency
Boston — New York — Detroit — Chicago

THE
NEW YORK EVENING JOURNAL
has the largest circulation of any daily newspaper in America.

Obituary

DAVID J. EDDLEMAN, aged 88, founder of the Muskekee (Okla.) Times, now the Times-Democrat, died November 15.

N. B. SANDERSON, aged 34, for past five years editor of the Freewater (Ore.) Times, died November 4.

MRS. ALICE M. GILLAM, aged 72, wife of Manley M. Gillam New York advertising agent, died November 23 at her home in Flushing, N. Y.

RICHARD E. TAYLOR, aged 54, news photographer on the San Francisco Examiner and during the war official photographer for the American Red Cross, died November 21. He had worked on many of the larger papers throughout the country.

PAUL MURRAY, former linotype operator on the Wichita (Kan.) Eagle and for 25 years connected with newspapers in Wichita, Topeka and Kansas City died recently.

HENRY GAGNIER, president and founder of H. Gagnier, Ltd., Toronto, publishers of the Saturday Night, Clothier and Haberdasher, Canadian Farmer, Trader, Optometrist, Women's Wear, Canadian Home Journal, Motor Trade, Construction, Cigar and Tobacco Journal, and the Canadian Dental Journal, died recently.

MRS. ELIZABETH GALLAGHER KELLY, aged 56, wife of William A. Kelly, a former editor of the New York World Almanac, died in Bermuda, November 24.

SAM P. WEST, for 12 years a proofreader on the Boston (Mass.) Globe, died recently.

FREDERICK W. PRINCE, former Boston newspaper man, publicity representative of the Western Electric Light Company of New York, recently was found dead in Detroit.

ERWIN EDWARDS, for 30 years editor and owner of the Greenwich (Conn.) Graphic, died on November 25. He is survived by two brothers, E. Jay Edwards and Lucien Edwards, both New York newspaper men.

MISS CLEMENTINE FLANAGAN, treasurer of the Kenton (Ohio) Democrat Publishing Company, and daughter of the late Daniel Flanagan who organized the company, died recently.

CHARLES C. LEAN, JR., aged 44, at one time a member of the Pittsburgh Post staff for 15 years, died November 20. He had been engaged in the copper mining business in New York for some years.

J. B. WILLIAMS, editor of the Dumont (Iowa) Journal died November 21.

GEORGE BRONSON HOWARD, aged 38, former newspaper man, novelist, dramatist and film writer, committed suicide at his home in Hollywood, Cal., November 20.

ARTHUR CRAWFORD, aged 55, actor and humorous writer formerly connected with Life, Puck, Judge and other humorous papers, committeed suicide in New York recently.

ALFRED HENRY MARSH, former Washington newspaper man, but more recently assistant manager of the office of the National City Company in the capital, died November 22. He was at one time connected with the Raleigh News and Observer.

ANDRE TRIDON, aged 45, newspaper man psycho-analyst of New York, died November 23 of cancer.

MRS. ANNA LATHAM HARDENBERGH, aged 82, an aunt of J. Edward Hardenbergh, manager of the New York City News Association, died recently.

FRANK ORFF, formerly a magazine publisher of St. Louis, died last week.

WHITMAN OSGOOD, aged 57, formerly of the staff of the Washington Star, and one-time city editor of the Washington Times, died in Washington, last week. For more than 20 years Osgood was a theatrical press agent in Washington.

J. ROMBRO, aged 65, better known by his pseudonym of Philip Krantz, of the editorial staff, the New York Jewish Daily Forward, died suddenly of heart disease November 28. Mr. Rombro began his newspaper career in London more than 30 years ago.

FRANK A. EGAN, aged 21, a reporter on the staff of the Newark (N. J.) Evening News, committed suicide November 28.

WHAT OUR READERS SAY

Ayer on Free Puffs

PHILADELPHIA, Nov. 23, 1922.

TO EDITOR & PUBLISHER: We read with interest your presentation of the discussion about the recipes and similar material about Spanish green olives which we distributed, and were impressed by its fairness.

In this connection it occurs to us that you might be interested in seeing a copy of a letter which we recently wrote the New York World, congratulating them on their stand against the usual type of automobile publicity. This letter would be of possible interest to you in that it indicates again our policy on the subject of publicity as outlined in the letter of ours which you published.

The letter follows:

GENTLEMEN: If congratulations are in order on your recent letters stating the editorial policies of the World and the Evening World on automobile news, we wish to extend ours most heartily.

What you have to say about individual publicity items printed only because they concern cars which are being advertised is in close accord with our policies on this general subject, and we are glad to see you take this stand. We hope you will be successful in maintaining it, for we do not see why the news columns of the automobile section of any newspaper should be governed by standards in any way different from those governing the news and editorial columns in other parts of the paper. And we believe that no story should appear in any of the news columns merely because its subject is being treated in the advertising columns.

Any material that we submit for consideration from the news, feature or editorial point of view is marked "Deliver to News Desk," and carries a note to the editor saying that the story in question is submitted on its own merits as a matter of general interest, and not in connection with any advertising we place. Everything of this kind that we send out stands or falls solely on its own intrinsic worth. We want the editor to decide in each case whether any story is worth printing for its interest to readers, and we are glad to abide by his judgment. This goes just as strongly for stories connected with the automobile industry as for any others.

N. W. AYER & SON.

Closing Contest Ahead of Time

TO EDITOR & PUBLISHER: Some time ago you ran a series of articles on the contest idea. The Niles News some time ago conducted such a contest, and a feature was brought out which will interest all who may think of conducting contests, or who may have competitors who do so.

The News announced the closing date for the contest, as the postal regulations require. When the time for the contest had about one-half expired, or somewhat more, and the contest was not going to the satisfaction of the management, a change was announced in the closing date. Attention was called to this departure from the rules, and the Post Office Department notified the publisher through the postmaster here that the contest must close according to original announcement. However, this was not done, and now the solicitor of the Post Office Department states that the department has no jurisdiction over such matters, as the announcement that the contest had been extended was not put in the papers sent through the mails. Papers containing the original announcement were mailed, and it would seem that the injustice to entering contests was done then, rather in the announcements later that the time was extended. You can see that this decision will make it possible for a contest to be carried on indefinitely, simply by not sending papers with the announcement through the mails.

NILES EVENING REGISTER.

No Agency Places Tanlac

ATLANTA, Nov. 25, 1922.

TO EDITOR & PUBLISHER: Please refer to our letter May 13, with reference to incorrect information appearing in your "Tips for Ad Managers" column.

We note you continue to announce that various advertising agencies are making contracts for our account, the issue of November 18, mentioning the Sacks Company, New York.

No advertising agency has authority to make contracts of any kind for this company, all such arrangements being concluded by us direct from the home office.

INTERNATIONAL PROPRIETARIES, INC.,
E. C. HARRIS, Advertising Director.

Roy T. Sheridan Sought

Knowledge as to the whereabouts of Roy Thomas Sheridan, a compositor on the New York Journal and New York American in 1910 as well as on various papers throughout the United States for eighteen years, is sought by Capt. John F. Sheridan, 28 Beaumont street, Manhattan Beach, N. Y.

KANSAS IS A RICH, RESPONSI
FIELD—TOPEKA, ITS CAPITA
A GOOD "TRY OUT" CITY
They are best covered by the

Topeka Daily Capital
TOPEKA, KANSAS
Only Kansas Daily with a Gene
Kansas Circulation

Dominates its field in circulation, classes of advertising, news, prest and reader confidence.

Supplies market data—does sur work—gives real co-operation.

Arthur Capper
PUBLISHER
MEMBER A. B. C.—A. N. P. A

The Buffalo Territory Offers Big Possibilities To National Advertise

Twelfth American City; second in N York State, Buffalo, with over hal million people and the surround trade area with three hundred th sand more, affords a rich market national advertisers. The effec medium to capture this desirable m ket is the big, popular, home ne paper—A. B. C. Net paid 105,958, of English-Speaking Homes.

The Buffalo Evening Ne
Edward H. Butler, Editor & Publi
KELLY-SMITH COMPANY
Representatives
Marbridge Bldg. New York, N. Y.
Lytton Bldg Chicago, Ill

26,000 last October—Now

150,00(

DETROIT Evening TIMES

NEW ORLEAN STATES
ADVERTISING RAT AFTER OCT. 1
12c DAILY FLAT
15c SUNDAY FLAT
Daily over 51,00(
Sunday over 63,0(
PRESENT RATE
10c D. & S. on 2,000 Lin
Represented by
S. C. Beckwith, Special Age New York
John M. Branham Co., Chic

Features by
Irvin S. Cobb
Fontaine Fox
Hugh Fullerton
Rube Goldberg
Ed Hughes
T. L. Masson
O. O. McIntyre
Frederick Palmer
Chas. Hanson Towne
H. J. Tuthill
and others
The McNaught Syndicate, Inc.
Times Building, New York

NEW

ulti-Mailer Adaptation at Installation id Maintenance Cost of 4c.-9c. a Subriber a Year.

or mail lists of 1,500-5,000. Imprints ldresses direct. Provides for daily rrection of mail list. Eliminates prentable complaints. Makes Circulation anager independent of Composing and lley Rooms. Permits use of time and or-saving methods. Gives subscribers finitely better mail delivery service. rite today for details.

The Speedaumatic Company
MANUFACTURING
THE MULTI-MAILER SYSTEM
817-825 WASHINGTON BLVD.
CHICAGO

BY every test of daily circulation The News leads — by volume, by character, by distribution, by reader interest, by proved results for advertisers.

The Indianapolis NEWS

FIRST IN PUBLIC SERVICE

The World

MORNING EDITION

The World and The Evening World have a combined circulation, daily, of 650,000 for $1.20 per agate line gross, subject to contract discounts. They carry more high class dry goods advertising; are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combintaion.

Advertise in Newspapers by the Year

The Evening World

Pulitzer Building, New York
...er's Building, Chicago
Ford Building, Detroit

DOLLAR PULLERS

Advertising and circulation managers are always on the lookout for new ideas that will increase advertising receipts and win new circulation. Your idea for increasing advertising or circulation may not appeal to your manager, but it may be just the thing that some other manager wants. EDITOR & PUBLISHER *will pay $1 for each idea printed under this head. The fact that the idea is now being used in your city does not bar it from the department. Address your communication to the* DOLLAR PULLER EDITOR. *When they appear clip them and mail them in and receive payment. Unavailable ideas will not be returned.*

A GOOD full page ad for a few weeks before Christmas can be made on the plan of the average family, and what they buy for each other and their friends for Christmas. Make real persons of the family by naming them and giving them personality. All the stuff about the family will be twined around on the page with comparatively small ads by dealers in your town. First, take Mother Average. She is capable of putting a lot of love into her gifts by stitching and handling and careful planning, so she buys her gifts largely in material. On her day, get your merchants to advertise materials, outing flannel (she makes pajamas), pongee (she makes handkerchiefs, baby materials, crepe de chine, silk underwear, tubing, etc. There are a thousand things that you can have Mother make. Let the merchants carry their regular ads in addition to the specials on the Christmas page. Then take one of the girls. She will use photographs. Your photographer will give you a good ad on this day. She will have some pictures (water colors) framed. Your paint and picture frame men will advertise. With the combined buying of the whole family, you can get small ads from nearly every dealer in town. When the Christmas spirit gets Dad Average, it seizes him suddenly and in great gobs—he breaks out all over with it. Have him last, and let him buy Victrola, piece of furniture; let him start a bank account for some baby in the family, etc. The young man of the family buys boxes of candy and gets you an ad from the confectioners; he will buy the expensive stationery, a Japanese kimona for his fairest lady, etc. And think of the good you'll do your readers by suggesting to them what to get for gifts!—J. S.

Before long most of the retail advertisers will begin their semi-annual clean-up of broken lines of goods. There is no better way to put over an ad of this nature than the catalog style. A short introduction is needed, of course. Then follows the description of the merchandise. One large department store in the South uses the following style of make-up. Each section is set 19 ems wide, and the section is divided into four columns by one-line rules. The heading for the first column is "Quantity," for the second "Description," for the third "Regular Price," and for the fourth "Sale Price." Various groups of merchandise are set off by black headlines in the "Description" column. Especially important is the item of sizes which appear with the description in every case. The sections are divided by double rules, and when two, three or four of these sections are run alongside each other they certainly give you the idea of a catalog page. There certainly are no generalizations about this kind of advertising.—J. T.

Here's a contest which will bring your want-ads into the limelight and make them grow in volume. Award theatre tickets or other prizes to the persons sending in each week the best sentence describing the good features of your paper classified ads, taking each word of the sentence out of your paper classified ads. The sentence should be written at the top of a sheet of paper and the want ads containing the desired words clipped and pasted on the same sheet of paper, in the same order as the words in the sentence, underlining the words used. Allow only one word to be taken from any one ad. A double award may be given to any winner who uses a word taken from a cash want ad he has inserted within one week prior to the date of his answer. In this case the want ad receipt should be attached to the letter submitted.—R. B. M.

A San Antonio lumber firm has associated thirty-three other San Antonio firms with it in the construction of a model home and the thirty-four firms are using a page each Sunday in the Express to direct attention to the progress of the work. The advertising is cleverly written in a way to present prominently the work of each firm interested in building, equipping and furnishing the model home. The public is invited to inspect the progress of the work every Sunday, when some one is there to show visitors around. The model home is being financed by the lumber company and when completed and exhibited to the public for a sufficient time will be sold, and probably at enough profit to pay all the participants in its construction for what they put into it and for the advertising. Any newspaper might start the same undertaking anywhere and thus get some additional advertising.—W. H. M.

A country publisher who has had considerable success in building circulation has borrowed an idea from the magazines in selecting his agents. He selects some person in each locality who, by reason of ill health or affliction is unable to do manual labor or follow the more vigorous occupations. Then he adds an idea of his own. Instead of merely giving them a receipt book and some instructions on soliciting, he backs them up in real subscription campaigns. He has them write their own circular matter, for he feels that it will have a more personal and sincere ring than it would have if written in the newspaper office for a big group of agents. He brushes up their material, puts it into circular form, and furnishes them with stationery and envelopes. Shut in at home, as they often are, they address and send out a vast amount of mail matter over their own signatures, which, of course, has a personal appeal. The publisher does not encourage them to make what you would call a "sympathy appeal" in their letters, for he feels that the merits of the paper should not be subordinated. However, through mixed motives, a good number do subscribe in response to the letters from these agents and he feels that the letters from them simply has the effect of moving prospects to subscribe for a paper they really wanted, where a solicitation from someone else might have no enect on them. —J. T.

It is quite the thing nowadays for folks to give personalized stationery—that is, stationery with the name of the writer printed at the top of the sheet—or personalized bridge scores with name of hostess at the top of each sheet, or monogramed playing cards with the monogram of the recipient on the back of each card, as Christmas presents. Also Christmas cards printed with the signature of the giver are used more and more extensively each year. So the newspaper ought to be able to easily get up a group page of advertisements from local printers who do this sort of work and might run this a couple of times before Christmas—F. H. W.

In the various rooms in the plant of the Schenectady (N. Y.) Union-Star, posted in a conspicuous place, is this motto: "Make Another Friend For the Union-Star Today." A wonderful slogan. Imbue the spirit of real co-operative service into your employes and the result cannot help but be dollars gained by service rendered. Hold frequent get together meetings. Invite suggestions. Have the employes feel they are a part of the producing organization—not merely cogs in a machine. This is a never failing way of pulling dollars and it costs virtually nothing.—F. C. D.

The Fort Worth (Tex.) Star-Telegram is now advertising its annual "Bargain Days" on subscriptions. Thirty days are set aside as "bargain days" and yearly subscriptions at a saving of $3.55 are offered. The regular price of the paper is $10 a year, and the reduced price is $6.45. The circulation manager of this newspaper claims that they are able to net as much from this method as other newspapers adhering to the "old short time subscription basis with its accompanying high cost of securing and holding." At any rate, the Star-Telegram maintains as large a paid-in-advance list of subscribers as any newspaper in Texas, and this is the principal method used in getting this list.—J. T.

One Central Ohio country semi-weekly each Christmas time makes a specialty of printing "Letters to Santa Claus." By skillful advertising manipulation, several advertisers have been persuaded to carry special Christmas advertisements for a number of issues, placed around the letters sent in by the kiddies. There is, perhaps, no part of the country newspaper more interesting to the average family at Christmas time than the page on which the kiddies' letters are printed. Many ads not expected in the general run of newspaper business have been secured by using this feature as a talking point.—A. K. C.

Banks will mail out their annual Xmas Savings Checks the forepart of December. There are several ways of merchants and newspapers to get extra business from this money that is to be let loose. A co-operative page announcing a discount of 5% to holders of Xmas Fund Checks should be signed by stores willing to make this inducement, or each advertiser could have his individual ad on the page.—R. B. M.

CIRCULATION BUILDING SUPREMACY

Recently finished our third campaign on the World's Largest Newspaper—The Los Angeles Times. Now busy on the Indianapolis News and Baltimore American — ASK ANY OF THEM!

Employed and endorsed by the leading newspapers of the U. S. A.



HOLLISTER'S CIRCULATION ORGANIZATION
Largest in the United States
300 MERRITT BLDG., LOS ANGELES, CAL.

FIRST

In eleven months of this year The New York Times published a far greater volume of advertising than any other New York newspaper—over 22,000,000 agate lines, a gain over the corresponding period of last year of 2,500,000 lines and an excess over the second New York newspaper of more than 7,300,000 lines.

The Mount Vernon, N. Y.
DAILY ARGUS
carries more display advertising than any other newspaper in Westchester County.

This is an acknowledgement of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon.

GEO. B. DAVID & CO.
Foreign Representative
171 Madison Ave., NEW YORK

The
Pittsburg Press
Daily and Sunday
Has the Largest
CIRCULATION
IN PITTSBURG
MEMBER A. B. C.
Foreign Advertising Representatives
I. A. KLEIN
50 East 42nd St., New York
544 Fort Dearborn Bank Bldg., Chicago
A. J. NORRIS HILL, Hearst Bldg., San Francisco

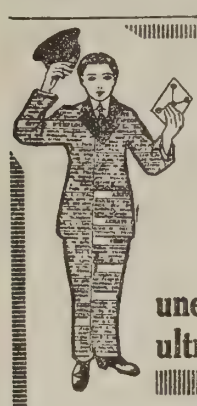
Every Advertisement
Lives for
12 Full Months
in the
Editor & Publisher
International Year Book Number
WIRE SPACE RESERVATION
NOW

FRENCH PROMOTING WANT ADS

Petit Parisien's Columns Carry Novel Instructive Copy

By G. Langelaan
Paris Editor, Editor & Publisher

Paris, Oct. 27.—French newspapers are beginning to call the attention of their readers to the value and advantages of "smalls." The translation of the accompanying illustration reads:—"Our



Nos
Petites Annonces Classées
constituent
une PUBLICITÉ ultra-moderne !

Toutes les facilités sont mises à la disposition de nos Annonceurs:

Transmission des annonces par courrier, téléphone, télégraphe, agences dans Paris, la banlieue et les départements.

Parution quotidienne, 12 heures après le dépôt des PETITES ANNONCES CLASSÉES à l'un quelconque de nos nombreux guichets.

Rubriques spéciales pour chaque branche du commerce, de l'industrie et de toute l'activité sociale.

Tarifs très réduits, étant donné notre tirage de plus de
1.600.000 exemplaires

En outre, les Annonceurs qui comptent utiliser fréquemment nos PETITES ANNONCES CLASSÉES peuvent bénéficier d'avantages très importants. Sur demande de leur part, par lettre ou par téléphone (BERGÈRE 57-36), nous leur enverrons un de nos collaborateurs qui leur donnera tous éclaircissements à ce sujet.

small classified advertisements constitute ultra-modern advertising. Every facility is placed at the disposition of our advertisers: transmission of advertisements by post, telephone, telegraph, agencies in Paris, the suburbs and the provinces.

"Daily insertion, 12 hours after handing in of small classified advertisements to any one of our numerous counters.

"Special heads for each branch of commerce, industry and all social activities.

"Greatly reduced tariffs, considering that our circulation is over 1,600,000 daily.

"In addition, advertisers who make frequent use of our small classified advertisements benefit by very important advantages. On receipt of request, by letter or telephone, we will send one of our representatives who will give all information on this subject."

The foregoing appears in Le Petit Parisien, which claims to have the largest circulation of any newspaper in the world.

Name Tribune Prize Design Dec. 3

The Chicago Tribune, in accordance with the terms of competition formulated by the American Institute of Architects, had until midnight, December 2, to select the winning design for the paper's new building from the nearly 200 designs submitted by American and European architects, for which $100,000 in prizes has been offered, and it is expected that the Sunday paper of December 3 will announce which plan has been awarded the first prize. The jury of award consists of Alfred Granger, the American Institute of Architects; Robert R. McCormick, Joseph M. Patterson, Edward S. Beck and Holmes Onderdonk, all of the Tribune. The committee has spent most of the past week in session viewing the designs submitted.

NEW INCORPORATIONS

Four Companies Form for Publishing; —Two Ad Agencies

The following companies have been incorporated at the office of the Secretary of State, Albany, N. Y., to do a publishing business:

Modandred Publishing Company, Inc., New York, capital stock $200,000; directors, Albert N. Dennis, Leah Cohen and C. Mortimer Wilmerding.

Ner Tumid Publishing Company, Inc.; New York, capital stock, $50,000; directors, Fannie Raab, H. A. Shapiro and Fannie Demovitch.

The Country Editor Publishing Company, Inc., Rockville Centre, N. Y.; capital stock, $10,000; directors, Teasdale Randolph, A. F. Bush and Water Kutzleb.

Revista Commercial, Inc., of New York; capital stock, $1,000; directors, Frank E. Emery, Joseph A. Pereira and Joseph Schwartz.

The following advertising corporations have been given certificates of incorporation:

City Advertising Company, Inc., of New York; capital stock, $1,000; directors, J. J. Golden, H. S. Hartstein and J. A. Sanche.

J. A. Solonche & Co., Inc., New York; capital stock, $10,000; directors, J. H. Solonche, Louis Bernstein and Nathan Zvirin.

Copeland Publications, Inc., New York; capital stock, $50,000; directors: E. B. Copeland, R. E. Copeland, and Irving Messing. The Copeland Apparel World Corporation has also been incorporated with the same directors and with a capital stock of $50,000.

Alalaya Publishing Company, Inc., New York; capital stock, $50,000; the directors are, A. L. Charriez, Nemesio Canales, and Domingo Callazo, New York.

Giftwares Publishing Company, Inc., New York; capital stock, $5,000; the directors are, F. W. Hartop, William B. Mundy, and H. D. Eckler, 1815 Dorchester road, Brooklyn.

H. M. Minton & Co., Inc., New York; capital stock, $1,200; the directors are, H. M. Minton, William V. C. Ruxton, and Gerald Kelleher.

MAY SUE WASHINGTON POST

Governor Parker Says Papers' Klan Stories Slander Him

Action for damages against the Washington Post has been hinted by John M. Parker, governor of Louisiana, as the result of a series of articles by George Rothwell Brown of the Post staff dealing with Governor Parker's recent visit to Washington in connection with the activities of the Ku Klux Klan in his state.

Two stories by Mr. Brown, under Baton Rouge and New Orleans date lines, published in the Post immediately preceding Governor Parker's arrival in Washington and his call upon President Harding, have been made the subject of vigorous denouncement by the Louisiana executive. The first article in which Mr. Brown said the Klan had "reduced the sovereign state of Louisiana to the vassalage of the invisible empire," the Governor characterized as the "most extravagantly inaccurate observation I have ever known a newspaper man to make," and "a slander on Louisiana and on its chief executive."

"The damage done by this article," continued Governor Parker in an open letter to the Washington Post before his departure from the capital, "and the importance given it by the display with which you presented it will be made the subject of conference upon my return to Louisiana, at which time it will be decided as to the further action to be taken."

Buy Sulphur Times

Dewey H. Neal, since 1921 managing editor of the Ada (Okla.) Evening News, and W. W. Gaine, editor and publisher of the Stonewall (Okla.) News, have purchased the Sulphur Times, a weekly paper.

Troy Messenger Sold

The Troy (Ala.) Messenger has sold by S. H. Blan, whose family owned the paper for 50 years, to Hugh T. McKinnon, Charles McK and Cody Hall. Mr. Blan was re elected to the office of Secretary of t of Alabama.

Harbord Radio Head

Maj. Gen. John G. Harbord, wh tires December 29 upon his own re will become president of Radio Co tion of America.

SUPPLIES & EQUIPMENT
For Newspaper Making

Model 24
LINOTYPE
Practically new. Now in large Eastern newspaper. Fully equipped with Emerson motor, three molds and five fonts of matrices.
"As is"
FOR SALE CHEAP
Make best offer
Address Box A-646, Editor & Publisher.

Newspaper Plant Equipments
Established in 1912
PECKHAM MACHINERY CO.
MARBRIDGE BLDG, 34th & Bway
NEW YORK CITY

Bargain in 24-page Scott Straightline. Immediate delivery.
14 presses from large advertising plant. Big multi-color web, 2 smaller webs, No. 1 Miehle, with 2-color, perfecters, and 2-revolution presses. 44 in. cutter for $300.
Get our List No. 27—16 pages.

Take It To
POWERS
Open 24 Hours out of 24
The Fastest Engravers on the Earth
Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

Huber's ROTOGRAVURE INKS
Are now made in our new Rotgravure factory. A better ink at the same price.
HUBER'S Colors In use since 1780
J. M. Huber
Main Office
65 W. HOUSTON ST., NEW YORK
It Pays to Huber-ize

Linotype for Sale
Model 15, in fine operating condition. low price. A-607, Editor & Publisher.

Model 24 Linotype,
practically new, now in large Eastern paper. Fully equipped with Emerson three molds, five fonts of matrices. Fo cheap "as is." Make best offer. Editor & Publisher.

Linotype, Model 9, for Sale
Four-magazine machine, in excellent tion, now running in Eastern newspaper Bargain price. A-606, Editor & Publis

Model 3 Linotypes
These machines have had unusual ca are in the finest condition. Price will be attractive for quick action. A-608, Ed Publisher.

For Sale
Twelve-page Hoe "Unique" web new press, printing 7-column papers of 4, 6, or 12 pages, with stereotype equipment. press at a low price. Baker Sales Co 200 Fifth Avenue, New York City.

Printers' Outfitters
Printing Plants and Business bough sold, American Typefounders' products, ers' and bookbinders' machinery of eve scription. Conner, Fendler & Co., 96 Be St., New York City.

FLEXIDEAL
A Dependable, Unifor
DRYMA
Better in performance than other, and at a LOWER pr
A trial will convince you
Unlimited Stock on Hand at all Times
The Flexideal Compa
15 William Street
NEW YORK CITY

NEWSPAPER PRESSES For Sale
Goss Straight-line Octuple with d folder. Page length 23 9/16 in
Goss Straight-line Sextuple with d folder. Page length 23 9/16 in
Goss Straight-line Sextuple with d folder. Page length 22¾ inches.
Goss Four-Deck Single-width Stra line Quadruple with single fo Page length 22¾ inches.
Goss Four-Deck Two-Plate Wide I with Color Cylinder. Page le 21.60 inches.
Goss High-Speed Sextuple Press Color Cylinder and double for Page length 23 9/16 inches.
For particulars apply to
R. HOE & CO.
504-520 Grand Street
New York, N. Y.
7 Water St. Boston, Mass.
827 Tribune Chicago, I

Introduction to Employer and Employee

SITUATIONS WANTED

A WORD for advertisements under this classification. Cash with order. For unemployed one insertion (adv. not to 50 words) FREE.

tising Manager
executive on metropolitan paper de- connection with smaller city daily. Con- ive, all-round newspaper man. Best nces. Will invest small amount when proves satisfactory. Address A-644, & Publisher.

tising and Business Manager
20 years' experience in all departments. esent in charge of five man department per with 16,000 circulation. Able ex- e, salesman and result getter. A per- y that wins and holds friends for the Desire a broader field. Salary mini- $75. Address R. E. A., 466 Ewing Ave., Ohio.

r and Cost Accountant
nical and efficient system to take care play, classified, circulation and general nd accounting. Present salary $85, but o get on a larger paper. Complete set imen forms and references upon request. eration is secondary object if prospects ght for competent man. Box A-640, & Publisher.

or Managing Editor,
ly qualified as to make-up and ex- ability, power to produce without "rag- staff. Eastern newspaper training un- best editors. Competent to take full of paper. Fifteen years' experience on nd with full knowledge of mechanical as editorial departments. Address A- litor & Publisher.

t, Capable Advertising Copywriter
esman seeks connection on strictly make sis. Not seeking salary, but rather an le position where real ability is appreci- Excellent references, morally sound. A-560, Editor & Publisher.

Good Man
irteen years' experience in publishing— essarily an editor, advertising manager, n or circulation manager—wants a job "position"—on newspaper or small ublication. Principle experience in vari- torial capacities on class publication; eral utility man on newspaper. Wants e last change. Can do almost any- will go anywhere—big cities barred. salary immaterial (if sufficient for future all-important. Address A-600, & Publisher.

or Managing Editor
erman, 10 years' experience, now fea- tor of big midwest daily, wants job ging, feature editor or editorial writer. e experience in all these lines. Salary $60 weekly or better. Address Box ditor & Publisher.

hly experienced in towns up to 50,000 engagement January 1. Earlier if References. Address Box A-614, Ed- Publisher.

years' successful experience in daily er service, is anxious to connect with good field or with large printing ment. Progressive, economical, mar- ddress Box A-638, Editor & Publisher.

25% MORE NEWSPRINT

and Canadian Mill Shipments Show Big Increase

uction of news print paper in the States and Canada during the months of 1922 was 25 per cent than during the same period in ipments from the mills increased cent during the same time and on hand at the mills on October 2, were 7 per cent less than a rlier and amounted to only three alf days' maximum production. ding to present indications the oduction of news print paper in ll go somewhat beyond 2,500,000 about 120,000 tons more than he previous record-breaking year

ts of news print paper from total 257,000 tons since Septem- 920, the month during which the man paper arrived. Of this total ons have come from Germany, rom Sweden, 44,000 from Fin- 000 from Norway and 7,000 tons ner European sources. The aver- the entire 25 months has thus been 10,000 tons per month, but the volume has been by no means steady. During the seven months from August, 1921, to February, 1922, the average was 14,500 tons per month, while from March to September of this year inclusive the average has been only 7,500 tons per month.

As indicated by the figures upon mill production and shipments, consumption of news print paper in 1922 has been very heavy. As a matter of fact, for the first nine months of this year, which is as far as we have complete data, the consumption of standard news print paper was 16 per cent more than during the same period in 1921 and 12 per cent more than during the first nine months of the record-breaking year of 1920.

The new machines under construction which are expected to come into operation during the next seven months will bring the capacity of the regular news print mills in the United States up to 5,110 tons daily and in Canada to 4,160 tons, making a total of 9,270 tons. It would seem, therefore, that the newspaper publishers should be able to get all the paper they will need in 1923 from North American mills without going overseas for their supply.

Newsprint Mills to Enlarge

It is reported from Montreal that Price Brothers contemplate doubling the capacity of their mills at Jonquiere and Kenogami. This work may likely start next Spring.

SITUATIONS WANTED

News or Managing Editor
Can write editorials. Fifteen years' metropolitan experience. Will make afternoon paper dominate its field anywhere in U. S. Box A-599, Editor & Publisher.

Newspaper Composing Room Foreman
Thoroughly trained make-up and printer; at present head make-up on 22 machine plant making three editions daily, six on Sunday. Would like to correspond with publisher needing composing room foreman. Address A-642, Editor & Publisher.

Newspaperman,
with all around experience in news departments of large and small papers, open for position January 1. Earlier if urgent. Address Box A-615, care Editor & Publisher.

Newspaper Man,
Ten years' experience in advertising and editorial departments of dailies and trade press, seeks position offering greater opportunities. Merchandising sales knowledge. Box A-639, Editor & Publisher.

Reporting or Desk Position
with morning or evening daily in metropolitan territory desired by graduate of school of journalism who has made good and is ready for larger opportunity. Can furnish best of references. Address Box A-627, Editor & Publisher.

Successful Sales and Newspaper Executive
Been at it twenty years. Four years in merchandising, two years in investment banking, fourteen years with newspapers. Now on advertising and sales promotion with largest morning daily in city of 700,000. Family and I want to get back East, to position of advertising or general manager, in city of 100,000 or larger anywhere in New England or Atlantic Coast States. Experienced in and familiar with those sections. Present earnings $7,500. Available March 15. A-632, Editor & Publisher.

Wanted
Position as circulation manager by married man who can build circulation. Two years circulation manager on one of James M. Cox's papers. Also promotion manager on largest paper Scripps-McRae League. References all former employers. For complete information write E. W. Mathews, 582 E. Church St., Urbana, Ohio.

Young woman,
College graduate, publishing and teaching experience, intelligent, ambitious, unafraid of hard work, willing to start from bottom up, desires to connect with newspaper in California state. Address A-636, Editor & Publisher.

For Hire
Makeup editor. Slightly used but in perfect condition. Rare species. Gets work done well without friction with printers. Maintenance cost reasonable. Address A-647, Editor & Publisher.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

News Editor
One of the strongest technical weeklies in the country needs a capable man to take charge of its news section. He must be thoroughly familiar with handling of business items and able to select and direct high class correspondents in the industrial centers served. Preference given to man with commercial newspaper training, although applicants with financial page experience will be considered. Give complete particulars as to education, training, experience, references, salary expected, etc. Address A. L., 61? Longacre Bldg., New York City.

Wanted
A live country circulator who can meet competition and get results. An opportunity for a young man who has had experience in handling roadmen, carrier boys, street organization and single mail. State references, experience, age, whether married or single and salary expected. Address Box A-630, Editor & Publisher.

Wanted
Business Manager for established evening newspaper within 150 miles of New York. Must be a competent executive, experienced in business management of newspaper, both advertising and circulation. This is an unusual opportunity for a man whose record will stand the most thorough investigation. Only experienced and capable applicants will be considered. In writing state age, experience and salary and if at present employed. A-633, Editor & Publisher.

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order.

For Sale
Country newspaper plant, presses, type, folders, cutters. Drawer D., Freeport, Long Island.

Wanted To Buy
Daily newspaper in town under 25,000. Reply with full particulars, competition, earnings, etc., to A. B. de Mesquita, 600 West 113th St., New York City.

WHITE CASE TO HIGH COURT

Gov. Allen Asks Attorney General Take Special Action

Henry J. Allen, Governor of Kansas and owner of the Wichita (Kan.) Beacon gave the William Allen White case a new turn November 18, when he announced that the Attorney General of Kansas has been asked to bring the case before the Kansas Supreme Court under the declaratory judgment act, passed by the 1921 legislature, instead of the criminal proceedings brought against Mr. White in the Lyons County District Court under the Kansas Industrial Court law.

The Declaratory Act makes it possible to bring action in any Court of Record in the State where there is an actual controversy, Governor Allen said, "In this case there is an actual controversy White admits all of the facts of which he is accused and the point to be decided is whether or not it was a violation of the Industrial Court Act."

The Attorney General will not be home until November 28, and the case may not be decided until after he returns.

Government Suspends Paper

The Journal Libertad, Madrid, Spain, which published the secret report of General Picasso on the Morocco disaster, was suspended for two days by the government as a result.

Intertypes in Pittsburgh

The Pittsburgh (Pa.) Chronicle-Telegraph and Gazette-Times recently installed six Intertype slug casting machines.

Warren News Sold

The Warren (N. H.) News, a weekly newspaper, has been sold by C. E. Caswell, its editor and publisher, to the Woodsville (N. H.) News. It will be published at Woodsville. Mr. Caswell has become associated with the Rumford Printing Company of Concord, N. H.

Iowa Daily Becomes a Weekly

The Iowa City Republican, until recently a daily newspaper, has been made a weekly and will be known hereafter as the Johnson County News.

Super Speed Press for Boston

The Boston Transcript will shortly install a new quadruple super-speed Hoe press.

Deland News Growing

The Deland (Fla.) Daily News has installed a Model A flat bed Duplex press.

Sales Appraisals

NEWSPAPER PROPERTIES

PALMER, DE WITT & PALMER 225 Fifth Ave., New York

Unusual Opportunities

Daily & Weekly NEWSPAPERS

TRADE PAPERS

HARWELL & CANNON

Newspaper and Magazine Properties

Times Building, New York

Established 1910

WE CONNECT THE WIRES

DO YOU NEED an assistant publisher with "initiative and understanding, bounded by common sense"? Five years business manager of eastern daily, three years assistant general manager with big western paper—auditing, purchasing, supervising production, the entire gamut of newspaper making. Under forty, getting $6,000. Wants chance to secure an interest. Our No. 1054.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L. BLD'G., SPRINGFIELD, MASS.



Talented, experienced, and highly efficient men, each a specialist in his own line, ready to solve your problems.

STARR SERVICE CORPS
UPBUILDERS of NEWSPAPERS
BROKAW BLDG—42ND and BROADWAY
NEW YORK

"Once Is Enough"

A NEW

PERCY CROSBY

COMIC

A Daily One Column Panel
Which Is An Event

To be released
January 6, 1923

Write for samples

The McClure
Newspaper Syndicate

373 Fourth Avenue, New York City

This is a Sample of the portraits with the Sprightly



DIARY OF A
PROFESSIONAL
MOVIE FAN
By
GLADYS HALL

Now being run by such papers as

New York Evening Telegram
Chicago Daily News
Washington Star
Buffalo News
Toledo Blade
Baltimore News

METROPOLITAN
NEWSPAPER SERVICE
Maximilian Elser, Jr., Gen'l Mgr.
150 NASSAU ST. NEW YORK CITY

You should not miss out on this

TANNER'S
CHRISTMAS
PICTURE

3, 4 and 5 column sizes

THE INTERNATIONAL SYNDICATE
213 Guilford Ave., BALTIMORE, MD.

WIRE
NEWS

For Evening and Sunday Newspapers

International News Service
21 Spruce St., New York

Few Papers — (if any) — surpass the
TRENTON NEW JERSEY TIMES
AS
A Food Medium

A recent reader survey indicates that among the housewives of the city our Thursday Food Feature Department—upward of four pages devoted to food recipes and news and food advertising—is the best feature carried by the Times

Circulation 30,237 Member A. B. C.

KELLY-SMITH CO.

Marbridge Bldg. New York
Lytton Bldg. Chicago

HUNCHES

Managing editors and city editors are always on the lookout for news; and feature ideas that can be used locally. Editor & Publisher *will pay $1 for each hunch published under this head. The fact that the hunch is not being worked successfully in your city does not bar it from this department. Address your contributions to the* Hunch Editor. *When they appear, clip them and mail them in and receive payment. Unavailable hunches will not be returned.*

HOW many Christmas children are there in your city—that is, how many children of twelve years and under are there that were born on Christmas day? Offer a Christmas-birthday gift to all such children who call at your office with their parents with authenticated proof that they were born on Christmas. Make the present some inexpensive toy. Get photos of some of the more attractive of the youngsters and run them with daily stories for a week or so before Christmas and in each story run the names of the children calling that day, together with names and addresses of their parents.—F. H. W.

"Don't forget the birds," was the title of an interesting story published in a New York state paper. Bird stories always contain human interest if they are properly written. Besides, to remind your readers every so often to "thow some crumbs to the birds," you are doing a humane act.—F. C. D.

Is the first baby born in your city still living? Probably he is in most western cities. If so, start a search of the birth records and then find the subject, now grown probably to old age. A mighty good feature article should result from an interview.—R. A.

Does revenue from fines obtained through convictions for liquor law violations compare favorably with revenue from licenses in saloon days? If not, how does the city meet the difference? Does the increased burden fall on the taxpayer? Perhaps the city has opened up new sources of revenue. The city clerk could produce figures and furnish information for a story out of the usual run.—O. Q. M.

Mrs. Harvey W. Wiley, of Washington, recently said that girls should pay a share of the entertainment when they went out with boys. The London (Ont.) Free Press interviewed a couple of well known women. The next day reporters discussed the subject in letters to the editor. Other letters then started to come in and made a nice feature yarn for several days.—H. B. G.

Many of the old watches that are still in use have an interesting story connected with them. Some have been handed down from generation to generation and are valued by their possessors a great deal more than for their intrinsic value. I was in a watchmaker's shop when a man calling for his watch remarked that his wife's great uncle raised and sold onions to buy it. The old watchmaker in your city should be able to tell you offhand or direct you to owners of old timepieces who will relate to you interesting accounts of the descent of their watches.—R. B. M.

Every city has its people who have descended from famous people or who have a strain of famous blood in their veins. Find them. It has been said that not a single stick of furniture came over in the Mayflower. Hunt up the Mayflower furniture in your town for a feature story.—E. M. H., Jr.

It is remarkable how "fleeting is fame." A certain newspaper made a mirth-provoking story out of the verbatim replies made over the telephone by prominent men and women to the question: "Who was it ran for vice-president on the Democratic ticket with Cox in 1920?" The answers must be written to include all the hemming and hawing and hesitation—even the mild profanity—to get the punch. A variation of it is to ask prominent men the color of their wife's eyes and the result is about the same.—B. M.

All of the men who impersonate Santa Clauses for the stores in your city are constantly having interesting and funny experiences. Interview these men about their experiences and get up an appropriate holiday story from the information thus secured.—F. H. W.

An Oklahoma City paper has aroused statewide interest by printing "Death Ballots" and letting the public express its opinions on whether or not the death penalty shall be inflicted on criminals sentenced to death. Three boys, one a negro and two white, are under sentence in Oklahoma now. Within three days the Oklahoma Leader received nearly 2,000 ballots containing many interesting angles and viewpoints on capital punishment.—J. F. G.

City editor of small town newspaper was astonished to find his cub reporter bringing in so many personal and society items with an apparent minimum amount of work. He learned his cub had developed some real sources of news, as follows: Baggage and transfer company drivers told him whose trunks they had hauled each day, and he kept better tab on people arriving or leaving town than by meeting trains; greenhouse proprietor kept him posted on sick people, through the orders he received for flowers; the town's only ice cream factory lined him up on special gatherings because it was the custom to order ice cream for almost all parties; postoffice clerk handling forwarded addresses gave him an abundance of personals; ambulance driver for hospital kept him posted and messenger boy for telegraph company was bribed into passing out information on death messages he delivered. If you know your small town's customs, here are sources worth cultivating.—E. J. L.

The Goshen (N. Y.) Independent-Republican has been running for some time a series of historical and genealogical articles on the arly history of Orange County, New York. Most of the contributions have come from old families. Consequently much data of historical nature has been rescued and preserved. Some day the Independent-Republican's files will be eagerly sought after. Pernaps your paper may be the means of preserving the early history of your community.—G. H. D.

"The setting hen" has taken its place as a new title alongside of 'The jay walker." The former is given to the motorist who parks his car anywhere, anytime and anyhow without any regard for rules and regulations. What do police and automobile officials think about him?—J. M. M.

Many churches in small towns have relegated their church bells to the dark ages. Is there a bell ringing in your city, and if so, get the janitor of the church to tell you something of the history. The meat of the story will provide any good writer with a remarkably interesting feature, since many people do not favor the disuse of the old church bells.—A. K. C.

In order to stimulate interest in nature study the Nyessa News awarded a "degree"—Nyessa Naturalist—to any youngster who could identify ten trees, twenty-five wild flowers, ten animals, and ten birds. If the "woods spirit" is instilled in the youth, coming generations will have no wood problem. Perhaps you could run a series of brief articles on the wild life in your community and then award your own degree. You'll be surprised at the number of interested youths.—G. H. D

Every city, large or small, has its favorite men "gossip" centres, especially in cold weather. Send a live reporter, one who is a good "mixer," has a sense of humor and can write a good yarn, to some of these congregating places. Barber shops, shoe shining parlors and small corner stores offer rich material. Human interest stuff can be picked up and often a tip for a good story.—F. C. D.

There's always a lot of talk at Christmas time about the tired salespeople in retail stores. Just what makes these salespeople so tired in your city? Here could be made the basis for an interesting and rather unusual story. Find out how many people an average salesperson waits on during the course of a day at the holiday season, how many times goods are taken down from shelves and put back again, how many words a day are spoken by an average salesperson. And so on. All this could be made into an interesting yarn.—F. H. W.

"What ought to be done about it?" is a department in which club women express views on various problems, of establishing high standards of living. It appears in the women's section of the Cleveland Sunday News-Leader. As would be expected, photos accompany.—J. M. M.

Those newspapers featuring agricultural departments would doubtless find that readers would respond to the query: "What do you plan to do on your farm next year?" Farmers are making those plans right now, and I believe they would tell about them in letters to the newspaper if asked to do so.

Million
Dollar
Hearst
Features

The World's Greatest Circulatio
Builders

International
Feature Service, Inc.
New York

America's Greates
Scientific Even
will be covered by
SPECIAL WIRE STORIES
By Dr. Edwin E. Slosso

The American Association fo
Advancement of Science Mee
at Boston, Dec. 26 to 30.
500-word wire stories for bo
morning and afternoon pape
will be filed each day.
Cost: $5 a story.
The leaders in American r
search will be there.
Big news is sure to break.
Wire to close territory.

SCIENCE SERVICE
1115 Conn. Ave., Washington, D.

America's Best
Magazine Page
Daily and Sunday

Newspaper Feature Servi
241 WEST 58TH STREET
New York City

In New Orleans it's
THE
ITEM

The Pittsburgh Po

*A newspaper of charc
ter, integrity and ente
prise which has earn
the confidence of the pe
ple of the world's greate
industrial district.*

DAILY and SUNDAY

Tell Your Business Building Story In—

EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK NUMBER

"It's As Necessary As Ink"

It Will Live and Work for You Every Day During 1923

This is the book that answers 50,000 questions about the Newspaper and advertising business and is therefore indispensable to the

National Advertiser—Advertising Agent—Publisher—Special Representative—Editor—Equipment Manufacturer

Contents of the International Year Book Number will include:

——Names of publishers, editors, managing editors, city editors, general managers, business managers, advertising managers, circulation managers, mechanical superintendents of the daily newspapers of the United States and Canada, including more than 20,000 names, with titles.

——Circulation and advertising rates of the daily newspapers of the United States and Canada.

——and hundreds of other facts and statistics that can be found in no other single volume.

NOTE: All advertisements appearing in the regular issue of EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK NUMBER (out in January) will be carried in the special extra cloth-bound edition without additional charge.

RESERVE YOUR SPACE TODAY——BY WIRE

1913

THE NEW YORK GLOBE

Member A.B.C. JASON ROGERS, Publisher Member A.B.C.

1922

THOSE advertisers who are inclined to bemoan their fate because they are asked to pay slightly more for their advertising today than they did before the war should be shocked at their good fortune and surprised at the small part of the increased cost of production that has been passed on to them.

In 1913 there were comparatively few 3-cent newspapers—The Boston Transcript, The Brooklyn Eagle, The New York Evening Post—and a few others of very limited circulation.

Today all our New York evening newspapers are sold at 3 cents a copy and circulations in total are greater than they were in 1913.

The reader is carrying more than his share of the heavy added expense for print paper and labor, while the advertiser today, in the case of The New York Globe, only pays 8 cents more per line per million of circulation.

In 1913 the average daily circulation of The New York Globe was 143,489 and the minimum foreign rate was 28 cents per line, or $1.91 per line per million circulation.

In 1922, with 166,237 daily circulation (last A.B.C. report) the minimum rate is 33 cents, or $1.99 per line per million circulation.

In 1913 it cost $1,100,000 to produce The Globe as compared with $2,800,000 for the year 1921, and probably $2,500,000 for 1922.

These are facts the advertiser should know.

Our newspapers are giving the advertiser greater efficiency and opportunity than he could produce if he were to undertake to manufacture the space he buys.

1913

LORENZEN & THOMPSON, Inc.

SPECIAL REPRESENTATIVES

New York Chicago Detroit St. Louis San Francisco Los Angeles

1922

EDITOR & PUBLISHER

1884 — *The Oldest Publishers' and Advertisers' Journal in America* — 1922

Issued every Saturday—forms closing at ten P. M. on the Thursday preceding the date of publication—by the Editor & Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Branch Telephone Exchange, Beekman 4330. Charter Member Audit Bureau of Circulations.

Copyright, 1922, by The Editor & Publisher Company, James Wright Brown, president and editor.

Vol. 55. No. 27—Second Section | NEW YORK, DECEMBER 2, 1922 | By Mail in Advance $4, U. S. A.; $4.50, Can.; $5 For. | Pages I to XXVIII

First Publication of

KING-CRANE REPORT ON THE NEAR EAST

A Suppressed Official Document of the United States Government

Editorial Note—Problems of the Near East again hold the attention of the peoples of the world, and as a result, all channels of information are flooded with propaganda that has as its source foreign interests, in many cases with selfish intent. Americans have but a limited knowledge of the hates and greeds that have repeatedly carried the peoples of the Near East into war and endangered the peace of the world. This report is founded upon impartial and thorough investigation by Americans for Americans and is presented at this time for the guidance of editors and writers.



...ed by International

Secret diplomacy won. Now it is collecting, and in the Near East millions are pleading for bread

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TURKEY — WORLD CENTER OF NEWS INTERES

The Vital Significance of the Report That Follows

FACTS are first. The world is askew today because facts have been concealed or perverted. If in 1918-1919, the world had seen the international situation, stripped of all camouflage, with every secret treaty opened and every national condition made clear, it would have insisted upon a totally different outcome of events. Today's world tragedy is an illustration of the old teaching that "Where there is no vision the people perish"; and of the later word, "Ye shall know the truth and the truth shall make you free."

One of the great suppressed documents of the peace-making period was the comprehensive King-Crane Report upon conditions in Turkey. This was the work of the official American Commission sent from Paris when the question of mandates in Turkey was up before the "Big Four." It went out with instructions to report the facts as it found them. The text makes clear why the Report should have been rigorously concealed by a then spineless State Department. Yet if it had been published promptly, as intended, it would completely have altered the current of events in Turkey; and possibly also have changed the whole American attitude toward post-war international responsibilities. Certainly it would have freed us from a flood of unfounded propaganda; and it might easily have saved the lives of possibly a million persons, needlessly sacrificed since the war.

There would have been no need of a Lausanne Conference, or of a Graeco-Turkish war, or of a disruption of allied co-operation in the Near East, or of any of the tragic and tremendous events there which now threaten the wreck of civilization, if the King-Crane Report had been published.

Uncolored and authenticated and disseminated facts are more powerful than any of the schemes of statesmen or conclusions of conferences.

Today Editor & Publisher gives to the newspaper-makers of the world, and to the general public, as a timely and essential source-book of facts—the facts that have been most needed and least known—the full text of this long-suppressed, much-discussed King-Crane Report.

The document is one that is needed by every editorial writer in the world; every teacher or student of history; every clergyman and friend of missions and education in the Levant; every person doing business in the Near East; every member of Congress; every foreign office everywhere;—in short, everybody who, in a propaganda-ridded day, desires a body of uncolored and unquestioned facts concerning the most important present international issue.

Not all the conclusions of the report are today applicable. Alas, the consequences it predicted have come to pass in many respects. The vindication of the value of the findings lies in the calamities which have since overtaken the Near East. Nevertheless, there is a flood of light shed upon present obscurities by this document.

It tactfully but fearlessly reveals the clashing ambitions of the allies at Constantinople.

It exposes the evils of the secret treaties.

It makes clear the glaring contrast between the solemn pledges of the European nations to the peoples of the Near East and their imperialistic course.

It conservatively portrays the passion of these ancient peoples for America, and their confidence in her integrity, good will and unselfishness.

It shows plainly why America should not have taken a mandate for Armenia alone.

It boldly lays down a project for a Pan-Turkish mandate, in three groups, for America; which the allies, who wanted Turkish loot, by no means favored; and which time and events have now made impracticable.

It sets forth, so that even a wayfaring man may not err, the basic conditions of the Near East.

It pronounces the doom of Zionism.

It portrays an incredible co-operation between Moslems and Christians, in pursuit of the goal of "self-determination."

It shows, with uncanny prescience, the effect of the Smyrna massacres by the Greeks upon the reawakening of the Turks.

It proves the untenability of European claims upon Turkish territory.

Likewise it makes plain the unfitness of the old Ottoman Empire to rule or to continue to live.

It nullifies the censorship and propaganda which have veiled the facts concerning the Near East from the eyes of the world.

This report, in the highest sense, is a journalistic triumph. For it shows how a small group of American reporters, or investigators, took an assignment to find out the bed-rock facts upon one of the most clouded and intricate international situations in the world. They went about their task with all the canniness, caution and courage of good correspondents. Moreover, they not only fearlessly discovered the facts and clearly set them forth, but they also followed them to their conclusions.

Ignorance, bias and selfish interests, aided by their trusty handmaidens, censorship and propaganda, had brought the Paris Peace Conference to a standstill upon the disposition of Turkey. There was no agreement upon the fundamental facts of the case.

Thereupon President Wilson proposed that a joint allied Commission should be sent to Turkey to ascertain the true conditions, and especially the desires of the peoples concerned, respecting the nations which should become mandatories, as was the oft-expressed intent of the peacemakers. This, be it remembered, was in the days when the principle of "self-determination" and the other allied war aims still retained a degree of sanctity. So obviously right and reasonable was President Wilson's suggestion, that the other three members of the "Big Four" agreed "in principle."

"In principle" is a venerable and invaluable diplomatic phrase; in this case, as so often, it meant the opposite of "in practice." For the European nations shilly-shallied for a time and then refused to send out commissions. Apparently, the facts were the last things that were desired in some quarters. So the American Commissioners of the International Commission on Mandates in Turkey went alone, fully accredited.

It cannot too often or too strongly be said that the King-Crane Report supersedes all the views and counsel of speakers and writers who are "Near Eastern experts." Most of the latter, from entirely honorable motives, are partisans of one or more of the many sides of this question which today has the world by the throat.

America is full of propaganda that is perilous. For example, a large body of churchmen, who are apparently quite ignorant of the facts involved in re events in Anatolia, and who have ne heard of atrocities by Greeks, such are on official record, are clamoring America send an army and a navy to Mediterranean to do something or o to the Turks! This is, of course, s hysteria, which will break on the gra courage and knowledge and good sens Secretary of State Hughes; but i nevertheless an awesome spectacle of possibility of how an uninformed den racy might precipitate the gravest sequences.

There are many eloquent speakers, writers with moving pens, who are ing an extraordinary effect upon the lic opinion of America today, in pivotal matter of the Near East. S of them are pro-Turk; some are Greek; many are pro-Armenian; are pro-Zionist; a few are pro-Syr pro-Bulgarian, pro-Arab, or pro-E tian. Others, in great number, are British, pro-French, pro-Italian or German. Most of them function sincere conviction: only a few are hirelings.

It is a service of highest value Editor & Publisher does in discred and largely nullifying these by pres ing the cold, matured facts in the as fully gathered and feerlessly state a responsible, unbiased American of investigators.

If the leaders of American thought this document through carefully, and file it for future reference, the pr gandist may be silenced. And it is plain duty of the press to do ex this thing. Try as they may, newspa cannot always escape the taint of fo propaganda in news received from ab But at least they may combat pr ganda at home. The peace of the w and the safety of our country, require foreign propaganda be dealt with v ously by men whose sanity is str than their sentimentalism.

Perhaps the post-war cleavage bet the policies of the Allies and of United States, and the basis for the K Crane Commission, were never more cinctly explained than by President son's first allusion in Paris to the work of secret treaties that there revealed:

> "As the United States of Amer were not bound by any of the sec treaties in question, they are q ready to approve a settlement the basis of facts."

Secret treaties largely caused the they certainly prolonged it; and wrecked the peace. Out of secret tr has grown that international di which is probably the gravest factor world full of evil forces. Secret tr have made war-time allies presen enemies. They have begotten in Am a lack of confidence in the natio the Old World that is the real reaso this country's holding aloof from national obligations. If it were n the secret treaties, disclosed at there would have been a different k League of Nations, and the United would have been in it. There is s no measuring the harm that has done to humanity by the perpetuati this first characteristic of the ol plomacy.

Most of these secret treaties co Turkey, the choicest bit of war lo the victors. The first of the lot h do with Constantinople, and the so far as the world knows—dealt Mosul and its oil; and this treaty drawn up by the British and Fren February, 1919, a month after the conference, with its pledge of "oper enants, openly arrived at," had for opened. Any honest man may be ex for the use of strong language in c terizing this impenitent diplomacy stultified the soldier dead and the for which they died.

THE TURKISH NATIONALIST PACT

FREQUENT allusions, in dispatches from the Near East and from Lausanne, to the "Turkish Nationalist Pact," have not made clear to the American public the portentousness of Nationalist Turkey's "Declaration of Independence," adopted by the Angora Assembly in January, 1920. This is the document which the Turks declare is the irreducible minimum of their claims at Lausanne:

"The Members of the Ottoman Chamber of Deputies recognize and affirm that the independence of the State and the future of the Nation can be assured by complete respect for the following principles, which represent the maximum of sacrifice which can be undertaken in order to achieve a just and lasting peace, and that the continued existence of a stable Ottoman Sultanate and society is impossible outside of the said principles:

"First Article.—Inasmuch as it is necessary that the destinies of the portions of the Turkish Empire which are populated exclusively by an Arab majority, and which on the conclusion of the armistice of the 30th of October, 1918, were in the occupation of enemy forces, should be determined in accordance with the votes which shall be freely given by the inhabitants, the whole of those parts, whether within or outside the said armistice line, which are inhabited by an Ottoman Moslem majority, united in religion, in race and in aim, imbued with sentiments of mutual respect for each other and of sacrifice, and wholly respectful of each other's racial rights and surrounding conditions, form a whole which does not admit of division for any reason in truth or in ordinance.

"Second Article.—We accept that, in the case of the three Sanjaks which united themselves by a general vote to the mother country when they first were free, recourse should again be had, if necessary to a free popular vote.

"Third Article.—The determination of the juridical status of Western Thrace also, which has been made dependent on the Turkish peace, must be effected in accordance with the votes which shall be given by the inhabitants in complete freedom.

"Fourth Article.—The security of the city of Constantinople, which is the seat of the Caliphate of Islam, the capital of the Sultanate, and the headquarters of the Ottoman Government, and of the Sea of Marmora must be protected from every danger. Provided this principle is maintained, whatever decision may be arrived at jointly by us and all other Governments concerned, regarding the opening of the Bosphorus to the commerce and traffic of the world, is valid.

"Fifth Article.—The rights of minorities as defined in the treaties concluded between the Entente Powers and their enemies and certain of their associates shall be confirmed and assured by us—in reliance on the belief that the Moslem minorities in neighboring countries also will have the benefit of the same rights.

"Sixth Article.—It is a fundamental condition of our life and continued existence that we, like every country, should enjoy complete independence and liberty in the matter of assuring the means of our development, in order that our national and economic development should be rendered possible and that it should be possible to conduct affairs in the form of a more up-to-date regular administration.

"For this reason we are opposed to restrictions inimical to our development in political, judicial, financial, and other matters.

"The conditions of settlement of our proved debts shall likewise not be contrary to these principles.

"January 28, 1920."

Note—*This document is not a part of the King-Crane Report, but is presented to bring up-to-date the information contained in this supplement.*

Summarized, the principal secret treaties among the allies, or sub-divisions of the allies, are given below. They must be borne in mind if the King-Crane report is to be understood.

Ever since the days of Peter the Great, Russia had coveted Constantinople, so, in March, 1915, by a series of three notes exchanged between Russia, France and Great Britain, Constantinople was promised to Russia, after the allies had won the war. The other allies were to have compensations elsewhere in Turkey, and Britain was also to be given the "neutral zone" in Persia, with its rich petroleum perquisites. This treaty also provided for independent rule of the Moslem holy cities, and, if possible, the caliphate was to be taken away from the Turks. By it, Britain abandoned her historic policy of nursing "The Sick Man of Europe." When the Revolutionists came into power in Russia, they renounced this treaty, and made a battle-cry of the phrase, "No annexations and no contributions (indemnities)."

Most sordid and cynical and shameless of all the secret treaties, and described by Mr. Balfour at one of the Peace Conference sessions in a cynical and sardonic speech that is perhaps unmatched in the annals of friendly international negotiations, was "The Treaty of London," signed in April, 1915. This was Italy's price for entering the war. In addition to giving Italy amazing stretches of territory within the Austrian Empire, and the best port in Albania, and making the Adriatic an Italian lake, plus territorial extensions in Africa, the treaty awarded the Italians the Dodocanese Islands in the Aegean, off the shore of Turkey, and territory in Turkey equal to what Britain and France would get! Incidentally, the Italians demanded a share of the German indemnity, and a loan from Great Britain of £50,000,000.

By a later secret treaty, in April, 1917, Italy was promised a still larger zone in Anatolia, and Smyrna also, if the Russians agreed. Since revolutionary Russia was about to denounce secret treaties, never approved. Consequently, Paris had heated discussions as to Italian rights in Smyrna; and the squabble ended in the Greek expedition of May 15, 1919, to circumvent the Italians. It was this adventure, with its attendant excesses, which called into existence the Turkish nationalist movement, which has since come victorious over the Christian powers. If there had been no secret treaties there would be no Near Eastern crisis today.

As early as March, 1916, what is known as the Sazanof-Paleologue Treaty between Russia and France, gave to Russia the land lying between Persia and the Black Sea. It extended France's respective territory in Turkey over a large section of Asia Minor and Syria, down to the Tigris River.

Two months later came the famous and troublesome "Sykes-Picot Agreement," between France and Great Britain. By this secret treaty, France was to have Syria down as far as the famous Cruiser port of Acre. Great Britain was to have Haifa, potentially the best port on the coast. She was also to receive Lower Mesopotamia. The cities of Damascus, Homs and Aleppo were to go to some future "Arab State"—and already King Hussein, of the Hejaz, was on Great Britain's payroll! Explicitly, no other power—meaning Italy—was to be allowed any rights in the Arabic-speaking parts of the Ottoman Empire.

From the day of its signing until now, the agreement has been smeared with oil, and other forms of commercialism and imperialistic exploitation, as the reader of the King-Crane Report has seen. One of the strawest sessions of the plenipotentiaries at Paris was held in Lloyd George's apartment on March 20. It was part of this acrimonious discussion that there was born President Wilson's suggestion for the sending of a commission of inquiry to Turkey, which resulted in the King-Crane Report. He said:*

"The point of view of the United States was . . . indifferent to the claims and policy of Great Britain and France over Turkey, unless those peoples wanted them. One of the fundamental principles upon which the United States adhered was the consent of the governed. . . . . The present controversy . . . . broadened into a case affecting the peace of the whole world. . . . He would send it (the Commission) with carte blanche to tell the facts as they found them."

So against the old diplomacy of secret treaties and intrigues, America opposed the basic journalistic principle of the facts, fully and fearlessly stated.

Looking backward, it now seems rather guileless of President Wilson and America and the little nations to have assumed that the facts of international conditions should determine conclusions. We today understand that the secret treaties, and not the war aims that fired the hearts of the allied soldiers, and not the ascertained actualities, fixed the outcome of negotiations. The poison of those bargains and intrigues so vitiated the atmosphere at Paris that all possibility of true faith disappeared. Distrust supplanted confidence and good will.

America's ignorance of the secret treaties, which nullified all of our guiding principles in carrying on the war, was shared by the peoples of the allied nations.

THE BALFOUR DECLARATION

SELDOM in history has so brief a document been the foundation of so great a world-commotion as the Balfour Declaration upon Zionism. It is merely a single sentence of sixty-eight words, addressed by Mr. A. J. Balfour, on November 2, 1917, to Lord Rothschild. Yet the Zionists of every country acclaimed it as the charter of a new state, the assurance of a new day for universal Jewry.

The text has been continuously under a microscope, and the phrase, "a national home" is still a matter of controversy. In the bitter struggle that has raged over the Declaration, the Zionists have stressed the first half of the nicely-balanced document; while the Anti-Zionists, especially in Syria, have laid emphasis upon the latter portion. The British tax-payer and the House of Lords has laid anathema upon it all!

Here is the full text of the Declaration:—

"His Majesty's government view with favor the establishment in Palestine of a national home for the Jewish people, and will use their best endeavors to facilitate the achievement of this object; it being clearly understood that nothing shall be done which may prejudice the civil and religious rights of existing non-Jewish communities in Palestine, or the rights and political status enjoyed by Jews in any other country."

NOTE—*This document is not a part of the King-Crane Report, but is presented to bring up to date the information contained in this supplement.*

Even when the Bolsheviks made public these documents which rubbed off the glamor of allied idealism, the world gave no real heed. Trustful America was least of all aware of the existence of these secret treaties: President Wilson heard of them first at Paris.

That is why the Americans thought that a Commission to find out and report the facts would be finally determinative. They could not escape from the dominance of those ideals of self-determination" or "consent of the governed" which had come down from Declaration of Independence days. With a rude jolt our people learned, or will learn after reading the King-Crane report, that the peoples released from Turkey's sway by the war got what they did not want.

This fact-finding commission heard the voice of the little peoples clamoring for American leadership and protection: such is the note that prevades the dryest section of the report like an aroma: but their cry fell on deaf ears in Paris.

Throughout the Orient, in thousands of cafes and caravansaries and conferences of neighbor with neighbor, wonderment has been expressed by Turk, Greek, Arab, Armenian, Jew, Syrian, and Druze, not to mention Europeans, as to what has become of the American Mission and its report, which they all dreamed would bring tranquillity and a new order to the troubled Near East. They know the reality of the application of the secret treaties and the strife they have caused; they do not understand the disappearance of the Great Hope which the American Commission represented.

After all, the secret treaties, applied, have had their chance, and failed. They have brought no boon to any one of the covetous European powers that its own people would not gladly now have it surrender. The apparent gains have proved to be only real losses and tragedy. Europe is hated today in the East because her old discredited way prevailed after the armistice, instead of the new way of the welfare of the peoples concerned. It needs only a strong drive by the press of America, and by the liberal press of Europe, to make secret treaties forever outlaw and anathema.

Fancy suggests that perhaps the scimitar of the Turk has severed the Gordian knot of diplomatic entanglements which could not be untied at Paris. It may be that there is anew, in a greatly limited sense, an opportunity for the application of certain of the fair, free, fact-based recommendations of the King-Crane Commission.

The Report given herewith is its findings. EDITOR & PUBLISHER presents the entire document in full, omitting only the tables of contents, substituting instead, where necessary, additional headlines that will indicate the nature of the separate sections. Footnotes are added to bring the story up to date.

In addition to the King-Crane Report, this present publication contains a Summary of the Treaty of Sevres, the Balfour Declaration upon Zionism, the Turkish Nationalist Pact, the Guarantee given the subject peoples of Turkey by Great Britain and France, and such other documents as may shed light upon the present world crisis around the eastern Mediterranean.

The report of the American Military Mission to Armenia, headed by Major General James G. Harbord, now Chief of Staff of the U. S. Army, dealing with its investigations in Turkey and the Caucasus, in the fall of 1919, cannot be published herewith, because of its length. It is available to the public at the Government Printing Office, as Senate Document No. 266, and is indispensable to everyone who would understand the Armenian situation and America's possible relation thereto. These quotations fairly show the conclusions of this Harbord report and their agreement with the findings of the King-Crane Report:

"A plebiscite fairly taken would in all probability ask for an American mandate throughout the Empire. * * * In its belief that the Armenian problem is only to be solved by a mandatory which should include also Constantinople, Anatolia, Turkish Armenia, and the Transcaucasus, the Mission has the concurrence of many Americans whose views, by reason of long residence in the Near East, are entitled to great weight. Such Americans are practically a unit in believing that the problems of Armenia, Anatolia, Constantinople and Transcaucasia must be considered as an inseparable whole.

"No duty of modern times would be undertaken under so fierce a glare of publicity. Such a mandate would hold the center of the international stage with the spotlight from every foreign office and from every church steeple in the world focussed upon it. No nation could afford to fail, or to withdraw when once committed to this most serious and difficult problem growing out of the great war. No nation incapable of united and nonpartisan action for a long period should undertake it.

"We would again point out that if America accepts a mandate for the region visited by this mission, it will undoubtedly do so from a strong sense of international duty, and at the unanimous desire—so expressed at least—of its colleagues in the League of Nations. Accepting this difficult task without previously securing the assurance of conditions, would be fatal ot success. The United States should make its own conditions as a preliminary to consideration of the subject—certainly before and not after acceptances, for there are a multitude of interests that will conflict with what any American would consider a proper administration of the country. Every possible precaution against international complications should be taken in advance. In our opinion there should be specific pledges in terms of formal agreements with France and England, and definite approval from Germany and Russia of the dispositions made of Turkey and Transcaucasia, and a pledge to respect them."

Turkey has been the acid test of the loyalty of the Allies to their plighted faith. All the world knows what tragic consequences have befallen mankind because Europe was not equal to the opportunity of the new day. At least three governments have fallen in as many separate lands, and the legitimate ambitions of no less than three oppressed nationalities have been thwarted, because, as the report makes clear, the diplomats of Europe could not rise to the level of their soldiers in France.

Whether also the wonderful new spirit and aspiration of the Eastern peoples, called into life by the Allied war aims, have been permanently dashed and deadened, only events can tell. Certainly this report was penned at the day of the opportunity of ages.

From a newspaper standpoint, the King-Crane Report may be criticised for its failure to "play up" the sensational zeal for America which it encountered everywhere. By cumulative facts and statistics it does make plain that America is first in the hearts of the people of Bible lands. Modesty and self-restraint doubtless kept it from attempting to tell a tale that is really beyond America's understanding. "They little know of America, who only America know." General Harbord puts the subject straightforwardly in the conclusion of his report:

"Without visiting the Near East, it is not possible for an American to realize even faintly, the respect, faith and affection with which our country is regarded throughout that region. Whether it is the world-wide reputation which we enjoy for fair dealing, a tribute, perhaps to the crusading spirit which carried us into the Great War, not untinged with hope that the same spirit may urge us into the solution of great problems growing out of that conflict, or whether due to unselfish and impartial missionary and educationa influence exerted for a century, it is the one faith which is held alike by Christian and Moslem, by Jew and Gentile, by prince and peasant in the Near East. It is very gratifying to the pride of Americans far from home. But it brings with it the heavy responsibility of leciding great questions with a seriousness worthy of such faith. Burdens that might be assumed on the appeal of such sentiment would have to be carried for not less than a generation under circumstances so trying that we might easily forfeit the faith of the world. If we refuse to assume it, for no matter what reasons satisfactory to ourselves, we shall be considered by many millions of people as having left unfinished the tack for which we entered the war, and as having betrayed their hopes.

Although it is likened to a great journalistic investigation, the Report differs from a newspaper story in that it masses at the beginning the apparently uninteresting detailed data. These are, however, the essential foundation for the tremendous generalizations that follow. We have omitted nothing from the Report, however "dry" it may appear to a cursory glance. Every line is as submitted, except that the tables of contents are left out, and the detailed Syrian tabulations, which are covered by the summary.

The Commission's spelling of native names is followed, although in some cases it departs from the common usage.

One further explanatory paragraph. Naturally, as is accounted for by the date of its production, this Report assumes that there would be erected by the Paris Conference an effective League of Nations, of which the United States would be a member. It all must be read in terms of what might have been; as well as for its bearing upon present conditions.

*See "The Turkish Empire as Booty," which is Chapter Four of Volume One of Ray Stannard Baker's "Woodrow Wilson and World Settlement."

REPORT OF AMERICAN SECTION OF INTER-ALLIED COMMISSION ON MANDATES IN TURKEY

An Official United States Government Report

THE American Commissioners of the projected International Commission on Mandates in Turkey, herewith submit their final report upon the Syrian portion of their task.

The Commission's conception of its mission was defined in the following statement, which was given to the press wherever the Commission went:

"The American Section of the International Commission on Mandates in Turkey, in order that their mission may be clearly understood, are furnishing to the press the following statement, which is intended to define as accurately as possible the nature of their task, as given to them by President Wilson.

"The American people—having no political ambitions in Europe or the Near East; preferring, if that were possible, to keep clear of all European, Asian, or African entanglements; but nevertheless sincerely desiring that the most permanent peace and the largest results for humanity shall come out of this war—recognize that they cannot altogether avoid responsibility for just settlements among the nations following the war, and under the League of Nations. In that spirit they approach the problems of the Near East.

"An International Commission was projected by the Council of Four of the Peace Conference to study conditions in the Turkish Empire with reference to possible mandates. The American Section of that Commission is in the Near East simply and solely to get as accurate and definite information as possible concerning the conditions, the relations, and the desires of all the peoples and classes concerned; in order that President Wilson and the American people may act with full knowledge of the facts in any policy they may be called upon hereafter to adopt concerning the problems of the Near East—whether in the Peace Conference or in the later League of Nations.

"This statement of the mission of the Commission is in complete harmony with the following paragraph from the Covenant of the League of Nations, particularly referring to portions of the former Turkish Empire:

" 'Certain communities formerly belonging to the Turkish Empire have reached a stage of development where their existence as independent nations can be provisionally recognized subject to the rendering of administrative advice and assistance by a Mandatory until such time as they are able to stand alone. The wishes of these communities must be a principal consideration in the selection of the Mandatory.' "

The Commission had in its survey of Syria the assistance of Dr. Albert H. Lybyer, Dr. George R. Montgomery, and Capt. William Yale, U. S. A., as advisors; of Capt. Donald M. Brodie, U. S. A., as secretary and treasurer; of Dr. Sami Haddad, instructor in the School of Medicine of the Syrian Protestant College of Beirut, as physician and interpreter; of Mr. Laurence S. Moore as business manager; and of Sergt.-Major Paul O. Toren as stenographer. The advisors had all been previously connected as experts with the Peace Conference in Paris, and had been students of the special problems of the Near East.

The report naturally falls into three divisions: Data, General, Considerations, and Recommendations.

The Commission had already familiarized itself before leaving Paris with the full and varied reports and material coming into the office of the Western Asia Division of the experts of the American Section of the Peace Conference, and with considerable other literature bearing on the Near East. The survey of Syria was made in the light of all this previous study.

1. THE REPORT UPON SYRIA

The method of the Commission, in its inquiry in Syria, was to meet in conference individuals and delegations who should represent all the significant groups in the various communities, and so to obtain as far as possible the opinions and desires of the whole people. The process itself was inevitably a kind of political education for the people, and, besides actually bringing out the desires of the people, had at least further value in the simple consciousness that their wishes were being sought. We were not blind to the fact that there was considerable propaganda; that often much pressure was put upon individuals and groups; that sometimes delegations were prevented from reaching the Commission; and that the representative authority of many petitions was questionable. But the Commission believes that these anomalous elements in the petitions tend to cancel one another when the whole country is taken into account, and that, as in the composite photograph, certain great, common emphases are unmistakable.

The Commissioners were struck, on the other hand, with the large degree of frankness with which opinions were expressed to them, even where there was evident fear of consequences. In this respect the American Section had an evident advantage, which could not have held for a mixed Commission. Moreover, the nearly universal recognition of the fact that America sought no additional territory was favorable to a frank expression of opinion.

The direct data, furnished by the inquiry in Syria, are given in a series of tables, prepared by the Secretary of the Commission, and based immediately upon the Conferences of the Commission and the petitions there presented.

The area and towns covered by the Commission's inquiry are shown in the following itinerary for June 10 to July 21, 1919, and in the table of the towns, classified according to the different divisions of the Occupied Enemy Territory Administrations—British, French, and Arab. These tables show that the Commission visited 36 of the more important towns of Syria, scattered through all the military areas, and heard delegations from other important centers. It should be noted that the list does not include at all the names of hosts of villages in the vicinity of towns visited, which were also represented by delegations before the Commission. Our records show that there were 1,520 such villages. Cilicia was briefly included in the Syrian inquiry, because it is disputed territory claimed both by Syria and by the Turkish-speaking portion of the former Turkish Empire.

THE ITINERARY

June 10—Commission arrived in Jaffa.
11, 12—Interviews at Jaffa.
13—By auto to Tol-a-Viv, Richon-le-Sion and Jerusalem.
14—Jerusalem. Official calls.
15—(Sunday).
16—Jerusalem. Interviews.
17—To Bethlehem, Hebron and Beersheba by auto. Interviews at Bethlehem and Hebron.
18—Interviews at Beersheba, including Gaza delegations. To Jerusalem by auto.
19, 20—Jerusalem. Interviews.
21—By auto to Ramallah and Nablus. Interviews at both places.
22—By auto to Jenin and Nazareth. Interviews at Jenin.
23—Interviews at Nazareth. To Haifa (Mt. Carmel Monastery) by auto. Interviews.
24—To Acre by auto. Interviews. To Nazareth by auto.
25—To Damascus by auto via Tiberias Capernaum.
26—Damascus. Official calls.
27, 28—Damascus. Interviews.
29—(Sunday).
30—Damascus. Interviews.

July 1—To Amman and Dera by train. Interviews at both places.
2, 3—Damascus. Interviews.
4—To Baalbek by auto.
5—Baalbek. Interviews. To Beirut by auto.
6—Beirut (Alieh).
7, 8—Beirut. Interviews.
9—To Jebeil, Batrum, and Bkerke, by auto. Interviews at each place.
10—To Sidon and Tyre by auto. Interviews at both places.
11—To Ainab, Baabda, and Zahle by auto. Interviews at each place.
12—To Tripoli by yacht. Interviews.
13—To Alexandretta by yacht. Interviews.
14—To Ladikiya by yacht. Interviews. To Tripoli by yacht.
15—To Homs by auto.
16—Interviews at Homs. To Hama by auto. Interviews. To Aleppo by train.
17—Aleppo.
18, 19—Aleppo. Interviews.
20—To Adana by train.
21—Adana. Interviews. To Mersina by train, via Tarsus. Interviews at Tarsus and Mersina. Commission left Mersina on U. S. Destroyer "Hazelwood" for Constantinople.

CITIES AND VILLAGES OF SYRIA AT WHICH DELEGATIONS WERE RECEIVED BY THE AMERICAN COMMISSION

I—O. E. T. A. (South)—Under British Military Administration—Comprises Palestine west of Jordan line.
Acre.
Beersheba—(Gaza).*
Bethlehem.
Haifa.
Hebron.
Jaffa (Ludd, Ramleh).
Jenin.
Jerusalem.
Nablus.
Nazareth (Safed, Tiberias).
Ramallah.
Richon-le-Sion.
Tel-a-Viv.

II—O. E. T. A. (East)—Under Arab Military Administration—Comprises all of Syria east of Jordan line and Lebanon boundary.
Aleppo.
Amman (Es-Salt).
Baalbek.
Damascus.
Deraa.
Hama.
Homs.
Moalaka.

III—O. E. T. A. (West)—Under French Military Administration—Comprises Lebanon and Coastal Regions north to Alexandretta.
Ainab.
Alexandretta (Antioch).
Baabda.
Betrun.
Beirut.
Bkerke.
Jebeil.
Ladikiya.
Sidon.
Tripoli.
Tyre.
Zahle.

IV—O. E. T. A. (North)—Under French Military Administration—Comprises Cilicia.
Adana.
Mersina.
Tarsus.

The Secretary's Summarized Statement of Significant conclusions brought out in the Tables of Petitions, gives added information and discussion, greatly needed for a proper interpretation of the petitions and of our entire survey; and is therefore made the concluding section of the Secretary's presentation of data.

SUMMARY OF SIGNIFICANT CONCLUSIONS.

I. The Value of the Petitions as an Estimate of Public Opinion in Syria:

The 1863 petitions received by the American Commission in Syria and the summary tables prepared from them cannot of course be regarded as a mathematically accurate analysis of the real desires of the peoples of Syria. There are at least five unavoidable difficulties that have qualified their accuracy.

1. The number of the petitions from the different sections of Syria is not proportional to their respective populations, e. g., O. E. T. A.* South, with thirteen cities at which delegations were received is represented by only 260 petitions, while 1,157 petitions were received from O. E. T. A. East, in which but eight cities were visited. As the Commission progressed northward the petitions became more numerous, due to the increased time afforded for knowledge of the Commission's coming, for the preparation of petitions, for the activities of propaganda agents, and for the natural crystallization of public opinion.

2. The number of petitions from the different religious organizations is not proportional to the numerical strength of the religious faiths. This is especially true of the verbal requests made by delegations. In O. E. T. A. South, for instance, on account of the number of sects of the Christian faith, 53 delegations of Christians were received, and only eighteen delegations of Moslems, whereas the Moslem population is fully eight times as large as that of the Christians. This disparity does not, however, hold for the total number of petitions, verbal and written, as it was corrected in part by the large number of petitions from Moslem villages presented to the Commission at Aleppo and other northeastern points.

3. A number of petitions show clearly the influence of organized propaganda. This is sometimes evidenced in the petitions themselves by numerous similarities of phrasing, by many identical wordings, and by a few instances in which printed forms, obviously intended as models for written documents, have been signed and given to the Commission.

In addition to the internal evidence, there were also many external indications of systematic efforts to influence the character of the petitions. The same Arab agent was observed in four cities of Palestine, assisting in the preparation of petitions. Similar activities on the part of French sympathizers were observed in Beirut.

4. In addition to this general propaganda which was entirely legitimate as well as natural and inevitable, it is certain that a small number of petitions were fraudulently secured. In two cases the signatures were in the same handwriting. Three instances of "repeater" signatures were discovered. In addition, the seals of many organizations, purporting to be Trade Unions of Beirut, were discovered to have been ordered by the same propaganda agent a few days before the arrival of the Commission. All possible precautions were taken to insure authenticity of petitions and signatures, but in view of the character of the Commission's survey and the limited facilities for close checking, the genuineness of all cannot be guaranteed.

5. The value of the individual petitions varies also with the number of signatures, although mere numbers cannot be taken as the only criterion. For example, some petitions signed by only a small Municipal Council may represent a larger public opinion than a petition signed by a thousand villagers. The number of signatures is 91,079;* 26,324 for the Petitions of O. E. T. A. South, 26,884 for the Petitions of O. E. T. A. West, and 37,871 for the Petitions of O. E. T. A. East. This represents a general average of 49 signatures for each petition. The number of signatures varies widely from this average, but the totals for the different programs are fairly well equalized.

Yet despite these five qualifications, it is believed that the petitions as summarized present a fairly accurate analysis of present political opinion in Syria. The great majority of irregularities offset one another. The preponderance of Christian petitions in Palestine is balanced by the flood of Moslem appeals at Aleppo.

*Delegations were received from cities and villages named in parenthesis.

**Classified list of delegates received will be found on the next page following.

*These initials stand for "Occupied Enemy Territory Administration," but are commonly used as a word, "Oeta," as "British Oeta," "French Oeta," or "Arab Oeta."

DR. HENRY CHURCHILL KING

was born at Hillsdale, Mich., in 1858. He is president of Oberlin College and one of America's best known educators as well as the author of numerous volumes on theology, education and philosophy. During 1918-1919 he was director of religious work for the Y. M. C. A. in France. In September, 1919, he was appointed to serve on the American Section of the Peace Conference Inter Allied Commission on Mandates in Turkey.

CHARLES R. CRANE

was born at Chicago, Ill., in 1858. He was engaged in the manufacturing business in that city for more than a quarter of a century. He was a member of President Wilson's Special Diplomatic Commission to Russia in 1917; was a member of the American Section of the Peace Conference Inter Allied Commission on Mandates in Turkey in 1919; American Ambassador to China from May 1920, to June 1921.

activities of French sympathizers in Tripoli probably did not influence the character of the petitions presented much more than the contrary efforts of the Independent Program representatives in Amman.

The petitions are certainly representative. As the classified list of delegations received by the Commission clearly indicates, the petitions came from a wide range of political, economic, social, and religious classes and organizations. It was generally known throughout Syria that the American Commission would receive in confidence any documents that any individual or group should care to present. In the few cities in which the military authorities sought to exert control, directly or indirectly, over the delegations, without exception the opposition parties found opportunities to present their ideas to the Commission, if not always orally, at least in writing.

*These figures indicate the magnitude of the popular interest in the Commission's work and the vast amount of material it had to handle. The reader should again be reminded that "O. E. T. A. South" was British, or Palestine; "O. E. T. A. West" was French, or Syrian; "O. E. T. A. East" was Arab, and "O. E. T. A. North" was French.

II. Definite Programs Revealed in the Petitions:

Before considering the special requests contained in the petitions, it is advisable to present the six distinct political programs that were clearly revealed in the petitions, and that in some instances were developed during the investigation of the Commission. Of the 1,863 petitions for Syria, 1,364 are exact copies of some of these programs and many others have close resemblances. They are:

1. The Independence Program. The first petitions received by the Commission, those at Jaffa on June 11, except in the case of the Zionist statements, do not give evidence of any agreed and elaborated policy for the future of Syria. The petitions varied greatly in content and wording. There were, however, four of the twenty petitions at Jaffa that contained what may be termed an Independence Program with three "planks" in its platform:

(a) The Political Unity of Syria, including Cilicia on the north, the Syrian Desert on the east, and Palestine, extending as far as Rafa on the south;

(b) Absolute Independence for Syria;

(c) Opposition to a Zionist State and Jewish Immigration.

This program became the dominant note in the petitions presented in O. E. T. A. South. At Jerusalem eight of the twenty-three petitions received contained the Independence Program, with practically identical wording. At Haifa and Nazareth, two of the last cities visited in the district, it constituted 35 and 10 respectively of the 60 and 18 petitions presented. Of the 260 petitions from O. E. T. A. South, 83, or 32 per cent, were simply the Independence Program, while many others closely resembled it. One printed form of this program was received by the Commission as a petition at Jenin, June 22, and doubtless other printed copies had been models for many of the petitions received in the last cities visited.

2. The "Damascus" Program: The original Independence Program was expanded on July 2 by the General Syrian Congress' meeting at Damascus into what came to be known as the Damascus Program. This program contained the three points of the Independence Program, modified by asking "assistance" for the Syrian State from America, or, as second choice, from Great Britain, and expanded by adding:

(a) A rejection of Art. 22 of the League Covenant;

(b) A rejection of all French claims to Syria;

(c) A protest against secret treaties and private agreements (by inference the Sykes-Picot Agreement and the Balfour Declaration);

(d) Opposition to independence for Greater Lebanon;

(e) Request for a democratic, non-centralized government under Emir Feisal; and

(f) A request for the independence and economic freedom of Mesopotamia.

Three petitions with the Damascus program in full had been received by the Commission prior to its adoption by the Syrian Congress. After that date 1,047 of the 1,473 petitions received during that period contained this program. Of that number 964 were on printed blanks, of which there were seven distinct "forms" with the program printed in full.

3. The Lebanon Programs: There are three distinct types of Lebanese Programs that appear in the petitions:

(a) The French Independent Greater Lebanon. This program asks for complete independence and separation from Syria for the Greater Lebanon, including the Valley of Bekaa and in some instances Tripoli. France is asked for as the mandatory Power. 139 of the 146 petitions received in O. E. T. A. West contain this program, with practically identical word-

POPULATION ESTIMATES

AN estimate of the population of the different districts is added at this point, for a better understanding of the tables and discussion which follow. The figures in all cases must be regarded as only approximate, but may be taken as giving a fairly accurate view of the proportions of the population.

	O. E. T. A. South	O. E. T. A. West	O. E. T. A. East	Totals
Moslems	515,000	600,000	1,250,000	2,365,000
Christians	62,500	400,000	125,000	587,500
Druses	.....	60,000	80,000	140,000
Jews	65,000	15,000	30,000	110,000
Others	5,000	20,000	20,000	45,000
Totals	647,500	1,095,009	1,505,000	
Grand Total				3,247,500

CLASSIFIED LIST OF DELEGATIONS RECEIVED

THE tables showing the classes and number of delegations met by the Commission, should make clear how varied the population is, and also that no vital interest or element of the population has been omitted in the inquiry. At the same time it should be carefully borne in mind that the number of delegations is no proper index of the proportions of the population. The Christian population is divided into so many small groups that it is represented in the tables by a larger number of delegations than the Moslem majority.

	South	O. E. T. A. East	West	Total
I—*Political Groups*:				
1. Mayors and Municipal Councils	12	9	13	34
2. Administrative Councils	2	7	6	15
3. Councils of Village Chiefs	22	20	23	65
4. Arab Sheikhs	6	22	2	30
5. Arab Societies	2	1	2	5
6. Moslem Christian Committees	3	1	0	4
Total Political Groups	47	60	46	153
II—*Economic and Social Groups*:				
1. Professions and Trades	1	6	10	17
2. Farmers, etc.	1	4	1	6
3. Young Men's Clubs	1	5	1	7
4. Chambers of Commerce	1	0	0	1
5. Miscellaneous Groups	1	1	8	10
Total Economic and Social Groups	5	16	20	41
III—*Religious Groups*:				
A—Christians—				
1. General Christian Groups (Composite)	7	3	3	13
2. General Catholic Groups	0	0	5	5
*3. Christian Ladies	0	3	2	5
4. Protestants	9	5	7	22
5. Latins	9	2	4	15
6. Greek Orthodox	7	6	12	25
7. Greek Catholic	8	5	6	19
8. Maronites	7	2	7	16
9. Armenians (general groups)	1	0	3	4
10. Armenian Catholics	0	1	0	1
11. Armenian Orthodox	0	2	0	2
12. Syrian Catholics	1	2	1	4
13. Syrian Orthodox	0	3	0	3
14. Chaldean Catholics	1	1	0	2
15. Copts	1	0	0	1
16. Abyssinians	2	0	0	2
	53	36	50	139
B—Moslems				
1. Muftis and Ulema	7	7	10	24
2. Moslem Notables	2	10	3	15
3. Moslems (Sunnites)	9	2	10	21
4. Shiites	0	0	2	2
*5. Moslem Ladies	0	2	1	3
6. Turkish Moslems	0	0	4	4
7. Ismailites	0	0	2	2
8. Dervishes	0	1	0	1
9. Circassians	0	2	0	2
	18	24	32	74
C—Other Religious Groups—				
1. Jews	14	2	5	21
2. Druses	1	1	5	7
3. Samaritans	1	0	0	1
4. Persians	1	0	0	1
5. Nusairiyeh	0	0	5	5
	17	3	10	35
Total Religious Groups	88	63	97	248
Grand Totals	140	139	163	442

*The simple statement that the women of the East left their historic seclusion to appear before a Commission of American men is a revelation of the new role women are playing in the nationalistic movements in the Orient.

PETITION SUMMARIES—SYRIA COMPLETE

THE tables of summaries of petitions made to the Commission, written or oral or both, reveal the range of the discussions in the conferences, and the chief positions taken by the people. They are given by Military Districts, as well as for Syria as a whole, because the petitions vary considerably with the Districts.

Total Number of Petitions Received: 1863.	No.	Per Cent.
A—*Territorial Limits*:		
*1. For United Syria	1500	80.4
2. For Separate Palestine	6	.32
3. For Separate Palestine under British if French have Syrian Mandate	2	.1
4. For Autonomous Palestine within Syrian State	24	1.29
5. For Independent Greater Lebanon	203	10.9
6. Against Independent Greater Lebanon	1062	57.0
7. For Autonomous Lebanon within Syrian State	33	1.76
8. For Inclusion of Bokaa with Damascus	4	.21
9. For Inclusion of Bokaa with Lebanon	11	.59
10. For Inclusion of Cilicia within Armenian State	3	.16
11. For Inclusion of Cilicia with Syrian State	2	.1
B—*Independence*:		
1. For Absolute Independence of Syria	1370	73.5
2. For Independence of Iraq (Mesopotamia)	1278	68.5
3. For Independence of all Arab Countries	97	5.2
C—*Form of Government*:		
1. For Democratic Kingdom	1107	59.3
2. For Emir Feisal as King	1102	59.
3. For Democratic Representative Government	34	1.82
4. For Guarding of Rights of Minorities	1023	54.9
5. Arabic to be Official Language	5	.27
6. For Abolition of Foreign Capitulations	10	53.
7. For Autonomy of all Provinces of Syria	19	1.02
D—*Choice of Mandate*:		
1. British—		
a. For British Mandate	66	3.53
b. For British Mandate if Mandate is obligatory	0	
c. For British "Assistance"	4	.21
Total British First Choice	70	3.75
d. For British Mandate as Second Choice	41	2.19
†e. For British "Assistance" as Second Choice	1032	55.3
2. French—		
a. For French Mandate	271	14.52
b. For French Mandate if Mandate is obligatory	1	.05
c. For French "Assistance"	2	.1
Total French First Choice	274	14.68
d. For French Mandate as Second Choice	3	.15
e. For French "Assistance" as Second Choice	0	
3. American—		
a. For American Mandate	57	3.05
b. For American Mandate if Mandate is obligatory	8	.4
c. For American "Assistance"	1064	57.0
Total American First Choice	1129	60.5
d. For American Mandate as Second Choice	8	.4
e. For American "Assistance" as Second Choice	3	.15
4. Choice of Mandate left to Damascus Conference	23	1.23
E—*Zionist Program*:		
1. For Complete Zionist Program (Jewish State and Immigration)	11	.59
2. For Modified Zionist Program	8	.4
3. Against Zionist Program	1350	72.3
F—*Protests and Criticisms*:		
1. Anti-British—		
a. General Anti-British Statements	3	.15
b. Specific Criticisms of Administration	0	...
c. Protests against Interference with free access to Commission	0	...
2. Anti-French—		
a. General Anti-French Statements	1129	60.5
b. Specific Criticisms of Administrations	24	1.29
c. Protests against Interference with free access to Commission	11	.59
3. Anti-Arab—		
a. General Anti-Arab Statements	35	1.87
b. Specific Criticisms of Administration	4	.2
c. Protests against Interference with free access to Commission	0	
‡4. Against 22d Article of League Covenant	1033	55.3
5. Against Secret Treaties, especially treaties dividing Syria	988	52.9

*"United Syria" means a Syria without Palestine treated as a separate country. In effect, it is intended as a declaration against Zionism.

†The high figures given for American and British "assistance," rather than for a mandate, are because the people ask first for complete independence.

‡The reason for opposition to Article XXII is set forth by the secretary later on in the report.

ing. Of these twenty are on three varieties of printed forms.

(b) The Independent Lebanon Program. Another distinct program asks for the same points with the exception of a French Mandate. 33 of the 36 petitions with the wording of this program are on two varieties of printed forms. In eight instances requests for a mandate are added in writing.

(c) The Autonomous Lebanon Program. This program asks for a greater Lebanon as an autonomous province within a United Syrian State. No mandate is mentioned. 49 petitions are copies of this program, three of them on a printed form.

4. The Zionist Program: Eleven petitions with varying wording favor the Zionist Program of a Jewish State and extensive Jewish immigration. These are all from Jewish delegations. Eight other petitions express approval of the Zionist colonies in Palestine without endorsement of the complete program. Four of these latter are statements by Arab peasants that they are on good terms with the Jewish colonies.

THE GEOGRAPHY OF THE CLAIMS

III—Specific Requests as Given in the Tables:

A—*Territorial Limits*:

1. The largest percentage for any one request is that of 1,500 petitions (80.4 per cent) for United Syria, including Cilicia, the Syrian Desert, and Palestine. The boundaries of this area are usually defined as "The Taurus Mountains on the north; the Euphrates and Khabur Rivers, and the line extending east of Abu Kamal to the east of Al Juf on the east; Rafa and the line running from Al Juf to the south of Akaba on the south; and the Mediterranean Sea on the West." In addition to being the first plank of the Damascus program, a United Syria received strong support from many Christians in all the O. E. T. As., as the number of petitions indicates.

2. In opposition to Syrian Unity, six of the nineteen pro-zionist petitions ask for a separate Palestine, and presumably it is implied in the others.

3. In addition, two Christian groups in Palestine asked for a separate Palestine under the British, in preference to a United Syria under the French.

4. Twenty-four petitions, chiefly from Christian sources in O. E. T. A. South, asked for an autonomous Palestine within the Syrian State. For many other delegations this was doubtless implied in the general request for independence and a non-centralized government.

5. In opposition also to a United Syria are the 203 petitions (10.9 per cent) asking for an independent Greater Lebanon. One hundred and ninety-six of these came from Lebanon and 139 are copies of the French-Lebanon program.

6. The request for a United Syria is made even more emphatic by the 1,062 protests against an Independent Greater Lebanon. These include the Damascus program petitions and some from Protestant and other Christian sources in Lebanon.

7. Thirty-three Lebanese delegations representing both Moslems and Christians, fearing the economic future of a separate Lebanon, asked for autonomy within a Syrian State. Others also regarded autonomy as implied in the request for independence and a non-centralized government.

8-9. The Valley of Bekaa is usually regarded as an integral part of Greater Lebanon. Eleven petitions, however, make especial reference to its inclusion, while eight ask that the Valley remain in the Damascus area.

10-11. Similarly, while Cilicia is definitely included in the demand for a United Syria made by 1,500 petitions, two petitions asked specifically for it, while three requested that it be given to the Armenian State.

B—*Independence:*

1. The second largest percentage of all, 1,370 (73.5 percent), is for "Absolute Independence," the second cardinal point of the Damascus program, supported generally by all Moslem delegations. It is certain from the oral statements that accompanied the petitions that the term "Absolute Independence" was seldom used in the sense of an entire freedom from any foreign guidance, such as that of a mandatory under the League of Nations, inasmuch as the request was frequently combined with a choice of mandate, and in all but a few cases with either a choice of mandate or a request for foreign "assistance." While a few of the Young Arab clubs certainly desired freedom from all foreign control, the great majority asked for independence and defined a mandate to mean only economic and technical assistance, because of a widespread fear that the mandatory arrangement would be used to cloak colonial annexation.

2-3. Only a slightly smaller number, 1,278 (68.5 per cent), asked for the independence of Iraq, or Mesopotamia. To these should be added 93 of the 97 petitions for the independence of all Arab countries, as in only four petitions do both requests appear, and the second includes the first. The phrasing "for all Arab countries" was first used in Palestine, and dropped for the special mention of Iraq in the Damascus program. A total of 1,371 petitions, therefore, asked for the independence and economic freedom of the Iraq regions.

C—*Form of Government:*

1-2. The establishment of a "democratic, non-centralized, constitutional" kingdom is one of the points of the Damascus program, as the number of petitions for it, 1,107 (59.3 per cent), indicate. All but five of these petitions, also, ask that Emir Feisal be made the king. These petitions were especially numerous in O. E. T. A. East, where 1,005 of 1,157 request both a kingdom and the Emir as king. This part of the program had apparently not been developed when the commission was in Palestine, as only five of 260 O. E. T. A. South petitions referred to a kingdom, and only two mentioned Emir Feisal.

3. A request for a democratic representative government, presumably of a republican character, came to the commission from 26 Christian groups in O. E. T. A. West, and eight groups in O. E. T. A. East, a total of 34 (1.8 per cent). This request was usually made in opposition to the Moslem idea of a Syrian kingdom under Feisal.

4. The request for proper safe-guarding of the rights of minorities included in the Damascus program was also made by many of the Christian groups in the Lebanon. The total is 1,023 (54.9 per cent). This request received a more united support from both Moslems and Christians than any other, except anti-Zionism.

5-6. Five requests for the retention of Arabic as the official language (rather than Hebrew) and ten requests for the abolition of foreign capitulations (officially annulled by the Turks, but without sanction of the Powers), came from scattered points in O. E. T. A. South.

7. Nineteen (1.02 per cent) petitions were received for the autonomy of all the provinces of Syria. This is in addition to the separate requests for autonomy of Lebanon and Palestine. Once more it should be said that many regarded a large measure of local autonomy as implicit in the general idea of a democratic, non-centralized government, but these nineteen groups made special reference to it.

D—*Choice of Mandate:*

With regard to choice of mandate, five classes of requests had to be distinguished, as shown in the tables. In addition to definite requests for a given nation as the mandatory power, a few groups gave their preference, "if a mandatory is obligatory," i. e., rather under protest, while the great majority asked for "assistance" rather than a mandatory, because of a misunderstanding, and the fear referred to above that a "mandate" is a convenient cloak for colonial aggression. Petitions of these three classes have therefore been grouped in the summary as "Total first choice." In addition preferences for second choice of mandate and "assistance" have been tabulated.

1. The total of the petitions asking for Great Britain as first choice is 66 (3.5 per cent). Forty-eight came from Palestine; 13 are from Greek Orthodox delegations, and four from the Druses. The second choice total is 1,073 (57.5 per cent), due to the 1,032 requests for British "assistance," if America declined, in accordance with the Damascus program.

2. The French total for first choice is 274 (14.68 per cent), all but 59 of them from the Lebanon district. The second choice total is three.

3. The 1,064 requests for American "assistance," according to the Damascus program, with 57 selections of America as mandatory power, and eight more if a mandate is obligatory, make up the first choice total of 1,129 (60.5 per cent). The second choice total is 11.

4. Twenty-three petitions received at Jenin, Haifa, and Nazareth just before the Damascus program was adopted, left the choice of mandate to the Syrian Congress. This means, therefore, an additional 23 for American first choice and British second choice total.

E—*Zionism:*

1-2-3. The petitions favoring the Zionist program have been analyzed above in the discussion of programs. In opposition to these are the 1,350 (72.3 per cent) petitions protesting against Zionist claims and purposes. This is the third largest number for any one point and represents a more widespread general opinion among both Moslems and Christians than any other. The anti-Zionist note was especially strong in Palestine, where 222 (85.3 per cent) of the 260 petitions declared against the Zionist program. This is the largest percentage in the district for any one point.

F—*Protests and Criticisms:*

Another distinct classification is that of protests and criticisms. Criticisms against nations have been divided into: (a) General statements criticising national claims, character, or policies, without making specific references; (b) specific critcisms, usually of alleged mismanagement or corruption in the local military administration; (c) protests against the interference of the local military authorities with free access to the American commission.

1. Three general anti-British statements were presented.

2. The general anti-French statements were much more numerous, 1,129 (60.5 per cent), due largely to the fact that such a protest is included in the Damascus program. There were also 24 specific critcisms of French administration in O. E. T. A. West, and 11 protests against deportation, armed guards, threats, and intimidation said to have been used by the French administrative authorities in O. E. T. A. West, to prevent individuals with anti-French views from appearing before the commission.

3. General criticism of the Arab government appeared in 35 petitions, always from Christian sources, and expressing fear as to the fate of the Christians under an independent Arab rule. In addition the administration of O. E. T. A. East is criticized in four petitions.

4. The Damascus program protest against applying Article 22 of the Covenant of the League of Nations to Syria is included in 1,033 (55.3 per cent) petitions. This article states that "certain communities formerly belonging to the Turkish Empire have reached a state of development where their existence as independent nations can be provisionally recognized, subject to the rendering of administrative advice and assistance by a mandatary, until such time as they are able to stand alone." This protest is in line with the Damascus program plea for complete independence and the fear already referred to that a mandate might impair the full freedom of Syria. It is interesting to note that this protest did not appear until after the 22nd Article had been published in a statement given by the Commissioners to all the newspapers in Damascus.

5. One more protest is a part of 988 (52.9 per cent) petitions, a protest against secret treaties, treaties dividing Syria without the consent of the Syrians, and private agreements. The Sykes-Picot agreement and the Balfour declaration are not mentioned, but it is usually understood that they are referred to. This protest is included in the Damascus program and also received support from other elements.

These statements — chiefly tabular — prepared by the secretary, of the results of the inquiry into Syrian opinion, need to be supplemented by a historical account prepared by the General Adviser, Dr. Iybyer. This account will help to put concretely the entire situation, and to give the atmosphere of our inquiry, and so complete the basic data as presented in the field.

THE STORY OF THE TOUR

The whole area visited by the commission during the 42 days from June 10 to July 21 is Occupied Enemy Territory, under the supreme authority of General Allenby. The administration is conducted under the Turkish laws, with small local modifications, in many cases continuing in office part or all of the officials left behind by the Turks. A system of military governors and officers assigned to special duties, such as financial and medical advice, liaison work, etc., parallels the civil administration. The whole area is in four portions, known respectively as O. E. T. A. (Occupied Enemy Territory Administration) South, West, East and North, and administered under the guidance respectively of English, French, Arab, and French officers. The order of description followed below is by these areas, and is nearly coincident with the itinerary of the commission, the only exception being that much of O. E. T. A. East was visited before O. E. T. A West. Fifteen days were spent in the South, ten in the West, fifteen in the East, and two in the North.

I—THE AREA UNDER BRITISH OCCUPATION (O. E. T. A. SOUTH)

1. *Narrative.*—Owing to changes of plan at a late date, the commission arrived in Jaffa at a time when the British authorities were not expecting it, and the program followed there was arranged mainly without their help. The endeavor was made to ascertain the opinions and desires of every important group, sect, and organization, of a few well-informed representative individuals, and of significant minorities or sub-divisions, especially in cases where there seemed to be disposition, for any reason, to suppress these. Because of the numerous sub-divisions of the Christians and particularly of the Roman Catholics, it was inevitable that from the beginning the commission would give a disproportionate number of interviews and amount of time to them. The commissioners had prepared a statement of their purposes, to be found elsewhere in this report, which was read to important groups, and given to the press in lieu of interviews. Care was taken to make it clear, in response to frequent questioning, that the policy of the United States in regard to accepting a mandate anywhere was unformed and unpredictable, and that the commission had no power of decision. Automobiles were secured from the American Committee for Relief in the Near East, in order to be as little as possible dependent upon others than Americans. Word was given out that the commission would not accept general social invitations or consent to demonstrations.

On leaving Jaffa the commission stopped at two Jewish schools and took luncheon at the Hichon-le-Sion colony, where it met the chief men of several Jewish colonies, as well as the members of the central Zionist Commission.

A week was spent in Jerusalem, with two days out for visiting Bethlehem, Hebron, and Beersheba. A limited amount of hospitality was accepted in a quiet way from the British and French officials. In order that none might be offended the heads of the various religious groups were received, although some of them, as for instanuce the Copts and Abyssinians, had little to say along the line of the inquiry.

After leaving Jerusalem, a rapid journey was made through northern Palestine, delegations being received at Ramallah, Nablus, Jenin, Nazareth, Haifa and Acre. At most of these places groups came in, not only from the surrounding country, but from other administrative centers which it was impossible to visit.

2. THE ATTITUDE OF THE OCCUPYING GOVERNMENT.—The British officials, from Major General Sir Arthur Money, who was in command of O. E. T. A. South, down to the youngest officer, were courteous, obliging, and helpful. Most of them had had Indian, Egyptian, or Soudanese experience before the Great War. As a body they gave an impression of ability, efficiency, and a serious effort to administer the country for the good of the people. It should be noted here that General Allenby detailed to accompany the commission as aid Lt. Col. J. K. Watson, who had served for years in a similar capacity with Lord Kitchener and later with the Khedive of Egypt. His thoughtfulness, kindness, and efficiency, though the circumstances of travel were often trying, were unfailing, and the comfort, good health, and success in the investigation of the commission were largely furthered by him.

3. *Wishes of the People.*—The Moslems constitute about four-fifths of the actual population of Palestine, according to a recent British census. Except for certain official groups, they were practically unanimous for the independence of United Syria, and were responsive to the current political influences. The organizations met at Jaffa took the position that Syria is capable of self-government without a mandatory power, but if one should be insisted upon by the Peace Conference, they preferred the United States.

At Jerusalem, however, and in all other places in Palestine, the program of independence was affirmed. For the most part, the question of a mandate was referred, either in writing, or more often in response to questions, to the approaching Syrian Congress at Damascus, at which they would have representation. Some Moslems, especially in the South, maintained emphatically that they could accept no mandate whatever. It is evident that since the Damascus Congress later declared for American assistance, with the British as second choice, and emphatic refusal of the French, this is the program to which the great majority of the Moslems of Palestine are committed. Probably most of them had it in mind when they declared for reference to Damascus.

The Christians of Palestine, who altogether constitute less than ten per cent of the population, showed more difference of opinion. Some groups in the north, as the Latin Catholics of Tiberias and Haifa and most of the Christians of Nazareth, were with the Moslems for independence and the reference to Damascus. Maronites and Greek Catholics, and usually the Latin Catholics, were for a French mandate. The Greek Orthodox everywhere, according to an agreed program, were for a British mandate, as were several scattering groups. None asked directly for the United States, though the opinion was expressed that if there were assurance that we would come if asked, most Christians would favor this solution. The Christians were in general strongly in favor of a mandatory power, which should exercise a real control.

The Jews, who constitute a little more than ten per cent of the population, were all for Zionism, under a British mandate. The Moslem and Christian population was practically unanimous against Zionism, usually expressing themselves with great emphasis. This question

s closely connected with that of the unity all Syria under one Government.

4. *Zionism.*—The Jews of Palestine de-red themselves unanimously in favor of the onistic scheme in general, though they owed difference of opinion in regard to the tails and the process of its realization. The ments of agreement may be stated as fol-vs:

(a) Palestine, with a fairly large area, to set aside at once as a "national home" for Jews.

(b) Sooner or later the political rule of the d will become organized as a "Jewish Com-nwealth."

(c) At the start authorization will be given the free immigration of Jews from any t of the world; for the unrestricted pur-ase of land by the Jews; and for the recog-ion of Hebrew as an official language.

(d) Great Britain will be the mandatory wer over Palestine, protecting the Jews and thering the realization of the scheme.

(e) The Great Powers of the world have lared in favor of the scheme, which merely aits execution.

Differences exist especially along two lines: (a) Whether the Jewish Commonwealth uld be set up soon or after a considerable se of time.

(b) Whether the chief emphasis should be n a restoration of the ancient mode of life, ual, exclusiveness and particularism of the rs; or upon economic development in a thor-hly modern fashion, with afforestation, elec-trification of water-power, and general full uti-lization of resources.

5. *The Custody of the Holy Places.*—For four centuries the Turk has served as guardian of the peace between Moslems, Christians and Jews, and even between the different sects of each, in the Holy Land. Nor has his function been merely nominal: being really a foreigner and having upon himself the responsibility of government, he has on the whole well main-tained the status quo, or policed slow and deli-cate changes in one direction or another. Now that his authority is gone, a substitute must be provided, whatever be the new regime. This might be the mandatory power. If, however, any Roman Catholic power should receive the mandate, trouble would arise from the fact than at present the Catholics feel unfairly treated and claim increase of privilege at the expense of the Greek Orthodox. A Catholic power would be tempted promptly to disturb the equilibrium, especially during the eclipse of the power of Russia.

There is already a "Custodian of the Holy Places" for the Roman Catholics. Might not this idea be extended to the constitution of a permanent Commission for the Holy Places, on which might be placed this man, and repre-sentatives of Greek Orthodox Christianity, Protestant Christianity, Sunnite Islam, Shiite Islam, and Judaism? The Commission might be given authority and means to guard and care for all the places in Palestine that are sacred to the three religions, and to adjudicate all disputes about their custody. Its composi-tion should ensure conservatism and promote harmony.

II—THE AREA UNDER FRENCH OCCUPATION

. The Commission reached Beirut after ing visited Palestine and the southern half the territory occupied by the Arab forces. o days were spent in interviews in the city, visits were paid by automobile to points n Tyre to Batrun. General Allenby was d enough to place his yacht the "Maid of nor" at the disposal of the Commission, and s Tripoli, Alexandretta and Ladikiya were n. Delegations were thus heard from every t of O. E. T. A. West. Arrangements as program, demonstrations, and the like, were general maintained as in other areas. The nch officials were at great pains to arrange ably for the hearings of the Commission, to provide for its comfort and well-being. he women of the Moslem Trades School at rut had woven a rug for presentation to Peace Conference, which is interesting as g a map, patterned so as to show the area med by Syrian Nationalists for United ia.

Wishes of the People.—In general the ation was in accordance with that in Pales-and the Damascus area. With few excep-s the Moslems were for American or Brit-assistance according to the "Damascus gram"; the Druses were for an English date; the Maronites and all varieties of olics were for France. But the Greek Or-ox were divided, instead of standing for a ish Mandate as usually in Palestine and ascus. The Ismailians were mostly for ce, and the Nusairiyeh were divided. hose who stood for a French Mandate were different opinions as regards the place and ionship of Lebanon in Syria. From Tyre Tripoli they mostly followed a rigid formula h calls for a Greater Lebanon, absolutely pendent of the rest of Syria, and under ce; the supporters of this view showed no onse to the idea of Syrian national unity, apparently wish to become French citizens n early moment. hers desire the unity of Syria under the ch Mandate, preferring ordinarily that the non District should be enlarged and given gh degree of autonomy.

the Lebanon proper the majority is prob-sincerely for a French, as opposed to a sh mandate. The Commission could not ire whether those who declared for France well disposed toward an American Man-in case this were possible and a French date for any reason undesirable; but there a number of emphatic assurances that the majority of the population, including the Maronites, prefers America to any ; this is said to be based upon America's lfish part in the war, her generosity be-and after the armistice, and the personal ionships established by the large number ebanese who have gone to live for shorter nger periods in the United States and who n home loyal.

e Druses ask emphatically to be left out e Lebanon in case it be given to France. t outside the Lebanon proper, in the areas h it is proposed to include in the "Greater non," such as Tyre, Sidon, "Hollow Sy-and Tripoli, a distinct majority of the e is probably averse to French rule. This des practically all the Sunnite Moslems, of the Shiites, a part of the Greek Ortho-Christians, and the small group of Protes-. Most of these ask earnestly for Amer-with Britain as second choice; the balance for Britain with America as second choice.

In the rest of O. E. T. A. West, north of the proposed Greater Lebanon, the majority is probably against a French Mandate in any cir-cumstances. A considerable proportion of the remainder are averse to a separation from the interior of the country, and place the unity of Syria above their preference for France.

It is worthy of note that whereas the Syrian nationalists everywhere distinctly and by name rejected the assistance of France, no one who supported France declared for a specific rejec-tion of England or America. In a number of instances, however, the fear was expressed by Christians that England, if made the manda-tory power, would show more favor to Moslems than to Christians.

3. *The Lebanon.*—The mountainous area set off in 1861 to be under the nominal protection of six European powers, with a Christian gov-ernor, has been a particular interest of France ever since. The population is largely Maronite and Roman Catholic. As in the case of all re-gions that have been removed from the direct jurisdiction of the Porte, progress has been comparatively rapid; roads have been built, trees planted, and a large number of stone houses erected. Money earned in America has helped greatly in these improvements. The Maronite ecclesiastical and monastic organiza-tions have increased greatly in wealth in these years.

The Lebanon has been freed from the bur-den of military service, and taxes have conse-quently been light. The area has been pre-dominantly Christian and the Christians have enjoyed rather more than their proportion of the offices. Druses on the other hand have shown a tendency to emigrate to join their brethren in the Hauran, and they resent the inequalities of treatment to which they have been subjected.

The French policy of "colonization" shows its fruits in many inhabitants of this area, as well as of Beurut and other parts of Syria, who feel that they know French better than Arabic, and who are apt to hold themselves as of a distinctly higher order of civilization than the people of the interior. It is among these that the idea of a complete political sep-aration of the Lebanese area from the rest of Syria has taken root.

The propinquity of this area led the Turkish government to be lenient and favorable to Christians and others in adjacent regions, so that no very sharp line of difference of pros-perity is visible. Nevertheless the appeal of lighter taxes and military service, greater se-curity and opportunities for office-holding has an effect upon Christians in neighboring areas, so that many of them incline toward a Greater Lebanon under a permanent French mandate. But there is a considerable party, even among the pro-French, who are opposed to becoming a part of France. This is in fact the official Maronite position.

Any revision of the situation should not di-minish the security of the inhabitants of the Lebanon, but should raise the rest of Syria to a like security. This can be provided for in a United Syria by a sufficient measure of local autonomy. Care should be taken to avoid leav-ing this portion of the country in a position of perpetual special privilege, in which the common burdens would rest more heavily on other areas.

III—THE AREA UNDER ARAB OCCUPATION

1. The Commission spent nine days in Damascus, six of which were filled up with interviews, held with representatives of re-ligious and political groups, councils and boards of the Government, and prominent of-ficials and other notable persons of every grade, including even the Emir Feisal and General Allenby. More time was spent here than any-where else in Syria, because Damascus will be the capital of United Syria, if such be created, and an Arab government over O. E. T. A. East is already in operation there, showing much activity and endeavoring by accomplish-ment, display, and intrigue to prepare the way for the larger unity. During the Commission's visit, the "Syrian Congress" met, whose char-ter and program are described below. The bazars were placarded with the signs "We want absolute independence," and these were re-moved by government orders. The interview of the Commission with the Mufti, Kadi, and Ulema was published with considerable accuracy in the local newspapers (of course by no act or permission of the Commission), and this gave rise to animated discussions on the part of the people and the press. The Commission ac-cepted hospitality from the Emir Feisal on two occasions.

In the midst of the stay in Damascus a trip was taken southward to Amman and Deraa for the purpose of conferring with people from the edge of the desert. The note received from all Moslems was for complete independence without protection or a mandatory power; but recognizing that they need financial and eco-nomic advice, they proposed after the recog-nition of independence to ask advisers from America. Eloquent Arab orators appealed to America, as having freed them, to uphold their independence before the Peace Conference, say-ing that they hold our country responsible be-fore God for completing the work we have begun. The Christians, who are few in these areas, were in great fear. They desire that a strong mandatory power be appointed over Sy-ria, so that they may have full protection; they prefer that Britain be that power, and that the area be annexed to and governed with Pales-tine.

After leaving Damascus, a day was spent at Baalbek, where was encountered first the strug-gle for and against annexing "Hollow Syria" (known as the Bekaa) to the Greater Lebanon. After ten days in O. E. T. A. West, the Arab area was entered again by the road from Tripoli to Homs. Delegations were heard at Homs and Hama, after which three days were spent in Aleppo. Besides hearing delegations of all important Allepine groups and opinions, visits were paid to the centers of relief for refugee Armenians.

The claim for the independence of Mesopo-tamia was presented very vigorously in the north. Certain groups at Aleppo were much interested, however, in pushing the boundary of Syria well to the east, so as to include the Syrian desert.

2. *Attitude of the Occupying Government.*—The higher Arab officials include a number of men of dignity, ability, intelligence, and ap-parent honesty and patriotism. Practically all are Syrian born. Some of them, as General Haddad Pasha, chief of police and gendarmerie, and Said Pasha Zoucair, financial adviser, have been trained under British Administration in Egypt; and others, as Col. Yussef Bey, aide-de-camp of the Emir Feisal, General Jaafar Pasha, Military Governor of Aleppo, and Ihsan Allah Djabri, Mayor of Aleppo, have had their education and experience in the Turkish serv-ice. Most of the lower officials in this area (as well as in the other O. E. T. A. regions) have simply been continued from the Turkish regime, and in many cases are said to practice extortions and malversations much as under the former Government.

Every effort was made to do honor to the Commission and execute its wishes. Some-times ostentatious attempts were made to give the impression of absolute non-interference with fredom of access to an expression before the Commission.

3. *Wishes of the People.*—The declarations in O. E. T. A. East were much nearer to unanimity than in the South or the West, as may be seen by a glance at the Tables of "Pe-tition Summaries." The greater part of the declarations, both oral and written, conformed to the resolutions of the Syrian Congress at Damascus, which is discussed separately below. This program was reached by the action of conflicting forces, in the presence of a general feeling that it was overwhelmingly important for reasons of national safety to reach unity of expression. The pressure brought to bear by the Government and the different political parties was of undoubted weight in bringing into line opinions of a more extreme sort, such as those in favor of independence in the high-est degree and those which called for a per-petual strong mandatory control. But on the whole there can be no doubt that the main ele-ments of this program represent the popular will as nearly as that can be expressed in any country.

The people of the area declared themselves almost unanimously for United Syria, for its complete independence, and against any help from France, and against the Zionist program. The Moslems were in nearly unanimous agree-ment upon a request for American assistance. The Jews asked for autonomy for themselves, and the Zionist scheme for their brethren in Palestine. The Druses were for the Arab gov-ernment under a British mandate. The Chris-tians were divided, partly by sects and partly by geographical location. All of the few Chris-tians in the south, including Latin Catholics, were for a British mandate, with America in case for any reason Britain cannot come. So also were the Greek Orthodox of Damascus, and a portion of the Greek Orthodox farther north. The small groups of Protestants were for an Anglo-Saxon mandate, some preferring America and some Britain. The Orthodox Sy-rians were for America. All the Catholics (except at Amman and Deraa and the Ma-ronites were for France. Nearly all of the Christians were for a strong mandatory con-trol.

4. *The Syrian Congress at Damascus.*—From the time of reaching Jerusalem, the Com-mission began to be told of a congress that was in preparation, to be held soon at Damas-cus, which would for a large part of the popu-lation determine the question of a mandate. Sessions were held while the Commission was at Damascus, and on the last day there, a depu-tation presented to the Commission the program that had been prepared.

The Congress was not elected directly by the people, or by a fresh appeal to the people, the reason given being that time was lacking to revise the voting lists and carry through a new scheme. At the last Turkish election, before the war, electors were chosen to select depu-ties for the Turkish parliament. The survivors of these electors chose the members of the Da-mascus Congress. Criticisms were made against the plan of choice to the effect that it was unconstitutional and extra-constitutional, that the electors had mostly belonged to the Party of Union and Progress, and that the members of the Congress were not distributed in pro-portion to population. Sixty-nine members at-tended, and about 20 others from the west and north had been elected, but had not arrived. There were a number of Christians in the Con-ference, but no Jews, though some Jews among the electors were said to have given their ap-proval. Much evidence goes to show that the program prepared represents well the wishes of the people of Syria. The program is as fol-lows:

"We, the undersigned, members of the Gen-eral Syrian Congress, meeting in Damascus on Wednesday, July 2, 1919, made up of repre-sentatives from the three Zones, viz., the Southern, Eastern, and Western, provided with credentials and authorizations by the inhabi-tants of our various districts, Moslems, Chris-tians, and Jews, have agreed upon the follow-ing statement of the desires of the people of the country who have elected us to present them to the American Section of the Interna-tional Commission; the fifth article was passed by a very large majority; all the other articles were accepted unanimously.

"1. We ask absolutely complete political in-dependence for Syria within these boundaries. The Taurus System on the North; Rafeh and a line running from Al-Juf to the south of the Syrian and the Mejazian line to Akaba on the south; the Euphrates and Khabur Rivers and a line extending east of Abu Kamal to the east of Al-Juf on the east; and the Medi-terranean on the west.

"2. We ask that the Government of this Syrian country should be a democratic civil constitutional Monarchy on broad decentraliza-tion principles, safeguarding the rights of mi-norities, and that the King be the Emir Feisal, who carried on a glorious struggle in the cause of our liberation and merited our full confi-dence and entire reliance.

"3. Considering the fact that the Arabs in-habiting the Syrian area are not naturally less gifted than other more advanced races and that they are by no means less developed than the Bulgarians, Serbians, Greeks, and Roumanians at the beginning of their independence, we pro-test against Article 22 of the Covenent of the League of Nations, placing us among the na-tions in their middle stage of development which stand in need of a mandatory power.

"4. In the event of the rejection by the Peace Conference of this just protest for cer-tain considerations that we may not under-stand, we, relying on the declarations of Presi-dent Wilson that his object in waging war was to put an end to the ambition of conquest and colonization, can only regard the mandate men-tioned in the Covenant of the League of Na-tions as equivalent to the rendering of eco-nomical and technical assistance that does not prejudice our complete independence. And de-siring that our country should not fall a prey to colonization and believing that the Ameri-can Nation is farthest from any thought of

colonization and has no political ambition in our country, we will seek the technical and economic assistance from the United States of America, provided that such assistance does not exceed twenty years.

"5. In the event of America not finding herself in a position to accept our desire for assistance, we will seek this assistance from Great Britain, also provided that such assistance does not infringe the complete independence and unity of our country, and that the duration of such assistance does not exceed that mentioned in the previous article.

"6. We do not acknowledge any right claimed by the French Government in any part whatever of our Syrian country and refuse that she should assist us or have a hand in our country under any circumstances and in any place.

"7. We oppose the pretentions of the Zionists to create a Jewish commonwealth in the southern part of Syria, known as Palestine, and oppose Zionist migration to any part of our country; for we do not acknowledge their title, but consider them a grave peril to our people from the national, economical, and political points of view. Our Jewish compatriots shall enjoy our common rights and assume the common responsibilities.

"8. We ask that there should be no separation of the southern part of Syria, known as Palestine, nor of the littoral western zone, which includes Lebanon, from the Syrian country. We desire that the unity of the country should be guaranteed against partition under whatever circumstances.

"9. We ask complete independence for emancipated Mesopotamia and that there should be no economical barriers between the two countries.

"10. The fundamental principles laid down by President Wilson in condemnation of secret treaties impel us to protest most emphatically against any treaty that stipulates the partition of our Syrian country and against any private engagement aiming at the establishment of Zionism in the southern part of Syria; therefore we ask the complete annulment of these conventions and agreements.

"The noble principles enunciated by President Wilson strengthen our confidence that our desires emanating from the depths of our hearts, shall be the decisive factor in determining our future; and that President Wilson and the free American people will be supporters for the realization of our hopes, thereby proving their sincerity and noble sympathy with the aspiration of the weaker nations in general and our Arab people in particular.

"We also have the fullest confidence that the Peace Conference will realize that we would not have risen against the Turks, with whom we had participated in all civil, political, and representative privileges, but for their violation of our national rights, and so will grant us our desires in full in order that our political rights may not be less after the war than they were before, since we have shed so much blood in the cause of our liberty and independence.

"We request to be allowed to send a delegation to represent us at the Peace Conference to defend our rights and secure the realization of our aspirations."

The program mostly speaks sufficiently for itself. Various points in it are commented upon elsewhere in this report. It is the most substantial document presented to the Commission, and deserves to be treated with great respect. The result of an extensive and arduous political process, it affords a basis on which the Syrians can get together, and as firm a foundation for a Syrian national organization as can be obtained. The mandatory power will possess in this program a commitment to liberal government which will be found to be very valuable in starting the new state in the right direction.

CILICIA

1. General—(a) The Commision did not endeavor to give thorough hearings in this region, feeling that it is not seriously to be considered a part of Syria, and desiring not to open up as yet the question of the Turkish-speaking portion of the former Turkish Empire.

(b) The population statistics vary considerably, but there can be no doubt of a marked Moslem majority in Cilicia before the war, now probably somewhat increased.

2. Wishes of the People—(a) The Turks here, like most of those heard previously, wish to retain Turkish unity under the house of Osman, and leave the question of what shall be the Mandatory Power, if any, to the Turkish Government at Constantinople.

(b) The Arabs (who are mainly Turkish-speaking, but are chiefly Nusairiyeh or Alouites) ask for union with Syria under a French mandate.

(c) The Armenians (who are also chiefly Turkish-speaking) ask for the union of Cilicia with Armenia under an American mandate.

(d) The other Christians, a small minority, are mostly for France, particularly the Greeks, who are working in close relation with the French in the northern regions of Turkey.

Mesopotamia

It was impossible for the Commission to visit Mesopotamia at this time. Earnest requests to make such a visit were presented at Damascus and Aleppo, accompanied by complaints that the British occupying forces are restricting freedom of speech, movement, and political action, and that they show signs of an intention to allow extensive immigration from India, to the great detriment of the rights and interests of the inhabitants of the region.

A committee at Aleppo presented a program for Mesopotamia which parallels closely the "Damascus Program" for Syria. An abstract of their claims follows:

1. Mesopotamia should be completely independent, including Diarbekir, Deir-ez-Zor, Mosul, Bagdad, and Muhammerah.

2. The Government should be a constitutional civil kingdom.

3. The king should be a son of the King of the Hejaz, either Abdullah or Zeid.

4. Article 22 of the Covenant of the League of Nations is protested against.

5. No outside government should interfere in the country.

6. After the recognition of independence, technical and economical assistance is to be asked for from America.

7. Objection is raised to all immigration and especially to that of Hindus and Jews.

8. The complete independence of Syria is asked for.

9. It is asked that there be no interference of France in Syria.

It will be noticed that conformably to the custom of all nascent nations, wide boundaries are claimed, which would involve difficulties with adjacent areas, such as Deir-ez-Zor with Syria, Diarbekir with Armenia, and Muhammerah with Persia.

The Orthodox [Nestorian?—Ed.] Syrian Patriarch, from Der Zafran, near Mardin, met the Commission at Homs. He stated that 90,000 of his people were slain in 1915; when the British came in 1918, all were willing to submit to their rule; but emissaries came from Constantipople to stir up the Kurds and Arabs in favor of independence, and now the situation is much worse; the area occupied by his people should go with Mesopotamia, under the mandate of either America or Britain.

The entire data have been given, thus, so fully as to make it possible to test at every point the legitimacy of the inference drawn from the data, and of the final recommendations for action by the Peace Conference.

Further data from our final inference and recommendations were afforded by comprehensive reports of the entire survey, made by all three advisers. The recommendations of the Commissioners have thus been shaped, in the light of surveys made from different points of view, and taking into account a wide range of considerations—local, national, racial, and religious; considerations both of principle and of practical policy; and of the world's dire need of a peace everywhere justly and so permanently based.

II—GENERAL CONSIDERATIONS

The Commissioners have sought to make their survey of Syria, and the report upon Syria now submitted, in the spirit of the instructions given them by the Council of Four, and especially in harmony with the resolutions adopted on January 30, 1919, by the Representatives of the United States, Great Britain, France, Italy and Japan, and with the Anglo-French Declaration of November 9, 1918—both quoted at length in the Commission's instructions. The second, third, fourth, fifth, and sixth of the resolutions adopted on January 30th are particularly pertinent to this report, and should be here recorded. The general purpose of the Peace Conference concerning these areas in the former Turkish Empire is here clearly disclosed.

2. For similar reasons, and more particularly because of the historical mis-government by the Turks of subject peoples and the terrible massacres of Armenians and others in recent years, the Allied and Associated Powers are agreed that Armenia, Syria, Mesopotamia, Palestine and Arabia must be completely severed from the Turkish Empire. This is without prejudice to the settlement of other parts of the Turkish Empire.

3. The Allied and Associated Powers are agreed that advantage should be taken of the opportunity afforded by the necessity of disposing of these colonies and territories formerly belonging to Germany and Turkey which are inhabited by peoples not yet able to stand by themselves under the strenuous conditions of the modern world, to apply to these territories the principle that the well-being and development of such peoples form a sacred trust of civilization and that securities for the performance of this trust should be embodied in the constitution of the League of Nations.

4. After careful study they are satisfied that the best method of giving practical effect to this principle is that the tutelage of such peoples should be entrusted to advanced nations who, by reason of their resources, their experience or their geogrophical positions, can best undertake this responsibility, and that this tutelage should be exercised by them as mandatories on behalf of the League of Nations.

5. The Allied and Associated Powers are of opinion that the character of the mandate must differ according to the stage of development of the people, the geographical situation of the territory, its economic conditions, and other similar circumstances.

6. They consider that certain communities formerly belonging to the Turkish Empire have reached a stage of development where their existence as independent nations can be provisionally recognized, subject to the rendering of administrative advice and assistance by a mandatory power until such time as they are able to stand alone. The wishes of these communities must be a principal consideration in the selection of the mandatory power. . . .

In every case of mandate, the mandatory state shall render to the League of Nations an annual report in reference to the territory committed to its charge.

The Anglo-French Declaration* was spread broadcast throughout Syria and Mesopotamia, and, as bearing directly upon our problem, may also well be called to mind at this point:

The aim which France and Great Britain have in view in prosecuting in the East the war let loose by German ambition is the complete and final liberation of the peoples so long oppressed by the Turks and the establishment of national governments and administrations deriving their authority from the initiative and free choice of the native population.

In order to give effect to these intentions, France and Great Britain have agreed to encourage and assist the establishment of native governments and administrations in Syria and Mesopotamia already liberated by the Allies, and in the territories which they are proceeding to liberate, and they have agreed to recognize such governments as soon as they are effectively established. So far from desiring to impose specific institutions upon the populations of these regions, their sole object is to ensure, by their support and effective assistance, that the governments and administrations adopted by these regions of their own free will shall be exercised in the normal way. The function which the two Allied Governments claim for themselves in the liberated territories is to insure impartial and equal justice for all; to facilitate the economic development of the country by encouraging local initiative; to promote the diffusion of education; and to put an end to the division too long exploited by Turkish policy.

Of this Declaration, M. Pichon very properly said in the French Chamber December 29, 1918: "Of course we admit the complete freedom of the Conference, and its right to give these agreemnts their proper conclusions, but these agreements are binding both upon England and upon us." This statement is the more significant because it is exactly these two peoples of the Allies who are immediately related to the problems in the Arabic-speaking portions of the Turkish Empire.

Our survey made it clear that this Anglo-French Declaration and similar utterances of the Peace Conference, and President Wilson's Fourteen Points, had made a deep impression upon the Syrian people and lay in the background of all their demands. The promises involved not only cannot justly be ignored by the Peace Conference, but should be faithfully fulfilled. This is particularly tru of the British-French Declaration; for i is completely in accord with the repeate statements of the aims of the Allies, an was expressly directed to the Arabic speaking portions of the Turkish Empir especially Syria and Mesopotamia.

It is noted that these resolutions of Jan uary 30, 1919, and this Declaration o November 9, 1918, clearly look to com plete separation of the Arabic-speakin areas from Turkey; propose that Syri and Mesopotamia shall not be colonie in the old sense at all; shall not be ex ploited for the benefit of the occupyin power; but shall rather be directly en couraged and assisted in developing na tional independence as quickly as possibl And the Declaration makes the promise equally binding for Syria and Mesopo tamia.

The resolutions and declaration invoke in the instructions given to our Commi sion thus form the basis of the who policy of sending a Commission, and o ascertaining the desires of the people.

The sincerity of the professed aims o the Allies in the war, therefore, is pecu liarly to be tested in the application o these aims in the treatment of the Arabi speaking portions of the former Turki Empire. For the promises here made wer specific and unmistakable. It is wort consideration, too, that the whole polic of mandataries under the League of Na tions might here be worked out wi special success, and success here wou encourage the steady extension of th policy elsewhere, and do something significant for world progress as to he to justify the immeasurable sacrifices o the war. There is also probably no r gion where the Allies are freer to deci their course in accordance with th principles they have professed.

The gravity of the Syrian problem further to be seen in certain well-know facts. The fact that the Arabic-spea ing portion of the Turkish Empire h been the birthplace of the three gre religions: Judaism, Christianity, an Islam, and that Palestine contains plac sacred to all three, makes inevitably center of interest and concern for t whole civilized world. No solution whi is merely local or has only a single pe ple in mind can avail.

As a portion of the bridge-land uniti Europe, Asia, and Africa, too—where a peculiar degree the East and the We meet—Syria has a place of such strate importance, politically and commercial and from the point of view of wo civilization, as also to make it imperati that the settlement here brought abo should be so just as to give promise permanently good results for the wh cause of the development of a righte civilization in the world. Every part the former Turkish Empire must be giv a new life and opportunity un thoroughly changed political conditions

The war and the consequent breaki up of the Turkish Empire, moreover, g a great opportunity—not likely to retu —to build now in Syria a Near East St on the modern basis of full religious l erty, deliberately including various ligious faiths, and especially guard rights of minorities. It is a matter justice to the Arabs, in the recognit of the Arab people and their desire national expression, and of deep and la ing concern to the world, that an A state along modern political lines sho be formed. While the elements are v various, the interests often divisive, a much of the population not yet fitted self-government, the conditions are nev theless as favorable as could be reas ably expected under the circumstances make the trial now. The mixed a varied populations have lived toget with a fair degree of unity under Turk domination, and in spite of the divis Turkish policy. They ought to do better under a state on modern lines a with an enlightened mandatory.

In any case, the oversight of a man tory power, and of the League of N tions, would prevent this attempt fr taking such a course as that taken by Young Turk Movement. The Arabs, w will know that this is their best opp tunity for the formation of an A

*This Charter of Freedom, issued a few days prior to the Armistice, is the standard by which the Near East judges the post-Armistice conduct of Europe.

ıte, and will be put on their mettle to ıieve a distinct success. The insight ı breadth of sympathy revealed by ıir Feisal make him peculiarly well ed, also, for the head-ship of a State olving both Oriental and Occidental ments. The trial at least could safely made under a sympathetic mandatary wer, and made with good promise of ccess. If the experiment finally failed, ision of territory could still follow. t to begin with division of territory ng religious lines is to invite increas- exclusiveness, misunderstanding, and ction. As Dr. W. M. Ramsay has said ıcerning certain other portions of the rkish Empire:

'The attempt to sort our religions and tle them in different localities is wrong ı will prove fatal. The progress of tory depends upon diversity of popula- ı in each district." And there is real ıger in breaking Syria up into mean- less fragments.

Any policy adopted, therefore, for Syria ould look to "the establishment of a ional government and administration iving their authority from the initia- e and free choice of the native popula- ns," and should treat it as far as pos- le in harmony with its natural geo- aphic and economic unity. This is the ural course to be taken, if at all feas- e. It is directly in line with the ex- ssed purpose of the Peace Conference. And it is the plain object of the desires and ambitions of a large majority of the population concerned.

It is interesting, also, to find that both British and French officers in Syria seemed agreed in the belief that the unity of all Syria under one mandatary was desirable; and that there were certain to be constant friction and dangers to peace among British, French, and Arabs, if both British and French remained in the country.

On the other hand, the practical obstacles to the unity of Syria are: The apparent unwillingness of either the British or the French to withdraw from Syria—the British from Palestine, or the French from Beirut and the Lebanon; the intense opposition of the Arabs and the Christians to the Zionist Program; the common Lebanese demand for complete serapate independence; the strong feeling of the Arabs of the East against any French control; the fear on the part of many Christians of Moslem domination; and the lack of as vigorous a Syrian national feeling as could be desired. These obstacles will be discussed in the recommendations of the Commissioners.

In the light, now, of these practical obstacles to the unity of Syria, of the general considerations favoring that unity, and of the wide range of data secured by our survey, we turn to our recommendations.

III—RECOMMENDATIONS

The commissioners make to the Peace nference the following recommenda- ns for the treatment of Syria:

We recommend, as most important of and in strict harmony with our In- uctions, that whatever foreign admin- ration (whether of one or more wers) is brought into Syria, should ne in, not at all as a colonizing Power the old sense of that term, but as a ndatary under the League of Nations, h the clear consciousness that "the l-being and development" of the Syrian ple form for it a "sacred trust."

(1) To this end the mandate should e a limited term, the time of expira- ı to be determined by the League of tions, in the light of all the facts as ught out from year to year, in the ual reports of the Mandatary to the ague or in other ways.

(2) The Mandatary Administration uld have, however, a period and power ficient to ensure the success of the y state; and especially to make pos- e carrying through important educa- ıal and economic undertakings, essen- to secure founding of the State.

(3) The Mandatary Administration uld be characterized from the begin- g by a strong and vital educational phasis, in clear recognition of the im- ative necessity of education for the zens of a democratic state, and for the elopment of a sound national spirit. is systematic cultivation of national it is particularly required in a coun- like Syria, which has only recently ıe to self-consciousness.

(4) The Mandatary should definitely , from the beginning of its trustee- , to train the Syrian people to in- endent self-government as rapidly as ditions allow, by setting up all the in- utions of a democratic state, and by ring with them increasingly the work administration, and so forming gradu- an intelligent citizenship, interested elfishly in the progress of the coun- and forming at the same time a large up of disciplined civil servants.

(5) The period of "tutelage" should be unduly prolonged, but independent -government should be granted as n as it can safely be done; remem- ng that the primary business of gov- ments is not the accomplishment of ain things, but the development of zens.

(6) It is peculiarly the duty of the ndatary in a country like Syria, and his modern age, to see that complete gious liberty is ensured, both in the constitution and in the practice of the state, and that a jealous care is exercised for the rights of all minorities. Nothing is more vital than this for the enduring success of the new Arab State.

(7) In the economic development of Syria, a dangerous amount of indebtedness on the part of the new state should be avoided, as well as any entanglements financially with the affairs of the Mandatary Power. On the other hand the legitimate established privileges of foreigners, such as rights to maintain schools, commercial concessions, etc., should be preserved, but subject to review and modification under the authority of the League of Nations in the interest of Syria. The Mandatary Power should not take advantage of its position to force a monopolistic control at any point to the detriment either of Syria or of other nations; but it should seek to bring the new State as rapidly as possible to economic independence as well as to political independence.

Whatever is done concerning the further recommendations of the Commission, the fulfillment of at least the conditions now named should be assured, if the Peace Conference and the League of Nations are true to the policy of mandataries already embodied in "The Covenant of the League of Nations." This should effectively guard the most essential interests of Syria, however the machinery of administration is finally organized. The Damascus Congress betrayed in many ways their intense fear that their country would become, though under some other name, simply a colonial possession of some other Power. That fear must be completely allayed.

B. We recommend, in the second place that the unity of Syria be preserved, in accordance with the earnest petition of the great majority of the people of Syria.

(1) The territory concerned is too limited, the population too small, and the economic, geographic, racial and language unity too manifest, to make the setting up of independent states within its boundaries desirable, if such division can possibly be avoided. The country is very largely Arab in language, culture, traditions, and customs.

(2) This recommendation is in line with important "general considerations" already urged, and with the principles of the League of Nations, as well as in answer to the desires of the majority of the population concerned.

(3) The precise boundaries of Syria should be determined by a special commission on boundaries, after the Syrian territory has been in general allotted. The Commissioners believe, however, that the claim of the Damascus Conference to include Cilicia in Syria is not justified, either historically or by commercial or language relations. The line between the Arabic-speaking and the Turkish-speaking populations would quite certainly class Cilicia with Asia Minor, rather than with Syria. Syria, too, has no such need of further seacoast as the large interior sections of Asia Minor.

(4) In standing thus for the recognition of the unity of Syria, the natural desires of regions like the Lebanon, which have already had a measure of independence, should not be forgotten. It will make for real unity, undoubtedly, to give a large measure of local autonomy, and especially in the case of strongly unified groups. Even the "Damascus Program" which presses so earnestly the unity of Syria, itself urges a government "on broad decentralization principles."

Lebanon has achieved a considerable degree of prosperity and autonomy within the Turkish Empire. She certainly should not find her legitimate aspirations less possible within a Syrian national State. On the contrary, it may be confidently expected that both her economic and political relations with the rest of Syria would be better if she were a constituent member of the State, rather than entirely independent of it.

As a predominantly Christian country, too, Lebanon naturally fears Moslem domination in a unified Syria. But against such domination she would have a fourfold safeguard; her own large autonomy: the presence of a strong mandatary for the considerable period in which the constitution and practice of the new State would be forming; the oversight of the League of Nations, with its insistence upon religious liberty and the rights of minorities; and the certainty that the Arab Government would feel the necessity of such a state, if it were to commend itself to the League of Nations. Moreover, there would be less danger of a reactionary Moslem attitude, if Christians were present in the state in considerable numbers, rather than largely segregated outside the state, as experience of the relations of different religious faiths in India suggests.

As to predominantly Christian country, it is also to be noted that Lebanon would be in a position to exert a stronger and more helpful influence if she were within the Syrian state, feeling its problems and needs, and sharing all its life, instead of outside it, absorbed simply in her own narrow concerns. For the sake of the larger interests, both of Lebanon and of Syria, then, the unity of Syria is to be urged. It is certain that many of the more thoughtful Lebanese themselves hold this view. A similar statement might be made for Palestine; though, as "the Holy Land" for Jews and Christians and Moslems alike, its situation is unique, and might more readily justify unique treatment, if such treatment were justified anywhere. This will be discussed more particularly in connection with the recommendation concerning Zionism.

C. We recommend, in the third place, that Syria be placed under one Mandatary Power, as the natural way to secure real and efficient unity.

(1) To divide the administration of the provinces of Syria among several mandataries, even if existing national unity were recognized; or to attempt a joint mandatary of the whole on the commission plan:—neither of these courses would be naturally suggested as the best way to secure and promote the unity of the new State, or even the general unity of the whole people. It is conceivable that circumstances might drive the Peace Conference to some such form of divided mandate; but it is not a solution to be voluntarily chosen, from the point of view of the larger interests of the people, as considerations already urged indicate.

(2) It is not to be forgotten, either, that, however they are handled politically, the people of Syria are there, forced to get on together in some fashion. They are obliged to live with one another—the Arabs of the East and the people of the coast, the Moslems and the Christians. Will they be helped or hindered, in establishing tolerable and finally cordial relations, by a single mandatary? No doubt the quick mechanical solution of the problem of difficult relations is to split the people up into little independent fragments. And sometimes, undoubtedly, as in the case of the Turks and Armenians, the relations are so intolerable as to make some division imperative and inevitable. But in general, to attempt complete separation only accentuates the differences and increases the antagonism. The whole lesson of the modern social consciousness points to the necessity of understanding "the other half," as it can be understood only by close and living relations. Granting reasonable local autonomy to reduce friction among groups, a single mandatary ought to form a constant and increasingly effective help to unity of feeling throughout the state, and ought to steadily improve group relations.

The people of Syria, in our hearings, have themselves often insisted that, so far as unpleasant relations have hitherto prevailed among various groups, it has been very largely due to the direct instigation of the Turkish Government. When justice is done impartially to all; when it becomes plain that the aim of the common government is the service of all classes alike, not their exploitation, decent human relations to be secured—a foundation which could not be obtained by dividing men off from one another in antagonistic groups.

The Commissioners urge, therefore, for the largest future good of all groups and regions alike, the placing of the whole of Syria under a single mandate.

D. We recommend, in the fourth place, that Emir Feisal be made head of the new united Syrian State.

(1) This is expressly and unanimously asked for by the representative Damascus Congress in the name of the Syrian people, and there seems to be no reason to doubt that the great majority of the population of Syria sincerely desire to have Emir Feisal as ruler.

(2) A constitutional monarchy along democratic lines, seems naturally adapted to the Arabs, with their long training under tribal conditions, and with their traditional respect for their chiefs. They seem to need, more than most people, a king as the personal symbol of the power of the State.

(3) Emir Feisal has come, too, naturally into his present place of power, and there is no one else who could well replace him. He had the great advantage of being the son of the Sherif of Mecca, and as such honored throughout the Moslem world. He was one of the prominent Arab leaders who assumed responsibility for the Arab uprising against the Turks, and so shared in the complete deliverance of the Arab-speaking portions of the Turkish Empire. He was consequently hailed by the "Damascus Congress" as having "merited their full confidence and entire reliance." He was taken up and supported by the British as the most promising candidate for the headship of the new Arab State—an Arab of the Arabs, but with a position of wide appeal through his Shefifian connection, and through his broad sympathies with the best in the Occident. His relations with the Arabs to the east of Syria are friendly, and his kingdom would not be threatened from that side. He undoubtedly does not make so strong an appeal to the Christians of the West Coast, as to the Arabs of the East; but no man can be named who would have a stronger general appeal. He is tolerant and wise, skillful in dealing with men, winning in manner, a man of sincerity, insight, and power. Whether he has the full strength needed for his difficult task it is too early to say; but certainly no other Arab leader combines so many elements of power as he, and he will have invaluable help throughout the mandatary period.

The Peace Conference may take genuine satisfaction in the fact that an Arab of such qualities is available for the headship of this new state in the Near East.

ZIONISM

E. We recommend, in the fifth place, serious modification of the extreme Zionist program for Palestine of unlimited immigration of Jews, looking finally to making Palestine distinctly a Jewish State.

(1) The Commissioners began their study of Zionism with minds predisposed in its favor, but the actual facts in Palestine, coupled with the force of the general principles proclaimed by the Allies and accepted by the Syrians have driven them to the recommendation here made.

(2) The commission was abundantly supplied with literature on the Zionist program by the Zionist Commission to Palestine; heard in conferences much concerning the Zionist colonies and their claims; and personally saw something of what had been accomplished. They found much to approve in the aspirations and plans of the Zionists, and had warm appreciation for the devotion of many of the colonists, and for their success, by modern methods, in overcoming great natural obstacles.

(3) The Commission recognized also that definite encouragement had been given to the Zionists by the Allies in Mr. Balfour's often quoted statement,* in its approval by other representatives of the Allies. If, however, the strict terms of the Balfour Statement are adhered to —favoring "the establishment in Palestine of a national home for the Jewish people," "it being clearly understood that nothing shall be done which may prejudice the civil and religious rights existing in non-Jewish communities in Palestine"—it can hardly be doubted that the extreme Zionist Program must be greatly modified.

For "a national home for the Jewish people" is not equivalent to making Palestine into a Jewish State; nor can the erection of such a Jewish State be accomplished without the gravest trespass upon the "civil and religious rights of existing non-Jewish communities in Palestine." The fact came out repeatedly in the Commission's conference with Jewish representatives, that the Zionists looked forward to a practically complete dispossession of the present non-Jewish inhabitants of Palestine, by various forms of purchase.

In his address of July 4, 1918, President Wilson laid down the following principle as one of the four great "ends for which the associated peoples of the world were fighting"; "The settlement of every question, whether of territory, of sovereignty, of economic arrangement, or of political relationship upon the basis of the free acceptance of that settlement by the people immediately concerned, and not upon the basis of the material interest or advantage of any other nation or people which may desire a different settlement for the sake of its own exterior influence or mastery." If that principle is to rule, and so the wishes of Palestine's population are to be decisive as to what is to be done with Palestine, then it is to be remembered that the non-Jewish population of Palestine—nearly nine-tenths of the whole—are emphatically against the entire Zionist program. The tables show that there was no one thing upon which the population of Palestine were more agreed than upon this. To subject a people so minded to unlimited Jewish immigration, and to steady financial and social pressure to surrender the land, would be a gross violation of the principle just quoted, and of the people's rights, though it kept within the forms of law.

It is to be noted also that the feeling against the Zionist program is not confined to Palestine, but shared very generally by the people throughout Syria, as our conferences clearly showed. More than 72 per cent—1,350 in all—of all the petitions in the whole of Syria were directed against the Zionist program. Only two requests—those for a united Syria and for independence—had a larger support. This general feeling was only voiced by the "General Syrian Congress," in the seventh, eighth and tenth resolutions of the statement. (Already quoted in the Report.)

The Peace Conference should not shut its eyes to the fact that the anti-Zionist feeling in Palestine and Syria is intense and not lightly to be flouted. No British officer, consulted by the Commissioners, believed that the Zionist program could be carried out except by force of arms. The officers generally thought that a force of not less than 50,000 soldiers would be required even to initiate the program. That of itself is evidence of a strong sense of the injustice of the Zionist program, on the part of the non-Jewish populations of Palestine and Syria. Decisions, requiring armies to carry out, are sometimes necessary, but they are surely not gratuitously to be taken in the interests of a serious injustice. For the initial claim, often submitted by Zionist representatives, that they have a "right" to Palestine, based on an occupation of 2,000 years ago, can hardly be seriously considered.

There is a further consideration that cannot justly be ignored, if the world is to look forward to Palestine becoming a definitely Jewish state, however gradually that may take place. That consideration grows out of the fact that Palestine is "the Holy Land" for Jews, Christians, and Moslems alike. Millions of Christians and Moslems all over the world are quite as much concerned as the Jews with conditions in Palestine, especially with those conditions which touch upon religious feeling and rights. The relations in these matters in Palestine are most delicate and difficult. With the best possible intentions, it may be doubted whether the Jews could possibly seem to either Christians or Moslems proper guardians of the holy places, or custodians of the Holy Land as a whole.

The reason is this: The places which are most sacred to Christians—those having to do with Jesus—and which are also sacred to Moslems, are not only not sacred to Jews, but abhorrent to them. It is simply impossible, under those circumstances, for Moslems and Christians to feel satisfied to have these places in Jewish hands, or under the custody of Jews. There are still other places about which Moslems must have the same feeling. In fact, from this point of view, the Moslems, just because the sacred places of all three religions are sacred to them, have made very naturally much more satisfactory custodians of the holy places than the Jews could be. It must be believed that the precise meaning, in this respect, of the complete Jewish occupation of Palestine has not been fully sensed by those who urge the extreme Zionist program. For it would intensify, with a certainty like fate, the anti-Jewish feeling both in Palestine and in all other portions of the world which look to Palestine as "the Holy Land."

In view of all these considerations, and with a deep sense of sympathy for the Jewish cause, the Commissioners feel bound to recommend that only a greatly reduced Zionist program be attempted by the Peace Conference, and even that, only very gradually initiated. This would have to mean that Jewish immigration should be definitely limited, and that the project for making Palestine distinctly a Jewish commonwealth should be given up.

There would then be no reason why Palestine could not be included in a united Syrian State, just as other portions of the country, the holy places being cared for by an International and Inter-religious Commission, somewhat as at present, under the oversight and approval of the Mandatary and of the League of Nations. The Jews, of course, would have representation upon this Commission.

The recommendations now made lead naturally to the necessity of recommending what power shall undertake the single Mandate for all Syria.

(1) The considerations already dealt with suggest the qualifications, ideally to be desired in this Mandatary Power: First of all it should be freely desired by the people. It should be willing to enter heartily into the spirit of the mandatary system, and its possible gift to the world, and so be willing to withdraw after a reasonable period, and not seek selfishly to exploit the country. It should have a passion for democracy, for the education of the common people and for the development of national spirit. It needs unlimited sympathy and patience in what is practically certain to be a rather thankless task; for no Power can go in, honestly to face actual conditions (like land-ownership, for example) and seek to correct these conditions, without making many enemies. It should have experience in dealing with less developed peoples, and abundant resources in men and money.

(2) Probably no Power combines all these qualifications, certainly not in equal degree. But there is hardly one of these qualifications that has not been more or less definitely indicated in our conferences with the Syrian people and they certainly suggest a new stage in the development of the self-sacrificing spirit in the relations of peoples to one another. The Power that undertakes the single mandate for all Syria, in the spirit of these qualifications, will have the possibility of greatly serving not only Syria but the world, and of exalting at the same time its own national life. For it would be working in direct line with the high aims of the Allies in the war, and give proof that those high aims had not been abandoned. And that would mean very much just now, in enabling the nations to keep their faith in one another and in their own highest ideals.

(3) The Resolutions of the Peace Conference of January 30, 1919, quoted in our instructions, expressly state for regions to be "completely severed from the Turkish Empire," that "the wishes of these communities must be a principal consideration in the selection of the Mandatory Power." Our survey left no room for doubt of the choice of the majority of the Syrian people. Although it was not known whether America would take a mandate at all; and although the Commission could not only give no assurances upon that point, but had rather to discourage expectation; nevertheless, upon the face of the returns, America was the first choice of 1,152 of the petitions presented—more than 60 per cent—while no other Power had as much as 15 per cent for first choice.

And the conferences showed that the people knew the grounds upon which they registered their choice for America. They declared that their choice was due to knowledge of America's record; the unselfish aims with which she had come into the war; the faith in her felt by multitudes of Syrians who had been in America; the spirit revealed in American educational institutions in Syria, especially the College in Beirut, with its well known and constant encouragement of Syrian national sentiment; their belief that America had no territorial or colonial ambitions, and would willingly withdraw when the Syrian state was well established as her treatment both of Cuba and the Philippines seemed to them to illustrate; her genuinely democratic spirit; and her ample resources.

From the point of view of the desires of the "people concerned," the Mandate should clearly go to America.

(4) From the point of view of qualifications, too, already stated as needed in the Mandatary for Syria, America, as first choice of the people, probably need not fear careful testing, point by point, by the standard involved in our discussion of qualifications; though she has much less experience in such work than Great Britain, and is likely to show less patience; and though her definite connections with Syria have been less numerous and close than those of France. She would have at least the great qualification of fervent belief in the new mandatary system of the League of Nations, as indicating the proper relations which a strong nation should take toward a weaker one. And, though she would undertake the mandate with reluctance, she could probably
brought to see, how logically the taki
of such responsibility follows from t
purposes with which she entered the wa
and from her advocacy of the League
Nations.

(5) There is the further considerati
that America could probably come in
the Syrian situation, in the beginning
least, with less friction than any oth
Power. The great majority of Syri
people, as has been seen, favor her cor
ing, rather than that of any other powe
Both the British and the French wou
find it easier to yield their respecti
claims to America than to each othe
She would have no rival imperial i
terests to press. She would have abu
dant resources for the development
the sound prosperity of Syria; and th
would inevitably benefit in a seconda
way the nations which have had close
connection with Syria, and so help
keep relations among the Allies cordi
No other Power probably would be mo
welcome, as a neighbor, to the Britis
with their large interests in Egypt, Arab
and Mesopotamia; or to the Arabs a
Syrians in these regions; or to the Fren
with their long-established and ma
sided interests in Beirut and the Lebanc

(6) The objections to recommendi
at once a single American Mandate for
Syria are: first of all, that it is not ce
tain that the American people would
willing to take the Mandate; that it
not certain that the British or Fren
would be willing to withdraw, and wou
cordially welcome America's coming,
situation which might prove steadily ha
assing to an American administratio
that the vague but large encouragem
given to the Zionist aims might pro
particularly embarrassing to America,
account of her large influential Jewi
population; and that, if America were
take any mandate at all, and were to ta
but one mandate, it is probable that
Asia Minor Mandate would be m
natural and important. For there is
task there of such peculiar and wor
wide significance as to appeal to the b
in America, and demand the utmost fr
her, and as certainly to justify her
breaking with her established policy c
cerning mixing in the affairs of the Ea
ern hemisphere. The Commissioners
lieve, moreover, that no other Pow
could come into Asia Minor, with har
so free to give impartial justice to
the peoples concerned.

To these objections as a whole, it
to be said, that they are all of such
kind that they may resolve themselv
and that they only form the sort of
stacles that must be expected, in so la
and significant an undertaking. In a
case they do not relieve the Comm
sioners from the duty of recommendi
the course which, in their honest ju
ment, is the best course, and the one
which the whole situation calls.

The Commissioners, therefore, reco
mend, as involved in the logic of the fa
that the United States of America
asked to undertake the single Mandate
all Syria.

If for any reason the mandate
Syria is not given to America, then
Commissioners recommend, in harm
with the express request of the major
of the Syrian people, that the mandate
given to Great Britain. The tables sh
that there were 1,073 petitions in all Sy
for Great Britain as Mandatary, if Am
ica did not take the mandate. This
very greatly in excess of any similar
pression for the French.

On the contrary—for whatever rea
—more than 60 per cent of all the p
tions, presented to the Commission,
rectly and strongly protested against
French Mandate. Without going int
discussion of the reasons for this sit
tion, the Commissioners are reluctan
compelled to believe that this situat
itself makes it impossible to recommen
single French mandate for all Syria.

The feeling of the Arabs of the E
is particularly strong against the Fren
And there is grave reason to believe t
the attempt to enforce a French Mand
would precipitate war between the Ar
and the French, and force upon Gr

*Given in full at the end of this report.

itain a dangerous alternative. The mmissioners may perhaps be allowed to that this conclusion is contrary to ir own earlier hope, that—because of ance's long and intimate relations with ria, because of her unprecedented sacri- s in the war, and because the British pire seemed certain to receive far ater accessions of territory from the r—it might seem possible to recom- nd that France be given the entire ndate for Syria. But the longer the mmission remained in Syria, the more ar it became that that course could be taken.

The Commissioners recommend, there- e, that if America cannot take the ndate for all Syria, that it be given to eat Britain; because of the choice of people concerned; because she is al- dy on the ground and with much of the essary work in hand; because of her ined administrators; because of her g and generally successful experience dealing with less developed peoples; because she has so many of the quali- tions needed in a Mandatary Power, we have already considered them.

We should hardly be doing justice, wever, to our sense of responsibility he Syrian people, if we did not frankly some at least of the reasons and mis- ings, variously expressed and implied our conferences, which led to the pre- nce for an American mandate over a tish mandate. The people repeatedly wed honest fear that in British hands mandatary power would become simp- a colonizing power of the old kind; t Great Britain would find it difficult give up the colonial theory, especially case of a people thought inferior; that would favor a civil service and pen- budget too expensive for a poor ple; that the interests of Syria would subordinated to the supposed needs of the Empire; that there would be, after all, too much exploitation of the country for Britain's benefit; that she would never be ready to withdraw and give the country real independence; that she did not really believe in universal education, and would not provide adequately for it; and that she already had more territory in her possession—in spite of her fine colonial record—than was good either for herself or for the world.

These misgivings of the Syrian people unquestionably largely explain their demand for "absolute independence," for a period of "assistance" of only twenty years, their protest against Article 22 of the Covenant of the League of Nations, etc. They all mean that whatever Power the Peace Conference shall send into Syria, should go in as a true mandatary under the League of Nations, and for a limited term. Anything else would be a betrayal of the Syrian people.

It needs to be emphasized, too, that under a true mandatary for Syria, all the legitimate interests of all the nations in Syria would be safeguarded. In particular, there is no reason why any tie that France has had with Syria in the past should be severed or even weakened under the control of another mandatary power, or in an independent Syria.

There remains only to be added, that if France feels so intensely concerning her present claims in Syria, as to threaten all cordial relations among the Allies, it is of course possible to give her a mandate over the Lebanon (not enlarged), separated from the rest of Syria, as is desired by considerable groups in that region. For reasons already given, the Commissioners cannot recommend this course, but it is a possible arrangement.

Respectfully submitted,

CHARLES R. CRANE,
HENRY C. KING.

II—THE REPORT UPON MESOPOTAMIA

view of the Resolutions, passed by he Peace Conference on January 30, 9, and of the Anglo-French Declara- of November 9, 1918—on the eve of Armistice—both of which documents s Syria and Mesopotamia together to treated in the same way, and make them the same promises and assur- es, the Commissioners recommend that Peace Conference, adopt for Mesopo- ia a policy in general parallel to that ommended for Syria, in order that the glo-French Declaration may not be e another "scrap of paper."

We accordingly recommend, as most ortant of all, and in strict harmony h our instructions, that whatever for- administration is brought into Mes- tamia, should come into Mesopotamia, at all as a colonizing power in the sense of that term, but as a manda- under the League of Nations, with r consciousness that "the well-being development" of the Mesopotamian ple form for it a sacred trust. To this the Mandate should have a limited n, the time of expiration to be deter- ed by the League of Nations, in the t of all the facts as brought out from to year, whether in the annual re- s of the Mandatary to the League or ther ways.

he entire text of the first recommenda- for Syria, with its subordinate rec- nendations, applies point by point to opotamia as truly as to Syria.

the Peace Conference, the League of ions, and the appointed Mandatary ver loyally carry out the policy of dataries embodied in the Covenant of League of Nations, the most essential rests of Mesopotamia would be fully guarded—but only so.

We recommend, in the second place, the unity of Mesopotamia be pre- ed: the precise boundaries to be de- nined by a special commission on ndaries, after the mandate has been gned. It should probably include at t the Vilayets of Basra, Bagdad, and Mosul. And the Southern Kurds and Assyrians might well be linked up with Mesopotamia. The wisdom of a united country needs no argument in the case of Mesopotamia.

3. We recommend, in the third place, that Mesopotamia be placed under one Mandatary Power, as the natural way to secure real and efficient unity. The economic, political, social and educational development of the people all call for such a unified mandate. Only waste, confusion, friction, and injury to the people's interests could come from attempting a division and "spheres of influence" on the part of several nations. But this implies that the Mandatary Power shall not itself be an exploiting power, but shall sacredly guard the people's rights.

4. Since it is plainly desirable that there be general harmony in the political and economic institutions and arrangements of Mesopotamia and Syria; and since the people themselves should have chief voice in determining the form of government under which they shall live, we recommend that the Government of Mesopotamia, in harmony with the apparent desires of its people, be a Constitutional Monarchy, such as is proposed for Syria; and that the people of Mesopotamia be given opportunity to indicate their choice of Monarch, the choice to be reviewed and confirmed by the League of Nations. It may be fairly assumed that the 1,278 petitions from Syrians for the independence of Mesopotamia—68.5 per cent of the total number received—reflects the feeling in Mesopotamia itself; and such contact as we have been able to secure with Mesopotamians confirms the assumption, and leads to the belief that the program, presented at Aleppo by representative Mesopotamians, headed by Jaafar Pasha, Military Governor of the Aleppo District, and practically parallel to the Damascus Program, would be generally supported by the Mesopotamian people. Whether this support extends to each item in the program alike, and so to the naming of a King from the sons of the King of the Hedjaz, we have not sufficient data to determine, and so have recommended that a plebiscite be taken upon that point; although there is British evidence that many Mesopotamians have expressed themselves in favor of one of the sons of the King of the Hedjaz as Emir.

5. The Mesopotamian Program expresses its choice of America as Mandatary, and with no second choice. Undoubtedly there has been a good deal of feeling in Mesopotamia against Great Britain, and the petitions specifically charge the British authorities in Mesopotamia with considerable interference with freedom of opinion, of expression, and of travel,—much of which might be justified in time of military occupation. But feeling so stirred might naturally breed unwillingness to express desire for Great Britain as Mandatary.

On the other hand, the material in the pamphlet called "Copies and Translations of Declarations and other Documents relating to Self-Determination in Iraq" (Mesopotamia) was called out by an attempt on the part of the British Government in Mesopotamia to secure the opinions of leading men of all groups concerning "self-determination." This material, just because reported directly to British officials, is doubtless somewhat more favorable to the British than it would otherwise be; but it gives unquestionably good evidence of much opinion likely to choose a British mandate. And after all, the range of choice of a mandatary, of sufficient power and experience and of essential justice, is decidedly limited, and itis by no means improbable that if the Mesopotamians were confronted by a refusal of America to take a mandate for Mesopotamia, they would make Great Britain at least second choice, as the majority of the Syrians did. There is supplementary evidence also upon this point.

Now it seems so unlikely that America could or would take a mandate for Mesopotamia, in addition to the possible consideration of Syria and Asia Minor, that the Commissioners recommend that the Peace Conference assign the mandate for Mesopotamia to Great Britain: because of the general reasons already given for recommending her as mandatary in Syria, if America does not go in there; because she is probably best of all fitted for the particular task involved, in view of her long relations with the Arabs; in recognition of the sacrifices made by her in delivering Mesopotamia from the Turks, though with no acknowledgement of right of conquest, as her own statements expressly disclaim; because of the special interests she naturally has in Mesopotamia on account of its nearness to India and its close connections with Arabia; and because of work already done in the territory.

These reasons make it probable that the largest interests of the people of Mesopotamia as a whole will be best served by a British Mandate, in spite of the fact that from the point of view of world-interests, in the prevention of jealousy, suspicion, and fear of domination by a single Power, it were better for both Britain and the world that no further territory anywhere be added to the British Empire. A British mandate, however, will have the decided advantage of tending to promote economic and educational unity throughout Mesopotamia and Syria whether Syria be under Great Britain or America—and so will reflect more fully than ever before, the close relations in language, customs, and trade between these parts of the former Turkish Empire.

In a country so rich as Mesopotamia in agricultural possibilities, in oil, and in other resources, with the best intentions, there will inevitably be danger of exploitation and monopolistic control by the Mandatary Power, through making British interests supreme, and especially through large Indian immigration. This danger will need increasingly and most honestly to be guarded against. The Mesopotamians feel very strongly the menace particularly of Indian immigration, even though that immigration should be confined to Moslems. They dread the admixture of another people of entirely different race and customs, as threatening their Arabic civilization.

Respectfully submitted,

HENRY C. KING,
CHARLES R. CRANE.

III—REPORT UPON NON-ARABIC SPEAKING PORTIONS OF FORMER OTTOMAN EMPIRE

THE method of inquiry, in making our survey of the Asia Minor portion of our task, has necessarily differed from that followed in the study of Syria. For our ultimate duty, according to our instructions, is "to form an opinion * * * of the divisions of territory and assignment of mandates which will be most likely to promote the order, peace, and development" of the peoples concerned.

Now we faced in Turkey a unique situation as to mandates. In Syria we were in a region already virtually separated from the Turkish Empire, a region whose boundaries were in general clear, and a region recognized as under a temporary government. In such a territory, it was entirely feasible to go from community to community to seek the desires of the peoples concerning a mandate. None of these conditions held for Asia Minor.

For in the case of the proposed State of Armenia, for example, the territory was not yet set off, nor its boundaries even approximately known; the Armenians were were not largely present in any of the territory to be assigned; the wishes of the Armenians themselves as to mandates were already known; and the wishes of the rest of the population could not be taken primarily into account, since the establishment of the Armenian State would be in a sense penal for the Turkish people, and naturally to be accepted only as a necessity.

If a Constantinopolitan State were to be set off similar difficulties, in getting the wishes of the people upon a mandate, would be encountered. For the primary interest in such a State is a world interest, rather than a local one; the population would be likely to shift considerably with so new a policy, and so the choice of the present population, especially in such troublous times, would not be particularly significant; and the fact that a large element of the population belongs to the official class would make an unbiased opinion hardly possible.

Even in the portions of Asia Minor sure to be left with the Empire, an inquiry for choice of mandate, like that conducted in Syria, was not practicable. For the Peace Conference had not declared—at least up to the present—that Turkey must have a mandatory power over her, and consequently it was largely within her own choice whether she should have any mandatory at all. She had also long been an independent country, so that the mandate would be inevitably somewhat modified and adjusted through agreement with the mandatary.

Moreover, even if an inquiry for choice of mandatary were feasible, it would be most difficult to get trustworthy results. For it is perfectly clear that opinion in Constantinople is not free to express itself. The Government pressure in various forms upon individuals and groups, and the partisan censorship of the press; are both manifest. In the case of an American mandate, too, it was not known whether America would take it at all; so that there was fear of punishment from some other power, if declarations were made for America and she did not actually accept the mandate. Like conditions held in the interior, and there is even less

understanding there of the political situation; so that it was felt that there would not be much gain from further inquiry in other parts of the Empire, in addition to the frequent reports by various investigators to which we already had access.

The plainly imperative need of the whole country for as prompt a settlement as possible of its fate also led the Commission to give up visits to various parts of the Empire, in order not to defer its report and so possibly delay action by the Peace Conference. The Commissioners have had the less hesitancy hastening their report, because it was believed that the essential facts upon which recommendations must be based were already in hand.

In this situation, the method for our inquiry in Asia Minor has been: To build, first of all, on our two months' study in Paris of the Turkish problems in the course of which we used the reports and other material of the Western Asia division of the American experts, and had many conferences with experts there, and with able authorities coming direct from Turkey; to take full advantage of all the general work done in the survey of Syria, as part of the former Turkish Empire, with its fundamentally similar problems and its incidental side-lights; especially to see as many representative groups and individuals as possible in Constantinople, and so to get reports on all phases of our inquiry, and from all parts of Asia Minor; to supplement the information so received with reports, for recent months, of the American Embassy and Consular Offices (through the kind co-operation of Admiral Bristol and Commissioner Ravndal); and to supplement still further with reports of personal investigations by American Missionaries, knowing the country thoroughly, and by representatives of the American Commission on Relief in the Near East, and of American business corporations.

In this way a large mass of valuable material has been brought together and studied by all three advisers—Dr. Albert H. Lybyer, Dr. George R. Montgomery and Capt. William Yale, U. S. A.—who summarized their inferences from it, and reported on special phases of the common problem. To test our conclusions, expert advice at all possible points was also sought from American and other leaders—many of them personally known by members of the Commission. The report of the Commissioners is based on the whole of the resulting evidence.

Our report falls naturally into five divisions; Pertinent action already taken by the Peace Conference; dangers from a selfish division and exploitation of the Turkish Empire; considerations looking to a proper division of Turkey; resulting problems; and the Commission's recommendations.

I—PERTINENT ACTION ALREADY TAKEN BY THE PEACE CONFERENCE

To begin with, the action creating the Commission, of which the Commissioners now reporting make the American Section, was taken by the Council of Four. Our instructions were called: "Instructions for Commissioners from the Peace Conference to make inquiry in certain portions of the Turkish Empire which are to be permanently separated from Turkey and put under the guidance of governments acting as mandatories under the League of Nations." The Instructions then go on to say: "It is the purpose of the Conference to separate from the Turkish Empire certain areas comprising, for example, Palestine, Syria, the Arab countries to the east of Palestine and Syria, Mesopotamia, Armenia, Cilicia, and perhaps additional areas in Asia Minor, and to put their development under the guidance of governments which are to act as mandatories of the League of Nations."

So far as concerns Asia Minor, this commits the Conference to two courses of action: Permanent separation from the Turkish Empire of "Armenia, Cilicia, and perhaps additional areas in Asia Minor"; and dealing with these territories under the mandatory, not colonial system.

That this is the deliberate purpose of the Council is further shown by the added statement: "It is expected that this will be done in accordance with the following resolutions, adopted by the representatives of the United States, Great Britain, France, Italy and Japan at a conference held at the Quai d'Orsay on January 30, 1919."

1. Having regard to the record of the German administration in the colonies formerly part of the German Empire, and to the menace which the possession by Germany of submarine bases in many parts of the world would necessarily constitute to the freedom and security of all nations, the Allied and Associated Powers are agreed that in no circumstances should any of the German Colonies be restored to Germany.

2. For similar reasons, and more particularly because of the historical mis-government by the Turks of subject peoples and the terrible massacres of Armenians and others in recent years, the Allied and Associated Powers are agreed that Armenia, Syria, Mesopotamia, Palestine and Arabia must be completely severed from the Turkish Empire. This is without prejudice to the settlement of other parts of the Turkish Empire.

3. The Allied and Associated Powers are agreed that advantage should be taken of the opportunity afforded by the necessity of disposing of these colonies and territories formerly belonging to Germany and Turkey which are inhabited by peoples not yet able to stand by themselves under the strenuous conditions of the modern world, to apply to these territories the principles that the well-being and development of such peoples form a sacred trust of civilization and that securities for the performance of this trust should be embodied in the constitution of the League of Nations.

4. After careful study they are satisfied that the best method of giving practical effect to this principle is that the tutelage of such peoples should be entrusted to advanced nations who, by reason of their resources, their experience or their geographical positions, can best undertake this responsibility, and that this tutelage should be exercised by them as mandatories on behalf of the League of Nations.

5. The Allied and Associated Powers are of opinion that the character of the mandate must differ according to the stage of development of the people, the geographical situation of the territory, its economic conditions, and other similar circumstances.

6. They consider that certain communities formerly belonging to the Turkish Empire have reached a stage of development where their existence as independent nations can be provisionally recognized, subject to the rendering of administrative advice and assistance by a mandatory power until such time as they are able to stand alone. The wishes of these communities must be a principal consideration in the selection of the mandatory power . . .

In every case of mandate, the mandatory state shall render to the League of Nations an annual report in reference to the territory committed to its charge.

The resolutions clearly assert several things:

(1) That in settling the issues of the Turkish Empire, account may rightfully be taken of any "menace" to "the freedom and security of all nations";

(2) That "the historical misgovernment by the Turks of subject peoples and the terrible massacres of Armenians and others in recent years" constitute a special reason for separation of territory, but "without prejudice to the settlement of other parts of the Turkish Empire";

(3) That this separation of territory should be taken as a special opportunity to apply "the principle that the well-being and development of subject peoples form a sacred trust of civilization and that securities for the performance of this trust should be embodied in the constitution of the League of Nations";

(4) That this principle should be carried out through the mandatory system, which the remaining resolutions carefully define.

The instructions of the Commission then continue: "And it is agreed that the administration of these mandates shall be in the spirit of the following document, which was formally presented to the President of the United States on behalf of the Governments of Great Britain and France":

The aim which France and Great Britain have in view in prosecuting in the East the war let loose by German ambition is the complete and final liberation of the peoples so long oppressed by the Turks and the establishment of national governments and administrations deriving their authority from the initiative and free choice of the native populations.

In order to give effect to these intentions, France and Great Britain have agreed to encourage and assist the establishment of native governments and administrations in Syria and Mesopotamia already liberated by the Allies, and in the territories which they are proceeding to liberate, and they have agreed to recognize such governments as soon as they are effectively established. So far from desiring to impose specific institutions upon the populations of these regions, their sole object is to ensure, by their support and effective assistance, that the governments and administrations adopted by these regions of their own free will shall be exercised in the normal way. The function which the two Allied Governments claim for themselves in the liberated territories is to ensure impartial and equal justice for all; to facilitate the economic development of the country by encouraging local initiative; to promote the diffusion of education; and to put an end to the divisions too long exploited by Turkish policy.

This is as admirable a statement of the spirit in which mandates should be administered as could be asked, and reflects honor on the two great Allies from whom it originally came.

Taken as a whole, the action of the Peace Conference, in which all the Allies have shared, reflected in the forming of the Commission on Mandates and embodied in the Instructions to the Commission, form a solid basis for the policy to be adopted in Asia Minor. It is not a sentimental program; but it is just on the one hand, and considerate on the other. If the Conference proceeds, in its further dealings with Turkey, honestly and strongly and consistently to build on the foundations so prepared, essential justice will be done to all the peoples concerned, rankling wrongs will be set right, and the purposes of the Allies will be justified far vindicated.

And the Peace Conference should not shut its eyes to the fact that vindication is greatly needed just now. For there are set directly over against such a procedure as that now outlined and to which the Peace Conference is in principle and in an honesty committed, the still active policies of the old diplomacy of secret treaties and understandings and of division of spoils among victors. The direct consequences of such selfish and ultimately self-destructive policies are to be seen in all the world today. It is to be feared that some of the highest aims of the Allies in the war have already been well nigh lost because of these policies creeping in, in all manner of "settlements." It concerns the Peace Conference to decide whether the same fateful method is to be followed in Turkey.

II—THE DANGERS OF A SELFISH DIVISION AND EXPLOITATION OF THE TURKISH EMPIRE

In considering recommendations concerning the future administration of large parts of the former Turkish Empire, involving millions of people, it is imperative that the Peace Conference should make clear to itself from the beginning the serious dangers involved in the selfish and divisive national and corporate policies into which the Allies have been drifting in their treatment of the Turkish Empire, and should squarely challenge that drift at once.

No doubt this policy of selfish exploitation in Turkey is in its entirety not the deliberate aim of any Power. Much confusion has unavoidably prevailed. The demands upon the Allies and upon the Peace Conference have been beyond human power wholly to meet. Under the pressure of immediate necessity for some kind of action, many steps have been taken in good faith, which have later proved temptations to selfish advantage, and provocations to jealousy and suspicion. The situation, too, has been most complex, by reason of previous engagements, and of countless inter-relations of interest—private, party, national and international. This complexity has often made it honestly difficult to disentangle exactly the right course.

But, however the drift toward selfish exploitation of the Turkish Empire has come about, there should be no mistake about the fact or its dangers. It needs to be said and heeded that Constantinople is once again a nest of selfish, suspicious, hateful intrigue, reaching out over the whole Empire, if not the world. What will it mean if this policy is allowed to prevail? In definitely raising this question, the Commissioners are not for an instant supposing that there is any easy and inexpensive solution of the Turkish problem. The justest solution at best will not be wholly welcome to Turkey, and will encounter her opposition. But in such a solution the Allies could at least know that their sacrifices were being made for the establishment of progressively righteous relations among men, not for sowing the seeds of endless and bitter discord.

In seeking, then, a practical plan for the righteous treatment of the Turkish Empire, the Allies should bear clearly in mind that their fidelity to their announced aims in the war is here peculiarly to be tested; and that, in the proportion in which the division of the Turkish Empire by the Allies is made a division of spoils by victors, and is primarily determined by the selfish national and corporate interests of the Allies, in just that proportion will grave dangers arise.

(1) Such a division, in the first place, would have to be forced upon the people concerned—not chosen by them. Even separate occupation of territory would be resented, and felt to be a constant injustice. The feeling of the Turkish people concerning the occupation of the Smyrna region by the Greeks is illustrative. They cannot be convinced that such seizure of territory can be harmonized with the professed principles of the Allies in the war. In such a case there is no possibility of laying the foundations of truly cordial relations with the Turkish people.

(2) In the second place, just because these occupations of territory have to be forced upon the Turks, a large number of troops would be required to establish and maintain each occupation. With the intolerable burdens which the war has brought upon all the nations, and with the insistent demands for the demobilization of troops, this would be certain to prove an increasingly serious situation. The number of troops required for the occupation looked upon as temporary and for police purposes, is no measure of the forces required to maintain an aggressive and permanent seizure of territory, as the Turks themselves proved to their sorrow both in Macedonia in 1903-06 and in Yemen through a series of years. The selfishly divisive policy will go far toward turning Turkey into an armed camp, and breeding a constant state of brigandage.

(3) It should not be forgotten, either in the third place, that this selfishly divisive policy would naturally provoke violent retaliation, as in the whole region of Smyrna. Such retaliation, too, is likely to be visited not only upon the immediate aggressors, but also upon the Christian populations generally. For a selfish division and exploitation of territory may easily induce in the Turks the attitude that, since the worst from outside is probably to come upon them in any case, they may as well take the occasion to rid themselves entirely of those whom they look upon as internal enemies. In this case, the Allies would have to share the guilt of the Turks.

(4) Such selfish exploitation of Turkey, also, would not only certainly call out the resentment of the most solid portion of the American people, as emphatically not illustrating the ends for which America came into the war; but would also tend to alienate the best sentiment among all the Allies. To eliminate from the cause of the Allies this weight

oral judgment would involve a loss of fluence in the world—already greatly minished—not lightly to be faced.

(5) Such exploitation would mean, o, the deliberate sowing of dissension the gravest kind among the Allies emselves, threatening the moral unity of eir cause and entailing serious world nsequences. This situation has already me to pass in no small degree. Only oral blindness can deny it. Suspicion d distrust are rife, and the meanest nd of intrigue against one another has en seen in not a few situations.

It may be doubted if the moral unity the Allies is more than a fraction of hat it was in the war or in the early ys of the Armistice. Now that is a lamity well nigh immeasurable, and it n be cured by no mechanics. Are the llies to go on increasing this moral ssension among the world's leaders, and liberately inviting the moral shipwreck the world by their policies in Turkey?

(6) Coupled with similar decisions al-ady reached, selfish division and ex-oitation in Turkey would also go far convince men of independent moral dgment all over the world—including any previously ardent upholders of the use of the Allies—that the aims of the llies had become as selfish and ruthless those of the Germans had been. That ould carry with it its own fateful con-quences.

For example, no thoughtful man who d the opportunity of watching in rance the stream of American officers d soldiers and of able men enlisted for rious forms of service to the soldiers, they came and went, could fail to see nong those men, as the Armistice went , the spread, like a contagion, of de-ression and disillusionment as to the gnificance of the war aims, because of e selfish wrangling of the nations.

The fact should be squarely faced that thousands of Americans who served in the war have gone home disillusioned, greatly fearing, if not convinced, that the Allies had not been true to their asserted war aims, and have been consequently driven to an almost cynical view of the entire conflict—cynicism that made them feel like withdrawing all further American help, and henceforth washing their hands of the whole European imbroglio. This attitude has been reflected in many other American citizens who had been devoted supporters of the Allied cause. Now that is not a good result for America, for the Allied Powers or for the world.

But that situation, and similar situations among the best in all the Allies, can be changed only by some clear demonstration that somewhere and on a large and impressive scale, the often asserted high and unselfish aims of the Allies have been honestly carried out. That would come like an invigorating breeze out of the North, bringing new faith in men and in the genuineness of human ideals and endeavor. That opportunity is offered, in a peculiar degree, in the righteous settlement of the problems of the Turkish Empire.

No namby-pamby, sickly sentimental treatment is called for here. There are great and lasting wrongs in Turkey which must be set right. And there are world relations and interests honestly to be recognized and permanently to be satisfied. For the sake of justice to Turkey herself and to all her subject peoples; for the sake of the honor of the Allies and the renewed confidence of men in them; for the stemming of the tide of cynicism and selfish strife; for a fresh and powerful demonstration of moral soundness in the race; the Allies should recognize the grave danger of all selfish exploitation of Turkey, and turn their backs on every last vestige of it.

III—CONSIDERATION LOOKING TO A PROPER DIVISION OF THE TURKISH EMPIRE

But if a selfishly exploiting division the Turkish Empire is not justified may be asked: Why is it necessary to vide Asia Minor, at least, at all? For ch a division there are at least two eat reasons: First, the hideous mis-overnment and massacres of the Turkish le; and second, Turkey's utter inade-uacy to the strategic world position in hich she is placed.

I. In the first place, there cannot be ft out of account the hideous mis-gov-nment of Turkey for centuries, even r citizens of the Turkish race.

(1) One may recognize fully the agree-le and attractive personal qualities of e Turks that commonly make them the st liked, probably, of all the peoples of e Empire, and that almost unconscious-turn most foreigners who stay long the country into pro-Turks. One may cognize, too, that there has long been the Turkish Government a kind of gative, indolent tolerance of other peo-es, that allowed them much of the time go on in their own ways, though con-antly despised, robbed, oppressed. It ay be granted, also, that the Turks have en successful in keeping, through long riods, widely scattered areas together d giving them a sort of unity, by the ethod of "divide and rule," of leaving gional governments pretty largely to emselves so long as the Turkish reve-ues were obtained; and of using other ces very largely as officials. It is only ir, also, to remember the very con-derable amount of demoralization caused the perpetual intriguing of European wers in Turkish affairs.

(2) But while all this may be freely lmitted, it must still be clearly seen, at the Government of the Turkish mpire has been for the most part a retched failure, in spite of generally od laws. For that Government has en characterized by incessant corrup-on, plunder, and bribery. It might al-ost be called a government of simple xploitation. So that Ramsay, who dges the Turk leniently, feels obliged to say: "The Turk is not naturally a good officer or a good official. . . . Bribery is the universal rule." And he speaks of the deep-seated mingled hatred and fear on the part even of the Turkish peasantry for government officials. In fact it is hardly too much to say that Turkish history shows gross neglect of the most ordinary and essential duties of a government in the Empire as a whole.

(3) And the treatment of the other subject races has been still worse than that of the Turks. For them nothing has been secure—whether property, lives, wives, or children. To all this have been added the horrible massacres of the Armenians, especially since Ab-dul-Hamil's time, and somewhat similar deportations of the Greeks. Both races have proved themselves abler, more industrious, enterprising, and prosperous than the Turks, and so have made themselves feared and hated, doubtless not altogether without some provocation on their part in certain cases. And these massacres have been due to deliberate and direct government action, in which the Turkish people themselves have been too willing to share. They have not been crimes of the passion of the moment. And they have involved cruelties horrible beyond description.

For it must not be forgotten that this thing was not done in a corner. The evidence for few events in history has been more carefully gathered, sifted and ordered. The Bryce report upon "The Treatment of Armenians in the Ottoman Empire 1915-16," leaves no room for doubt of the essential facts. It is idle to attempt to deny it, or appreciably to mitigate its force.

Lord Bryce, himself a trained historian, says of the report: "Nothing has been admitted the substantial truth of which seems open to reasonable doubt." And in estimating the value of the evidence, he calls attention to these facts: (1) "Nearly all of it comes from eye witnesses"; (2) "the main facts rest upon evidence coming from different and independent sources"; (3) "facts of the same, or of a very similar nature, occurring in different places, are deposed to by different and independent witnesses," —including Danish and German witnesses; (4) "the volume of this concurrent evidence from different quarters is so large as to establish the main facts beyond all question"; (5) "in particular it is to be noted that many of the most shocking and horrible accounts are those for which there is the most abundant testimony from the most trustworthy neutral witnesses. None of these cruelties rest on native evidence alone." And he adds: "A recollection of previous massacres will show that such crimes are a part of a long settled and often repeated policy of Turkish rulers. . . . The attempts made to find excuses for wholesale slaughter and for the removal of a whole people from its homes leaves no room for doubt as to the slaughter and the removal. The main facts are established by the confession of the criminals themselves. . . . The disproval of palliations which the Turks have put forward is as complete as the proof for the atrocities themselves."

Mr. Moorfield Storey, ex-president of the American Bar Association, records the natural verdict of one skilled in the weighing of evidence, when he writes to Lord Bryce: "In my opinion, the evidence which you print is as reliable as that upon which rests our belief in many of the universally admitted facts of history, and I think it establishes beyond all reasonable doubt the deliberate purpose of the Turkish authorities practically to exterminate the Armenians, and their responsibility for the hideous atrocities which have been perpetrated upon that unhappy people."

It is not pleasant to call these dark facts to mind, but unfortunately there is only the slightest evidence that the Turkish Government of people as a whole have recognized or repudiated the crime of the Armenian massacres, or done anything appreciable to set them right. Some small groups of Turks have characterized these crimes aright, but there is almost nothing to show repentance or the fruits of repentence on the part of the great majority of the people or of their leaders, or to give reasonable hope that the massacres might not be repeated; though there is doubtless some excuse for the comparative indifference with which these massacres have been regarded by the Turks, because of a certain amount of revolutionary activity on the part of Armenians in some cases, and because of the widespread wretchedness and want and sufferings of the whole Turkish population in ten years of war and disorder.

Now these crimes—black as anything in human history—cannot be simply forgotten and left out of account in seeking a righteous solution of the Turkish problem. If the rankest conceivable wrongs are not to be passed over in silence, it is inevitable that any just solution of the Turkish problem must contain that small measure of justice which it is now possible to render in this case.

It is strange that Lord Bryce in reviewing all the evidence concerning the Armenian massacres of 1915-16 should feel compelled to say: "The record of the rulers of Turkey for the last two of three centuries, from the Sultan on his throne to the district Mutessarif, is, taken as a whole, an almost unbroken record of corruption, of justice, of an oppression which often rises into hideous cruelty. . . . Can anyone still continue to hope that the evils of such a government are curable? Or does the evidence contained in this volume furnish most terrible and convincing proof that it cannot longer be permitted to rule over subjects of a different faith?"

Is it strange that he should be unable to shake off the conviction that these facts are inevitably knit up with a proper solution of the problem of Turkey? "It is evidently desirable," he writes, "that the public opinion of the belligerent nations—and, I may add, of neutral peoples also—should be enabled by knowledge of what has happened in Asia Minor and Armenia, to exercise its judgment on the course proper to be followed when, at the end of the present war, a political re-settlement of the Nearer East has to be undertaken."

Surely the Peace Conference was justified in its resolution: "more particularly because of the historical mis-government by the Turks of subject peoples and the terrible massacres of Armenians and others in recent years, the Allied and Associated Powers are agreed that Armenia . . . must be completely severed from the Turkish Empire."

That the formation of a separate Armenian State is the deliberate intention of the Peace Conference seems further indicated in the later actions of the Conference concerning Armenia, like the appointment of Colonel Haskell as High Commissioner in Armenia on behalf of the four Great Powers, and the appointment of Major General Harbord by President Wilson to investigate conditions in Armenia. Many incidental things also indicate the general expectation on the part of the Allies that an Armenian State will be formed.

(4) The great and primary reason for this decision by the Peace Conference, is undoubtedly to be found in the Armenian massacres which have just been reviewed. But it might still be asked whether the situation created by the massacres could be met only by the formation of a separate Armenia. For such a separation, it must be admitted, involves very difficult problems. Why, then, is it necessary to set off an Armenian State? What are the reasons?

The only possible substitute for a separated Armenia is a general mandate by one of the Great Powers over all Asia Minor, which should ensure equal rights to all elements of the population—to all races, and to all religions. If such a mandate were honestly carried out, we should certainly hope for a far better government on modern lines. But under the proposed mandatory system of the League of Nations, it is intended that the mandate shall be for a limited period. Even if that period were considerably prolonged, what would happen when the Mandatary withdrew? It is impossible to be sure, if the Turks still constituted the majority, that the state would not slump back into many of its old evils, including oppression of other races. The history of the Turks, unfortunately, gives all too small reason to hope for more.

The reasons for a separate Armenia, then, may be said to be because of the demonstrated unfitness of the Turks to rule over others, or even over themselves; because of the adoption of repeated massacres as a deliberate policy of State; because of almost complete lack of penitence for the massacres, or repudiation of the crime—they rather seek to excuse them; because practically nothing has been done by the Turks in the way of repatriation of Armenians or of reparations to them—a condition not naturally suggesting a repetition of the experiment of Turkish rule; because, on the contrary, there is evidence of intense feeling still existing against the Armenians, and implicit threatening of massacre; because there has been sufficient proof that the two races cannot live peaceably and decently together, so that it is better for both that they have separate states; because of complete failure of the strong clauses of the Treaty of 1878 to protect the Armenians; because the most elementary justice suggests that there must be at least some region in Turkey where Armenians can go and not have to live under Turkish rule; because nothing less than that could give to the Armenians any adequate guarantee of safety, consequently, nothing less will satisfy the conscience of the world upon this point; because in this day of opportunity for small nations under the League of Nations, the Armenians have surely earned the right, by their sufferings, their endurance, their loyalty to principles, their unbroken spirit and ambition, and their demonstrated industry, ability and self-reliance, to look forward to a national life of their own; because such a separate state would probably make more certain decent treatment of Armenians in other parts of Turkey; and because there is no adequate substitute for such a state. In the interests of the

Armenians, of the Turks, and of the peace of the world alike, the formation of a separate Armenian State is to be urged.

II. But the reasons for some righteous division of Turkey do not lie simply in that "historical mis-government," which justly challenges her rule over any other people; but also in her utter unfitness for the strategic world position in which she is placed. The very fact of her age-long misrule, coupled with her occupation of territory of critical significance to the world, constitutes her a "menace to the freedom and security of all nations," and makes unusual restriction in her case necessary, for the greater good of the world and of her own subject peoples.

(1) For Turkey is held, as Dominian has said, by "a people whose incompetence to convert nature's gifts into use or profit is historically patent."* But, striking as has been their economic failure, the failure of the Turks has been far more than merely external or material. She has acted rather as a kind of blight upon all the peoples she has conquered. As Ramsey—possibly too strongly—puts it: "The action of the Turks in every department of life has simply been to ruin, never to rebuild. . . . They destroyed the intellectual and moral institutions of a nation; they broke up and dissolved almost the entire social fabric; they undermined every educating and civilizing influence in the land, and they brought back a great part of the country to the primitive simplicity of nomadic life. . . . There is hardly a social institution in Asia Minor, showing any degree of social constructiveness, that is not an older Anatolian creation, Moslemized in outward form, and usually desecrated in the process."†

(2) Now the evil of this blighting influence of Turkish rule is vastly increased because of the critical significance of the territory which she occupies. First of all, in the words of another, "Turkey is before everything else a roadway—a bridge-land. . . . No solution of the political problem involved can be attained without full consideration of its geographic aspects. . . . Turkey has been a highway of commerce and civilization between Europe on the one hand and Asia and Africa on the other. . . . The through roads converging into the Turkish territory are probably the oldest commercial routes of the world. At any rate they connote the sites on which the most ancient civilization rose."

By position, then, Turkey lies "at the junction of three continents, and therefore on the main field of history," and is "the site of convergence of the main avenues of continental travel"; and becomes, thus, in a peculiar degree, "the meeting place of races which are generally associated with the three continents which the country unites. Aryan, Tatar, and Semitic peoples therefore are strongly represented in the land."

With this advantage of position her remarkable topography combined to "create Turkey's relation with the world beyond its borders." "This relation was facilitated by the admirable set of natural routes which lead in and out of the country"; by the Mediterranean Sea, Aegean Sea, Turkish Straits, and the Black Sea, "the shores of which are closely dotted with the terminals of great avenues from northeastern Europe as well as all of northern and central Asia . . . and by 'the rift Valley of Syria.'" Hence "the Eastern question is as old as the history of civilization on this particular spot of the inhabited world"—always "this momentous international problem of determining which people or nation shall control the Straits between Europe and Asia, who shall get toll from the enormous transit trade of the region."‡

Now under the new conception of a League of Nations, and of mandatory powers who are to think of the "well-being and development" of peoples temporarily placed under their care as a "sacred trust of civilization," it is proposed to change this age-old Eastern question from one of a selfish scramble among the nations to one of recognizing here a great and distinctly international or world interest; to make definite provision for this world interest, and yet not only with full justice to the Turkish people more immediately concerned, but to their greater advantage. For, except for a practically all-powerful nation, a position like that of Turkey, makes the land inevitably a perpetual prey of warring powers, so that Dominian could say quite truthfully of Turkey: "The land staggers under the load of misfortune which its central position in the Eastern Hemisphere has heaped upon it." The situation has been inevitably one of exceeding difficulty for Turkey.

Is it not high time, then, in this crisis of the world's history, and after the immeasurable sacrifices of the Great War, that intelligent men should recognize the stupid futility of the old method of incessant political and commercial national strife, and face this age-long Eastern question in a totally new spirit?

(3) But because Turkey has been so markedly a "bridge-land," it became also "the debatable land"; so that Ramsey can say that at the present day the central movement in Asia is, what it always has been, a conflict between the Eastern and Western spirit. "About 1070, most of Asia Minor became Oriental in language and in Government." "For nearly eight centuries the Oriental element reigned supreme, in Asia Minor and swept far into Europe. . . . But step by step Asia has been driven back, and in Asia Minor the old struggle has recommenced." "On the west coast of Asia Minor the Greek element has increased enormously in strength while the Turkish element has grown weaker." The Oriental element "dies out in these parts by a slow but sure decay." "A revival of Orientalism" was planned and directed by Abd-ul-Hamid and by the later Young Turk movement." "But even in the Eastern part of Asia Minor, the Oriental spirit is doomed." "Orientalism is ebbing and dying in the country."*

Ramsey's analysis is probably correct and important. But is there not something far greater to be looked for, than that gradual driving out of the "Oriental spirit" in Turkey? In one sense, doubtless, that spirit is doomed and must go. We are to be done with Oriental domination in Turkey, it may be hoped, when we get states which know in their citizens no privileged and unprivileged classes, but only equals before the law. But are we not also to be freed from Occidental domination? Was it not one of the greatest of the convictions of the Allies in the war, that no nation, no "Kultur," however great and fine it might be, was good enough to blot out all others?

Are there not priceless Oriental values, gratefully to be recognized and sedulously to be preserved? And may not Turkey, just because she has been, through the ages, "bridge-land" and "debatable land," become in some rich and high sense mediating-land as well between the Occident and the Orient, teaching the nations how to combine the quietism of the East, and the pragmatism of the West; the religious dependence of the East, and the scientific mastery of natural forces of the West; the mental and spiritual fellowship of the East, and the mental and spiritual independence of the West?

As illustrative of the spiritual values still resident in Islam, for example, may be mentioned the remarkable and inspiring achievements of the Senussi sect, in establishing a vast state in a most barren, unpromising land, and in up-lifting, organizing, and harmonizing a most backward and degenerated population in the heart of Africa within a comparatively few years, and under influences purely Moslem. Such a state should not be needlessly encroached upon. It rather affords ample warrant for expecting that under new democratic processes and in due time the Moslems will prove themselves able to build up and manage their own states in the Arabian and Anatolian peninsulas. If the Entente powers are sincere in their declarations not further to harass the Moslem world and so give excuse for a pan-Islamic movement, they should also at once definitely and publicly renounce all further political encroachments on that world, and outline a clear policy of uplifting the Moslems, already subject to their control, by enlarged opportunities both in education and in public service.

(4) With the vision of such larger possible goals for this "bridge-land" and "debatable land" of the Eastern Hemisphere, one approaches the problem of the control of Constantinople and the Straits in a different spirit. The situation is so unique, the relations so complex and far-reaching, the responsibilities so heavy, and the possibilities so enthralling, that no one nation can be equal to the task,—least of all a nation with Turkey's superlatively bad record of misrule. No situation in the world demands so compellingly international rule—not only to put an end here to the selfish scramble and perpetual intrigue of the nations, but also, above all, to rise to the possibilities of this strategic opportunity, for the benefit of all the race.

This calls for a Constantinopolitan State, directly and permanently vested in the League of Nations, but best managed probably through a single mandatary as trustee, steadily responsible to the League and removable by the League.

Such a solution, at first sight, will undoubtedly be unwelcome to most Turks. But Turkey is simply not conceivably equal to a great world responsibility; and the larger world interests must prevail. Moreover, it is certainly better for Turkey herself to be delivered from this intolerable responsibility, and to have her own government taken out of the midst of what has been, through the centuries, a center of boundless intrigue. The common people of Turkey would lead a much happier life in a state freed from outreaching imperialism, and at liberty to devote itself to the welfare of its own citizens.

III. If one turns aside now for a moment from the immediate problem of Asia Minor to that of the former Turkish Empire as a whole, other reasons for division of the Turkish Empire may be suggested.

(1) For one thing, there would be real danger, even under a mandate, in keeping intact the Turkish Empire as a whole—the danger of a later revival of the Turkish Empire and a repetition of its past history, on account of the often revived jealousies of the Powers. That danger is not to be lightly regarded.

(2) The Turkish Empire, too, as it has existed, is not truly a unit from any point of view,—certainly not the Arabic and the non-Arabic-speaking portions. Its interests—except those of good government—are not one. It is hardly too much to say that however much the land has been a single unit with reference to intercontinental travel and trade, the fact remains that it has been clearly subdivided within itself. There would probably be distinct gain, consequently, in similarly dividing its problems, and seeking separate solutions for them. Syria, Mesopotamia, and Arabia, for example, each has a kind of unity of its own.

It was natural, therefore, that the Peace Conference should have resolved that Syria, Palestine, Mesopotamia, and Arabia should be completely severed from the Turkish Empire. The first three have already been dealt with in the preceding reports of this Commission. It may be briefly pointed out here, however, that these areas are naturally cut off from Turkey, because of their different language, customs, and civilization; that the people do not wish further connection with Turkey, but were rather greatly rejoiced to be freed forever from the Turkish yoke; and that there is opportunity in the Arabic-speaking portions of the former Turkish Empire for at least two strong national states—Syria, including Palestine, and Mesopotamia, in accordance with the hopes of the Peace Conference and the desires of the people themselves. Both Syria and Mesopotamia should be, of course, under mandatories for a time.

IV. The considerations now dealt with looking to a righteous division of the Turkish portion of the former Ottoman Empire, clearly involve the setting off of an Arabian State, and of a Constantinopolitan State; but as clearly imply the continuance of a distinctly Turkish State, with guarantees of justice to all its constituent peoples. The resulting problems, now to be considered, therefore, naturally become: The problem of a separate Armenia; the problem of an international Constantinopolitan State; the problem of a continued Turkish State; the problem of the Greeks; and of other minority races.

I—THE PROBLEM OF A SEPARATE ARMENIA

(1) The reasons why it is necessary that a separate Armenian State should be set up, have already been fully given. They need not be restated.

(2) The conception of such a State. It is well to have in mind the exact nature of the State proposed in this report, in order to prevent misunderstandings on any side.

It is not proposed in such a state to establish the rule of a minority of Armenians over a majority of other peoples. That would inevitably seem to the Turks to be very unjust, and would at once excite resentment and unremitting opposition. Moreover, such an arrangement would be unfair to the Armenians as well. For it would place them from the start in a false and untenable position. It would put them, too, under great temptation to abuse of power. And it would be no fair trial of a truly Armenian State. It would of course, also make any mandate mean little or nothing, if not make it entirely impossible.

But such a separated State should furnish a definite area into which Armenians could go with the complete assurance that there they would never be put under the rule of the Turks. It should be also a region in which Armenians could gradually concentrate, and from which the Turkish population might tend increasingly to withdraw; though no compulsion should be put on any people.

All this necessitates a strong Mandatory Power. The State could not even start without such help. This separate State should be therefore a state definitely under the rule of a Mandatory Government, organized on modern lines to do justice to all elements of the population and a state from which the Mandatory should not withdraw, until the Armenians constituted an actual majority of the entire population, or at least until the Turks were fewer than the Armenians. This would necessarily mean that full Armenian self-government would be long delayed. And that fact should be definitely faced as inevitable. The conditions are such that there is no defensible alternative.

(3) The term of the Mandate is practically involved in the conception of the State, which is forced upon us. It can not be a short-term mandate, not because of any reluctance to withdraw on the part of the Mandatory, but because under the peculiar circumstances, a true Armenian State cannot be established in a brief period of time, however ardent the desires of both the Armenians and the Mandatory Power. For the Armenians cannot safely undertake the government independently, until they constitute an actual majority. There is also the added consideration of the natural need of considerable time for the amalgamation and consolidation of the Armenian people, against some tendency to split up into fragments. The mandate must be long enough, too, to make the people thorough-

* (Dominian, "Frontiers of Language and Nationality in Europe," p. 236.)
† (Ramsey, "Impressions of Turkey," pp. 264.
‡ (See Dominian, pp. 248, 222, 228, 230, 231.)

* (Ramsey, "Impressions of Turkey," pp. 127, 129, 131, 157, 158.)

ready for both self-government and
-protection, through an increasing use
Armenians in the government even
n the beginning.

4) An American Mandate Desired.
eems universally recognized that the
ienians themselves desire an Ameri-
Mandate. And this choice is ap-
ntly generally approved by Amer-
Allies. The Turks, too, though not
ing any separate Armenian State,
ld probably favor an American Man-
for Armenia, if there must be an
enia at all.

) The conditions upon which Amer-
would be justified in taking the man-
for Armenia may be said to be:
genuine desire of the Armenians;
cordial moral support of the Allies
rrying out the mandate; willingness
e part of the Armenians to bear with
etty long mandatory term, for the
ns already stated, and to give up all
lutionary committees; that Armenia
ld have territory enough to ensure a
ssful development; and that the
iarly difficult mandate for Armenia
d not be the only mandate given
rica in Turkey. None of these con-
is, perhaps, call for comment, ex-
the last, which will come up for
consideration.

) The Extent and Boundaries of the
nian State. The General Adviser,
Lybyer, has expressed so exactly the
tions of the Commissioners concern-
ne extent and boundaries of the Ar-
n State, that his statement may well
e any other discussion of this ques-

The Armenians should be provided with
nite territory, and organized as soon as
able into a self-governing independent
Otherwise the questions of their safety
their ceasing to be a center of world-
ance cannot be answered.

This area should be taken from both
h and Russian territory. The wars of
neteenth century divided the proper Ar-
land between these two empires.

The Armenians are entitled to an amount
rkish territory which takes into account
sses by the massacres of 1894-6, 1908-9,
915-16. These losses may be estimated
million.*

They should not be given an excessive
of Turkish territory, if their state
be practicable.

The Turks, Kurds, and other races
not be left with a just grievance, since
ould solidify their traditional hostility,
nbitter them against the League of

t has been questioned, even by many
mselves, whether the Armenians are
for self-government at present; cer-
an imperial rule by them over other
should not be thought of for the pres-
the future.

is too much to ask of the League
ons or a mandatory power that they
ke to hold down and perhaps squeeze
large majority, in order that a small
may have time to multiply and fill

here is a limit beyond which the
of ever producing an Armenian ma-
s actually not feasible; that is to say,
Armenians are assigned too large an
ey will never be able to occupy and

he idea has been suggested that Armenia
e developed as a wall of separation or
state between the two Moslem areas
by Turks and Arabs. This might be
a compact, homogeneous state with
able population and resources, but it
rden which the Armenian state cannot
ted to bear within a conceivable time.
e proposed large Armeania, to extend
e Black Sea to the Mediterranean, is
impossible of realization, and there-
uld not be planned for. It encounters
bjections previously mentioned.

1914 and before 1894 the Armenians
a small minority in such an area,
never exceeding twenty-five per cent.
should be given the control, the ma-
pulations would be injured, in viola-
all "Wilsonian principles" and war
Vith allowance for the estimated mil-
perished, and assuming that all these
ve been gathered into the territory,
enians would still now number only
e-third of the total population.

ere never was an Armenia which
this territory. The real Armenia,
and records show, was a highland
which at one time reached the Cas-
which came near to the Black Sea
reaching it, and which never came

to the Mediterranean Sea. The Lesser Armenia of the Middle Ages in the Cilician region was the result of the expulsion and flight of Armenians from further east,—a process which scattered them over a large area, in which they have ever since been in a minority almost everywhere. The demand for both areas is therefore an imperialistic claim, based historically upon an overstrained interpretation of facts.

c. The Armenians are reduced, allowing for the return of survivors, to about ten per cent of the population in the large area proposed. Assuming an optimistic amount of migration of other Armenians into, and of Turks and Kurds out of the land, the Armenians still would constitute only about one-fourth of the population. (See appended table of estimates of population.) The situation of mandatory power would be extremely difficult in defending this minority, which would as future owners and rulers of the land, be much more obnoxious to the majority than at present.

d. No European power will undertake so difficult a task, and it must therefore be left to the United States. If the American people should be induced to begin the process, and this should turn out to be fundamentaly unjust, they would modify their intention. The chances are considerable that the large Armenia would never become an Armenian state at all, but a mixed state, composed of minorities of Armenians, Turks, Kurds, etc., which would not maintain internal order or security against external aggression without the support of a strong mandatory power. This would disappoint both the Armenians, who could never control the government, and the mandatory power, which could never leave the country.

6. On the contrary, an Armenia reduced to the Armenian highlands in both Turkey and Russia, with an outlet on the Black Sea, would have a good chance of establishment and continuance. The Turkish area which the Russians held in 1917 may be taken approximately as the Turkish portion of this "small Armenia," and the present territory of Russian Armenia as the remainder. Engineers could overcome the physical obstacles to internal and external communication.

a. The Turks and Kurds could not rightfully complain of such an area, because it is the historical Armenia, and because if the million dead Armenians could be restored and brought into the land, the Armenians would have about one-half the population (see table). Migration of Turks and Kurds from this area can be more easily accomplished than from the larger land, inasmuch as a considerable proportion of them fled before the Russians, and thus are in a dislocated condition.

b. The Armenians might become the majority of the actual population within a few years, and with that in view, and with the smaller area, they could be given a larger share in the administration from the start, and trained more rapidly to self-government.

c. The duration of the mandate would be materially shortened, with a solider ethnical foundation and a more compact area. The mandatory would need far fewer troops, and would be put to much less expense.

d. The doubts as to the possibility of erecting an Armenian state in the larger area are reduced for the smaller land. The mandatory power could with a prospect of success, keep in mind the giving of control to the Armenians, since they would after a time not be a minority, causing trouble by incessant pushing for special privileges of an economic and political nature, but a majority with a just right to a larger place.

e. This land having secure frontiers, as was tried out thoroughly during the great war, gives promise of self-defensibility. A state reaching to the Mediterranean is a far more difficult matter, with its long frontiers, containing each a number of vulnerable spots, and its permanent difficulties of internal communication, due to the broken configuration of the land. Its very existence might moreover be regarded by the Turks and Arabs as a provocation.

f. The economic opportunity of an Armenia on this basis would be ample; all essentials for food, fuel, and shelter can be obtained locally, and surpluses are easily to be produced which can be exchanged for other wares.

i. In Turkish Armenia the Armenians were able to live and often to prosper, and yet they paid considerable taxes and were subject to frequent robbery.

ii. In Russian Armenia the Armenians have thriven greatly, under only moderately favorable conditions.

iii. This area is crossed by commercial routes of immemorial importance, notably through Erzingan and Erzerum between Anatolia and Persia and Trans-Caucasia, and through Trebizond toward the Persian Gulf. This guarantees the importance of several towns at nodal points, such as Kars, Erivan, Erzerum, Mush, and Van, and suggests valuable possibilities in the direction of transportation, trade, and manufacture for export.

7. All this is argued with the best interests of the Armenians in mind, on the basis of genuine friendliness toward them, and of concern to give them a real and not an illusory opportunity. They are in genuine danger of grasping at too much and losing all.

If they establish themselves securely in the more restricted area, and if Anatolia fails to develop as a well knit and successful state, there is no reason why the question should not be resumed later of connecting Cilicia with Armenia.

* This estimate of Armenian losses by mandate in the past thirty years is especially valuable in the light of conflicting statements.

ESTIMATES OF THE POPULATION OF AN ARMENIAN STATE

The appended tables are the result of an effort to compare the population of Armenian areas to two plans. That which includes a "Larger Turkish Armenia" was worked out by the American Division of Western Asia at the Peace Conference, and can be examined more fully in the records of the Conference. It represents probably, subject to minor alterations, the best possible arrangement on the basis of giving an outlet on both the Black and Mediterranean Seas; the frontiers follow natural features, and the connection with Cilicia is made as narrow as practicable. The "Smaller Turkish Armenia" suggested in the text cuts off for Armenia in Turkey substantially that portion of the Armenian plateau which was held by Russia in her period of advance during the great war. The phrase "Differential Area" was chosen to represent what is left after subtracting "Smaller Turkish Armenia" from "Larger Turkish Armenia," and extends from Mersina to Kharput and north to the Black Sea.

A. Before 1914. This table is estimated from the statistics prepared by Drs. Magie and Westermann. Percentages are attached. The Moslems are not separated into groups; they include about 400,000 Lazes on the Black Sea coast between Trebizond and Batum; about one half are Turks; most of the remainder are Kurds, some of whom are Shiite or Kizilbash, and the remainder Sunnite. Dr. Magie's figures may under-estimate the Armenians in some areas. Certainty will never be attained as to the numbers of the different elements in Turkey until a scientific ethnological survey has been made under disinterested control.

Area	%	Moslems	%	Armenians	%	Greeks	%	Others	Total
Larger Turkish Armenia.	71	3,073,000	21½	933,000	6½	289,000	1	34,000	4,329,000
Differential area	73	1,697,000	20	461,000	6	136,000	1	18,000	2,312,000
Smaller Turkish Armenia	68	1,376,000	23½	472,000	7½	153,000	1	16,000	2,017,000

B. In 1920. It may be assumed that in 1920 order will be restored so that all survivors can return, of the Armenians who were deported or who fled into Russia, and of the Turks and Kurds who fled from the territory occupied or threatened by Russia. An estimate follows, in which it is guessed that in the "Smaller Turkish Armenia" 50 per cent of the Armenians and Syrian Christians have perished, and 20 per cent of the Greeks and Moslems. The Armenians of the "Differential Area" had not the same opportunity to escape into Russia, and it is guessed that 75 per cent of these have perished.

Area	%	Moslems	%	Armenians	%	Greeks	%	Others	Total
Larger Turkish Armenia.	80	2,459,000	11	351,000	8	232,000	1	17,000	3,059,000
Differential area	85	1,358,000	7	115,000	7	110,000	1	9,000	1,592,000
Smaller Turkish Armenia	75	1,101,000	16	236,000	8	122,000	1	8,000	1,467,000
Estimated losses in whole area		615,000		582,000		57,000		17,000	12,270,000

C. In order to give the Armenians the benefit of their entire losses in Turkey during the war, one million may be added to the numbers of Armenians according to each plan. This of course has no relation to the practicability of established an Armenian State, but it displays the justice, on the basis of majority, of assigning them the "Smaller Turkish Armenia."

Area	%	Moslems	%	Armenians	%	Greeks	%	Others	Total
Larger Turkish Armenia.	60	2,459,000	33⅓	1,351,000	6	232,000	½	17,000	4,059,000
Smaller Turkish Armenia	45	1,101,000	50	1,236,000	5	122,000		8,000	2,467,000

D. In 1925.—It may be assumed that on either plan, changes will take place between 1920 and 1925 in the following manner: 20 per cent of the Moslems will leave, and 300,000 Armenians will come from other parts of Turkey and the world. No account is taken of natural increase, but this would act against the percentage of the Armenians, because they lost men in far greater proportion than women, and because they are less numerous than the Moslems, particularly when the larger area is considered. It appears that in normal times before the war Armenians increased more rapidly than Moslems, because of differences in social systems and military service; conditions will probably reduce these differences in the future.

Area	%	Moslems	%	Armenians	%	Greeks	%	Others	Total
Larger Armenia	60½	1,967,000	23	651,000	8	232,000	½	17,000	2,867,000
Differential area		1,086,000		115,000		110,000		9,000	
Smaller Armenia	57	881,000	35	536,000	8	122,000	½	8,000	1,547,000

E. It remains to add Russian Armenia to the Turkish areas considered. The assumption has been made that Russian Armenia will contain in 1920, after the Turkish Armenians have gone home, a population of about one and one-half times as great as that estimated by Mr. Lynch, in his "Armenia," Vol. 1, p. 451. His actual figures, as of about 1890, for the Russian part of the Armenian plateau, are: Armenians 519,238, Moslems 459,580, Greeks, 47,763, others 69,129, total 1,095,710.

Area	%	Moslems	%	Armenians	%	Greeks	%	Others	Total
Russian Armenia	40	600,000	50	750,000	3	50,000	7	100,000	1,500,000
Larger Turkish Armenia with Russian Armenia	67	3,059,000	24	1,101,000	6	282,000	3	117,000	4,559,000
Smaller Turkish Armenia with Russian Armenia	57	1,701,000	33	986,000	6	172,000	4	108,000	2,967,000

F. Finally it may be assumed between 1920 and 1925, 250,000 Armenians from the remainder of Russia and from other parts of the world, and that a like number of Moslems will emigrate. Again no account is taken of natural increase, which might make a small addition to the Armenian percentage.

Area	%	Moslems	%	Armenians	%	Greeks	%	Others	Total
Russian Armenia	23	350,000	67	1,000,000	3	50,000	7	100,000	1,500,000
Larger Turkish Armenia with Russian Armenia	53	2,317,000	38	1,651,000	6½	282,000	2½	117,000	4,367,000
Smaller Turkish Armenia with Russian Armenia	40	1,231,000	50	1,536,000	6	172,000	4	108,000	3,047,000

The whole calculation then shows a possibility under favorable conditions that by 1925 the Armenians can be in a small majority in an Armenia erected on the smaller basis. They would constitute about two-thirds of the population in the Russian portion, and a little over one-third in the Turkish portion.

In an Armenia on the larger basis they would not exceed 40 per cent for the whole area in 1925, and would then constitute about two-thirds of the population in the Russian portion, and not over one-fourth in the Turkish portion.

II—THE PROBLEM OF A SEPARATE CONSTANTINOPOLITAN STATE

(1) The Conception of such a State. In facing the problem of a separate Constantinopolitan State, there should be, first of all, a clear understanding of the nature of the state proposed.

The definite plan for a League of Nations with its mandatory system, it should be noted, gives new help in the solution of this difficult question. It is proposed that the Constantinopolitan State, as a great international interest, should be directly in charge of the League of Nations for the good of all the nations; in the sure conviction that even "national interests are often promoted better by international cooperation than by international competition."

The State would be administered through a mandatory for the League—a Mandatory appointed by the League, responsible to the League, and removable at the will of the League, but held permanent except for cause; for it is plain that there should not be any unnecessary shifting in the administrative power.

The Mandatory, moreover, should be a real mandatory for the League, a trustee for international interests, not a power using its position to advance its own national interests. To this end, the Mandatory should be territorially and strategically disinterested.

The Constantinopolitan State could be administered by an International Commission,* like the notably successful Commission on the Danube; but the problem here is more complex, and the single Mandatory would seem to have some decided advantages over the Commission plan. In the case of the Constantinopolitan State, for example, there would be actual governmental functions to be exercised, as there are not in the same sense in the control of traffic on the Danube. These could be better handled by a regularly organized government. The Mandatory, too, as directly controlled by the League of Nations, would be even more truly international than an international commission of the old kind. And, practically, a single mandatory would naturally be better able to avoid friction, wrangling, and divided counsels, and so to prevent exasperating and dangerous delays. It would also have more immediate power behind it.

Such a State should include Constantinople, and have charge of its administration. This is the more demanded, for Constantinople is a markedly cosmopolitan city, where the Turks are probably not even in the majority. This state should also have a reasonable territory on either side of the Straits. All fortifications should be abolished. This international territory would of course be open to all people for any legitimate purposes. Like the District of Columbia in America, it would be a natural place for great educational and religious foundations, so that such Moslem institutions could remain and be further built up. The Turkish population, equally of course, would be free to stay. But Constantinople would not longer be the capital of Turkey. In the administration of the State, however, all possible consideration should be given to Moslem sentiment, and reasonable practical adjustments arranged. The Sultan might even conceivably continue to reside at Constantinople if that were desired under the conditions named.

(2) The Reasons for such a State. What are the reasons which make the establishment of an international Constantinopolitan State, as now conceived, imperative, in the final settlement of this war?

(i) President Wilson himself, in the twelfth of his Fourteen Points, made much of by the Turks, points at least in this direction, when he writes: "The Dardanelles should be permanently opened as a free passage to the ships and commerce of all nations under international guarantees." It would seem that that end could be accomplished in no way so surely and so permanently, as by an International State under the League of Nations. The need at least, of some such internationalization is manifest, when it is remembered that the Straits have been closed almost continuously since 1911.

(ii) Woolf hardly overstates the need of drastic action in this matter, when he says: "Constantinople and the narrow straits upon which it stands have occasioned the world more trouble, have cost humanity more in blood and suffering during the last five hundred years, than any other single spot upon the earth. Certainly during the last hundred years it has been the chief European center of international unrest. From it, and about it, have radiated continually international rivalries and hatreds and suspicions. It was the direct origin and cause of a large number of the wars fought in the nineteenth century. It is not improbable that when Europe in her last ditch has fought the last battle of the Great War, we shall find that what we have again been fighting about is really Constantinople." Now, this perpetual centre of intrigue and endless cause of trouble must be done away with.

(iii) The close of this greatest of wars, with its many new adjustments, and particularly with the break-up of the old Turkish Empire, gives an unrivaled opportunity to clear up, in a permanent way, once and for all this great plague-spot of the world. If this opportunity is now neglected, or grasped only in nerveless vacillating and selfish fashion, we shall have again the old intolerable situation. We are confronted by a great challenge. Timid counsels should not prevail. As Woolf puts it: "Constantinople is the test of the Great War's result. If it can be, and is, given to any one State, it means the rule of the world by war; if . . . it be administered by all for all, Constantinople means the rule of the world by peace."

(iv) The responsibility for so fateful and strategic a world-center is also too heavy for any single power, however great, to carry; least of all Turkey with her terrible record of mis-government and massacre. It would be hard to choose out of any list of leading nations, a nation less fitted for this world task than she. She has completely forfeited any claim to such a responsibility.

(v) Moreover, as we have already seen, it would be to the distinct advantage of Turkey's own new democratic government to be definitely withdrawn from this center of intrigue. Thoughtful Turkish leaders already realize the evils which have come from this intrigue, and might well welcome—even though with natural reluctance—the kind of surgery which should sever their State from such a seat of infection. At the same time, the Turks remaining within the boundaries of the International State, under a competent mandatory, would certainly have the best government they have ever had.

(vi) The situation, furthermore, cannot be dealt with adequately or with any final satisfaction, except internationally and through an international state. And the League of Nations and the Mandatory System, as planned by the Peace Conference, would seem to suggest both a new and stable method for establishing and administering such a state, and a method growing directly out of the Covenant of the League of Nations. Until such an International State is definitely established, there will be endless intrigues on the part of various Powers to possess or control the Straits. So long as a state as weak as Turkey has any kind of hold upon this critically significant territory, intrigues will be encouraged. The Greeks, for example, have already declared their ambition to have Constantinople in their hands, and are conducting a campaign of propaganda to that end. That is typical of what may be expected to go on, until a thorough-going and permanent solution of the problem of the Straits is adopted, in an International State.

(vii) It deserves to be especially emphasized that the reason for the establishment of an International Constantinopolitan State, is not to humiliate Turkey or any Moslem interest; but simply to face squarely and honestly a situation which is a constant menace both to the peace of Turkey and to the peace of the world; and, deceiving ourselves no longer with vain makeshifts, to determine upon the only fundamental solution. No such fundamental readjustment can be made, doubtless, without some disturbance and sacrifices; but it can be counted certain that all related interests—economic, political, social and religious—will in the end gain from a permanent solution of this vexing world-question.

(3) Extent and Boundaries: The discussion of the extent and boundaries of the Constantinopolitan State is by the General Adviser, Dr. Lybyer, and puts clearly the elements of that problem, anticipating a completer study on the ground by the special Boundaries Commission later recommended.

1. The primary reason for the setting off of a separate area at Constantinople, to be forever under a special regime controlled by the League of Nations, is that the straits between the Black Sea and the Mediterranean, being a concern of many nations, who cannot remain satisfied with the ownership of any one power, should be permanently and freely open.

2. Inasmuch as the Sea of Marmora is small, and in a sense may be regarded as simply an enlargement of the Straits, a minimum boundary must include not only the whole of both sides of the Bosphorus and the Dardanelles, but also the entire shore of the Sea of Marmora. The American experts in International Law at Paris pronounced that serious complications might arise if an independent state should reach these waters at any point.

3. Constantinople is also the place where railways make the crossing between Europe and Western Asia; arrangements for the stations and yards of these need to be taken into account.

4. On account of the ready access by water and rail the economic support of the city does not need to be provided for completely within the boundaries of the state, except as regards the water supply. It would be convenient, of course, to have room for dairy and vegetable farming, in view of the trouble of crossing frontiers.

5. Inasmuch as the population has always been greatly mixed,—a condition which will undoubtedly continue, and since it may be assumed that the League of Nations will provide for the security of all elements without privilege or favor, there is no need to adjust the boundary to racial groups.

6. On the European side, it is better, all things considered, to leave with Constantinople the present remnant of Turkey in Europe, accepting the Turco-Bulgarian frontier of 1915 subject to minor modifications. The Constantinople area needs no more land than is included in an adjustment of the Enos-Midia line, as shown on the accompanying map; but the question of disposing of the remainder of "Turkish Thrace" is so acute, that the best solution is to leave this also with Constantino

i. This area was ceded to the Balkan Al early in 1913, and assigned to Bulgaria, it was recovered by Turkey after the sec Balkan war. If Bulgaria continues to be k out of her rightful lands in Macedonia, she some ground for claiming Turkish Thrace a region for the settlement of refugees. As gards Turkish and Bulgarian Thrace, there been a considerable exchange of population si 1915, so that few Bulgarians remain in area, while the number of Turks has l increased.

ii. Greece has claimed the territory, statistics submitted by the Greeks do not mate that before 1912 the Greek populatio the territory between the Enos-Midia line the present Bulgarian frontier was more t 147,000, or 42 per cent of the whole. T own statements show that a large proportio this number migrated between 1912 and Great War. They do not state the recipr fact that an approximately equal numbe Turks migrated from territory acquired Greece in 1913 and settled here, so that was not a mere expulsion of Greeks, b fair exchange of population. The Greek po tion was then probably not over 25 per ce the whole in 1914. It is less at present, changes during the Great War should ha be taken into account. The claim of Gree this area cannot be justified.

iii. On the basis of population, Tu Thrace was really Turkish in 1914, the pr tion reaching at least 60 per cent.

iv. There is no prospect that, without vi changes, any other element than the Tu will become a majority of the population w a considerable time. In case this should mately happen, in such a way as to make ations of boundaries desirable, the Leagu Nations could transfer a portion of Thrac of the Constantinople area.

7. On the Asiatic side, the frontier ginning on the Black Sea coast a short dis east of the mouth of the Sakaria River run east of the river to Ak Sofu Dagh, to Geuk Dagh, pass southwestward to ridge between Isnik and Yeni Shehir, proceed westward along the heights sou Mudania, and Panderma as far as the bou of the Sanjak of Bigha, which it might to the sea south of Mt. Ida.

i. The line between the Black Sea Ismid is located east of the Sakaria, incl the marshy area near the river's mout order to facilitate engineering problem drainage, and provide an area suitabl dairy farming within the reach and cont Constantinople.

ii. Brusa would better be left to the because it has no relation to the defen the Straits; because the local populati predominantly Turkish; and because the are sentimentally attached to this as th Ottoman capital. To take from them all capitals, Constantinople, Adrianople, and would be very severe.

iii. The Troad Peninsula, while predon ly Turkish, constitutes such a separate pl area that it cannot well be divided. The for the defense of the Dardanelles, it all go with the Straits.

8. The total population of this area be at the outset about two millions, of about 60 per cent would be Turks, 25 pe Greeks, and 10 per cent Armenians. Th portion of Turks would be likely in t decrease, and that of Greeks and W Europeans to increase, especially in Co nople and the smaller cities of the area.

*This plan has proved a war-breeding failure since the Armistice.

III—THE PROBLEM OF A TURKISH STATE

We have now frankly recognized the necessity, in bare justice to the Armenians, for an Armenia separated from Turkey, and the equal necessity for a separated Constantinopolitan State, in response to a just and imperative world interest.

Turkey is thus called upon to surrender her sovereignty over certain modest portions of Asia Minor, but in no way treated as her own conquerors treated territories won in war.

(1) General Extent. But in pursuance of this different spirit shown in conquest, if the principles of national unity and of self-determination are to be truly applied to the Turkish people, Anatolia, the bulk of Asia Minor remaining, with ample outlets to the sea, should be left for a Turkish State, but under such conditions as may sacredly guard the rights of all minorities, whether racial or religious. This would give to Turkey a comparatively very large area—larger than France,—having a population one-fourth that of France—of approximately ten millions, of whom some eight millions are Moslems (about seven m Turks) and one and one-half m Greeks. This should assure to th Turkey an ample opportunity of opment. In the interests of a reas self-determination for some of the s racial groups, it may be also nec to allow their transfer, if they so to Syria or Mesopotamia, or to them at least local autonomy.

(2) Reasons for a Mandate f Turkish State. It seems to be ge recognized by the Turkish people selves, that the surest and speedies out of their present evil condition way of a mandate under the Lea Nations, and so shifting from perialistic state to a democratic on from every point of view that desirable. Indeed, it seems imp to expect any satisfactory change government of Turkey by any method. And if the Turks had no selves suggested a mandatory, the Conference might well have felt to require one.

This general statement, indeed,

d to include the specific reasons why
rkey should have a mandate; to secure
uinely good government, without op-
ssion, bribery, or corruption, for the
rks themselves; to guarantee the rights
all minorities, racial or religious; to
ver Turkey from the demoralization
incessant intrigue from outside; to
ire, without selfish exploitation by
Mandatory or any other outside
ver, Turkey's economic development
economic independence, for there is
the slightest doubt that she has been
ng far below her material possibili-
; in line with the Allied settlement
n Germany, to disband the most of
Turkish Army and do away with all
tary conscription, depending upon a
l organized gendarmerie for the larger
ce duties of the State,—all this for
better good of the common people and
break the power of intriguing im-
alists over them; to put beneath all
kish life a national system of univer-
education that should lift her entire
ple; to train the various peoples of
State steadily into self-government;
word, to make of Turkey a state of
gh order on a modern basis of equal
ts to all before the law, and of full
gious liberty. This would inevitably
lt in a state not purely (though pre-
inantly) Turkish in race and in con-
a cosmopolitan state in which vari-
racial stocks were contained and in
se government all representatively
ed.

) Turkey's Desire for An Ameri-
Mandate. For the reasons given in
arlier section of the report—especially
the Peace Conference had not de-
d that Turkey must herself have a
date, and because a free expression
not allowed—it has been very diffi-
to get clearly decisive evidence of the
es of the people of Turkey upon
hoice of mandate. But many indica-
tend to confirm the opinion that the
t majority of thoughtful Turkish
rs sincerely desire an American
date.

hat a nation so long independent
ld seek a mandate, in any sense of
erm, is sufficiently remarkable, and
ds to confirm the opinion of a trust-
hy and university-trained Turkish
alist, who wrote: "The Turks have
so hardly tried by the events in the
that most of them are ready to sub-
themselves to some regular school-
nstead of making any hazardous ex-
ents with new, ignorant leaders."
he thus sums up Turkish public
on concerning a mandate for Tur-

following divisions can be noticed:
the large majority which realizes that
ountry has only the choice between an
can mandate and an eternal chaos, coupled
oreign occupation and the loss of national
(2) a minority which does not like to
s any settlement which implies a theoreti-
striction of sovereignty; (3) a minority
porters of an English solution.

giving an idea of the strength of
merican majority, he calls attention
he elements which make it up":

National Congress, a body formed in
ntinople several months ago by the dele-
of fifty-three different Turkish societies
rganizations, is one of the chief sup-
of the American mandate. As all the
h intellectual organizations are repre-
in the Congress, it may almost be con-
as representative of the educated classes
eral. The National League, containing
forty of the most respected citizens and
rs is also for the American mandate.
neans at the same time, the majority
Senate. The "Nationalist" Party in
a in general are in favor o fthe Ameri-
andate. The professors of different
s of the university favor the American
e. So do most of the lawyers, teachers,
ians, and merchants. At present, most
papers with large circulations are taking
e view of things. This state of things
surprising, because there is, on the
nd, a very active propaganda for the
mandate; on the other hand the Ameri-
not make any propaganda.

ther journalist gave detailed cor-
tive evidence looking in the same
on. For example, he said that he
en carrying on a campaign in his
ntinople paper for three months
American Mandate, and that this
gn had called out only two letters
test, while, on the contrary, many

words of approval had come from men of all parties.

The delegations who have met the Commission, when the question of mandate was taken up, have generally favored an American Mandate. A delegation representing the intellectual leaders among the women, including presidents of educational institutions and of national and provincial educational associations, were especially emphatic in declaring for an American Mandate. The general judgment of the most trustworthy observers whom the Commission were able to consult confirmed these results. The delegates of a Congress held a few months ago at Smyrna, and representing 1,800,000 people, have declared for an American Mandate. The Congress at Sivas held on the 20th of August, probably the most representative recent gathering of the Turkish people, is expected by those in closest touch with the movement for which it stands, to declare for an American Mandate.

On the whole, it is highly probable that a large majority of the Turkish people, wishing a mandate at all, would favor the American Mandate.

(4) Territorial Conditions in Anatolia. To complete the survey of the problems involved in a reconstitution of the Turkish State in Anatolia, a general discussion, in brief summary, of territorial conditions in Anatolia—touching also upon various subject races—seems called for. This is also furnished by the General Adviser.

1. After setting off definitely from the Turkish Empire as it was in 1914 all the Arabic-speaking areas, Armenia, and the Constantinopolitan State, there remains a large mass of territory, in which the greatest single element of population is Turkish (this word being limited to those persons whose mother-tongue is Turkish and who profess the Mohammedan religion). Claims have been advanced toward setting off portions of this remaining area, by Kurds for "Kurdistan;" by Greeks for "Pontus,"—an area along the Black Sea coast from Sinope to Batum; by Syrians for Cilicia; by Italians for Adalia and the whole southwest; and by Greeks for Smyrna, and the west. The only one of these portions that is advisable, in the opinion of the Commission, actually to handle separately at present, is "Kurdistan." All will be discussed briefly in the order named.

II. Kurdistan. The Kurds claim a very large area, on the basis of their distribution, but since they are greatly mixed with Armenians, Turks, and others, and divided among themselves into Kizilbash, Shiite and Sunnites, it seems best to limit them to the natural geographical area which lies between the proposed Armenia on the north and Mesopotamia on the south, with the divide between the Euphrates and the Tigris as the western boundary, and the Persian frontier as the eastern boundary. A measure of autonomy can be allowed them under close mandatory rule, with the object of preparing them for ultimate independence or for federation with neighboring areas in a larger self-governing union. It is possible to shift most of the comparatively small numbers of both Turks and Armenians out of this area by voluntary exchange of population and thus obtain a province containing about a million and a half people, nearly all Kurds. Full security must needs be provided for the Syrian, Chaldean and Nestorian Christians who dwell in the area. This plan would probably provide for all of the Sunnite Kurds in Turkey, and the Kizilbash group lies almost wholly to the west. The area contemplated looks more to the south than the west and lies wholly about the upper waters of the Tigris and its tributaries. It would seem better, therefore, unless the population itself strongly prefers the other plan, to place it under the control of the power which cares for Mesopotamia, than to connect it with Armenia across the mountains at the north, or with Anatolia with which it would have only narrow contact at the west.

III. "Pontus." About one-half of the area asked for by the Greeks of "Pontus" should be included in the Armenian State, in order to give it access to the sea. The remainder is needed by Anatolia for the same reason. There were approximately 200,000 Greeks in each of these portions in 1914. This would seem to be too small a minority in both Armenia and Anatolia to be erected into an autonomous province. The rights of these Greeks can in each state be provided for fully by general laws, enforced in each case by the mandatory power until such time as the states are ready for self-government with adequate protection of minorities.

IV. Cilicia. Cilicia is claimed by both Armenians and Syrians, in each case by a minority which did not exceed 25 per cent in 1914. Reasons are stated above for not giving it to the former. It is unimportant to Syria as an outlet, since that area has many ports. But it is very valuable to the areas both at the northeast and the north. It should not be separated economically from Anatolia at present, and if at any future time the Armenians should receive it, provisions would have to be made for the use of its ports by the interior regions of Anatolia from Kaisariyeh to Konia.

The region between Cilicia and Armenia, containing Albistan, Malatia and Kharput is claimed by the Armenians, but should also be left with Anatolia. It contained in 1914 a mixture of Turks, Kizilbash, Armenians, Sunnite Kurds and others, proportioned apparently in the order named. Strong mandatory control would be difficult because of the distance from the coast across rough mountainous country, but it would be very necessary, lest the region become a hunting ground for Turkish, Kurdish, and Armenian bands, each anxious to acquire the territory for its people.

V. Adalia and the Southwest. Italy's claim to the southwest of Asia Minor rests upon nothing that is compatible with the principles of the Commission's instructions. There are no Italians native to the country, and no evidence exists that the population desires Italy as a mandatory over them. In this region the Moslems are to the Greek Orthodox Christians as ten to one. None of this area should be separated from Anatolia.

VI. Smyrna and the West. The problem of the west coast is a difficult one, not because of the intrinsic situation, but because of the persistency of the Greek Government in demanding an area there, and of the fact that a Greek army is in occupation.

Nowhere except perhaps in the Sanjak of Smyrna and certain coastal Kazas is the Greek Orthodox population in a majority, and the complete proof that it is in majority there awaits an impartial census. If any question existed previously as to the unwillingness of the majority of the population in the area now occupied by the Greeks to be annexed to Greece, or to have Greece as a mandatory, the question has been answered by the circumstances of the occupation.* The question has also been answered as to whether the Balkan State of modern Greece has reached such a degree of civilization that it can be entrusted with mandatory rule over a people of different faith and hostile feeling.

The Greek army and all authority of the Greek Government ought to be withdrawn from an area where better order was kept by twelve British officers than can be maintained by one hundred thousand Greek troops. There can be no settled peace until either a Greek conquest has swept far to the interior, with great destruction of property and life, or until the Greek power is wholly removed. In the latter case the question would still remain: Should an area in Western Asia Minor be set off as a special Greek region and placed under a separate mandate? The answer is in the negative for the following reasons:

(1) The character of the country is such that no good natural boundary can be found except high up in the hills. If such a boundary be traced, the population within it would be so markedly Moslem (about three to one) that the area could have no special Greek character.

(2) If, on the other hand, a more or less arbitrary line be drawn farther west, it would not constitute a good barrier for defense against smugglers or brigand bands.

(3) Any line drawn now would be regarded, more or less, as an economic barrier, cutting off Smyrna and other coast cities from some of the trade with the interior, to mutual disadvantage.

(4) Neither Greeks nor Turks in Western Asia Minor would believe anything except that it is the intention of the League of Nations to permit Greece later to annex the territory set off, and perhaps to extend her holdings further. The elements would therefore be present for a Macedonian system of sustained brigand warfare, which could be kept down only by more military effort and expenditure than any mandatory power cares to assume.

Shall any measures be taken then to develop a special Gree karea in Asia Minor? The maximum that would seem to be advisable at the present would be that a strong mandatory power should be entrusted with a single mandate for all Anatolia, and should take special pains to protect Greeks and Turks alike and preserve order in the west, with the possibility of a limited locally autonomous Greek area. The question of a future separated Greek area could then be left in abeyance, to be brought up again if circumstances justify.

VII. A Mandate for Anatolia. While the instructions of this Commission do not directly mention the assignment by the League of Nations of a mandatory nation to assist the Turks, many of the Turks themselves have suggested such a plan, and some have presented urgent requests for America as the mandatory power. The need of supervision over finance, public works, education, internal order, and all the processes of government is hardly less for the Turks, despite their centuries of political experience, than for the Armenians, Syrians, and Mesopotamians. It is in fact impossible to discern any other method of setting Western Asia in order. The Turks if left to themselves in a condition of poverty, ignorance, and general exhaustion, with a feeling that they had been unjustly treated and then abandoned by all the world, could not fail to be a source of trouble and disturbance until another crisis, with perhaps another great war, would necessitate some such solution as is now suggested, but under conditions less favorable to success.

VIII. The Desirability of a Single Mandatory for Armenia, Anatolia, and Constantinople. While it is desirable that Armenia, Anatolia, and Constantinople should be placed under separate mandates, and governed by separated administrations, it is also desirable that the three mandates should be held by one great power.

(1) Those areas have been held together for several centuries, and have a great number of close ties of all sorts, the delicate adjustment of which can be best accomplished under one power.

(2) Unity of economic control, with similar commercial laws, coinage, weights, and measures, and language of business is advantageous to all concerned.

(3) Problems of repatriation and exchange of populations, can be arranged more justly and promptly under one mandatory.

(4) The adjustment of the public debt will be easier.

(5) The building of railroads and the improvement of routes of travel can be better arranged.

(6) Police control and repression of brigandage will be far simpler. On the contrary, the holding of the three areas by separate powers permits the taking of refuge by bandits and criminals across the borders.

(7) Unity is urged by many well-informed foreigners, looking from various points of view. Many of these favor not merely a single mandatory power, but a single mandate. Practically all the benefits can be obtained by the first plan that could be obtained by the second, and many serious difficulties can be avoided, such as arise from persecution of Armenians, interference with navigation, and complications of intrigue.

(8) Friction which might arise between three mandatories, and which might conceivably lead to a great war, could be eliminated.

(9) The transition would be more easily acceptable by the Turkish people, than if two or three powers should take control of the three areas. The fact that the mandatory would probably establish a central control in Constantinople would aid the transition still further.

In the foregoing discussion of Territorial Conditions in Anatolia, various minority people have been briefly studied. It seems necessary to consider further, at this point, only the rather pressing problems of the Greeks.

* This is an allusion to the massacres of Moslems by Greeks, and subsequent atrocities, upon the occasion of the landing at Smyrna May 15, 1915. An official Inter-Allied inquiry has confirmed the fact of the atrocities.

IV—THE PROBLEM OF THE GREEKS

(1) The situation of the Greeks is not that of the Armenians. The Greeks have suffered much in deportations by the Turks, but there have been no such extensive massacres of the Greeks as of the Armenians. The Greeks, too, in the adjacent Greek Islands, have a possible congenial refuge within former Turkish territory, such as the Armenians do not have. The Greeks also have, in territories recently acquired by Greece, opportunities for settlement on Greek soil, for which there is no parallel for the Armenians. The general situation of the Greeks, too, in diminished numbers, is much less desperate than that of the Armenians. Moreover, the Greeks are more widely scattered in small groups through Turkey than the Armenians. The drastic remedy of establishing a state for the Greeks completely separated from Turkey, seems, therefore, both less possible and very much less desirable.

(2) The Results of the Greek Occupation of Smyrna do not seem to indicate that the Greeks of Turkey should now be given rule over others or be granted their own full independence. Local au-

tonomy in a territory strictly confined to a district in which they were in a decided majority would seem the most that could be recommended at present.

(3) The ability of the Greeks is not in question, nor their enthusiasm for education. On the contrary, both factors make it the more probable that they could continue to hold their own within the Turkish State. Indeed, the special gifts of the Greeks generally make them particularly successful as colonists. The probability is that they would lose on the whole, rather than gain, in being completely set off from Turkey. In spite of the violent antagonisms of recent years, Ramsey may well be right in saying: "The Turks and the Greeks will united make a happier country than either race could by itself." The two races supplement each other.

(4) There is to be added, that the apparent purpose of the Turks to ask for a mandate, and of the Peace Conference to appoint such a mandate, gives promise of a new Turkey, in which the rights of the Greeks would be fully guarded at least for the terms of the mandate.

A trial certainly should be made by the Greeks of life in the Turkish State under the new conditions, before further independence should be sought. The constitution of a new Turkey on modern lines, the steady watchers and influence of the Mandatory, and the supervision of the League of Nations and the right of appeal to it—all combine to give the Greeks every assurance of fair treatment and equality of opportunity, at least during the term of the mandate. It will be the business, too, of the Mandatory to do all possible to develop the whole people into capacity for self-government. The help of a national system of education, too, would do much to assure that the abuses of the old time would not return; and the term of the mandate would naturally continue until there was good promise of Turkey's success as a modern state. Even after the mandate had expired, the League of Nations could still act, upon necessity, to prevent all gross invasions of the rights of minorities.

In the light of all these considerations it would seem best not to set off any independent Greek territory for the present, in the belief that in the long run the better good both of the Greeks and of the Turks is to be found in their union in one cosmopolitan state.

V—RECOMMENDATIONS

What follows is the meat of the whole report. It assigns America a role that few persons in the United States ever contemplated. And it denies to other powers, small or great, the fulfilment of their ambitions.—EDITOR.

The recommendations, dealing with mandates in the Asia Minor portion of the former Ottoman Empire, follow naturally upon the preceding discussions of pertinent action already taken by the Peace Conference; of dangers arising from a selfish division and exploitation of Turkey; of considerations looking to a proper division of Turkey; and of problems naturally resulting. For the recommendations built directly on foundations already laid by the Peace Conference. They aim to prevent a selfish exploitation and division of Turkey. They intend not less surely to ground such division of Turkey as is recommended solely upon considerations of justice and the good of all men. And in this spirit they endeavor honestly to face the grave problem arising, and to seek their solution in the light of the full discussion which precedes. That discussion has been so full, that the Recommendations of the Commissioners need do little more than summarize conclusions, except upon two points—the reasons for a general American Mandate, and the conditions upon which such a mandate might be taken by America.

The Commissioners Recommend:

1. The formation, under a Mandatory, of an Armenian State, completely separated from Turkey, as defined in the preceding section of the report, for reasons already fully given.

It is consequently recommended that Cilicia should not be separated from Anatolia at present.

2. The similar formation, under a Mandatory, of an International Constantinopolitan State, completely separated from Turkey, as defined in the preceding section, also for reasons already fully given.

3. The appointment of a Mandatory for the continued Turkish State, in line with the apparent wishes of the majority of the Turkish people; the major terms of the Mandate to be defined by the Peace Conference or the League of Nations, and further adjustments to be arranged between the Mandatory and Turkey. The reasons for the Mandate and its necessary scope have been already fully given.

4. That, for the reasons already stated, no independent territory be set off for the Greeks; though local autonomy be granted to that portion of the Sanjak of Smyrna which has a decided majority of Greeks, but under the general mandate for Turkey.

5. That a commission or commissions on boundaries in Asia Minor be appointed to study on the ground and to exactly define the boundaries of the states named in the first three recommendations, and the precise limits of any locally autonomous area in Smyrna. The definition of the boundaries of the Turkish State would require the study and definition of the northern boundaries of Syria and Mesopotamia as well, with special reference to allowing to the Kurds a measure of autonomy under close mandatory rule, possibly in connection with Mesopotamia, and with the clear understanding that the rights of the Syrian, Chaldean, and Nestorian Christian minorities in this whole region shall be carefully guarded.

6. A general single mandate for the whole of Asia Minor (not assigned to Mesopotamia or Syria) to include under it the mandate for Armenia, the mandate for the Constantinopolitan State, and the mandate for the continued Turkish State, each with a governor of its own to insure full attention to its particular interests, besides a governor-general over the whole. The various interrelations and common concerns of the constituent states would thus be studied and cared for, as well as their individual needs. The reasons for such a general mandate have been fully given and need not be repeated here.

7. That the United States of America be asked to take this general single mandate, together with its inclusive mandates for the Armenian State, the Constantinopolitan State, and the continued Turkish State. This recommendation is made for the following reasons which need to be developed in full:

(1) As already pointed out, it seems to be generally desired that America should take the mandate for Armenia. In this, both the Armenians and the Allies seem agreed—and even the Turks, if there must be an Armenian State at all. Nevertheless, America cannot wisely take this mandate without at the same time taking a mandate for the rest of Asia Minor as well.

For, in the first place, this Armenian mandate would be in many respects the most difficult of all: because it would begin in relations of bitter hostility; because the State would have to built from the bottom under most peculiar circumstances; and because the mandate would have to be prolonged against the impatience of the Armenians. And these difficulties would all be accentuated, if the surrounding conditions could not be determined. It concerns the world that this Armenian State should clearly succeed. its mandatory should not be needlessly handicapped.

In the second place, the problems of the different States in Asia Minor are too closely related to be wisely entrusted to entirely different Powers, with different ideals and methods. That situation would inevitably tend to produce friction, waste, and bad feeling, and unsatisfactory conditions in one state would naturally spread to other states also.

In the third place, if the rest of Turkey, outside of a modest Armenian State, were divided into spheres of influence and exploitation areas, the direct hindrance to the working out of a truly conceived mandate in Armenia would be well nigh insuperable.

The American mandate for Armenia, thus, calls for a general mandate over all of Asia Minor.

(2) America is also the most natural Power to take the mandate for the International Constantinopolitan State, as well as for Armenia; for the simple reason that she is the only Great Power territorially and strategically disinterested. The mandatory for this international state should be herself strong, to discourage any further intrigue for control of the Straits; disinterested, to command the confidence of all the nations concerned; and in unmistakably earnest sympathy with the aim of such a state, and with those international means by which this aim is to be achieved,—the League of Nations and its mandatory system. These needed qualifications are best met by America. Now the full fruits of such an international state cannot be secured, unless the rest of Asia Minor is made a fit environment for such a state, practically embodying the same great principles.

The mandate for the Constantinopolitan State also calls for a general mandate over all Asia Minor.

(3) It is to be added that America is also the most natural Power for the mandate over the New Turkish State, because the Turkish people want her, and generally trust her, as the evidence previously given indicates; and because America is peculiarly prepared to meet the needs of the Turkish people in this crisis in their history, as the reasons to be given for a general American mandate will later bring out.

The desired American mandate for the new Turkish State, then, calls also for a general mandate over all Asia Minor.

(4) The best solution for mandates in Asia Minor would seem then to be, to combine all three mandates in a composite mandate, which would be put in the hands of America as the single mandatory.

The general reasons for a single mandatory for all Asia Minor, already given, are not to be lightly regarded. They give solid grounds for a composite supervisory mandate.

The further direct reasons for making America that single mandatory should now be considered. To begin with, there is the recognized fact that all the other Great Allies are already heavily loaded with colonial responsibilities, which of itself suggests a special obligation here for America. But the positive reasons—if there are any—lie necessarily in some special fitness of America for the particular task in hand—a fitness growing naturally out of her experience as a great growing democracy, largely freed hitherto from European entanglements. Those reasons, that is, lie inevitably in certain dominant national convictions of America; in a certain idealistic international faith; in her record in these international relations; and in the indications of her duty at this critical point in human history. All of these considerations concern the Turkish situation.

In the first place, we have found both the Syrian and Turkish peoples recognizing that at the foundation of the common life of America were to be found certain great dominant convictions. They saw that she had a passion for peace and for the possibility of its attainment, in spite of all sordid manifestations to the contrary, and that to bring such a righteous peace nearer, she entered this war. They saw that she had a passion for democracy, for the common man everywhere, in spite of inconsistencies at home and abroad, and could treat men of all races with a genuine respect born of some insight into their own individual gifts. They felt sure that she would not into any situation simply to domina and to stamp American customs on people. They knew that, because s really believed in democracy, she had al a passion for universal education, as po sible for the rank and file of every n tion, and as absolutely essential to a mocracy. They believed, therefore, th as a mandatary she would gird hers to help a people fulfill its own high possibilities. They believed, indeed, th she had a passion for the development a national spirit in every people, not narrow conceit, but as faith in a div individuality, to which the people must true, if they were to be significant me bers of that larger fellowship of natio for which the world longs. They stinctively felt, thus, that she combin in a way fairly unique, educational e phasis with respect for the values of other people. They knew, too, that w a high religious idealism, America son how combined belief in the principle the separation of Church and State governmental administration, for highest good both of religion and of state, and was thus especially fitted render help to a state like Turkey at peculiarly critical a point in her tra tion from an imperialistic to a democra state on modern lines and with compl religious liberty.

In the second place, with these mast ing convictions, the Syrians and Turk people believed that America combi a certain idealistic international faith her stubborn belief in the League of tions and in the possibilities of its m datory system, when honestly carried She was naturally prepared, theref they believed, to throw herself into responsibilities of a mandate; steadfa to seek to train the people entrusted her care into self-government and economic independence; and promptl withdraw when that task was compl for she would measure the success of stewardship by both the complete and the promptness with which her was accomplished.

In the third place, both the Syrian the Turkish people, in expressing t desire for an American mandate, l laid steady emphasis upon the assur which came from America's recor dealing with other peoples. They lieved in her unselfish aims in the and that she was now seeking for share in the spoils of the war. T believed that she had no territoria imperialistic ambitions. They beli in her high and unselfish aims in de with Cuba and the Philippines. The lieved that she was not involved in joint plan for an exploiting div of either Syria or Turkey. They beli in the high quality of her relief se and especially of her educational se in both countries—a service so fine, so competent and impartial an obse as Ramsey can say: "I firmly be that Robert College has done mor render possible a safe solution of 'Eastern Question' in Turkey than al ambassadors of all the European Po have succeeded in doing to render solution difficult." They believed so far was America from schemin obtain a mandate in Asia, she was estly reluctant to undertake such a date of any kind.

In the fourth place, America is liarly fitted to be the single Mand Power for all Asia Minor, not onl cause of her national convictions, he ternational faith, and her record, but because the course of duty for her w seem to lie in this direction.

It is no part of the task of the missioners to determine whether A ica is now willing to accept the ge single mandate for Turkey, with its involved subordinate mandates. their business to point out where, in honest judgment, that mandate be (if proper canditions can be fulfi and so given an opportunity to the Conference to put the resulting oblig squarely up to the American peop

Can America deny all obligation i matter of a mandate for Turkey? has believed perhaps more than any people, in the high possibilities o League of Nations; but, if the Leag

(*Continued on page XX*)



The governments of France and England received their first clear statement of Turkish policy after the destruction of the Greek army in an exclusive interview by John Clayton, Chicago Tribune staff correspondent, with Mustapha Kemal Pasha.

"... the only truthful information that comes to this country is through The Chicago Tribune. All other news items that reach the American public are of British manufacture and unreliable. . ."

Rear Admiral C. M. Chester.

AT ENORMOUS expense The Chicago Tribune maintains its own reporters at all important sources of world news. The following letter, voluntarily written by Rear Admiral C. M. Chester of the United States Navy, proves how well justified is this policy of The Chicago Tribune:

Editor of The Tribune,
Chicago, Illinois.

Having recently returned from an extended visit to Constantinople, where I was able to see much of the methods prevailing in Turkey for the collection and dissemination of news reports, I have come to learn that the only truthful information that comes to this country is through The Chicago Tribune. All other news items that reach the American public are of British manufacture and unreliable. Your correspondents in Turkey, I know, have had a hard time to collect correct information, and their bravery is commendable.

Very truly yours,
C. M. CHESTER,
1736 K Street N. W., Washington, D. C.

THE FOREIGN NEWS SERVICE of The Chicago Tribune is a vital constructive force working for American welfare. It furnishes truthful reports of world events on which the American people can formulate sound decisions.

Compare our situation with that of European countries which, because of the intrigues of their diplomats or the lack of energy and initiative of their newspapers, are given only hand picked news designed to leave the public in ignorance or to mislead. People so misinformed can be, and are, led blindly into all sorts of international complications and errors which they could avoid if they knew the truth.

It is difficult enough, even with accurate knowledge, to find one's way through the complications of European and Asiatic racial and nationalistic intrigues. It is impossible without accurate knowledge. The Chicago Tribune gives such information. The Tribune may be called pro-Turkish, anti-Russian, pro-British, or pro-German, or anti or pro anything else. That is incidental. The facts speak for themselves.

The Tribune does not make them. The Tribune reports them. The Tribune's reporters face privation, hardship, and occasionally persecution to get these facts.

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San Francisco Chronicle
Fresno Republican
Little Rock Gazette
The Denver Post
Washington Post
Sioux City Journal
Baltimore Sun
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The Chicago Tribune
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(*Continued from page XVIII*)

Nations is not to be a sham and a delusion, all nations must be willing to bear their share in the resulting responsibilities. America, certainly, cannot be an exception. She came into the war, too, with the ardent faith and hope that a more democratic world might result. Is she willing to carry those war purposes through to the end? Here in Turkey is an unrivaled opportunity to try these purposes out, for the good not only of a single people, but of the entire world; for here in Turkey has been through centuries a center of intrigue and strife that has engulfed all nations in its consequences. Moreover, America's intervention in the war went far to determine the war's issue. Was that intervention justified? America must still do her utmost to complete the proof.

But America's obligation goes still deeper, in this despate hour of human need. Men still need peace—long deferred. They need far better provision for bodily wants. They need simple, homely happiness. But beneath all this, they need renewed faith in one another and in one another's honest purposes of good.

The war destroyed that faith between the hostile forces, the settlements of the war, it is to be feared, have gone far to destroy that faith among the Allies themselves. It is not roseate dreaming, but practical politics of the most imperative sort, to do something to bring back men's faith in men. If we can see the radical necessity of such faith, to prevent or break a financial panic, are we to see less clearly in times like these, of a moral world panic? Cynicism and disillusionment, as we have seen, are rife. Can they be conquered? Only by indisputable examples to the contrary. It may be doubtful, then, if America could do anything so significant for the human race today, as to prove that she had not forgotten her own ideals and purposes in the war, but was willing to give a new and even greater proof of them in undertaking unselfishly a difficult and distasteful, but highly important and far-reaching task—by taking on the general mandate for Turkey (as well as for Syria, if the Peace Conference thought best). In fidelity to herself does not America owe that demonstration to the world? It is hard to estimate the immense effect of so important a mandate under the League of Nations being carried through with absolutely honest unselfishness. It would make a reality of the League of Nations; it would make a reality of the mandatory system. It would set a new standard in international relations. It would renew men's faith in one another. It would help to save America herself from a disastrous reaction from her genuinely high aims in the war.

Nothing has been said of America's ment of Turkey's large resources; though it is not suggested that the financial relations of Turkey to America should be finally other than those of self-respecting independence. Turkey's present condition, however, is so necessitous in a thousand ways, that very large amounts of capital would be initially required, and returns at first would be small and slow. But before the mandate ended a fair return on capital, put into direly needed public improvements and the development of natural resources, might properly be expected, at the same time that Turkey's own interests were guarded against selfish and monopolistic exploitation. ample means for the economic develop- America should not come into the Turkish Mandate with the expectation of large financial profits. But if even so favorable a result as that indicated proved quite impossible, America might well spend millions to insure relations of peace and good will among nations, rather than the billions required for another war, sure to come if the present cynical national selfishness and lack of good will are not checked.

As against the considerations now presented, it might be urged that the very suggestion of so large and significant a mandate for America is itself proof that America too is grasping imperialistic power. The answer is, that America's idea of a mandate is emphatically that a mandate is for limited term (so that even if a mandate for Syria were added to the mandate for Turkey the whole would mean no long retention of power by America, except as the League of Nations should continue her as mandatory over the Constantinopolitan State; that she literally does not want this mandate, except to meet her fair share of responsibility in the world today; that she would have to be persuaded by a campaign of education to take it on; and that she ought not to take it at all, if certain i portant conditions cannot be fulfilled.

(5) Considerations on which Amer would be justified in taking a compos general mandate for Asia Minor. Th conditions are: That she is really wan by the Turkish people; that Turk should give evidence that she is ready do justice to the Armenians, not only the allotment of the territory within borders, recommended for the Armen State, but also by encouraging the patriation of Armenians, and by see that all possible just reparation is m to them as they return to their hom that Turkey should also give evide that she is ready to become a mod constitutional state, and to abolish itary conscription; that Russia should ready to renounce all claims upon R sian Armenia; that the Allies sho cordially welcome America's help in difficult situation in Turkey; and pecially that all plans for cutting Turkey, for the benefit of outside peo into spheres of influence and exploita areas should be abandoned.

These conditions are necessary t successful solution of the Turkish p lem. Unless they are fulfilled, Ame ought not to take the mandate for Minor. And the Commissioners do recommend that the mandate be give America if these conditions cannot essentially met.

Respectfully submitted,

HENRY C. KING,
CHARLES R. CRAN

CONFIDENTIAL APPENDIX — PREPARED BY THE COMMISSION FOR USE OF AMERICANS ONLY

SINCE the Commission was the American Section of a projected international Commission on Mandates in the Turkish Empire, it has seemed best to prepare the report in such form that copies could be furnished to representatives of all the Allied Powers, if that were desired. The body of the report, therefore, though trying squarely to face all the facts, has been written with that possibility in mind.

At the same time there was material involving criticism of our Allies, that ought not to come into a report to be put into their hands, and yet that the American Delegation to the Peace Conference and our own State Department ought to have, as involved in a complete statement of the case. That material prepared by Dr. Lybyer has been gathered into this Confidential Appendix.

The opportunity has also been taken to bring in some supplementary discussions that treat with a little more detail certain important aspects of our inquiry and so throw light on the broader bearings of our report.

I. The Interference of the Occupying Governments with the Commission's Inquiry

1. O. E. T. A. South—the British. In each area the policy of the occupying government had a special effect upon the course of the inquiry.

At Jerusalem and Jaffa the British military governors were consulted in the preparation of the Commission's programs. At the other places they prepared the entire program themselves. No attempt was discerned to hinder any groups which desired to meet the Commission, although there were a few complaints as to restricting the size of the delegations. In one or two cases it was necessary to request a governor to leave the room, since it was the uniform rule to allow no officials (nor indeed anyone besides the Commission, a delegation, and perhaps an interpreter chosen by the delegation) to be present during interviews.

There was some evidence that attempts had been made to influence opinion in favor of a British mandate, though with no great amount of success. The "Moslem-Christian Committee" and the officials of Jaffa, the Kadi of Jenin, and some groups of Acre, were said to have been chosen by the occupying government and were declared not to represent the people. Two or three military governors seemed to have taken some action to procure votes for Britain. Orders had been issued at Jaffa against declaring for complete independence.

Evidence appeared of some French activity in this area, likewise with little success. There was much enterprise on the part of members of the Arab Government at Damascus. Such persons were not hindered by the British authorities from moving about freely, distributing printed forms and giving instruction according to definite programs.

It may be remarked that a number of British officials, including some at Jerusalem, were proceeding as though expecting that Britain will remain permanently in control of Palestine. For instance, they were planning for the growth of cities, the building of roads and railways, and the construction of harbors. On the other hand, some expressed a desire that America should come as mandatory power. There was a general agreement that France could come to the control of all Syria only with a great show of force, and the probability of considerable fighting.

2. O. E. T. A. West—the French. It was too evident that in all O. E. T. A. West, the French military governors had worked with varying energy and success to obtain the reality or at least the appearance of a desire of a French mandate. Their propaganda, some of which they carried on directly, and some through native officials and agents, took many forms.

The Commission saw inspired articles in the newspapers, attempts at browbeating and espionage, the hindrance by French soldiers of the attempts of individuals and groups to reach the Commission, and the ushering in of officials, manifestly unsuited to their positions, freshly appointed in the room of others who had been removed because they had declined to support a French mandate.

Authentic information came to hand of threats and bribes and even imprisonment and banishment for the same purpose. The management of the sessions at Tyre, Baabda, and Tripoli was so bad as to be insulting to the intelligence and almost to the dignity of the Commission, and was saved from this at other places only by the greater intelligence and natural politeness of some French officers who kept their methods out of sight.

Agents of Prince Feisal were also working in a limited way in O. E. T. A. West, in support of the program of the Syrian Congress at Damascus. There was no evidence of direct action by the British in this territory. Perhaps there was an ulterior motive in the special and somewhat conspicuous kindnesses which they showed the Commission during these days.

3. O. E. T. A. East—the Arabs. In O. E. T. A. East there were evidences of considerable pressure exerted by the Government to secure the union of all elements upon one program. This took the form for the more intelligent groups of the declaration of the Syrian Congress at Damascus. For others, as the Circassians and Bedouins, who appeared at Amman, a selection of simpler and more easily comprehensible points from this program was emphasized.

In that area in particular government agents tried hard to persuade, cajole, or threaten all, Christians and Moslems alike, into subscribing. No good evidence appeared anywhere of actual violence, imprisonment, or banishment with a view to influencing declarations before the Commission. The Emir Feisal had concluded agreements with the Druses and the Greek Orthodox Christians, as represented by their patriarch, in which these agreed to support his government in return for a measure of autonomy and promises of proper treatment. It is noteworthy that these agreements involved a request for a British mandate, which the Druses and the Greek Orthodox stood by, while the Congress went over to asking for an American mandate by preference.

Some British officers showed signs of disappointment at the declaration in favor of the Americans as first choice. One of them in consequence recommended to his government to decline a mandate over Syria, and the Commission was informed that Mr. Balfour sent a message to this effect, which General Allenby conveyed to the Emir Feisal.

Evidence was presented that the Emir had tried immediately before the arrival of the Commission in Damascus to secure the support of certain councils for a request for a British mandate, and that he had failed. While he stated personally to the Commission that America and England are equally satisfactory to it may be that because of the benefi has received and continues to re from England, and because of the b prospect of a speedy larger Arab if Syria and Mesopotamia and areas are under the same supervisio prefers in his inmost heart the ma of Britain.

II. Summaries of Arguments Pres to the Commission

1. For and Against Zionism

The arguments in favor of Zi as presented by its supporters have been stated and need not now be sented in detail. The chief element that Palestine belonged once to the and they were driven out by force two thousand years they have been ing and praying to come back; whi Jews of the world are now far to merous to be collected in Palestine are entitled to have somewhere a which can be a refuge to the opp among them, and an expression of continuance and unity; despite pro at Paris there is persecution of the in Poland at the present moment, is a prospect of a disintegration Jews in western civilization and coalescence with the nations where reside; they should have an oppor to restore their ancient language an ture and preserve them in the o vironment; there is no need of di ing the present population, for wi afforestation, modern methods of a ture, utilization of water-powe clamation of waste lands, scientifi gation and the like, the land can several times its present number habitants; if some of the present p tion desire to sell their lands the receive a good price and there is of room for them in other Arab tries; the Jewish colonies have great benefit to the native Ara teaching methods of agriculture, i ing sanitation and the like; the un of the Zionistic plan would bring prosperity to all in the land, both population and immigrants.

The native Arabs and Christian so unitedly oppose Zionism, urg following principal considerations land is owned and occupied by Arabs were there before the Jews

(*Continued on page XXII*)

Twenty-Six Years of Circulation Building

From "A Study of The New York Times" by John F. Sweeney, of The Sweeney & James Co., advertising agents, Cleveland, O.

AT no time in all of its long history has The New York Times relied upon anything but its merit as a newspaper in building circulation. It has a widespread distribution in this country and throughout the world. It is purchased in 8,000 cities, towns and villages of the United States. In 86 foreign countries it is rereceived in 2,000 more communities, making a total of 10,000 in which readers of The Times reside.

The Times has never conducted contests. It has never offered premiums nor has it joined in "Club Subscriptions" with any other newspaper or periodical. The circulation is not subject to violent fluctuations. It declines but little in Summer and advances steadily year after year.

The Times has no "Predated Editions" and issues no extras. Its California subscribers receive the newspaper of the same date that New Yorkers read. Whether its readers live in Maine, Louisiana or Europe, they get the edition printed in the early morning of the date it bears.

The graph at the bottom of the page illustrates the growth of The Times for twenty-six years.

Net Paid Circulation 1922

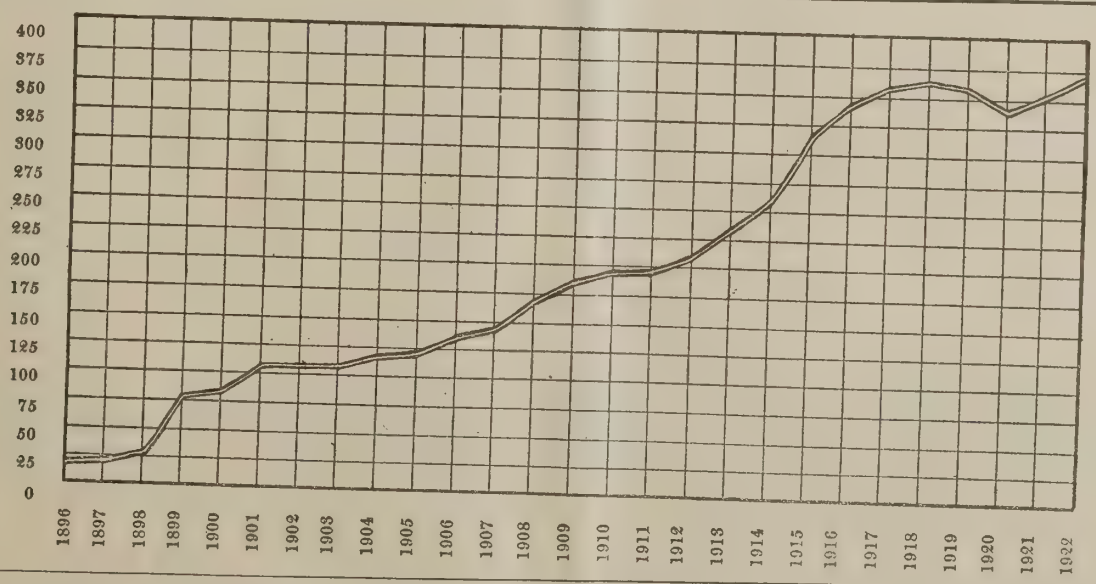
The New York Times in the Autumn of 1922 had an average net paid daily sale exceeding 350,000 copies. On Sundays the net paid circulation was more than 550,000. The average net paid circulation, daily and Sunday, as reported to the Post Office Department for six months ended September 30, 1922, was 356,671. The general distribution was as follows:

Daily Only:	City	186,014
	Suburban.	70,714
	Country ..	74,249
	Total	330,977
Sunday Only:	City	193,940
	Suburban..	97,072
	Country ..	217,989
	Total	510,835

Widespread Distribution

Twenty-five or more copies of the daily and Sunday editions of The New York Times are regularly distributed in each of nearly 1,100 cities and towns throughout the United States, outside of Greater New York. The total exceeds 104,000 for the daily edition and 270,000 for the Sunday edition. In towns where less than twenty-five copies are sold the total is more than 30,000 copies for the daily edition and in excess of 40,000 for the Sunday edition. The Times is purchased in every State, in every one of the possessions of the United States, in each of the Canadian Provinces and in eighty-six foreign countries.

A recent tabulation of subscription and newsdealer sales showed that the daily or Sunday edition of The Times is read regularly in 2,107 of the 3,007 counties in the continental United States, including Alaska.



Note how interest in the World War, beginning in 1914, based upon satisfaction with The Times's full cable news service and confidence in its accuracy, increased The Times's circulation to its peak in 1918-1919. In 1920, the period of depression, readjustment, and industrial unrest, little of this circulation, gained through recognition of **dependability** and **completeness**, was lost. News of the present European economic conflicts, conducted in international conferences, has solidly regained that margin for The Times and built a new circulation.

(*Continued from page XX*)

the Jews were immigrants, who treated the former inhabitants with the greatest cruelty,* and who remained a comparatively short time; they were unable to maintain control over the whole land or even union among themselves; they were expelled by the Romans and formed permanent residence elsewhere 2,000 years ago; the Arabs conquered the land 1,300 years ago, and have remained ever since; it is their actual home, and not merely a residence of long ago; as Christians and Moslems, they can honor all the holy places, whereas the Jews can honor only their own; the Jews are a religion and not a nation; they will, if given control, forbid the use of the Arabic language, the measure which caused the break between the Young Turks and the Arabs; the Jewish colonies have shown no benevolence to the Arabs in their neighborhood; it is denied that their activities have influenced the Arabs toward progress; the Jews have much money, education and shrewdness, and will soon buy out and manoeuvre away the present inhabitants; the Arabs are friendly toward the Jews long resident in the land who use the Arabic language; they will resist to the uttermost the immigration of foreign Jews and the establishment of a Jewish government.

2. Arab Feeling Toward the French

While the Commission was prepared beforehand for some disinclination toward France in Syria, the strength, universality and persistency of anti-French feeling among practically all Moslems and non-Catholic Christians (except a division of the Greek Orthodox), came as a distinct surprise.

Friends of the French affirmed that it is due to German and Turkish, succeeded by Arab and British propaganda, and that it is not deep-seated. The Commission went to great pains in testing these affirmations by questioning. Germans and Turks did conduct a vigorous propaganda during the war against the French, and against the other Allies as well. There was no evidence found of direct propaganda by the British against the French, and frequent denials were made that the Arabs had worked thus.

It was said several times that the French had themselves conducted an anti-French propaganda by their actions since the Armistice. On the other hand, it was charged that some Arabs were working against the French, and also against the British and all foreigners. Friends of France say that the Moslems of Syria resent the just punishment which the French gave them in 1860, and their disposition to treat the native Christians as fully equal to the Moslems, an attitude which the British do not take in Egypt and India.

Apart from the questions of process and recency, the anti-French feeling does seem to be deep-rooted in a large proportion of the Syrian population. This appears in an examination of the principal reasons given by the Syrians for their opposition to all French interference in their affairs. They say:

i. The French are enemies of religion, having none at home, and supporting Roman Catholics abroad for purely political motives.

ii. They disapprove of the French attitude toward women.

iii. The French education is superficial and inferior in character-building to the Anglo-Saxon. It leads to familiarity with that kind of French literature which is irreligious and immoral. The Moslems recognize that the time has come for the education of their women, and they say that those who receive French education tend to become uncontrollable.

iv. The French have not treated the natives as equals in Algeria and Tunisia, but have imposed differences in office holding and in various civil rights. This argument was presented very often and developed in some detail.

v. The French have shown a marked tendency to give an undue proportion of offices, concessions, and the like, to the Christians of Syria. Non-Catholics complain that the same discrimination is shown in favor of Catholics and Maronites.

vi. By this discrimination, and by various intrigues since the occupation, the French have increased the religious divisions in Syria, which had been reduced greatly during the war. They thus endanger the possibility of Syrian nationalism on a non-religious basis.

vii. The French are inclined to a policy of colonization, by which they wish to substitute the use of the French language for native tongues, and make the people into Frenchmen. The Syrians wish to preserve the use of the Arabic language, and to retain their separateness. Furthermore, it is inherent in this policy that the French would never leave Syria.

viii. The French have lost so many men in the war that they are unable to give needful protection or adequate administration. This is illustrated by the few soldiers and the inferior type of French officers and officials now in Syria. (Friends of the French deny that France lacks good officials, and blame the French foreign office for choosing badly those who are sent out. Again, while for the English the Eastern service is a career and draws the best of the young men (for the French it seems a kind of exile and the best prefer to remain at home). It was affirmed that bribery and intrigue are worse in the French area now than under the Turks.

ix. The French have suffered financially in the war to such an extent that they have not the means to restore France itself or to develop what possessions they have already. They cannot therefore give Syria the financial and economic support she needs.

x. The French are inclined toward financial exploitation of subject areas, and would govern Syria not for its own development, but for the profit of Frenchmen.

It is not necessary here to try to estimate the measure of truth that lies behind these statements. It is sufficient to note that most of the Syrians believe substantially the whole of this, and are therefore very strongly against French control of the country.

Much feeling persists in connection with the execution of Arabs by Jemal Pasha, and this acts against the French. Despite the fact that France was intriguing with the Arabs against the Turks before the Great War, the knowledge that M. Picot, upon leaving his position as Consul in 1914, failed to secure his correspondence, so that fatal evidence fell into Turkish hands, has played into position so that France is held responsible for the hangings. Every reference to the "Arab Martyrs," by subscriptions for their orphans, exhibitions of these children, meetings of the relatives—the "Unfortunate Syrians," now not only strengthens the sentiment for Arab independence, but stirs feeling against France.

3. The Request for an American Mandate

Four possibilities were seriously contemplated by the supporters of a United Syria: Absolute independence, the mandate of Britain, the mandate of France, and the mandate of America. The only considerable groups that favored division were those who supported a separate Palestine for Zionism under Britain, and a separate Lebanon, whether or not enlarged, under France in case the rest of Syria is under another mandatary.

Only Jews supported the Zionistic scheme, except that a few Christians were willing to entrust the question to the mandatory power. The Jews are distinctly for Britain as mandatory power, because of the Balfour declaration, though many think if the scheme goes ahead, American Jews will become its chief promoters. France is felt to be against it, and America indifferent.

As regards the Lebanon, the official Maronites and Catholics who support a separation scheme are undoubtedly sincere. Not only have they many sentimental ties toward France, but they realize that no other Power than France will support them in their privileged situation.

Many of their followers, especially those who have personal ties with the United States, would rather have the United States than France. Those outside the Lebanon area who are undoubtedly for France as a mandatory power are comparatively few. They include most of the Catholics of every description, and a section of the Greek Orthodox who would have been for a Russian mandate had Russia not collapsed. The latter group prefer France to Britain, but there was evidence that many of them would prefer America to France, if there were a certainty of acceptance.

In all Syria surprising few, aside from the Druses, declared for Britain as first choice—not nearly so many as for France. The fact is that Britain and America were classed together, with a distinct preference for America, but both were greatly preferred to France. The Jews and the majority of the Greek Orthodox, and some of the Protestants, were for Britain. The great majority of the Moslems were for Britain as second choice. Most of those who made Britain their first choice were for America as second choice. Practically no one was for America or England as first choice and France as second choice.

Practically all of the Moslems, who number about four-fifths of the population of Syria, are for America as their first choice. It is true that there was little direct expression of this in Palestine, since after their first declarations at Jaffa, the question of choice of mandate was held up and referred to Damascus. Possibly this was done under instructions from the Emir Feisal, who may have been trying to hold the field for Britain. If so, the evidence of sincere declaration for America is all the stronger, since the Congress reached unanimity for America.

As for the Christians, while comparatively few declared directly for America as first choice—only a part of the Protestants and Syrian Orthodox and Armenians—they were bound by old ties and recent agreements to declare for Britain or France, but a large proportion mentioned America as second choice, and stated that they would welcome her, while there were abundant assurances that an American mandate would be satisfactory to practically all.

The members of the Commission can entertain no doubt of the genuineness of the desire for the United States as mandatory power, in view of the countless earnest appeals, both by individuals and groups, and of the manifest enthusiasm shown on many occasions, in spite of the Commission's discouragement of demonstrations and avoidance of every form of ostentation. It was furthermore always possible to ask why a group or individual objected to France or England, but not to ask why a group failed to declare for the United States. It is, of course, also a fact that France, and only less openly England, were making bids for the mandate, while the United States was not.

The principal reasons advanced for desiring an American mandate were as follows:

i. Confidence in President Wilson as mainly responsible for the freedom of Syria, and as championing the rights of small and oppressed peoples.

ii. Gratitude to America for relief of the starving and naked. Thanks to President Wilson and America was expressed in a thousand forms and with the greatest emotion, independently of the desire as regards a mandate.

iii. The feeling that America came into the war for no selfish reason, and could be trusted to take care of a small people in an unselfish way.

iv. The knowledge that America is not a colonizing power, seeking to govern for the advantage of its own people, and to exploit the governed. The examples of Cuba and the Philippines were frequently cited.

v. The feeling that America can be relied upon to withdraw from the cou when her work is done, which is the with no other power. The experienc Cuba was contrasted with that of E and Algeria.

vi. The feeling that America is and abundantly able to advance the m for the desirable speedy developmen the country economically.

vii. A hearty approval of and d for the extension of American educ in the country. England has done educationally for Syria. While Fr has done much, she seeks to denati ize the native peoples and make Fre men of them. America, espec through the Syrian Protestant Col has taught Syrian nationalism. American training and the Anglo-S literature and civilization, are rega as morally superior to the French.

viii. A conviction that America be absolutely fair and just as betwee different religions and sects. Fr would be expected to favor Christ especially Roman Catholics, and En to favor Moslems.

ix. America is abundantly sup with trained men, from whom ex can be supplied in "various branch science, industry, administration, above all, education."

x. The Americans are "lovers o manity."

Many British officials, not exce General Allenby, think the best sol to be an American mandate ove whole of Syria. England might be glad to get out of the difficulties o situation in this way. As for Fr she cannot desire to take the who Syria, when so much of it is u averse to her. She also may ultim conclude that the best way out is plete withdrawal. This would, pe not hurt her pride seriously if a same time England were to with and if her special pre-war relatio be scrupulously continued.

III. Special Discussions

1. French Feeling Toward British*

It is evident that the French fe sentment toward the British as not ing played a fair game in the S area. Without going into historic tails, the Sykes-Picot agreement pr that France should have ownersh influence in a large area, includin mascus and Cilicia, and extendi Sivas and Harpoot, while En should be in a similar position t the former Turkish area southeast o At the present moment, France is t ened with the loss of all her sphere, England complacently holds all tha then assigned to her, and extend influence toward much of the rest.

America, by showing interest i menia, and even by the sending Commission on Mandates to Syria, to the French to be an accompli England in despoiling France. French feel that the English too vantage of their dire necessity, by of which they were obliged to keep tically all of their men in France, cupy more than a due share of and to seduce the affection of the

They also resent the payment English to the Emir Feisal of a monthly subsidy, which they claim ers a multitude of bribes, and e the British to stand off and show hands while Arab agents do dirty in their interest. They feel that i ing the Arabs the British are working against the French. They further that the British are more directly responsible for the unde strong anti-French feeling show practically all the Moslem and Catholic Christian elements of They feel that Britain has been to resist the desire to connect Egyp Mesopotamia under one control as

* This alludes to the wars by the Children of Israel when they "possessed" the Land of Promise.

* It should not be overlooked that t serious rift in Anglo-French relations s war occurred over Syria. It has since to a chasm that threatens to engulf peace; but the beginning was in the Nea

(*Continued on page XXIV*)

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(*Continued from page XXII*)

wark of India, and as a new field for profitable commercial exploitation.

It cannot be denied that some of the French contentions are difficult of refutation, and that the whole situation is such that British honor would seem cleaner if Britain were to withdraw wholly from Syria. Yet the aversion of the people to France, however it may have arisen, is so great and deep-seated that England cannot leave Syria to France without seeming to abandon her friends to their enemies, a process which would probably react strongly in Egypt and elsewhere in the Moslem world. There is good reason for the position of many Englishmen, who are strongly desirous that America should take the whole situation off their hands, including with the French and Arab entanglements the promises to Zionism.

2. French "Rights"

The denial in the "Damascus Program" that the French have "rights" anywhere in Syria leads to an inquiry into the bases on which such rights might be claimed.* In brief, there have been in Syria Roman Catholic missionary workers, using principally the French language, for several centuries. These have developed an extensive system of churches, schools and monasteries. France has had commercial relations and small groups of resident citizens since the Middle Ages. French has long been the principal western language used in Syria. France has taken a special interest in the Maronites, and intervened on their behalf in the Lebanon in 1860.

None of these relationships, however, give the least "right" to claim territory or mandatory control. Otherwise, it could be held that America, through her missionary work and business relationships, had acquired a measure of political rights in India, China, South America and Syria itself. France herself could claim all of Turkey with nearly the same justification.

It would compromise all the missionary work in the world if the doctrine were admitted that such work established political claims. No doubt the French have acquired many personal relationships and sentimental attachments. But there is no reason why any tie that France has had with Syria in the past should be severed or even weakened under the control of another mandatory power, or in an independent Syria.

3. The "Greater Lebanon"

The latest policy pushed by the French in the Lebanon region contemplates complete separation of the country from Tyre to Tripoli, as far inland as the crest of the Anti-Lebanon, to be given to France in case the remainder of Syria should go to another mandatory power. Such a plan is objectionable for many reasons:

i. It is apparently contrary to the wish of the majority of the people in the area itself.

ii. The Syrians outside the area are so opposed to the plan as to be inclined to make war rather than accept it.

iii. If put into effect by overwhelming force a state of settled equilibrium could probably never be attained, because of such questions as the just control of "Hollow Syria," where the Christians by their own figures own 65 per cent of the property, but have only 40 per cent of the population; the water supply of Homs, which comes from territory claimed for the "Greater Lebanon"; the commercial access to the sea of the regions of Damascus and Aleppo. In short, the land is too small, and too intimately connected, to be capable of satisfactory division.

iv. The separation off of the Greater Lebanon, especially if accompanied by a separation off of Palestine, would intensify the religious differences in Syria, which it is most desirable to diminish in favor of the growth of national feeling. The tendency would be for Christian Syrians to concentrate in the Lebanon, Jews in Palestine, and Moslem Syrians in the remainder of the country.

v. The government in each area would countenance and probably conduct intrigue in the other regions.

vi. The three areas would be implicitly hostile, and must either carry heavy burdens of armament against each other, or be protected at great expense by the mandatory powers.

vii. The mandatory powers would themselves be in danger of hostility over the questions which would inevitably arise between the portions of a country and a people thus unnaturally severed.

A plan which would add to the Greater Lebanon the remainder of O. E. T. A. West, extending from Tripoli to Alexandretta, and give the whole to France, and at the same time give the interior to Britain, would intensify all the above difficulties, and would besides cut off Aleppo and western Mesopotamia from access to the sea.

4. The Emir Feisal's Position

Unless the attempt be made to rule Syria as a conquered country, or unless the experiment of republican government be tried in the old land, the obvious plan is that the Emir Feisal should be head of the State, Third son of the Sheriff of Mecca, Hussein, who was recognized during the war as King of the Hejaz, the Emir Feisal led the Arabs in co-operation with the Allies against the Turks, and entered Damascus in triumph. He spent several months in Paris, and returned a few weeks before the arrival of the Commission. He had agreed with Clemenceau to labor at allaying the Arab feeling against the French, but believing after a time that the French were playing false with him, he ceased his efforts. Shortly before the arrival of the Commission in Damascus, he endeavored to obtain declarations in favor of a British mandate. He assured the Commission that he will be pleased with either Britain or America as mandatory power.

The British Government has been advancing money to his government for a long time, and at present allows it $750,000 per month (£150,000). Of this Feisal draws about $200,000 per month for his personal expenses, staff, propaganda agents, etc. The balance is spent on the administration and the army of 7,000 and gendarmerie of 4,500, in supplement to the inadequate receips from taxation.

The estimate was made that the Prince could manage under settled conditions with a salary of $125,000 per year, and that after a few years the country could carry itself by taxation, maintaining a very small army. This does not allow for carrying a portion of the Ottoman debt, nor for large expenditure on needed public improvements.

The present attachment of the population to Prince Feisal varies in the different regions. Not many Christians declared themselves positively in favor of him. Some others said he is a good man, with bad advisers. Others fear him because of his membership in a powerful Moslem family. The Moslems of Palestine made almost no declarations in his favor. It was said that if he would come to Palestine, all Arabs would be enthusiastically for him. In all the O. E. T. A. East, and among the Moslems of the West, he was asked for, often with enthusiasm. An exception was found in some Moslems of the North, who said they do not know him.

Emir Feisal gave the impression of being kindly, gentle, and wise. Whatever be the case previously, he has had during the past two years in the desert and at Damascus and Paris an excellent political education. He desires the friendly co-operation of the Moslems and Christians of Syria, and wishes to promote the education of Moslem women. Some say that he is not as strong as the men around him, but he gave the impression of being able to maintain his leadership. He promises well as a constitutional monarch, who could work amicably in coordination with a mandatory power.

It should be provided in case he remain the head of the Syrian state, that he renounce all rights of inheritance of the crown of the Hejaz; otherwise serious complications might arise in the future.

5. The "Rights of Minorities"

One clause in the Damascus program promises full recognition of the "rights of minorities" in the Syrian constitution.

On account of the evident fears of many Christians, based on the policy of massacre that has been employed so often in Turkey, the Commissioners took pains to inquire of many Moslem groups what they propose to do to ensure the rights of the smaller sections of the population. The answer was sometimes given, logically enough, that there would be no minorities, since all would be absolutely equal in the new state. But ordinarily, the promise was made of constitutional guarantees.

There was discussion in the Damascus Congress of a proposal to grant Moslems one-half of the seats in the future legislative assembly while the other half would be distributed among the rest of the population. What method might be used in apportioning seats to different groups and sects, as the Druses, Maronites, Shiites, Nusairiyeh, Ismailians, Turks, Jews, Greek Orthodox, Greek Catholics, etc., was not discussed; the mere enumeration suggests the difficulty of the problem.

Mention has been made already of the agreements made by Prince Feisal with the Druses and the Greek Orthodox. He promised in return for the Greek Orthodox support that he would govern under seven conditions:

(1) He would rule in the fear of God without despotism.
(2) He would establish constitutional government.
(3) He would respect all religions.
(4) Equal rights should be enjoyed by all.
(5) Public security should be guaranteed for all; the private carrying of rifles should be prevented.
(6) Public instruction should be equal; Greek Orthodox schools should be on the same basis as Moslem schools.
(7) No one should hold office because of family or influence, but only because fitted for the place.

These conditions are superior in form from the standpoint of a modern state to the Turkish system of recognizing a certain measure of autonomy and self-government in various religious groups, thus perpetuating differences and making concessions which later become privileges and the source of friction. It would be better to aim at one system of education, wherein certain hours each week should be set aside for religious instruction under special teachers for each group, than to have several state-supported school systems. But these are details for future adjustment. Suffice it to say that great readiness was shown by the majority group to provide adequately for the protection and rights of the other groups, and it remains only to bring this purpose into action.

It is desirable to bear in mind that the Moslem and Druse minority in the Lebanon is also in need of protection, and that in the event of a Jewish majority in Palestine, Moslems and Christians would need protection there. A former governor of the Lebanon stated that a large part of his work was given to watching lest the Maronites and other Christians infringe the rights of the Moslems and Druses.

6. "Complete Independence"

One item in the Damascus program deserves special attention, as going below the problem of a mandate, namely, the request for "complete independence." The protest against the application to Syria of Article 22 of the Covenant is closely related to this. The feeling that the Syrians are in at least as advanced a condition as were the different Balkan States when their independence was arranged for was present in the first Moslems whom the Commission met in Syria, and the same note was sounded everywhere by some of the delegations.

The groups which were inclined to support this view in an extreme form were Bedouins, villagers of the south and east, and some of the younger Moslem men. The Syrian Union Party declared in this direction, and the few but prominen and women related to the "Arab Ma —the men who were executed by Pasha for intrigues against the Tu government—were very emphatic a any form of relationship to anothe tion; the Syrian Union Party ash the League of Nations guarantee t dependence and the Constitution of The declaration was made that Syrians now abroad return, there w a sufficiency of educated and traine to govern the country well.

On the other hand, a large prop of the learned men and of others the older and wiser among the Mo recognized fully that some form of datory control is necessary, sinc Syrians have long been in subj few of them are educated, and the try is poor and backward in its de ment. The Christians, and most non-Moslem groups, are unanimous belief that a strong mandate is sary for a considerable time, b they do not feel confidence in an government, which in a country fifths Moslem might be too favor the majority.

The nations in forming the have pronounced in the Covenar Syria should be under mandatory The Commission did not find rea recommend modification of this d but abundant cause for holding i just. The failure of the Young T attempt to conduct a self-governin in which Moslems and Christians be equal makes it especially de that the new Syrian state should first years be watched closely, s has the additional difficulty to b come of emergence from subjectio

The 4th Article of the "Damascu gram" provides for the possibilit mandate, defining it "as equivalen rendering of economical and techn sistance that does not prejudice o plete independence." Here also striction may be too great. The tory power should have a real over the administration, so as t nate as far as possible corruption inertia, serious errors of judgmen

In spite of all that was said i of complete independence, it is alt probable that either America or would be allowed without resist much control as the Council League of Nations judges to be w fact, assurance was given on ve authority that the demand for independence is to an extent a being in part motivated by the f French mandate, and in part by hension of the conversion of m control into permanent possess adequate assurances be had agai these possibilities, the objectors t date, limited so as to secure its in the interests of Syria, will be to a small and impotent group. when all things are ready, a t lasting "complete independence" awarded by the League of Natic

7. Syrian Nationalism, Pan-A and Pan-Islamism

The programs presented to t mission by all the Moslems ar two-thirds of the Christians were nationalistic; that is to s called for a United Syria under cratic constitution, making no tions on the basis of religion. sponse to repeated questions places, it was steadily affirmed Moslems that they had no desi ever for Moslem privilege in the ment, nor for political union Arabs of the Hejaz, whom they in another state of civilizatio asked regularly for the indepen Mesopotamia, and a few of the for some form of political union area. A few asked for the inde of all Arab countries.

The Commissioners often a question of Moslems, whether sidered the Caliphate to be at or at Mecca. With very few e they replied that it belongs now Hussein in Mecca. One or that it belongs still to the Tur tan, and cannot be changed exc

(*Continued on page XXI*

* France was given, and now holds, a mandate over Syria, including Damascus. She held Cilicia for a time, but surrendered it to the Nationalist Turks.

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(Continued from page XXIV)

agreement of all the Moslems in the world. All affirmed that King Hussein is in no sense their political head, but only their religious head. Prayers are said in his name, and certain seals for public documents bear his name.

Certain Christians, on the other hand, affirmed that the sentiment of Syrian Nationalism is new and feeble, and that the expressions of it made before the Commission gave a false impression. They claimed that the Christians who adhere to this view do so as making a desperate effort to live on good terms with the Moslem majority, and that the Moslems much prefer a pan-Arabic or Pan-Islamic scheme, and would quickly abandon Syrian nationalism if they saw a chance for the success of either of these ideas. It would seem safe to assume that those who speak for themselves strike nearer the truth than others who assume to speak for them. Nevertheless, it is worth while to give consideration to the criticism.

Pan-Arabism* in a narrower sense would unite under one independent government the Arab-speaking portions of the former Turkish Empire. This would not necessarily be a theoretic Moslem state, though the large majority would belong to the different Moslem sects. It is hard to see how such a federated state, with its territory largely desert and lacking a center and speedy communications, could be more of a danger to the world than the Turkey of which it formed a part.

In a larger sense Pan-Arabism would wish to add also the Arab-speaking belt across North Africa. Since this is held by three great powers, each of whom has a larger population and infinitely greater resources than the Pan-Arab area contains, its accomplishment against their will is a mere dream.

Pan-Islamism in a narrow sense would re-establish one government in the former Turkish Empire by agreement of the two Moslem groups of north and south, the Turks and the Arabs. The Commission found no sign of a desire for the re-establishment of the rule of Turkey over the Arabs. One former deputy in the Turkish Parliament did indeed suggest that an Ottoman prince might be chosen as king of Syria, but this was an individual opinion. On the other hand, there were many expressions of joy and thankfulness because of the end of Turkish rule. If there is any thought of a federation of Arabs with Turks, or of a political union of any sort, the Commission saw no trace of it. Still less was there any sign of movement toward the realization of a larger Pan-Islamic idea. The Turks had some thought of this early in the war, but it disappeared in favor of a Pan-Turanian idea on a racial or linguistic rather than a religious basis, from the time when Jemal Pasha hanged the leaders of the Syrian Arabs.

One may conjure up the picture of an attempt at restoring the Saracen Empire, by the stages of Syrian, Arabian and Mesopotamian independence, followed by federal union in a strong conquering state, which would then become imperialistic in the directions of Persia, Armenia, Turkey and North Africa; but the Commission discerned no trace of such a notion, nor is it practically conceivable under present world conditions.

If the European civilization has sufficient wisdom to avoid further extensive self-destruction, it can with the greatest ease control the Moslem world; it is not necessary for those who labor to establish the League of Nations to contemplate the opposite possibility.

The fundamental question in this connection, and, indeed, in several other great immediate problems, is the basal attitude of the Christians toward the Moslem world: Shall this be friendly or hostile? In the war now ending, Christian governments gave their Moslem allies promises of fair treatment and full rights. Now the Moslems of Syria offer their hands to their non-Moslem fellow-citizens with the promise of putting religious separation out of sight. Shall they be taken at their word? Or shall they be told: We do not believe what you say; we do not trust you; we think it best to break our word with you, so that you may not have the opportunity to break your word with us?

The western world is already committed to the attempt to live in peace and friendship with the Moslem peoples, and to manage governments in such a way as to separate politics from religion. Syria offers an excellent opportunity to establish a state where members of the three great monotheistic religions can live together in harmony; because it is a country of one language which has long had freedom of movement and of business relations through being unified under the Turkish rule. Since now the majority declare for nationalism, independent of religion, it is necessary only to hold them to this view through mandatory control until they shall have established method and practice of it. Dangers readily arise from unwise and unfair dealings with this people, but the great hope of peace and progress if be handled frankly and loyally.

* This is the portentous programme set forth in the Turkish Nationalist Pact. It would apparently eliminate both France and Great Britain from the confines of the former Ottoman Empire.

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The World

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Every dealer knows that it is the advertised goods that move most quickly from his shelves: that minimize sales efforts, speed up turnovers and increase profits.

Every Chicago dealer knows that The Chicago Daily News is the most effective medium for accomplishing these results. With its yearly daily-average circulation of 401,698 copies—about 1,200,000 daily readers—The Daily News is the outstanding "Buyers' Directory" of practically all the financially competent households of Chicago. It is carefully scanned in every household it enters, not only for its news and editorial features, but for its valuable and reliable advertising information. This reader interest and confidence is the fruit of more than forty-six years' efficient service to both reader and advertiser.

The Daily News enjoys, and appreciates, the confidence of its readers and of the dealers to whose advertising appeal its readers so confidently respond. In excluding from its columns all advertising of questionable character, it serves dealers and readers alike—and advertisers who tie up with The Daily News' advertising campaigns know they are assured generous and profitable business returns.

THE DAILY NEWS

First in Chicago

THIS ISSUE: PRESS SERVING NATION WITH POISONED CUP

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1922

Original second class entry—The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the act of March 3, 1879. Published every Saturday.

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. 55. No. 28 NEW YORK, DECEMBER 9, 1922 By Mail in Advance $4, U. S. A.; $4.50, Can.; $5 For. 10c Per Copy

Your Prospects are Limited by the Number You Ignore

SELL It to Sweeney!



Selling Rickenbackers On Bleecker Street

ERNEST works in our mailing room. He is short, rather dark, foreign born; his family lives on Bleecker Street, and the family name is *not* Sweeney. Ernest is quiet, efficient, unprepossessing. He gets a good salary, but his job and his social status do not require him to dress well. A few weeks ago, word passed around our plant that Ernest had bought a Rickenbacker sedan. We asked the Circulation Manager how he did it.

"Well, in addition to his job here, Ernest has a newsstand that brings in about three hundred a week. Then he has a contract as a sub-distributor of papers uptown—for about two hundred a week. Ernest can afford a car."

"Five hundred bucks a week! Why, the darn pike! Why didn't he get a Rolls-Royce?"

"Give him time," said the C. M., "he probably will—when he learns about 'em."

Ask your agency space buyer to try this on his dope sheets. Selling Rickenbackers on Bleecker Street! Exception, you say? Perhaps, but in a population of six million people, exceptions repeat themselves into rules.

* * * *

YOU never think of folks like Ernest as prospects for class advertising, do you? But they are. Year after year, advertisers crowd the beaten paths, all angling for the type of people who ought to buy their products in the media that such people ought to read—and neglecting the general mass market that wants everything and buys everything.

What is the answer? Tell it and sell it to Sweeney—the average man, the average woman, the average family. If you sell anything that almost everybody in New York can use—whether it is wheat flour, cough drops, railroad transportation, or investment advice, tell your story to as many people as possible at one time in The News.

* * * *

REACH every third buyer of morning newspapers in New York City through New York's Picture Newspaper. The paper has appeal—or it could not have more than a half million buyers each week day morning in the fourth year of its life. It costs less on a line per thousand basis. The small size of the tabloid page and the limited amount of advertising that this tabloid paper can carry, gives News advertising higher attention value to the largest morning circulation in New York. And the concentrated circulation—92% in New York City and suburbs—insures your message going where you want it. Start to sell it to Sweeney, now, in The News. For more information, inquire of us or of your advertising agent.



THE NEWS

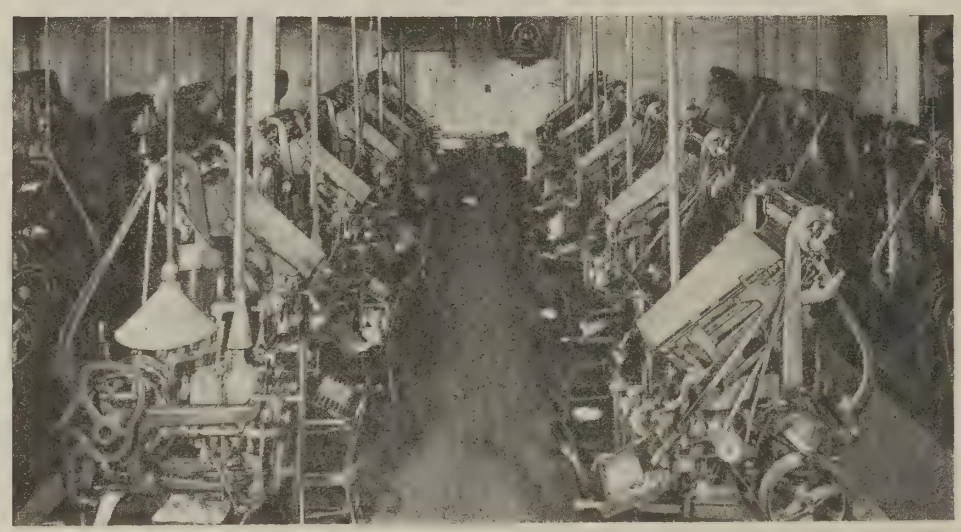
New York's Picture Newspaper

25 Park Place, New York Tribune Building, Chicago

NOTE:—

The Sweeney Series have been copyrighted, and must not be used without permission of the publisher. The advertisements are being reproduced in individual folders. A request will put you on our mailing list for this series.

Cincinnati Enquirer Orders 11 More Intertypes



Part of the Cincinnati Enquirer's Battery of 37 Intertypes

The Enquirer purchased one of the first Intertypes built—nine years ago.

To-day they have 37 machines purchased from the Intertype Corporation.

INTERTYPE CORPORATION

General Offices, 805 Terminal Building, Brooklyn, N. Y.

548 Rand McNally Building, Chicago
301 Glaslyn Building, Memphis
560-A Howard Street, San Francisco
Canadian Agents, Toronto Type Foundry Co., Ltd.

British Branch: Intertype Limited, 15 Britannia Street, Kings Cross, London, W. C. I.

The Press Carries More Advertising than any Other Cleveland Daily Newspaper

Year after year The Press continues to carry more total advertising, every week day, including all classifications, than either of its contemporaries.

Here then is conclusive and substantiative proof of The Press as the leading advertising medium of Cleveland.

ALLIED NEWSPAPERS, Incorporated

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The Member of Scripps McRae League of Newspapers

CLEVELAND PRESS

DOMINATES GREATER CLEVELAND

Philadelphia

is a big market

Count on it in making up your 1923 schedule

Philadelphia's 800,000 male and female workers are busy —earning good salaries and wages.

They buy the things they need and want—foodstuffs, clothing, shoes, furniture, carpets, musical instruments, toilet articles, and other things.

Philadelphians will buy your products next year, if you teach them to ask for your goods by name or trademark.

The Philadelphia Bulletin will carry your advertising message into almost every home in and around Philadelphia and Camden—the third largest market in the United States.

Dominate Philadelphia

Create maximum impression at one cost by concentrating the newspaper "nearly everybody" reads—

"In Philadelphia nearly everybody reads The Bulletin"

The Bulletin

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in America.

U. S. Post Office and A. B. C. reports of net paid daily average circulation for six months ending September 30, 1922—485,145 copies a day.

NEW YORK
Dan A. Carroll,
150 Nassau Street.

CHICAGO
Verree & Conklin, Inc.
28 East Jackson Blvd.

DETROIT
C. L. Weaver,
Verree & Conklin, Inc.
117 Lafayette Blvd.

SAN FRANCISCO
Allen Hofmann,
Verree & Conklin, Inc.
681 Market Street.

LONDON
M. Bryans,
125 Pall Mall, S. W. 1.

PARIS
Ray A. Washburn
5 rue Lamartine (9)

(Copyright 1922, Bulletin Company)

Total Circulation of This Issue: 6,400

EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten P. M. on the Thursday proceding the date of publication—by the Editor & Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Telephone Exchange, Beekman 4330. Charter Member Audit Bureau of Circulations.

l. 55 NEW YORK, DECEMBER 9, 1922 No. 28

'RESS IS SERVING NATION WITH A POISONED CUP

ditorial Opinion on Fundamental Topics Is Based Not on Independent Impartial Investigation by Newspapers' Own Staff but on Propaganda Supplied by Interested Factions, It Is Charged

By IRVING BRANT

Editorial Note—Mr. Brant is editor of the editorial page of the St. Louis Star, and has contributed a number of important articles on the subject of propaganda to these columns.

BOY," calls the editor of the Times-News, "go into the morgue l get me the clips on the shopmen's ike."

As the Times-News is a conservative vspaper, the editor soon finds himself ing all of his "facts" and most of his uments from the copious propaganda nished him by W. W. Atterbury, of Pennsylvania Railroad.

While this is going on, his more liberal al, the editor of the New Times, is sorbing "facts" and arguments fur- hed with equal copiousness from the inial laboratory of W. Jett Lauck, sta- ician for the railroad brotherhoods.

'Boy," calls the editor of the Podunk ternational Review, "go into the library d bring me everything on the recogni- n of Mexico."

In a few minutes, the editor has at elbow a thick volume entitled "The uth About Mexico," a thicker volume lled 'The Real Truth About Mexico," d a thickest volume called "The Truth- l Reality About Mexico," all of them itten for and published at the expense the "Oil-American Association for reservation from Mexican Inde- ndence." The editor also has for idance a voluminous report on the cessity for American intervention in exico, written by a senator who "owns" ndry thousands of acres of Mexican nd recently expropriated by the revo- tion and given to the peons. He also s a confidential letter of mimeographed vice from the American owner of a exican silver mine. To balance all ese, he has a series of beautiful tributes the character, patriotism and ability whatever Mexican happened to be esident, written by whatever American ess agents happened to be in Mexico ity when the various presidents marched

"Boy," says the editor of the Hambone quare Dealer, "bring me the clips on eneral Crowder in Cuba."

The editor is given a clipping, datelined avana—one which his newspaper had ought for $1 and forgotten to pay for -in which the most cogent reasons were dvanced why Gen. Crowder should pend the rest of his life in Cuba, and which it was pointed out that his resence there meant a wonderful future or the altruistic American business men ho were turning Cuba into a sugary aradise. Practically the only informa- on lacking is the identity of the Cuban- merican business interests who paid the riter of the article whatever he received excess of the $1 that might or might ot be sent by the newspapers using it. With this authoritative news source at his sposal, the editor of the Hambone quare Dealer thrills his subscribers with is intimate knowledge of American eemosynary work in the West Indies.

"Boy," calls the editor of the Sym- athetic Review and Overseas Tear- ropper, "go to the morgue and get the ips on the national aspirations of the acial minorities in Europe and Asia Minor."

But the boy returns empty-handed. That material, he tells the editor, has een stored in a ten-story warehouse and annot be obtained until the strike of ruck drivers is settled.

"Increasing pressure," the editor of the Statesman-Independent reads in his morning paper, "is being brought upon Gen. Alonzo Squash to yield to the demand that he enter the race for either the Republican or Democratic presidential nominations, but it remains doubtful as to whether he will enter the realm of politics." (Sic.)

"Ah," says the editor of the Statesman-Independent, "I must get posted on the qualifications of Gen. Alonzo Squash." At this moment a copy boy dumps a batch of mail on the editor's desk. One of the items proves to be a book, just off the presses, "The Public Career of Gen. Alonzo Squash." Sub-title, "Up from the Farm." It bears the imprint of a well-known publishing house. Its author is J. Lackwitz Turnemout, "who through long association with Gen. Squash is peculiarly fitted to introduce the American public to the inner character of a man destined to be increasingly in the public eye, and now conspicuously discussed for president of these United States."

As the editor takes the copy of his brilliantly written editorial on the presidential prospects of Gen. Alonzo Squash to the composing room, he notices that a copy of Mr. Turnemout's timely book lies also on the managing editor's desk, and beside it is an identical book package addressed to the literary editor.

Now let us pass a typical five minutes in the busy private office of the great financial authority, self-made literary avocationist, and rising statesman, Senator-Elect Dubius Skeems. Senator Skeems is looking over his mail.

"Charley," he says to his secretary, "telephone to Wm. A. Jones, in the office of the Agricultural Ruralist, and ask him to write me a 3,000 word article on 'Why the Farmer Needs a Six Months' Loan.' Pay him $75 for it—damned robber. When he brings it in, send it to the Cornbelt Financial Review, and order copies delivered to all of the dailies in the state."

"Yes, sir," replies Charley. "That chap from Chicago, the one who is writing your autobiography, will be here this morning——"

"Ask him to write his questions out. You answer what you can and refer the rest to me."

Senator Skeems is called into a conference at the golf club just as a reporter for the Daily Herald enters the office, and he really can't change his plans, but if the reporter will indicate what subject he wants covered, the senator-elect will be pleased to dictate his views and send them over to the Herald office at his earliest convenience —$25 more for Wm. A. Jones.

Do the newspapers of the United States really resent the propaganda with which they are insidiously or openly deluged? Frankly, have they not come to rely on the inspiration of the publicity agent, whether he be the hired hack of some thick-skulled politician or the elaborately supported representative of a national government?

Is it not a fact that the newspapers of the United States have to a great extent surrendered their initiative and become leaners on the propaganda staffs of great organizations? Would they not feel lost and injured if the propaganda they look to should be suddenly withdrawn?

The easy-going, dependent attitude of newspapers is illustrated by a thoughtless statement contained in a Labor Day editorial by one of the great newspapers of America, a newspaper which bears at its masthead the adjuration of its owner and builder, upon his retirement, that it should "always remain devoted to the public welfare, never be satisfied with merely printing news, always be drastically independent." That editorial statement follows:

"Recent events have emphasized the relation between organized labor and the public. . . . A campaign of publicity prior to the shopmen's strike to show wherein the railroads had defied the Railroad Labor Board and violated its orders would have enlisted public sympathy where threats of a general strike merely stiffen resistance."

Perhaps no better answer can be made to this than was contained in a replying letter written by one of the paper's subscribers, who said:

"Do you admit that you never heard of the 100 violations of the law by the railroads before the strike? How much did you tell the public about them and where are your editorials on the same?"

The merits and demerits of the shopmen's strike have no place in this discussion. I am calling attention only to the theory that the refusal of railroads to obey the orders of the Railroad Labor Board should be placed before the public through a "campaign of publicity" by the rail unions, instead of being brought out by the newspapers as a part of their service to the public.

Undoubtedly, the statement quoted above was a "slip." No newspaper would deliberately set forth such a guiding policy, and the particular newspaper from which the quotation is made ranks far higher than the average in news zeal and independence. But the fact that such a slip can be made at all discloses the paralyzing effect of propaganda. There is no longer an instinctive reaction

(*Continued on page* 26)

OUR TURKEY SUPPLEMENT

PERMIT me to congratulate you on obtaining the historical King-Crane document, which is an excellent contribution on this Near East situation.

JACKSON S. ELLIOTT,
Assistant General Manager, Associated Press.

We are indebted to you for your kindness in giving us the proofs of the King-Crane report which is an impressive contribution to the literature of the Near Eastern question.

LOUIS WILEY,
Business Manager, New York Times.

Your publication of the King-Crane report on the Near East for the use of newspaper editors generally, involving the printing of a 28-page section, was a stunt unequalled as far as I know in trade journalism.

It was a big, unselfish thing for you to do and should be appreciated more generally than it will be.

The fact that the New York Times picked up the full story with credit to the Editor & Publisher is a big feather in your cap.

The episode once again proves the accuracy of my statement that the Times is the greatest *news*paper that has ever been built up.

There are those who will attempt to prove an alibi by saying there is nothing new in it, but you clearly indicated your purpose and the republication of the report in The Times may be instrumental in world-wide results.

Accept my heartiest congratulations.

JASON ROGERS,
Publisher, New York Globe.

(Continued on Page 6)

DEEP INTEREST BUT LITTLE COMMENT AT CAPITAL ON KING-CRANE REPORT

White House Glad U. S. Is Not Involved in the Near East—State Department Reiterates Policies Given in Oct. 31 Aide-Memoire—Press Corps Found It Helpful

By SAM BELL

(*Washington Correspondent* EDITOR & PUBLISHER)

WASHINGTON, Dec. 7. — The King-Crane report on the Near East, which had remained a secret government from the days of the Paris Peace Conference until last week when it was given publication by EDITOR & PUBLISHER, attracted no little attention in Washington, but was productive of little open comment.

Actuated apparently by the delicacy of the present situation in the Near East and mindful of the rather uncertain role of the United States at Lausanne, State Department officials and Congressmen alike preferred not to discuss the report, at least until they had time to digest its voluminous details. They gave the impression that they realized the situation in Turkey remained unchanged since the days when Charles R. Crane and Dr. Henry C. King, inveighed against exploitation of the Turkish Empire by the allied powers and suggested an American mandate for Asia Minor as the real solution. For that reason alone, if not for lack of full knowledge of the situation, they showed a disinclination to talk.

The frankest expression came from the White House. In response to a direct inquiry as to what was thought of the report, the White House authorized the statement the President believed there was general congratulation in this country over the policy of the Republican party and the administration which has declined to permit the United States to be drawn into acceptance of a Turkish or any other Near Eastern mandate.

It was officialy stated also that the country need not have apprehension that the United States will accept any foreign mandate during the life of the present administration, nor become involved in any of the purely political settlements growing out of the Lausanne Conference. President Harding is convinced everyone recognizes that it is not the role of the United States to shoulder the responsibility of running the affairs of Europe or Asia. The President let it be known that America's interest in the situation is being fully exercised at Lausanne, and while the part the United States is playing will not be made the subject of a White House announcement at this time, there is every indication he is satisfied with the measure of participation this government has undertaken.

Secretary Hughes would not comment upon the report beyond intimating that he was familiar with its details. For America's attitude on the Near East situation, Mr. Hughes invariably referred his questioners to the State Department's Aide-Memoire of October 31, in which the interest of the United States is summarized as follows:

FIRST, The maintenance of capitulations which may be essential to the appriate safeguarding of non-Moslem interests.

SECOND, The protection, under proper guarantees, of philanthropic, educational and religious institutions.

THIRD, Appropriate undertakings in regard to the freedom of opportunity, without discrimination or special privilege for commercial enterprises.

FOURTH, Indemnity for losses suffered by Americans in Turkey as the result of arbitrary and illegal act.

FIFTH, Suitable provisions for the protection of minorities.

SIXTH, Assurances touching the freedom of the Straits.

SEVENTH, Reasonable opportunity for archeological research and study.

M. Georges Clemenceau, former premier of France, who spent the week in Washington, pleading for American participation in European affairs, would not discuss the report, but gave the impression that he would subscribe to most any kind of an arrangement if he could first obtain the pledge of the United States and Great Britain to come to the aid of France in the event of German aggression.

Newspapermen found the report a source of information on the Near East situation, and those of them who had been more or less familiar with the general phases of the recommendations were interested in the detailed account of the investigations which led Messrs. King and Crane to reach their conclusions.

PRESS SERVES NATION WITH POISONED CUP

(*Continued from page* 5)

against it. The newspapers are slipping into it, deeper and deeper. They take it as a matter of course, resisting or repudiating it only when the form is obnoxious.

All of this is apart from the fact that the "press agent" is in ill repute around a newspaper office. In its minor, unimportant aspects, the publicity game is losing out. But when worked on a large scale it prospers. The bigger it is, the more it tends to usurp the whole field of news, and from that vantage point to dominate editorial policies and fashion public opinion. If the editorial writer sees nothing but propaganda dressed as the whole truth, how can he frame judgments independently?

Dependence upon propaganda, by killing newspaper initiative, causes news fields to lie fallow if they are not worked by interests with an ulterior motive. In too many cases, where there is no propaganda there is no news. To cite a few instances:

What did the newspapers of America do to ascertain the facts about the American occupation of Haiti and San Domingo?

What investigation did they make of the charges affecting Gov. Reily of Porto Rico?

How many of the conclusions of the Interchurch World Movement on the causes of the steel strike were based on information that had at any time been secured by the newspapers?

What information have the newspapers given the people about the revolutionary change in the English courts, to study which Chief Justice Taft went to England? (As an indication of what might be disclosed, consider the fact that there are only 29 judges in all of England and Wales, while there are over 3,000 in the United States.)

The lack of initiative displayed by the newspapers of the United States may be either the cause or effect of propaganda. Probably it is a little of both. Certainly the two work together and interact upon each other, with initiative constantly decreasing and propaganda growing.

If the tendency persists, what will we have? Discredited journalism, or a national propagocracy!

Sometimes it seems as if the United States is today a propagocracy, but there is a healthy strain in the people which causes them to get "fed up" on propaganda and rebel against it. The newspapers, at bottom, are therefore discrediting themselves.

It seems to me that there are two immediate causes of the lowering of newspaper standards before the onslaught of propaganda.

One is the lack of devotion to the truth on the part of the newspapers themselves.

The other is the rule of newspapers from the business office.

It costs money to seek out facts. Propaganda having the semblance of facts comes right in at the door. Our newspapers are run more and more according to business office standards, and they favor the propagandist, not always out of sympathy for what he is offering, but because his product is free and investigation is expensive.

Suppose the newspapers of America should unite in creating a great fact-finding body, to conduct investigations which lie outside the scope of the press associations. If it did its work thoroughly and impartially, would its findings be welcomed? I doubt it. "The truth" varies according to one's ideas of the truth. A centralized fact-finding body would speedily find that newspapers were combing reports, to pick out information whi coincided with their ideas of what t facts ought to be. Of course, barri a general "brain storm," there would enough different minds to use all of t material, and thus get it before the pu lic. But is there any assurance th genuine service by such a body wou not result in its dissolution because the hostility of newspapers whi thought that too much of the truth w of the wrong variety?

If we merely grant that all newsp pers would not welcome all of the i partially stated facts, the basis is fu nished for an explanation of propagand It grows because the soil is congenial a it receives skillful cultivation.

$50 FOR A CHRISTMAS STORY

EDITOR & PUBLISHER wants a Christmas feature story for its issue of December 23. The winning story must meet the following conditions:

Must be told within 2,500 words.

Must be of a human interest nature built around a Christmas event concerning a newspaper or advertising man or woman, a newspaper or advertising office, an act of Christmas spirit, or the like.

It may be a story of fact or fiction.

Manuscripts must be in hand by December 18.

$50 will be paid the writer of the story that is published; non-winning stories will be returned, provided postage is enclosed.

Address at once: CHRISTMAS STORY EDITOR.

EDITOR & PUBLISHER

1115 World Building **New York City**

OUR TURKEY SUPPLEMENT

(*Continued from page* 5)

Publishing the King-Crane report EDITOR & PUBLISHER was a significa piece of enterprise worthy of the pr gressive management of one of America most competent trade journals. Ever body in the newspaper business enjo a beat, and EDITOR & PUBLISHER is e titled to the credit of landing a good on

Anything that EDITOR & PUBLISHE will do to stir the dry bones of journa ism and give us all zest for our respons bility to the reading public is good wor

MARLEN E. PEW,
Editor and General Manager, INTERNATIONAL NEWS SERVICE.

However many may write you, want you to know that the newspap press in general most heartily congrat lates you upon your signal achieveme in obtaining and publishing the Cran King report on the Near East.

Last night I was up-state at the inv tation of E. J. Ottaway, president of t Port Huron Times-Herald, and togeth we went over the supplement, which h just arrived. Later I was with thr other newspaper publishers who al joined in praise of your enterprise.

It is such splendid journalistic strok as this which are making EDITOR & PU LISHER an indispensable aid to forwar looking newspaper folk.

LEE A. WHITE,
DETROIT NEWS.

Please accept our congratulations o your enterprise in publishing the Kin Crane report. This was a very real pu lic service, possibly outside the realm activities that you are accustomed to fo low, but all the more to be appreciate on account of that fact. I have be pleased to observe that several of t newspapers have published digests of t report and given you credit.

V. V. McNITT,
President, MCNAUGHT SYNDICATE, IN

This Ought to Kill Secret Diplomac

(*Detroit News*)

The long-hidden Crane-King report on t Near East, now made public by EDITOR PUBLISHER, through the direct instrumentali of Woodrow Wilson, will give the final blo if the public takes time to peruse it, to secr diplomacy.

The report itself is a remarkable one; r markable for its thoroughness, by its i sistent application to the many questions the near East of those principles now recogniz generally as American, which means princip based in the best good of the peoples studie It serves, also, to throw up somewhat hid ously the vast propaganda with which it h been sought, and now is sought, to mo American public opinion to action in fav of one or another interest. Pro-Turk, pr Greek, pro-Armenian, pro-Syrian, pro-Ara pro-Bulgarian, pro-Egyptian and not lea among them, pro-British, pro-French and pr Italian; these are chief among the prop ganda agencies desiring passionately to co jure American participation in their especia and not always unselfish, purposes.

The report covers too many importa things to be discussed at any one time; n does it follow that all the commission's co clusions and recommendations are acceptab without debate. What is clear, however, that the report stood absolutely no chanc whatsoever of any fate except obscurity i the presence of the multitude of secret treati

(*Continued on page* 24)

ART YOUR XMAS ADVERTISING EARLY IN THE LOCAL NEWSPAPERS

onal Advertisers Have Campaigns Under Way in November, Some of Them Striking, Too, but Little Local Copy Appears Before Dec. 1

By HAMMOND EDWARD FRANKLIN

TH Christmas just around the corner, newspaper advertising copy eeking to make the most of ır interest in gift-giving. Conition of how advertisers in various of the country are injecting a naking Yule-tide angle into their igns at this season contains a n of suggestions for the copy man



Gillette Company always has a habit ing to bat with something new, daringly d, in advertising concentrated almost y in newspapers covering the country vely.

is interested in making "winged " bring action.

ong the seasonal copy foremost in st stands that of the United States ing Board, Washington, which a United States government travel cate in space five columns wide unhe heading, "The gift of gifts," a reproduction of a travel certifiand a line drawing of a vessel g afar.

s out-of-the-ordinary kind of a pictured as follows:

you have planned to give some one a trip abroad, let it be known ıristmas Day. Give the happiness ticipation in the shape of a United Government Travel Certificate. in the information blank today—and learn about this greatest of all tmas gifts.

ıe United States Government l Certificate is the Gift Supreme, se it combines the happiness of anion, the happiness of realization, ıe happiness of glowing memories. delights of an ocean voyage, the of travel—crowded days of seeing, g, living, whether amid the fansplendor of the Orient, the ers of South America, the glories rope, the trapic beauties of Hawaii these are bound up with this unique onderful gift."

copy gives the names of the lines operate the ships owned by the . The gift certificate is described ail. The facts that the trip may be any time within two years and that esentation does not necessarily inany present expense are brought The advertising is huge and ating.

n though it should not sell large ers of gift certificates, as it probwill, this style of advertising ts the idea of travel from a fresh which is certain to make impreson large numbers of people.

some reason, despite the fact that facturers and retailers alike are in calling for early Christmas ing, few campaigns of a Christmas were started in the newspapers in November. At that time, however, the magazines, weeks ahead of the newspapers, were filled with fascinating specimens of holiday appeals to the purse.

Must newspaper advertisers necessarily put off their Christmas copy until after Thanksgiving? Isn't the Christmas "rush" due in part to their own failure to rouse the public in a big way earlier? EDITOR & PUBLISHER believes that next year newspapers and agencies should make a concerted effort to get Christmas advertising going by the middle of November at the latest. This should mean more advertising and more business for advertisers.

The "Find the Christmas face" contest being conducted by the Gillette Safety Razor Company, one of the comparatively few Christmas appeal campaigns which went under way early, has several features of particular interest to all advertising men. E. D. Copeland, advertising manager of the company, for many months has had under consideration some form of contest. His plans in this direction were outlined, in confidence, to EDITOR & PUBLISHER last Spring, but at that time had not been perfected.

The contest idea is one which has to be "handled with gloves." A contest, wrongly handled, can have numerous kick-backs, which offset its benefits (as numerous advertising men and newspaper publishers can testify). A contest also is apt to take attention away from the merchandise to center it on the competition.

The emphasis in this Gillette contest is strongly on the product. Drawings of Christmas faces appear at frequent intervals in the company's advertising. For actual photographs most closely resembling these Christmas faces, 156 prizes are offered. The newspaper reader is urged to ask his dealer for a Gillette prize book with full particulars. Enough is told in the advertisements to stimulate the curiosity and get over the value of Gillette razors as gifts.

After talking about its contest, the Gillette company in one advertisement says:

"Bringing a smile on Christmas morning that will be reflected every morning for many a year—

"The New Improved Gillette—for every lucky fellow on your Christmas list.

"A lifetime of service—and every day a grateful remembrance of you."

The Gillette Company, about the time when it would be thought its market is reaching the mythical "saturation point" and that the company has used about every merchandising idea possible, has a habit of coming to bat with something new and daringly handled in advertising concentrated almost entirely in newspapers, covering the country intensively.

The Hurley Machine Company, of Chicago, in a seven-column strong display piece of copy queries, "Will she have this year's present next year?"

It then points out:

"Of course you will get her something she will treasure for herself. But why not get her a Thor as well—a gift that will mean a lifetime of happiness—that will lighten her greatest household task and give her many more hours of freedom through the years?"

With this contact, the advertisement proceeds to outline the selling points of the Thor washing machine which, it says, is used in 750,000 homes.

Under the Christmas mistletoe in a single column advertisement, Hubby is shown kissing Friend Wife, who has a Hoover Suction Sweeper. The copy suggests giving a check for $7.50 and the balance in a few monthly payments to make this domestic bliss scene possible.

As would be expected, the co-operative newspaper campaign on behalf of vacuum cleaners turns to the gift appeal as the most fitting for the holidays. A store window with an electric cleaner being operated by a woman is reproduced above the heading, "That's what I'll give her!" A present-laden man is shown looking into the window.

The copy suggests:

"What better gift could you give her than freedom from youth-destroying drudgery of house-cleaning—more hours for relaxation and play? What gift would better fit the present-day spirit of useful giving?

"What would gladden her heart like an electric vacuum cleaner, which will mean more time for pleasurable pursuits, the saving of prized household possessions from the ravages of dirt and dust, and greater health and happiness in her home?

"Why not give her a useful, practical present this year—a tireless electrical servant that works at the cost of a few cents a week—and is always ready!

"Why not insure her a spick-span house without muss and fuss and back-breaking toil of eternally sweeping, beating and dusting?

"You can do it with the electric vacuum cleaner. Any dealer or your lighting company will demonstrate this indispensable household labor-saver to you. Furthermore, if you telephone or call in person immediately, they'll put your purchase aside for Christmas delivery.

"Buy it now! Have it for her Christmas morning!

"It is the gift of a lifetime—for a lifetime."

The H. Mueller Manufacturing Company, Decatur, Ill., urges the presentation of the Mueller Combination Sink Faucet, which delivers hot, warm or cold water from either nozzle or movable spray as a gift to be bought from plumbers.

The fountain pen firms are engaged in a battle royal for holiday trade. The Parker Duofold, which has done much to raise the average price the public is willing to pay for a pen, has been using space in strategic centers along with some magazine copy. The L. E. Waterman Company is featuring the phrase, "The daddy of them all," in describing its numbers. The other pen and pencil manufacturers are actively in the race for business.

"Start a stamp collection for your boy," the Scott Stamp & Coin Company,

(*Continued on page 36*)



The manufacturer of the Eveready Flashlight was one of the earliest in the field with well-planned copy.



This style of copy presents the idea of travel from a fresh angle. The advertising is huge and dominating.

COFFEE AD CAMPAIGN WILL CONTINUE

Brazil Government and Coffee Roasters' Association Cooperating—$1,000,000 Spent Since 1918—$371,823.63 with the Newspapers

The national coffee advertising campaign, in which the Brazilian government is co-operating with the National Coffee Rosters' Association, is to be continued.

The government of Brazil had already voted to continue its contribution, and the Coffee Roasters' Association, at the convention just held in New Orleans, took similar action.

This campaign has totalled $1,000,000 since April, 1919.

According to Ross W. Weir of New York, who presented the advertising report at the New Orleans convention, $704,098.31 has been spent as follows:

Newspapers	$371,832.63
National Magazines	293,326.11
Medical Papers	15,102.80
Trade Papers	23,836.77

"To give you some idea of what this advertising means, I asked our agents, N. W. Ayer & Son, to prepare a list of the total numbers of advertising insertions. They tell me that newspaper advertisements have appeared 788,514,633 times; in the magazines, 132,608,670 times; in the medical papers, 3,601,060 times, and trade papers, 3,406,626 times. A total of almost one billion individual advertisements."

The balance of this advertising fund which, according to Mr. Weir, has increased the consumption of coffee from 20 to 30 per cent, has been spent for other advertising including $25,000 for a house organ, the Coffee Club.

ROADS PLAN NATIONAL ADS

To Quicken Country's Interest in Pacific Northwest

The Chicago, Burlington & Quincy; the Great Northern and the Northern Pacific railroad systems are planning an advertising campaign which will be national in its scope. It will commence next Spring and its object will be to quicken national interest in the Pacific northwest,—Washington, Oregon, Idaho, Montana and Wyoming. The story of the part of the country will be told together with its history, its development, its economic position and its industrial and economic possibilities.

The railroads have already sent out Carl McQuinn and Harlan Smith to gather material for this campaign. They are making a general study of the industrial and natural resources which will be supplemented by data already in the hands of the railroads and used as a basis for the campaign copy.

Indiana A. M. Papers Organize

FT. WAYNE, Ind., Dec. 6.—Morning newspaper publishers of Indiana met in Indianapolis Tuesday, at Claypool Hotel, with every morning paper of the state represented. A. Schaefer, chairman, president, E. J. Treaffinger, Richmond Item, was appointed president of the Indiana Morning Publishers' Association, which was permanently organized.

Appeal to Reason Ceases

The Appeal to Reason, generally considered the original of the modern radical publications, has ceased and has been replaced by the Haldeman Julius Weekly.

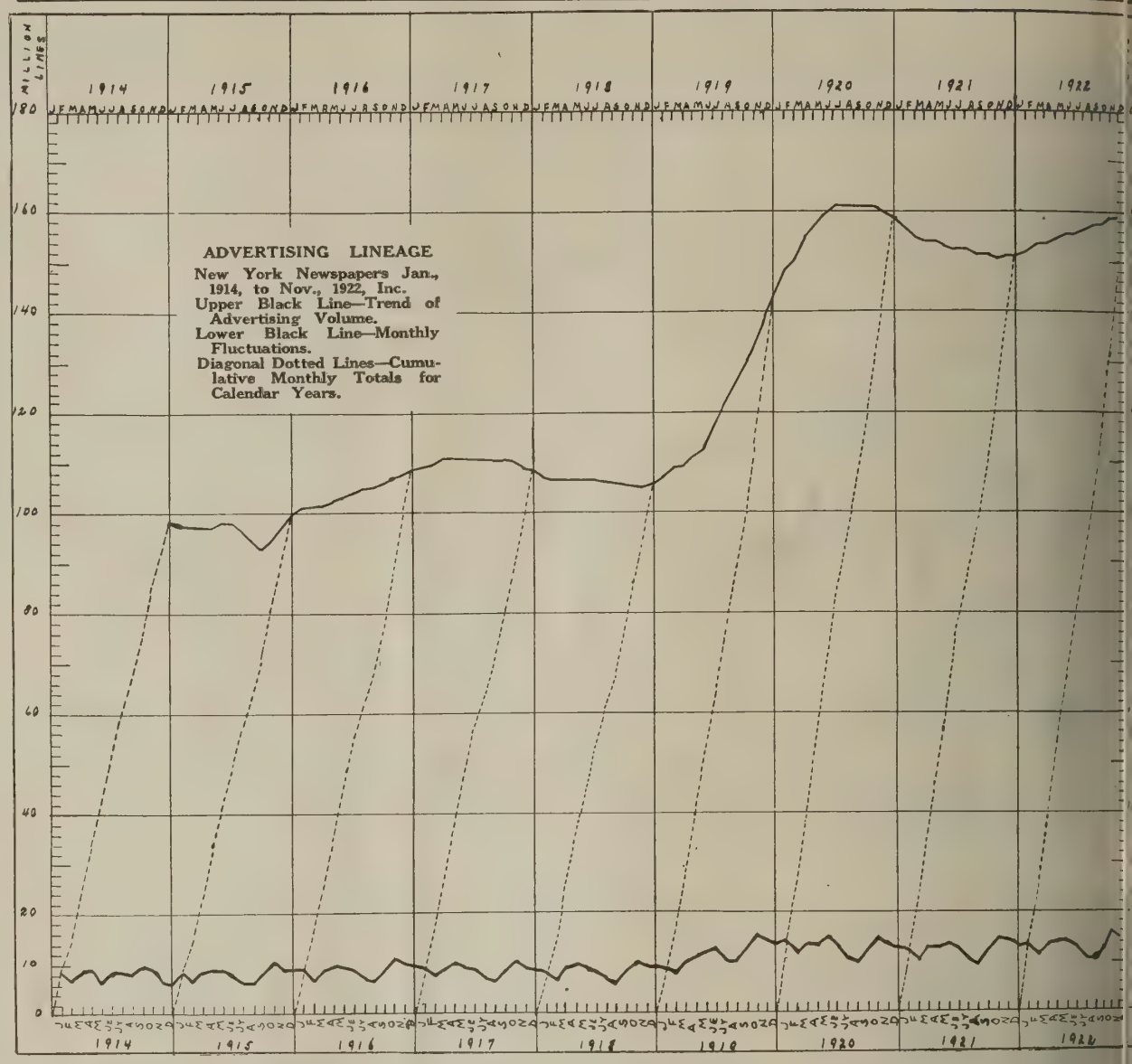
Observer Adds Sunday Edition

The Fayetteville (N. C.) Observer has discontinued its Saturday night paper and added a Sunday edition.

Cary with Pittston Gazette

C. W. Cary has been appointed advertising service manager of the Pittston (Pa.) Gazette.

NOVEMBER LINEAGE GAINED 4 PER CENT, PAGES 9 PER CENT IN N. Y.



NOVEMBER set a new record for itself in the lineage of Greater New York newspapers, the volume for the month in 1922 being 14,738,884 lines against the previous record of 14,588,298 lines made in 1919. Last year's lineage was 14,204,838 lines, 536,046 lines, or about 4 per cent below this year's mark. Gains were made over last November by nine papers, eight showing losses. With a 4 per cent increase in lineage the number of total pages was 14,224 against 13,010 last year, an increase of 9.4 per cent.

As shown in the chart above, the total advertising for the 11 months of 1922 is almost equal to the total business for the entire year of 1921 and is almost a million lines in excess of the total for the eleven months of 1920. The January 1-November 30 total for this year is 146,157,662 lines. The total lineage for 1921 was 151,204,173 lines and the total for eleven months in 1920 was 145,305,392 lines. These are shown graphically by the dotted lines for each year in the above drawing.

The heavy line at the bottom of the chart, showing the monthly fluctuations of New York lineage, takes its characteristic November drop from the October peak, which this year was the highest ever reached. With the exception of the mark of 16,104,500 lines that October recorded the lineage in November was the highest point reached since October, 1921, whose total was about 10,000 lines above that for last month.

No signs of flattening are yet to be seen in the upper curve in the chart which depicts the trend of the business. November's lineage kept the course of the line upward, though not at the steep angle caused by the October record. This curve has been climbing gradually and will probably continue to do so for several months before the normal reaction sets in. It is probable that the total lineage for 1922 will set a new mark of 159,000,000 lines or slightly more. The chart gives no indication as yet as to when the present rise in lineage may be expected to end, seasonal slumps a

Tables showing the total lineage November, 1922 and 1921, and for month from 1922 to 1916, as compile the New York Evening Post Stati Department follow:

COMPARATIVE LINEAGE NOV. 1922-1921

Pages 1922,	Pages 1921,		Percentage of total space	1922	1921	Gain
1,198	982	American	6.8	1,002,522	968,394	34,128
1,132	1,030	Brooklyn Eagle	9.0	1,321,854	1,221,926	99,928
522	482	Brooklyn Times	2.1	313,846	331,976	.....
374	390	*Commercial	1.4	206,072	232,162	.....
1,130	824	*Evening Journal	8.1	1,186,856	1,121,864	64,992
520	524	*Evening Mail	4.0	585,270	641,506	.....
488	524	*Evening Post	2.2	325,102	418,804	.....
690	604	*Sun	6.5	958,828	780,034	178,794
560	568	Evening Telegram	3.9	581,016	612,856	.....
744	648	*Evening World	5.5	817,812	843,010	.....
594	564	*Globe	5.0	1,063,996	1,088,108	.....
1,004	994	Herald	7.2	732,286	727,674	4,612
900	884	News (Tabloid)	2.4	347,526	344,150	3,376
650	620	Standard Union	4.9	717,656	647,224	70,432
1,514	1,378	Times	14.5	2,137,720	2,005,594	132,126
930	914	Tribune	5.8	862,068	885,408	.....
1,274	1,080	World	10.7	1,578,454	1,334,148	244,306
14,224	13,010	Totals		14,738,884	14,204,838	534,046 Net Gain

*No Sunday edition.

COMPARATIVE LINEAGE, NOV. 1922-1916

	1922	1921	1920	1919	1918	1917	
American	1,002,522	968,394	872,092	1,112,508	702,237	843,251	
Brooklyn Eagle	1,321,854	1,221,926	1,068,584	1,072,922	720,335	708,056	
Brooklyn Times	313,846	331,976	304,394	†	†	†	†
Commercial	206,072	232,162	276,604	256,356	138,666	136,401	
Evening Journal	1,186,856	1,121,864	1,024,194	879,560	728,270	788,909	
Evening Mail	585,270	641,506	584,836	534,126	348,779	499,539	
Evening Post	325,102	418,804	584,592	390,580	316,087	308,809	
Evening Sun	958,828	780,034	811,874	860,166	571,763	530,683	
Evening Telegram	581,016	612,856	532,542	801,444	659,622	702,112	
Evening World	817,812	843,010	970,990	861,334	503,735	597,906	
Globe	732,286	727,674	694,150	802,636	551,056	532,960	
Herald	1,063,996	1,088,108	1,086,622	965,828	552,162	573,098	
News (Tabloid)	347,526	344,150	192,280	.....	.....	.....	
Standard Union	717,656	645,596	700,844	692,100	504,039	484,612	
Sun	‡	‡	‡	714,368	324,415	364,038	
Times	2,137,720	2,005,594	1,953,910	2,053,252	1,232,240	1,149,134	1,
Tribune	862,068	885,408	880,660	891,484	413,980	408,609	
World	1,578,454	1,334,148	1,356,962	1,699,634	1,266,658	1,125,588	1,
Totals	14,738,884	14,204,838	13,896,130	14,588,298	9,534,044	9,748,675	9,

† Figures not recorded.
‡ Sun and Herald combined into Sun-Herald Feb. 1, 1920; name changed to Herald Oct. 1

THEY ARE ALL IN THE DAY'S NEWS



Probably debating what show they are going to take in. This is a street scene in Berlin (above) but not a common one. Left to right we have: Karl A. Bickel, vice-president and general manager of the United Press; Gus Oehm; Carl D. Groat, Berlin manager of the U. P., and Ferdinand John.



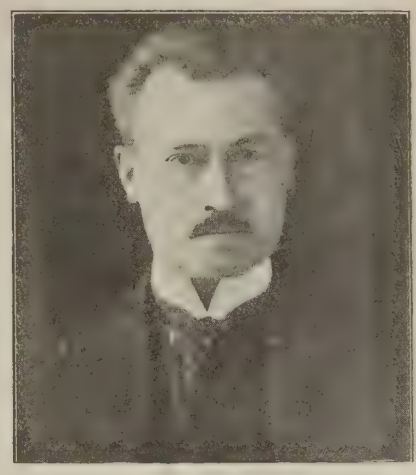
e World

Cesare—Oscar E. (left)—cartoonist, is back home after spending almost a year in England, France, Belgium, Germany, Austria and Russia. He sketched Lenin but not his physician, by Soviet Government orders.

Associated Advertising Clubs of Texas recently held a convention in Houston. Louis E. Holland, president of the A. A. C. W., was one of the honored guests and judging from his smile (below), which seems to be the broadest, enjoyed it.

Royalty of British journalism is back to its own. John Walter (right), new chairman of the London Times and again a controlling factor in that newspaper, is the great-great-great-grandson of John Walter who founded it in 1785.

Look out Africa; we are going to get a new story about you. W. D. Boyce (below), Chicago publisher, sailed this week on the Aquitania. Africa is his destination and when he comes back he is going to write a book. The man at the right is D. G. Mellor, president of the Wells-Fargo Company.



Keystone



P. & A.



ONE OF WASHINGTON'S INSTITUTIONS SUDDENLY LEAVES TOWN

Louis Ludlow, "Best Known Newspaper Man" at National Capital, Takes First Vacation in Twenty-one Years, Leaving Friends Aghast

By CARL D. RUTH

ALL prophecies have failed and an incredible thing has come to pass—Louis Ludlow, Washington correspondent of the Columbus Dispatch, has broken his non-stop record of 21 years at the national capital and gone on a vacation.



Louis Ludlow

For the three hundred or more Washington newspaper men who know and esteem Louis Ludlow, his departure for Connersville, Ind., is a momentous event. Month after month, year in and year out, they have seen him come and go about the Capitol, the White House and the treasury, until they came to associate the clock-like regularity of his movements with the uninterrupted performance of the government itself.

Day and night, Sundays, week days and holidays for more than two decades, Louis Ludlow has made his rounds. Presidents have come and gone, but he has gone on with never a stop or a hitch. His tall, friendly figure—slightly stooped—has been daily familiar to cabinet members, bureau chiefs, senators and representatives. The idea that he would ever stop or pause seemed as absurd as that the tides would take a rest.

All of which is merely a roundabout manner of saying that Louis Ludlow is far more than a veteran newspaper correspondent or a mere member of the press gallery at the Capitol. He is an institution. His fame extends into all the governmental circles. He is personally known by more public men than any other newspaper man in Washington. And his unfailing good humor, indefatigable energy, keen sense of news values and generous helpfulness have earned for him an affectionate regard among his colleagues of the press that has no parallel.

As a newspaper writer, Louis Ludlow is admittedly in a class by himself. Aside from being an all-round reporter of exceptional ability, he has a quaint Hoosier humor which sparkles in everything he writes.

Just thirty years ago, Louis Ludlow, then 19 years old, arrived in the city of Indianapolis. He was fresh from his father's farm, near Connersville, where the log cabin in which he was born still stands, and he looked the part.

He was lank and awkward. All he had except the ill-fitting store clothes he wore was $1.96 and the determination to become a newspaper man.

At the office of the Indianapolis Sentinel, long since deceased, a managing editor who thought he detected a latent talent tried him out on an assignment which the youth covered so well that he was hired at what, to him, seemed the princely salary of $10 a week.

During the eleven years of his service on the Sentinel and other Indianapolis papers, Louis Ludlow developed into one of the best-known news writers in Indiana.

Once, yielding to the insatiable ambition that comes at least once to every red-blooded newspaper man, he set out for New York City. Every day for nearly two weeks he called futilely at the office of every metropolitan daily.

When exhaustion of his meager funds brought him finally to the starvation point, he decided upon heroic measures. He called upon Benjamin Harrison, who had come to New York to practice law after leaving the Presidency. If Harrison would grant him an interview, he thought he might sell it to some city editor and thus get a start or at least stave off hunger for a few days more.

But Harrison, though he too was a Hoosier, turned Ludlow down. So did Dr. Charles Parkhurst, the famous Presbyterian preacher, whom he sought next.

The situation was getting desperate when Ludlow happened to remember that Robert G. Ingersoll, the famous orator and agnostic, was then practicing law in New York. So he called at Ingersoll's office and after a long wait in an anteroom was finally ushered into the great man's presence.

Ingersoll listened sympathetically while the Indiana youth told of his plight and asked for an interview.

"Well," said Ingersoll, "you write out your questions. I'll take them with me when I leave the city tomorrow and bring them answered when I return next Tuesday."

Ludlow, overjoyed, wrote out a long list of questions.

He managed to survive the intervening days until Ingersoll handed him a ponderous manuscript in which his questions, carefully copied, were answered in the elegant rhetoric of that master of language.

Ludlow, after making a copy in order that he might retain the original as a souvenir, sold the interview for $20 to the New York Herald. That paper, after taking great pains to confirm it as authentic, featured it in its Sunday edition.

The interview aroused nation-wide interest and later was incorporated in Ingersoll biographies. However, Ludlow was given little credit and after a few weeks as reporter for a local news association he was able to save enough money to pay his room rent and buy a ticket back to Indianapolis.

But the desire for larger opportunities would not down and after a few years more with Indianapolis papers, he prevailed upon Samuel Morse, publisher of the Sentinel, to send him to Washington as special correspondent.

That was in 1901, not long after the assassination of President McKinley. Shortly thereafter the Sentinel "blew up" but already Ludlow had made such a reputation that the Indianapolis Star immediately grabbed him and before long he was writing for a whole string of Indiana newspapers.

Thus started Louis Ludlow's Washington career—a career rich in achievements and friendships that any newspaper man might envy.

On his personal side, Louis Ludlow is a man of such modesty, refreshing wholesomeness, and self-effacing generosity that he is universally beloved. His home life is ideal. He scored his greatest beat when, during the absence of Mr. Morse in Europe, he scooped his own publisher by wooing and winning the latter's secretary, Miss Katherine Huber. They have three daughters—Margery, now Mrs. Elmer L. Kayser, whose husband is secretary of George Washington University and professor of history; Blanche, now the wife of Ensign Ralph H. Hudson, of the U. S. navy, a Columbus boy; and Virginia, in her junior year at high school, affectionately called "Peaches." There is one son, Louis, youngest of the four.

Springfield Union Sued

The Springfield (Mass.) Union Publishing Company has been sued for $10,000 in action of tort, by Edwin K. McPeck, clerk of the Adams, Mass., district court. The plaintiff alleges that on Sept. 11, the Springfield Union published a libelous article concerning the issuing of a warrant in the case of Rev. Joseph Walker, aged Windsor, Mass., minister, whom a young girl of his parish accused of being the father of her child.

HOWELLS GETS TRIBUNE BUILDING PRIZE

Wins $50,000—Will Be Architect of Chicago Tribune Tower—150 Artists from 20 Countries Entered Designs

The Chicago Tribune first prize of $50,000 for the architect's design for the paper's new building was awarded December 2 to John Mead Howells, the New York architect and son of the late William Dean Howells, the novelist. The building will cost $7,000,000 to erect, and it will be known as the Tribune Tower. Raymond M. Hood, of New York, was associated with Mr. Howells in the preparation of the winning design.

The style of the new building will be a Gothic expression of the American sky-scraper theme, an expression of the fundamental structure of the theme, a steel cage. It will be constructed of a light colored stone. Mr. Howells in addition to winning the first prize becomes the architect for the new structure.

The second prize of $20,000 was awarded to Eliel Saarinen of Helsingfors, Finland, winner of the second prize for peace palace at the Hague, Holland. Dwight G. Wallace and Bertell Grenana of Chicago were associated with him.

The winner of the third prize, $10,000, was the Chicago architectural firm of William Holabird & Martin Roche.

The remainder of the $100,000 offered by the Chicago Tribune for this architectural contest goes in $2,000 allottments to 10 American architects. Nearly 150 designs were submitted by architects representing 20 nationalities including Australia, Japan, Austria, Luxembourg, Belgium, Mexico, Canada, Norway, Cuba, England, Finland, France, Germany, Holland, Italy, Poland, Scotland, Serbia, Switzerland and the United States.

The site of the building at 431 to 439 North Michigan avenue is nearly square, 100 by 135 feet and is open on all four sides. This feature Mr. Howells utilized boldly in his design with a result that is both towering and militant.

The great entrance will be flush with the boulevard. To the embattled chapel which tops the tower the distance is 400 feet. There are colossal flying buttresses which—both literally and spiritually—are the supreme note of the structure.

"Best of all," said the Tribune in announcing decision of the jury of award, "Mr. Howells, by the combined dignity and spirituality of his conception, has done something that will lift our new home out of the category of commercial profit makers and will make it an ornament and an inspiration to the city we love.

"It is illuminating to read the earnest words with which he couples his architectural ideal with the Tribune's journalistic ideal of battle and of service. Speaking for himself and his colleague, Mr. Hood, he says, in part:

" 'The design is before everything else an expression of the Chicago Tribune. The structure is carried to its full height as a square on the Michigan avenue front only, thus always given the same impression from wherever seen, and showing the same from all points as the Tribune landmark.

" 'We feel, that in this design, we have produced a unit. It is not a tower or top, placed on a building—it is all one building. It is perhaps not necessary to call attention to the fact that the upper part of the building has been designed not only for its own outline and composition but for the possibilities of illumination and reflected lighting at night.' "

All the designs submitted have been on exhibition at the Lake Shore Trust & Savings Bank Building during the past week. Later they will travel to five centers of architectural instruction in the United States, Harvard University, Massachusetts Institute of Technology, the New York School of Architecture, the Architectural School, the University of Pennsylvania and the Pittsburgh School of Architecture.

The Tribune gave a dinner Dece 3 to celebrate the award. City off and architects attended as well as journalists. Mr. Howells spoke stressed the necessity for beauty in a tecture.

Mr. Howells is 54 years old and born in Cambridge, Mass., when father was the editor of the Atl Monthly. In 1907 he married Abby Dougall White, daughter of Ho White, one time editor-in-chief and p dent of the New York Evening He is a member of the American I tute of Architects and the American stitute of Arts and Letters, and presi of the New York Society of Diplor Architects, Paris.

PROMOTIONS IN LOUISVILLE

Levi Made Vice-President of Cou Journal and Times—Platt Moves

Directors of the Courier-Journal the Louisville Times made the follo staff changes at their recent meeting

Emanuel Levi, business manager, elected vice-president and business ager of the two companies. Brai Platt, managing editor of the Times, appointed assistant to the vice-presi and added to the board. Harrison ertson, senior associate editor of Courier-Journal, was also added to membership of the board.

The executive committee of the newspapers, consisting of R. W. Bingl Emanuel Levi and Arthur Krock continued in its functions of general agement.

The Louisville Times appointed A Aronson as managing editor to suc Mr. Platt; T. S. Perkins as assis managing editor and M. W. Bayle city editor.

KELLOGG SELLS HIS PAPER

Tribune Will Be Conducted by W. Reed and W. H. Shaw

(*By Telegraph to* Editor & Publisher)

Waterloo, Ia., Dec. 4.—The int of H. N. Kellogg in the Waterloo T une has been sold, announcement made in the Tribune of Dec. 3. Mr. logg's controlling stock interest has purchased by W. A. Reed and W. Shaw. Reed, who has been editor of paper for about twenty years, will president and editor. Shaw will be v president. Shaw was an adverti solicitor on the Waterloo Courier a twelve years ago. Afterwards he engaged on the Tribune for four or years, then he managed a semi-mon oil paper at Galesburg, Ill. The nouncement states that the paper wil independent in politics.

Ad Men Paint Tribune Walls

Competition for the murals in the torial room of the Chicago's Trib plant roused the advertising art staf do a little mural decoration of its c Although the ceiling is low and the w do not offer exceptional opportuni W. B. Timlin, Tribune ad artist, un took the job. Two of the paintings h been finished. One shows a forest s representing the first stage in the pro tion of newsprint. The other is a v of the workshop of Caxton, printing first book in the English language.

Dinner in Honor of Smiley

The evening staff of the Philadelp Public Ledger gave a dinner at the U versity Club in honor of David E. Smi who has just been made chief execu editor of the Public Ledger.

Sphinx Club Dinner Jan. 9

The Sphinx Club, New York, will hold its December dinner on account the holiday rush, but will hold its n dinner on January 9.

AGE SCALES RENEWED IN SEVERAL CITIES

ıton, Petersburg (Va.) and Shreve-ort Contracts Continue—Four New Press Agreements and One Photo-Engravers'

'ypographical contracts have been re-ved between publishers and unions in ıton, Ohio; Petersburg, Va., and reveport, La., during the past few s. The Canton agreement is effective m October 1, 1922, to October 1, 1923, l provides a scale of $48 night and $45 for assistant foremen; $45 night and day for journeymen; $47 for ma-nists and one-third to two-thirds of rneymen's pay for apprentices. The hour week prevails.

The Petersburg agreement runs from gust 1, 1922, to July 31, 1923, and pro-es a night scale of $42 and a day le of $39. Apprentices receive one-rd to two-thirds of the journeymen's le. The working week is forty-eight ırs.

n Shreveport the contract runs from ıe 15, 1922, to June 15, 1923. The ht scale follows: Foremen, $50; ormen, 85 cents per hour for seven rs; on Saturday night overtime starts r eight hours; operators, 6-pt., 12½ ts; 7 pt., 13½ cents; 8 pt., 14½ cents. erators are guaranteed six and one-f hours, with price and one-half for r seven hours, except on Friday and urday, when overtime starts after ıt hours. On day work, foremen re-ve $41.50; floormen, 80 cents per hour seven and one-half hours; operators, t., 11½ cents; 7 pt., 12½ cents; 8 pt., ½ cents. Operators on piece basis are ranteed seven and a half hours, and time basis are paid $6 a day of seven one-half hours. Apprentices receive -half to three-fourths of journeymen's le.

New pressroom contracts have been de in Binghamton, N. Y.; New Haven, nn.; Portland, Ore., and St. Louis, and ew photo-engraving agreement in To-to, Ont.

The Binghamton contract is dated Sep-ber 1, 1922, and runs for one year. It s foremen $55 for night work and $50 day work; assistant foremen, $45 ht work, and $42 day work; journey-n, $43 night work and $40 day work; rentices, $18 to $35. Hours are 42 ht and 48 day. The old scale was $50, and night, for foremen; $50, night, $42, day, for assistant foremen; $41 ht, and $38, day, for journeymen. The olishers were paying bonuses above scale. Hours of work are to re-in unchanged.

n New Haven the two-year contract, ed September 1, 1922, gives men-in-rge $43; journeymen, $34, and ap-ntices, $12 to $18, for a 42-hour night ft and a 48-hour day shift. On the contract, men-in-charge received $39; rneymen, $30, and apprentices, $12 to . Hours are unchanged.

The Portland agreement, dated Novem-1, 1922, expires September 1, 1923. provides the following scale: Men-in-rge, $46.50; journeymen, $43.50, night, $42, day; apprentices, $24 to $33. urs are 45 for night work and 48 for work. The scale is an increase of for journeymen and men-in-charge. e old apprentice scale was $31.90 to .90.

The St. Louis contract runs from Sep-ber 16, 1922, to November 21, 1925, h provision for opening the wage scale h year upon service of 60 days' no-prior to November 21. Men-in-rge or setting color receive $45.54 per ek; journeymen, $40.26 per week; ap-ntices, $19.80 to $23.10. Hours are 48 and 42 night. An arbitration con-ct remains effective until January 31, 6. The previous scale provided $41.40 men-in-charge; $36.30 for journey-n, and $18 to $21 for apprentices. The ht hours were formerly 45 and the day

The Toronto photo-engraving scale s from April 17, 1922, to April 17, 5, and renews wages of $45 a week ght work and $42 a week day work, with $8 to $32 for apprentices. Hours are forty-four day and forty-one night.

W. M. CLEMENS IN KNOXVILLE

Made Managing Editor of the Journal and Tribune

W. M. Clemens has been appointed managing editor of the Knoxville (Tenn.) Journal and Tribune and will be associated with both the news and the editorial departments. At one time Mr. Clemens was secretary of the Southern Newspaper Publishers' Association; has been managing editor of the Birmingham (Ala.) News, part owner of the Mobile Item, and managing editor of the Atlanta Georgia and American.



W. M. Clemens

Mr. Clemens is one of the founders of the Spanish Trail, an all-Southern coast-to-coast highway and served for three years as the secretary of the Mobile Chamber of Commerce. Stuart Towe will continue with the Journal and Tribune as night managing editor under the new arrangements.

Buys Tuscaloosa News

Aaron Miller has bought the Tuscaloosa (Ala.) News from Edward Doty and is now the sole owner of the newspaper.

UNION WOULDN'T PRINT DISABLED PAPER

Pressmen on Wilmington Star Demanded That Dispatch Renew Contract with I. P. P. & A. U. When Press Breaks

Union pressmen on the Wilmington (N. C.) Star refused last week to print an issue of the Wilmington Dispatch, when the latter's press was disabled by the breaking of two gears. The Dispatch has been non-union in its pressroom since August 1 and in its composing room since November 1. The Star's management offered its facilities to the Dispatch and its union pressmen agreed to print the paper, until the local typographical union employees of the Star brought pressure to bear on the pressmen. Then notice was served on the Dispatch that the Star workmen would not print the non-union Dispatch unless it would sign a contract with the pressmen's union identical with the one which was broken last August.

At that time the Dispatch pressmen and assistant walked out on orders of the local union, on the ground that the Dispatch had abrogated the contract by asking its press employees fo do certain work in connection with the mailing of the paper. The Dispatch then suspended publication for two days and employed two non-union pressmen. When it employed non-union compositors a month ago, one of its non-union pressmen quit without notice on the night of the change, was re-instated in the pressmen's union and left the city.

Pending repairs on its press, the Dispatch is issuing a two-page paper without advertising. Its issues of November 29 and 30 were combined.

SYRACUSE HEARST MEN DINE

Telegram and Sunday American Staffs at First Gathering

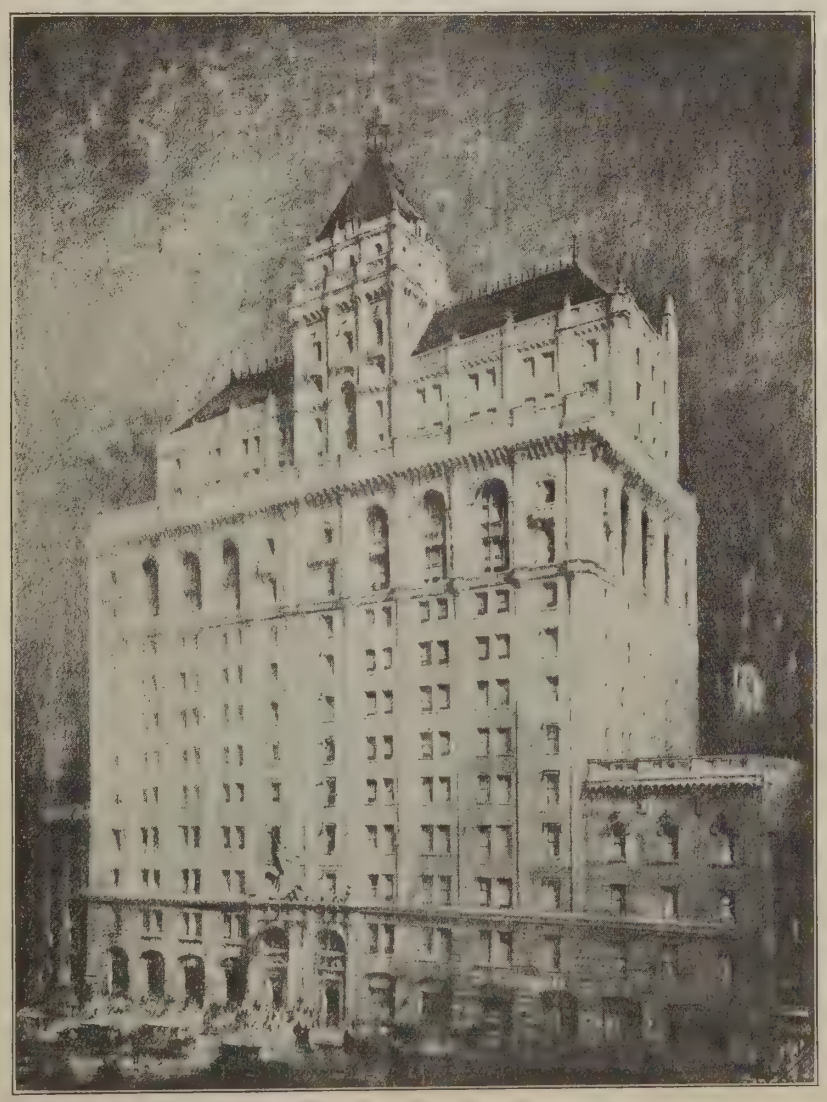
The employees of the Syracuse (N. Y.) Evening Telegram and Sunday American had their first get-together dinner at the Elks' Club December 4. This was the first gathering of the personnel of this Hearst paper since it started about 10 weeks ago. James M. Lynch, former State Industrial Commissioner and ex-president of the International Typographical Union was the chief speaker. Among the other speakers were James A. Easton, publisher of the Telegram and Sunday American; Thomas Corcoran, president, the Syracuse Typographical Union; Thomas M. Gafney, the Industrial Weekly; Florence J. McCarthy, manager editor, the New York Sunday American; L. R. Murdock, managing editor, the Boston Advertiser and department heads on the Telegram and Sunday American.

A message from Mr. Hearst complimenting the mechanical department was read during the dinner. In it he stated that he was getting modern and adequate machinery for the new paper.

Several members of the staff of the Rochester (N. Y.) American attended the dinner and spoke. Among them were E. C. Rogers, business manager; Harry Gray, managing editor, and John A. Burk, superintendent of the composing room. Robert C. McCabe, managing editor, acted as toastmaster. He served the following notice on his staff:

"This is a short paper. Write short words, short sentences and short stories. The shorter you are the longer you'll last. The longer you are the quicker you'll go."

NEW HOME OF THE NEW YORK TIMES



This building, now in process of completion, will, when completed next summer, have a frontage of 243 feet on West 43d Street and double the Times' present mechanical facilities.

A. L. PERKINS IS RE-ELECTED

Texas Managing Editors' Association Meets in Galveston

Austin, Texas, Dec. 7.—The Texas Managing Editors' Association re-elected A. L. Perkins, managing editor of the Galveston Tribune, president, and E. B. Doran, the Dallas News, secretary, and selected Houston for its 1923 meeting place as the convention was closed at Galveston Tuesday.

The managing editors unanimously adopted a resolution urging changes in Texas election laws to remedy delays in official returns of primaries. Work of the Texas Election Bureau, conducted by the newspapers, was approved.

Edgar C. Cutter, superintendent of the Central Division, the Associated Press, and Ray Baumgardner, of Dallas, State correspondent of the A. P., discussed problems of the news service. Tom Finty, Jr., of the Dallas-Galveston News, declared that, as newspapers' sphere of influence is expanded, the reading public must have better education, and newspapers must take determined part in educational process. Managing editors of 35 of the leading Texas papers, members of the Associated Press, were present.

Kuck Trial Postponed

Trial of the suit brought against Harry L. Kuck, publisher of the Pendleton (Ore.) Morning Tribune, by W. R. Taylor, chief of the Pendleton police in which he asked for $10,000 for defamation of character has been postponed until the January session of Umatilla County Circuit court by Judge Gilbert W. Phelps. Similar action has been brought against Mr. Kuck by Robert Sinclair. In a signed story Mr. Kuck charged that Mr. Taylor and Mr. Sinclair had been guilty of unbecoming conduct.

Times Club Has Dance

The New York Times Club held a dance December 7 at the Hotel Majestic.

PROBE OF POSTAL COST AWAITS FUNDS

Business Conditions Have Also Delayed It Till 1923, Work Tells Congress —Dailies Got Special Care in 1922

WASHINGTON, D. C., Dec. 7.—Increased efficiency in the handling of second-class matter in the past year as the result of closer co-operation of the Post Office Department and the publishing interests is noted by Postmaster General Work in his annual report to Congress.

"The Department has continued the policy inaugurated during the previous year of co-operation with the publishers, and the spirit of mutual helpfulness shown has resulted in the most pleasant and cordial relations," said Mr. Work.

"It is of the greatest importance to the subscriber that he receive his daily paper with promptitude and certainty, and with this in mind the Department has continued to give special attention to this class of mail, which now is moving with a regularity and expedition never before attained."

The weight of second-class matter handled in the mails was 1,168,330,902 pounds for the fiscal year ending June 30 last, or a decrease of 5.49 per cent. Postage collections amounted to $25,-140,259.53, or a decrease of 1.39 per cent. The zone rates on publications remained unchanged, and figures of the Post Office Department show that advertising parts of publications subject to zone rates mailed in the year paid postage amounting to $15,330,730.03 and weighed 422,-934,217 pounds, while the weight of reading portions of the same publications was 513,298,658 pounds, with total postage collections of $7,711,308.79.

As to the question as to whether the rates on advertising matter remained too high, the Postmaster General said:

"Undoubtedly, the increased rates have caused a considerable amount of second-class matter to be distributed through agencies other than the Postal service. This is made up in the main of bulk shipments. The actual facts of the cost can be determined only by means of a thorough and complete investigation."

Referring to the program under way by the Joint Postal Commission for determining the question of weights and costs. Mr. Work said:

"A statistical period beginning September 18, 1922, was the first selected, but on account of the condition of the mail service as well as business generally resulting from the rail and coal strikes, it was found inadvisable to proceed during that period. Because of the approach of the holiday season, it was found impracticable to select a period earlier than the beginning of the next calendar year. Furthermore, the work in the principal post offices will necessitate the employment of temporary clerks, and the completion of the work will require a large force of temporary employes in Washington. These and other items make it necessary to secure adequate appropriation to cover all the expenditures necessary to gather, tabulate and compile the data and make the final ascertainment."

PLAN POSTAL CONVENTION

Unification of U. S. and Canadian Systems the Object

WASHINGTON, D. C., Dec. 6.—Postmaster General Work this week met with the Postmaster General of Canada at Ottawa to negotiate a new postal convention with Canada. The conference will last several days. Accompanying the Postmaster General as delegates from the United States to the conference were W. Irving Glover, assistant postmaster general; John H. Edwards, solicitor of the Post Office Department; Edwin Sands, superintendent of foreign mails; Peter Shardt, superintendent of railway mail service; E. K. Burlew, private secretary to the Postmaster General, and Charles Riddiford, inspector-in-charge, Spokane, Washington.

The agenda for the postal convention with Canada provides for the unification of the two postal systems including reciprocal exchange of postal equipment, insurance of parcel post packages between United States and Canada, uniform money order blanks, co-operation between post office inspectors, transit of Canadian mails through the United States and transit of United States mails through Canada, and many other subjects.

WANT ACTION AT ONCE ON KELLY BILL

Postal Committee Pledged to Report Out Legislation, Publishers Hold —Hearing on Dec. 8 Well Attended

WASHINGTON, D. C., Dec. 7.—Representatives of the publishing interests composing the American Publishers' Conference met in Washington December 4, 5 and 6 to ascertain the sentiment in Congress on the Kelly bill, designed to repeal the last two war increases in second-class postal rates. Twenty-five delegates, representing virtually the entire publishing industry of the country, attended the conference, and many remained for the first hearing on the bill, which went before the House Committee on Post Offices and Post Roads December 8.

The publishers take the position that the committee, of which M. Clyde Kelly of Pennsylvania, author of the bill, is a member, is virtually pledged to report out the measure at once. In postponing consideration of the bill last June, the publishers contend, it was practically agreed to give it committee approval at the opening of the present session of Congress if the Joint Postal Commission failed to make its report on the costs of handling mail before December 1. The Post Office Department recently announced the proposed mail-weighing test could not be made before the first of the year, and then only if the necessary appropriation was forthcoming. The Joint Postal Commission met last Tuesday and decided to ask for an appropriation of $963,000 to make the tests.

Investigations of the publishers have convinced the majority that Congress is in favor of affording relief for the industry, which remains the only one paying full war taxes. Some publishers found a feeling of resentment in spots over the attitude of some newspapers in the recent political campaign, and opposition to the proposed reductions is looked for in some quarters.

One of the features of the three-day meeting was the evidence of an organized effort of the weekly newspapers to get relief. John C. Brimblecom, of the Newton (Mass.) Graphic, president of the National Editorial Association, who spoke for 10,000 weeklies, described the present rates as "excessive taxation." His association endorsed the work of the American Publishers' Conference, which was organized to obtain the proposed relief.

Berry Comes to New York

George Berry, president of the International Printing Pressmen and Assistants' Union, arrived in New York Thursday to negotiate a new wage contract for the 10,000 workers employed in the commercial book and job printing shops in New York. The employers are demanding a five per cent decrease while the union is holding out for a 10 per cent increase. The present contract expires December 31, but it will probably be extended until a settlement is reached. Mr. Berry said he also intended giving some attention to the differences now existing between the New York newspaper publishers and their pressmen.

Aberdeen Journal in New Home

The Aberdeen (S. D.). Journal has moved into its new quarters at 19 2nd avenue.

VEILED REPORTER NOW IN TURKEY

Woman Heads Turkish Publicity, Says E. J. Bing, Back from Constantinople—New Sultan Reads N. Y. and London Papers Daily

Chasing news upon a vermin-ridden camel whose ungainly gait is sure to make the inexperienced seasick, and perhaps working with a veiled woman reporter, is liable to be the fate of any American newspaper correspondent assigned to cover events in the Near East, according to Edward J. Bing, Central European correspondent of the United Press Associations, who recently arrived in New York after covering the Mudania armistice conference. Camel riding will surely be the fate of any newspaper man who ventures into Syria and Mesopotamia, and veiled reporters he may quite possibly meet wherever the Turk is in evidence, for Mr. Bing says that they are becoming not uncommon.

Turkish women in the general change which is coming about have already gained a considerable foothold in newspaper work. In fact, Halide Edibe Hanoum, the most prominent Turkish newspaper woman, was in charge of the Turkish publicity during the Mudania conference. She did not attend these sessions, but maintained headquarters at Brusa, a short distance away, and Mebahat Hanoum, also a woman, was the official stenographer of the Turkish delegation at the conference and attended all its sessions.

This rather rapid transfer from the most secluded of spots, the harem, to recognized position in the Turkish newspaper world, where all eyes may at least gaze upon their writing, is not restricted to very few isolated cases, but is now fairly common in Turkey. Women are writing editorials, features and novels published serially in the newspapers and, according to Dr. Bing, while they are not often assigned to the usual run of news gathering, they do their work at the newspaper offices, and while there they throw their veils aside, and proceed much like newspaper women the world over.

Halide Edibe Hanoum (Hanoum is the Turkish equivalent of Mrs.) is but 30 years old and, like other Turkish newspaper women, speaks perfect English and French, and has an intimate knowledge of modern European writings.

On the other hand, the deadly censor is not liable to trouble the American correspondent assigned to this part of the Near East, unless the Turkish officials change their methods. At the Mudania conference they placed no restraint on the copy sent out by foreign correspondents.

After each session Ismet Pasha, or Assim Pasha, met the correspondents, made a statement of what had transpired, answered questions and then, while the portable typewriters were clicking, Turkish officials smoked cigarettes and chatted, but did not try to inspect the dispatches. All the correspondents then had to do was to get them across the Sea of Marmora to Constantinople for cable filing.

Besides Mr. Bing there were two other American correspondents, John Clayton, of the Chicago Tribune; Mrs. Clare Sheridan, the New York World, and James Bradstreet, of the New York Times. The British correspondents made their headquarters on board the English warships anchored in the Sea of Marmora, coming to the conference with Lt.-Gen. Sir Charles Harington and the other officials daily. The conference, which lasted from October 5 to October 11, was covered by French, Italian, Turkish and Egyptian correspondents. A number of newspaper correspondents did their work entirely from Constantinople. Newspaper correspondents from Central European and neutral countries were conspicuous by their absence. This, Mr. Bing explained, was due to the desperate financial straits of newspapers in these countries.

"I had an interview with Abdul Megjid, the new Turkish Sultan, just befo I started for the United States," sa Mr. Bing. "During the two hours were together he told me, among oth things, that he reads two London a two New York newspapers daily, payi special attention to the editorials. S tan Abdul Megjid, you know, is Cali of Islam. He speaks excellent Engli and is a painter of ability, having had number of his canvases exhibited in t Paris salon several years ago.

"Speaking of American newspape the Sultan said that he believed that o papers are ready to hear both sides conditions in the Near East, and th American correspondents are not ha pered by any feeling of national poli in these matters. He further express a strong desire for closer relations wi the United States, saying that he f sure that they would only be of a co mercial nature and not accompanied any territorial desires. Incidentally, d ing the interview, the usual coffee w served in cups of solid gold. No, I d not slip my cup into my pocket—I wa ed to come away in peace."

Reverting to the Mudania conferen Mr. Bing explained that Gen. Haring of course was accessible to the cor spondents, and met them before returni to his ship after each session. Ism Pasha, Mr. Bing feels, bent backwa to afford every facility to the newspap representatives, going as far as givi them an opportunity to read originals all letters he received from Gen. Harin ton, but a short time after their recei To these documents he attached a co of his reply.

American newspaper practices, partic larly the rush to get dispatches off soon as possible, fascinated the Turk pashas. Minutes mean little or nothi to them, and they constantly inquiri what all the rush was about and w work so hard just to gain a few minut

WOODBRIDGE PROGRAM CHIE

To Have Charge of Work for A. C. W. Convention

C. K. Woodbridge, president of t New York Advertising Club, has be appointed chairman of the national pr gram committee by Lou Holland, pre dent of the Associated Advertising Clu of the World and will be in charge program plans for the Atlantic C convention.

Earle Pearson, educational director the A. A. C. W. and in charge of t office work of the Speakers' Bureau, h been made secretary of the progra committee. President Holland and M Woodbridge will confer shortly up personnel of the supporting members the program committee.

The Associated Advertising Clubs the World have sent out a questionna to 250 advertising clubs throughout t country, concerning the advisability holding the convention of the Associat Advertising Clubs of the World in Lo don in 1924. F. A. Wilson-Lawrens vice-president of the Union Carbide Co pany of New York, who was appoint by President Holland of the A. A. C. W as chairman of a special committee to i vestigate the advisability of accepting invitation of the London advertisi Clubs, will sail December 14 for En land.

Mr. Wilson-Lawrenson goes for t special purpose of discussing this conv tion with the advertising men of Gr Britain. Whether or not the conventi is held in London in 1924, it seems prac cally certain that some type of advertisi conference will be held there, in wh the advertising men of several countr will participate.

Quebec Chronicle Files Charter

The Quebec Chronicle Printing Co pany has been incorporated under pr vincial charter with $100,000 capital sto to publish the Chronicle.

La Nacion Adds Equipment

La Nacion, Buenos Aires, has add four three-magazine Intertype slug-ca ing machines to its equipment.

PUT TO THE TEST *And* PROVED!

Read what four prominent advertisers report after advertising campaigns in the Connecticut Five-Star Combination:

1 "We wish to express our satisfaction with results so far obtained. We are glad particularly to emphasize our appreciation of the co-operation in respect to dealer work; we think very highly of it."

THE J. B. WILLIAMS CO., Glastonbury, Conn.

2 "We believe it only fair to say that we attribute our increase in sales (of Williams Root Beer Extract) to the excellent co-operation rendered by your papers as well as the result-producing qualities of these papers."

THE WILLIAMS & CARLETON CO., Hartford, Conn.

3 "We covered your five cities, stocked the druggists, installed window displays and completed jobber connections as arranged by your papers, in three days. The advertising in your papers produced almost instantaneous demand for our goods, although never heard of in Connecticut before."

SUN RIVER COMPANY, New York, N. Y.

4 "At the conclusion of our campaign we checked up our sales for the season in the cities covered by your Combination and find that our sales increased over 25%. As proof of this we find that Diamond Ginger Ale is today the best selling ginger ale in each of these cities."

DIAMOND BOTTLING CORPORATION, Waterbury, Conn.

Comprising the

HARTFORD COURANT

❖

NEW HAVEN JOURNAL-COURIER

❖

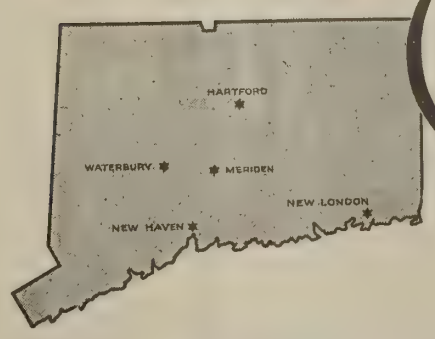
WATERBURY REPUBLICAN AND AMERICAN

❖

NEW LONDON DAY

❖

MERIDEN RECORD



The CONNECTICUT FIVE-STAR COMBINATION

GILMAN, NICOLL & RUTHMAN, *Representatives*

Canadian Pacific Building NEW YORK — Tremont Building BOSTON — Tribune Building CHICAGO — Monadnock Building SAN FRANCISCO

U. S. PRESS IS PICTURED FOR FRENCH THROUGH GLASSES THAT SQUINT

Americans Are Great Buyers, But Not Readers of Newspapers, Say M. Bacourt and Prof. Cunliffe, Adding That Workers Read With Eyes Only, Their Minds Being Absent

By G. LANGELAAN
Paris Editor, Editor & Publisher

PARIS, Nov. 19.—The November number of France-Etats Unis, a monthly publication issued by the Comité France-Amérique, contains an article on the New York press, "the joint composition of Prof. J. W. Cunliffe, Director of the School of Journalism at Columbia University, and M. Pierre de Bacourt, Correspondent of the Journal des Débats in the United States."

One cannot help feeling, on reading this article intended to inform French readers on the press of New York, that M. Pierre de Bacourt sub-edited what Prof. Cunliffe wrote, for the whole article bears evidence of the Frenchman's view, not the American's.

Statistics are given of the number of newspapers published in New York, the number of pages they generally contain and the amount of reading matter and advertisements they carry. One issue of the New York Times is taken as a model and analyzed page by page for the benefit of the French reader. The results of this analysis are summarized by the authors as follows:

"(1) American newspapers are essentially local; their attention is directed above all to the town and the district in which they are printed and sold.

"(2) News and information from abroad, although generally sufficient, take second place after local news.

"(3) Literary articles or those tending to influence opinion occupy a space which is insignificant compared with the rest.

"(4) The enormous quantity of advertisements necessitates an enormous newspaper and more than amply covers the cost incurred.

"But we must not forget," the article continues, "that the American, as compared with the French reader, considers the advertisements as news, as interesting paragraphs of current events, and he reads them often."

And then the authors of the article pay a compliment to the advertisement writer which they deny to the humble recorder of news, for they say, "All the big stores advertise on a large scale and make every effort to render their advertisements attractive and interesting by a certain artistic and literary turn which is often lacking in the reading matter."

We are also told that "What strikes one first of all, in the treatment of news properly speaking, are the headings and sub-headings in enormous characters which give in a few words, and with intentional exaggeration, a summary of what is to follow."

The "lead" is explained to the French reader, who is informed that, "except for an event of capital importance, it is very rare that readers read to the end of the article * * * Americans are great buyers, but not great readers, of newspapers."

The New York press generally is summarized:

"The Times, respectable, an enemy of wild stories and exaggerations, is eminently the organ of the middle class, which in the United States goes from the humble typist to the millionaire banker. Probably they do not read the same columns, but both find in it what they seek. The Evening World or the Journal offers lighter reading to the worker, the clerk or the shopgirl who comes home tired in the evening. Does one require something substantial? The New York Evening Post, more literary in style, more carefully written, supplies the want. Appealing to the best educated part of the population it has a limited circulation. The same is true in the case of the Tribune and the Evening Sun, which, in the morning and evening respectively, are the favorites of the New Yorker."

Comic sections, with their pictures, come in for harsh criticism. "The stories in pictures enjoy a great success. The series of the adventures of the newly rich, of the husband tormented by an irascible wife, and the mischievous infant, etc., continue interminably year after year, and one does not know which to admire most, the prolific imagination of the artist or the patience of the readers, who seem never to grow tired of having served up to them to infinity the same platitudes. The drawings are generally good, but the wit is often worn threadbare."

The writers of this review of the New York press also mention that, "Enquiries on some insignificant subject such as 'Why do not young people get married?', or 'Why are not women better housewives?' are invariably a success.* * * Special pages for the women folk, for the children, paragraphs of legal advice, medical notes, household recipes, etc., are to be found in all the popular evening papers, and we are told, "enjoy a vogue as persistent as undeserved." "Human interest stories, or sob stuff"—the critics use the American terms—never lack readers, without, however, attaining the popularity of the caricatures. This is understandable; the tired worker reads only with his eye, his mind is absent resting."

One cannot help thinking that when the Frenchman got to this point he should have handed the pen over to the American joint-author of these criticisms, and given Prof. Cunliffe a chance to explain to the French reader some of the advantages of the "lead," for instance, in helping the reader of the American newspaper to get the point of the story at once and learn all the news in a few lines, free to return to the item again for fuller details.

It is sincerely to be hoped that Prof. Cunliffe will take an early opportunity to tell the French reader something of the keenness of the American newspaper reporter and his untiring efforts to get the story, the whole story, and get it quickly, and that he will at the same time make it clear that the American newspaper reader is of a higher intellectual type than this first article would lead one to suppose. Criticism of this sort should be constructive, not merely destructive, and we feel sure that both M. Pierre de Bacourt and Prof. Cunliffe will admit that American journalism has certain elements which place it second to none.

Becomes a Daily

The Twin City Advertiser, a new weekly published by the Merchants' Discount System of Tonawanda, N. Y., will become a daily in January, it is announced. Offices will be opened at 18 Young street, Tonawanda, under the direction of Robert D. Struble, who will be general manager. A staff is now being assembled. Publication will be in Buffalo for the present, it is understood.

First in Home Ownership

Of the twenty-five largest cities in the United States, Baltimore ranks first in home ownership, 62 per cent. of the homes in the city being owned by the families occupying them.

And into the great majority of these homes, located in every section of the city, the Sun-papers—morning, evening and Sunday—are ready to carry your message, for

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

CODE IN SOUTH DAKOTA

Six Short Rules Drafted by State Press Association

A committee appointed by the South Dakota Press Association for that purpose drew up a code of ethics and a digest thereof was made by Paul W. Kieser, editor of the South Dakota Rural Press. There are six rules, viz.:

1. To aim to be of service always in our relations to the public.
2. To adhere strictly to the truth in news, editorial and advertising columns.
3. To keep our readers fully informed on all matters of vital interest.
4. To reserve the right of decision as to what shall be published and what omitted, that our papers may be clean and the rights and reputations of individuals respected.
5. To ban advertising which is indecent or intended to defraud.
6. To demand just recompense, fair treatment and respect from those whom we serve.

Critic Crosby a Playwright Also

A new play, entitled "Behind the Screen," by Edward Harold Crosby, dramatic editor on the Boston Globe, is soon to be presented at the Somerville (Mass.) Theatre.

THEY'LL REMEMBER TERRON

Montreal Reporters Got Severe Bu While Covering Conflagration

L. De Montigny, Frank Rowse Miss Dagmar Carlson, of the news of the Montreal Star, who went into burning town of Terrebonne, Que during the early hours of December get a "white hot" story on the fire, lized all the spare moments they assisting the inhabitants in rescue salvage work, so that when they retu to Montreal with their story they bro with them personal evidences, in the sh of burned hands and ruined garme Mr. Rowse is still carrying some pai burns on his hands.

The latter has quite a reputation daredevil hazards. He was one of t Star men who punted up Lachine Ra to see the rescue work from the strar steamer Rapid Prince, securing the eye-witness story of that event. He also one of a band of reporters who rowly escaped being swept off the of a burning office building, where had climbed to find what it felt like be on the roof when the walls blazing.

Standard Continuing Barbour Servi

The Standard Rate and Data Ser of Chicago has taken over Barbour vertising Rate Sheets, Inc. A. E. Beri secretary of the Standard Rate Data Service, announced at the same t that the Barbour sheets will conti without interruption. Mr. Barbour, said, is now associated with the ser as an editor.

Detroit Is Booming

DETROIT has done so many big things—grown so tremendously in population and wealth during the past decade—that some of its remarkable post war accomplishments have come to be taken as matters of course. But consider and compare the following significant figures with the past year's readjustment record of any other city.

(1) ***Since April, 1922, Detroit Retail Merchants show an average monthly sales increase of 20% over 1921.***

(2) ***Detroit Employers' Association shows an increase in employment of 60,000 workers over 1921 for its member concerns which employ about two-thirds of Detroit's industrial workers.***

(3) ***Detroit Bank Clearings for October, 1922, exceed those of October, 1921, by nearly $100,000,000.***

(4) ***Building for the first ten months of 1922 exceeds that of 1921 by more than $29,000,000.***

Can you name any other large city where the percentages of increase equal Detroit's? Detroit is more prosperous today than ever before in its history. It offers unusual opportunities to every manufacturer who will tap this rising tide of prosperity NOW—at the beginning of Detroit's 1923 BOOM.

The NEWS goes to 90% of the homes in Detroit. To reach Detroit's great buying public you need advertise in only one paper—

The Detroit News

The NEWS—Greatest Circulation Daily and Sunday in Michigan

"Always In the Lead"

THE TRUTH ABOUT GERMANY

Ten Live News Features By Frank G. Carpenter

The most appalling human interest story since the world war.

A nation of sixty millions working day and night for twenty cents per eight hours to compete with our industries.

Big factories humming with business and thousands of women hard on the job.

Millions whose incomes have been wiped out or divided by two hundred thousand per cent.

Beggars who have become millionaires and millionaires who are picking up the crusts from the streets.

Dinners for students and intellectuals at five-eighths of a cent a meal.

Baronesses who are sewing to eke out a living at one thousand stitches a cent.

How the government has pauperized the landlords. Real estate in the big cities being bought up by foreigners.

Twelve-room apartments renting at six cents a month and good business stores at two cents a week.

Farmers who are eating all they are raising to beat the fall of the mark and feeding their milk to the pigs while the city babies are starving.

These are some of the high lights and low lights of the great German nation whose every act affects our own pocketbooks and the fate of the world.

The actual conditions are being investigated by Frank G. Carpenter who, with his secretary and photographer, backed by introductions from our government at Washington, is now traveling in Germany and interviewing all classes.

His letters will begin publication on Sunday, February 18, and will run regularly thereafter for ten or more consecutive Sundays. Every line will be a surprise to the American people, and moreover it will be the cold, hard-boiled, actual truth.

We shall place this stuff in your territory. If you want it, telegraph or write immediately to:

DUDLEY HARMON

Manager for Frank G. Carpenter,

1816 H STREET, N. W., WASHINGTON, D. C.

LONDON PUBLICITY CLUB SURVEYS BRITISH SOAP MARKET

Newspapers Supply No Merchandising Service Like That of U. S. Dailies—Strike Proves Newspaper Values—Newspaper Exhibition at Prague

By HERBERT C. RIDOUT

(*London, Editor,* EDITOR & PUBLISHER)

LONDON, Nov. 25.

IN Great Britain we have no available merchandising service in any way resembling that in vogue with American publishers. Should statistics be required concerning the marketing or potentialities of any product by an advertiser, he cannot, as in the U. S. A. secure them from territorial publishers, or, indeed, in any other way than by compiling them himself or through his advertising agents.

The departure of the Publicity Club of London, therefore, in proposing to examine the markets and selling methods of various products has been a matter of considerable interest and the first results of their investigations in this direction constitute useful data. To secure the results a Bureau of Advertising Facts was established by the club executive, and as the first objective the market and concomitant conditions of laundry soaps were taken.

The retail distribution and salesmanship methods were not brought into the purview. It was the habits of the consumer, his criticism of package, etc., and the relationship of advertising (particularly in connection with prize competitions and prize coupons) that were under consideration.

To obtain information on these subjects questionnaires were prepared for members of the general public asking a series of eighteen questions relating to the following points:

What laundry work was done at home.

Whether hot or cold water (or both) were used.

Whether flake soaps, powder or bars were used.

What brand preferred; what brand actually used.

What other brands tried.

Why certain soaps were used and why others tried had been discarded.

What first attracted user to the soap adopted.

How much bought at one time.

Alterations in size of packet, or improvements to packet.

Whether directions for use are read, and are of value.

Whether users collect coupons or otherwise enter soap prize competitions.

Without giving the actual tabulated results, which form, by the way, valuable data for any advertiser of laundry soap (and are available to such houses) it may be said that 215 complete replies were received to the questionnaires, and from these many interesting facts emerge.

For example, 64 per cent do all washing at home, and only ½ per cent everything except starched articles. Eighty-three per cent use hot water and 17 per cent use both hot and cold, none using cold only. Seeing that several advertisers boost the cold water process, the last named fact is illuminatingly reflective upon the advertising argument—or the soap.

Bar soaps are the most popular, these accounting for 69 per cent of everything, though in the total there prove to be 176 bar users, 107 flake users and 66 powder users.

In the list of popular brands of soaps, it is interesting to notice that the Lever Brothers' brands stand at the top, with Sunlight Soap as 63 per cent of the users of bar soap, Lux as 86 per cent in flakes, Hudson's as 62 per cent in powder form.

In considering the reasons why certain soaps were used and why those tried were discarded, it would appear that but little impression is left upon users as to the special advantages of any one soap, for but 20 per cent of those questioned replied. Habit, advertising, and satisfaction in use seem to be the reasons for continuing to use any brand.

The question as to what attracted the consumer to the soap being used was productive of the following table of percentages:

Advertisements	69
Reputation	15
Sampling	11
Competition	3
Guarantee	1
Total	99
Friends' recommendation	55
Retailers' recommendation	2
Mothers' recommendation	17
Total	74

A few others were attracted by price, smell and style of package.

The number of consumers asking for soap by name and those taking a brand recommended by their dealer are 179 and 15 respectively. Various suggestions for package improvements were made and criticisms offered. Directions for use were read by 133 and ignored by 36; 112 estimate those directions as being of value and 24 declare to the contrary.

So many soaps have been the subject of prize competitions that it is interesting to find 154 of the number do not collect coupons or engage in competitions, only 17 stating that they have no objection to entering them, while 5 say that if the soaps in use offered prizes they would be interested but would not give up the brand for any other to secure prizes.

The information secured is eminently of practical use to soap houses, particularly as the Bureau offers free access to the whole of the accumulated data. It is to be hoped that the Publicity Club will pursue these important investigations in other channels with similar success, for there is every reason to believe that advertisers will appreciate this service just as readily as the merchandising data available to American advertisers is valued in the U. S. A.

* * *

ONE of the problems confronting all stores is that of the concentration of all shopping—except, perhaps, in necessity lines—upon the afternoon and evening. Over the Christmas season, with the Yuletide attractions added to the department stores, this invariably results in congestion and our London stores, embracing such houses as Dickins & Jones, Galeries Lafayette, Gamages, Harrods, Daniel Neal, Swan & Edgar, Selfridge's and T. W. Thompson & Co., have combined in an effort to relieve this pressure by encouraging the morning shopper. Between now and Christmas they have arranged for special shows and entertainments which will only be shown in the mornings before twelve. The underground railways and omnibuses are making special arrangements for this "Shop Before Twelve" traffic. Newspaper publicity will be directed at making the experiment effective.

* * *

SCALE charges for advertisements in British newspapers continue at a high figure and though from time to time bodies of leading advertisers press for reductions of rates there seems little likelihood of any change. The latest body of space-users to prefer this request was the Auctioneers and Estate Agents' Institute. In communicating the fact of their inability to recommend any action of this kind to their members, the Newspaper Society committee stated that the facts as to the continued high costs of newspaper production furnished to the Auctioneers Institute would probably suffice to satisfy them as to the *bona fides* of newspaper proprietors. Indeed, if any reduction of this kind comes, it will most probably be found to emanate from some publisher not represented in the Society.

* * *

BRITISH publishers are taking some interest in a new project announced by the state of Czecho-Slovakia. This is the First International Newspaper Exhibition to be opened in Prague on December 12 under the auspices of the Czech Journalists' Association. I understand that most leading British newspapers will be represented by copies of their publications, the address of the Directors of the Exhibition being, Messrs. A. L. Pavlik, Prague II; Vodickova 41; Czecho-Slovakia.

* * *

DURING the recent printers' strike, two newspapers published in one town combined forces and produced a single newspaper in their joint interests. In this strike edition were inserted all the advertisements for which each of these publishers held instructions; that is to say, if Mr. Jones was an advertiser in both the Journal and the Mercury (the titles are fictitious) his advertisement was inserted in the strike edition. And he was charged by each publisher separately for insertions in that edition. Subsequently, certain advertisers took exception to this on the ground that they had only had the value of one insertion in one paper. The point was brought to the notice of the Honorary Solicitor to the Newspaper Society, and, after consideration, he gave his opinion as follows:

"Inasmuch as this Joint Strike Edition of the 'A. News' and the 'B. Journal' has as wide a circulation as the individual newspapers the 'A. News' and 'B. Journal' enjoy, and consequently the advertisers who have sent the advertisement for publication in the two newspapers got what they asked for, I am of the opinion that they have no ground for complaint, and no reason for refusing to pay on the grounds mentioned by them."

American publishers will probably find this unofficial ruling worth while noting.

* * *

THE place of the newspaper in business-getting for retailers was specially realized when the printers' strike a few months back robbed many provincial traders of their means of advertising to the public. A. W. Clarke, principal of a Blackburn (Lancs) dry goods store, recently confirmed this in speaking to a leading publisher here. He said:

"The suspension of the newspaper was the greatest blow suffered by business people in my experience.

"People get so accustomed to trader notices in the press that it becomes a inveterate habit.

"This strike has completely vindicated the newspaper as an advertising medium. Traders are likely to use it more than in the past. Its value has now been established."



The Number and Strength of Washington Banks are Significant

You can judge the resources of a community pretty accurately by the character of its financial institutions—and the National Capital's are notably indicative of local prosperity.

The possibilities in Washington for the promotion of any worthy product are most inviting—and all you need is The Star. It covers the field, completely and influentially.

The Evening Star

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

Write us direct or through our

New York Office
Dan A. Carroll
150 Nassau Street

Paris Office
5 rue Lamartine

Chicago Office
J. E. Luts
Tower Building

BRITAIN'S WAR PREMIER

YOUR London Correspondent!



IF Your newspaper could have secured Disraeli for its foreign correspondent——

IF Gladstone could have been induced to write for your readers on the affairs of his time——

ALMOST as great a sensation might have resulted as that caused by the signing of

LLOYD GEORGE

To Write On Current World Affairs
Exclusively For

UNITED FEATURE SYNDICATE

NORRIS A. HUSE, General Manager
United Press Headquarters
New York City

THE LLOYD GEORGE ARTICLES NOW SOLD IN:

NEW YORK
CHICAGO
WASHINGTON
PHILADELPHIA
CLEVELAND
PITTSBURGH
SAN FRANCISCO
LOS ANGELES
DETROIT
MINNEAPOLIS
CINCINNATI
COLUMBUS
DAYTON
SYRACUSE
INDIANAPOLIS
ST. LOUIS
ALBANY
ROCHESTER
SEATTLE
SALT LAKE CITY
BUFFALO
DENVER
OMAHA
BALTIMORE
BIRMINGHAM
AKRON
NORFOLK, VA.
RICHMOND, VA.
PORTSMOUTH, O.
TERRE HAUTE
NASHVILLE
SIOUX CITY
KANSAS CITY
OKLAHOMA CITY
WALLA WALLA
MEMPHIS
PORTLAND, ORE.
LEXINGTON, KY

In Canada:
Montreal, Toronto, Halifax, Ottawa, Winnipeg, Calgary, Hamilton, Edmonton, Victoria, London, Moose Jaw.

In Europe:
Great Britain, Holland, Belgium, Italy, Austria, Scandinavia, Czecho-Slovakia.

In South America:
Argentina, Brazil, Paraguay, Uruguay, Chile, Peru, Bolivia.

Elsewhere:
Australasia, South Africa, Mexico, Cuba.

Greatest News Feature In History!

USES BIG CLASSIFIED ADVERTISEMENTS BUT THEY SELL CARS

Chicago Cadillac Dealer Has a Daily Ad of 80 to 120 Lines, with Full Description of Each Car and His Agency Enjoys Reputation for Rapid Turnover of Used Cars

Cadillac Coupe "19" Bargain
Jones & Co., 121 Main St.

ABOVE is a typical Want-ad offering a Cadillac automobile for sale. A search of the classified advertising columns of any newspaper will prove that a large percentage of the cars are described in one line.

Suppose you are in the market for a car. Does the line above create in your mind any desire for this particular car? Certainly not.

How to sell used cars more quickly is the great problem of the automobile broker. To solve the problem he is willing to spend good money. He is more than willing—he does spend money. Compared to other lines of business the automobile broker probably spends a high percentage of his gross sales for classified advertising. And yet he usually spends it less wisely.

In Chicago the used car department of the Cadillac is considered one of the most successful. It is a leader in the field. It has a good reputation among the other brokers as well as with the general public. It has an unusually rapid turn over of used cars.

Beyond doubt one of the reasons for this is the type of classified advertising copy it writes. Every day it runs a want-ad from 80 to 120 lines in which it lists 5 to 8 cars, using about a dozen lines of space to describe each car. Note the following samples:

CADILLAC'S SPECIALS

CADILLAC 8, TYPE 61, 5 PASSENGER Coupe. This car is finished in Cadilac blue and upholstered in blue silk velour to match. It has been revarnished and the generally fine appearance of the top and fenders makes it very hard to distinguish from a new car. It has been used by the original owner only a little more than 3,000 miles and has been turned in for a car of larger capacity. Equipped with 5 excellent cord tires, spare, tire cover, bumper, rear traffic signal, spring covers, and shock absorbers. The purchaser of this car will be given a new car warranty. It is the current model car and as such represents a saving at our price of $3,400.

CADILLAC 8, TYPE 61, 7 PASSENGER Touring. This is one of our latest series 7 passenger touring cars and is in such condition that it cannot be distinguished from new. It was turned in by the original owner, who purchased a 61 enclosed model. The car is painted Cadillac blue and is first class in every particular. It is equipped with new cord tires, spare, tire cover, spring bumper, and other extras. It has had comparatively low mileage and will carry the same warranty as a new car. Here is a splendid opportunity to buy a Cadillac of the current model at a considerable saving. Special at $2,600.

CADILLAC 8, TYPE 61, VICTORIA Coupe. The Victoria is one of the most popular models Cadillac has ever built. It seats 4 persons comfortably and for city and suburban use is unexcelled. This particular current series car has been refinished and has every appearance of a new automobile. We have given it a thorough mechanical overhauling and the purchaser will receive the same warranty as that given a new car. It has been repainted a beautiful Berkshire Green. Equipped with seat covers, spare tire, tire cover, spotlight and biflex bumper. An attractive bargain at $3,300.

CADILLAC 8, TYPE 59, LIMOUSINE This is a beautiful maroon car and has had the most particular care in the hands of the original owner. Paint, upholstery and interior appointments will bear the closest inspection. Mechanically the car has been overhauled in our shops and will carry the new car warranty. It is equipped with new cord tires, spare, tire cover, front and rear bumper, automatic squeegee. For the greater comfort of the occupants, the interior is furnished with a heater and a foot hassock. An unusual bargain at $2,750.

CADILLAC 8, TYPE 57, BROUGHAM. The unusual low price placed on this 5 passenger enclosed model is in no way indicative of the careful attention it has had in the hands of the previous owner. It is painted Cadillac blue and upholstered in a very attractive shade of blue velour. Motor is in very good condition, and the car will bear the closest mechanical inspection. Tires are almost new and equipment includes sun visor, step plates, spare tire, and front bumper. Specially priced at $1,500.

STEARNS KNIGHT 1921, 4 PASSENGER Coupe. This car has come to us in very fine mechanical condition. Upholstery and interior fittings show almost no signs of use, indicative of the very unusual care and attention the car has had in the hands of the previous owner. The paint and exterior appearance of the car will make an immediate appeal. It is equipped with excellent cord tires, spare, tire cover, front and rear bumper, spotlight, motometer. There is a carrying space for luggage beneath the rear deck. Special at $1,650.

CADILLAC MOTOR CAR CO.,
CHICAGO BRANCH,
2301 Michigan Ave. Calumet 4841.

Take the first of the Cadillacs described in this typical advertisement. First the description tells you that it will accomodate five passengers. Then it paints a word picture which enables you to visualize in your mind's eye a blue coupe newly finished and upholstered in harmonious silk velour. Having given you a view of the car, the copy next describes in detail the equipment and accessories. Then it states in a way that inspires confidence that the car has been driven only a few miles by the original owner and backs this statement by offering a warranty. Finally the price is told, instead of merely saying it is a bargain.

If you wanted a Cadillac coupe would you answer the one line so-called advertisement at the top of this article or go to the Cadillac Company's show room and ask for the one they described? Of course, you would answer the advertisement giving the more complete description. You would do this because by reading the advertisement you can tell that it is a car that meets your requirements. Yet, as a matter of fact, the other car might be the best bargain.

The Chicago Cadillac Company has been using this kind of copy for several years with the result that in addition to being profitable to them, it is having an influence on the copy of other brokers. More and more of them are adapting the same style of advertising.

Newspapers can well afford to spend time and money to educate their advertisers to write more descriptive copy. It not only means more lineage, but more important—better results for the advertiser which creates satisfied customers.

Dalziel Out of Newspaper Field

Lord Dalziel has retired from English journalism and newspaper management after 30 years active work in Fleet street, according to recent cables from London, which state that he resigned a few days ago from the chairmanship and managing directorship of the London Daily Chronicle, Lloyds News and Reynolds Newspaper. The last mentioned paper has been acquired by a syndicate in which the principal members of the staff are interested. Lord Dalziel has disposed of his trade journal interests to a publishing house and his provincial newspaper holdings have been taken over by a separate corporation, in which a leading financier is understood to be interested. He recently sold his holdings in the Pall Mall Gazette to Sir John Leigh.

Mrs. Harrison Rearrested

Mrs. Marguerite E. Harrison, American newspaper correspondent, has again been placed under arrest by Russian Soviet officials, according to a dispatch from Washington. Word has been received there from Chita, capital of the Far Eastern Republic, of her arrest, but no details of the charges against her are known. No appeal has been made as yet to the State Department for intercession in her behalf.

REFUSE TO BAN CO-OPERATION

Chattanooga Ad Club Has Lively Discussion on Newspaper Service

A discussion dealing with free service rendered by newspapers to the advertisers took place at a recent meeting of the Chattanooga (Tenn.) Advertising Club, as a result of an address opposing this practice delivered by H. C. Adler at the convention of the southeastern division of the Associated Advertising Clubs of the World. A resolution disapproving such service was introduced at the club several meetings past, and was voted down at the last meeting.

George F. Milton, publisher of the Chattanooga News said: "There have been different policies pursued by different newspapers. Ninety-five per cent of the newspapers co-operate with the national and local advertisers. This is an effective method of securing business and has, I find, always increased the business of the paper each year.

"This resolution suggests that there is discrimination in favor of the national advertisers. The national advertiser pays a somewhat higher rate. When he asks for a list of dealers or other information we are pleased to furnish it; also information on business conditions and the distribution of advertising matter. Also, I might add that the paper I represent has matrix and cut services that are for the free use of advertisers, writers and others. This department sists in preparing the copy for local vertisers. Their proofs are read copies furnished the advertiser.

"The national advertiser's copy usu comes in plate form. The national vertisers are not given any prefere and there should be no feeling of discri nation. We do not wish to be arbitra We want to please the advertisers. this age of service we all study how serve the community as well as the vertisers, foreign and local."

Mr. Milton explained further that was sometimes difficult for the editor department to draw the line in what strictly news matter.

Court Gives Editor $40 Salary

Miss Florence E. Reynolds, who w editor of the Minden (Neb.) News, wh it was in the Chancery Court, pendi dissolution of partnership proceedin will receive $40 a week for her work d ing that period. The lower court h decreed that $20 was sufficient, but M Reynolds appealed and the Supreme Co decided in her favor. Friends of M Reynolds have purchased the paper a she has been installed as editor.

Simon Swig Bankrupt

Simon Swig, former manager of t People's Voice, a Boston weekly, h filed a voluntary petition in bankrupt with assets listed at $40,800 and liabi ties of $67,300.

The Ludlow
For Rapid, All-Slug Make-Up

ALL-SLUG forms have many advantages. The typefaces are all new for every job and there is no distribution to follow. By re-casting each line, multiple forms may be had without electrotypes, and used forms may be held for weeks or months for reprinting.

Quick to Make Up — Quick to Make Ready

Bigger units to work with are faster and less subject to error. Slugs do not pi and are easy to justify. They handle like cuts.

All new typefaces make clean, bright forms that are a pleasure to work with. No second hand materials enter into the make-up.

The low quads of Ludlow forms are a striking advantage. They are 12 points lower than printing surface, and cannot smudge.

Quick make-ready on the press comes from all new faces, no low or broken letters and general accuracy in height to paper.

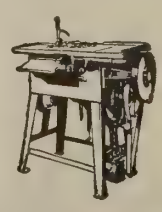
No pull-outs of letters can occur with an all-slug form—such as the figure 1 from a price of $127 or even $12, thus causing embarrassment to advertiser and printer.

Standing forms may be kept a year or more without impoverishing the cases and they will not be found in a pied and picked condition when needed.

Changes for reprints are easily made without any patching of plates. New slugs may be cast and old ones thrown out.

Distribution of used forms is abolished for good. New type on slugs is quicker and cheaper than distribution of old worn types.

"The time and money saving features are many. The rapidity with which forms are locked up and broken up; make-ready time in the press room cut fully one-third; a much cleaner sheet when printed; all work-ups in forms done away with—these are some of the practical results we have secured through the use of the Ludlow System."—The Industrial Press, New York.



Ask us on your letterhead
for illustrated literature

Ludlow Typograph Company
2032 Clybourn Avenue, Chicago
Eastern Office: World Building, New York City

LUDLOW QUALITY SLUG COMPOSITION ABOVE 10 PT.



Again—First in Gains!

WITH AN EXCESS gain of 229,000 lines over its nearest competitor among the fourteen morning, evening and Sunday newspapers of New York, THE WORLD closes November, its eleventh consecutive month of advertising gains, with a total increase of 2,513,770 lines over the corresponding period last year of which increase more than 1,100,000 lines is in Display Advertising.

Taking first place in May last, for seven months THE WORLD'S leadership in advertising gains in the New York field has never been seriously challenged. Its grand total of 16,389,390 lines carried represents an increase of 13% over the first eleven months of 1921.

A six months' comparison with the other morning and Sunday papers of the city indicates not only the decisive lead of THE WORLD but the trend of advertising in the New York field as well.

	Columns											
The World	*June*		*July*		*August*		*September*		*October*		*November*	
	798	*Gain*	*947*	*Gain*	*1,214*	*Gain*	*1,253*	*Gain*	*1,503*	*Gain*	*873*	*Gain*
The Times	*545*	"	*566*	"	*890*	"	*753*	"	*1,181*	"	*446*	"
The American	*104*	"	*282*	"	*280*	"	*366*	"	*133*	"	*122*	"
The Tribune	*233*	*Loss*	*99*	*Loss*	*123*	"	*97*	*Loss*	*40*	"	*75*	*Loss*
The Herald	*337*	"	*27*	"	*132*	"	*52*	*Gain*	*242*	"	*80*	"
The News (Tabloid Picture Paper)	*229*	*Gain*	*246*	*Gain*	*170*	"	*25*	*Loss*	*22*	"	*17*	*Gain*

Starting in May with an excess gain of 50% over its nearest competitor, and closing November with an excess gain of 95%, THE WORLD'S average gains during this six months period were 50% more than the gains of the next nearest New York newspaper.

The World
NEW YORK

MORNING SUNDAY GRAVURE EVENING

Ford Building
Detroit

Pulitzer Building
New York

Mallers Building
Chicago

報知新聞



The Hochi's Magnificent New Building Just Completed in the Heart of Tokyo

THE HOCHI SHIMBUN

Japan's Oldest Evening Newspaper
With Large Morning Edition

TOTAL PAID CIRCULATION LARGEST IN TOKYO

The Hochi Shimbun was established in 1872 by the late Marquis Okuma, and continuously since that early date has lent all its influence to the support of its great founder's lofty ideals.

In the foreign news field the Hochi has built up a service which is unexcelled, and which has earned for it many readers who are intensely interested in persons and events abroad. This interest has been found to exert considerable influence on their taste in the purchase of imported commodities and undoubtedly has increased their consumption of products from abroad.

Advertising Rates

Per line.....Y	1.25
Per Column..Y	170.00
Per inch....Y	12.50
Per page....Y	2,000.00

The Hochi Shimbun

TOKYO, JAPAN

WITH THE AD FOLKS

GEORGE T. KEYS, formerly advertising manager of Vogue, has been appointed merchandise manager of the Retail Research Association, New York.

W. T. Laing, who has been the New York manager of the Gundlach Advertising Agency, has been made advertising manager of Capper's Weekly. He will be stationed in New York temporarily, but later will move to Washington, where the Eastern edition of Capper's Weekly will be published.

Richard E. Mann, for the last four years with the George Etheridge Company, has been appointed manager of the hosiery division of Boot and Shoe Recorder, Boston.

David Rosenbach, recently director of sales for the Farran-Kinney Company, Chicago, has become manager of sales for Dalton & Balch, also of that city.

Miss Lucille MacNaughton, formerly advertising manager of the Bunting Hardware Company, Kansas City, has joined the advertising staff of the J. W. Jenkins Sons Music Company, also of Kansas City.

Edward T. Hall, director of advertising of the Ralston Purina Company, was in charge of the recent Red Cross membership campaign in St. Louis.

W. J. Garrett, formerly with the Direct Advertising Corporation, Indianapolis, has been appointed sales promotion manager of the Hercules Corporation, Evansville, Ind. He was at one time advertising manager of the Haywood Tire & Equipment Company, Indianapolis.

Roy C. Sheeler, for the past four years advertising manager of John Lucas & Co., Inc., Philadelphia, has joined the advertising department of the paint and varnish division of E. I. du Pont de Nemours & Co., Inc., Philadelphia.

Frank L. Pierce, for many years with the advertising department of the Remington Typewriter Company, has been appointed secretary and treasurer of the Direct Mail Advertising Association, Detroit.

A. L. Erickson, formerly with the advertising department of Armour & Co., Chicago, has been appointed advertising and publicity manager of the Gandy Bridge Company, St. Petersburg, Fla.

O. A. Garson, formerly with Toby Rubovits, Chicago printer, succeeds Mr. Erickson with Armour & Co.

Ross H. Garrigus, formerly news editor of the St. Petersburg, Fla., Times and the Kokomo (Ind.) Dispatch, has joined the advertising division of the Haynes Automobile Company, Kokomo, Ind.

E. S. Annison, an English figure painter and illustrator, has rejoined the George Ethridge Company staff, after several years spent abroad.

MORE PRESSES FOR HEARST

Hoe Company Reports Record Business in Last Six Months

Orders have been placed by the Hearst publications with R. Hoe & Co. for six more double sextuple presses, of heavy-unit design and equipped with the Hoe ink pump distribution system. In addition to these machines, the Hoe Company has now almost completed for the Hearst papers four double sextuples and three 20-cylinder universal unit multi-color presses, and recently received an order for 28 color cylinders to be added to the seven Hoe 20-cylinder multi-color presses now in use or on order for these publications. The addition of these 28 cylinders to the seven presses will make the latter 24-cylinder machines, which with the similar 24-cylinder multi-color press being built for the Philadelphia Inquirer, will be the largest printing presses known.

Newspaper orders placed with the Hoe company during the past six months constitute what that company regards as a record for all time. New plants have been ordered by the Kansas City Journal-Post (ten 16-page units); Philadelphia Inquirer (twenty-four 16-page u and one 24-cylinder multi-color pres and the Minneapolis Tribune (twelve page units). The following orders h also been received:

Philadelphia Bulletin (8 more su speed sextuples); New York Ti (two more superspeed double sextuple Baltimore Sun (one more supersp double sextuple); Trenton Times (superspeed double sextuple); St. P Dispatch (one unit-type sextuple one octuple deck); Richmond Ne Leader (two superspeed octuples); N Orleans Times-Picayune (one m superspeed octuple); Boston Globe (superspeed octuple); Lincoln Star (superspeed octuple); Knoxvile Sent (one superspeed octuple); Knox Journal & Tribune (one unit-type tuple); Newark Star-Eagle (one su speed octuple); Brooklyn Eagle (more superspeed sextuple); Charl Observer (one superspeed sextupl Huntington Advertiser (one unit-t sextuple); Portland Press-Herald (unit-type sextuple); Raleigh News Observer (one unit-type sextupl Utica Observer-Dispatch (one unit-t sextuple); Boston Transcript (superspeed quadruple).

Other domestic orders have been pla for smaller machinery, and export b ness recently secured includes su speed octuples for the Melbourne Ar and the Sydney Evening News, octuples for E. Hulton & Co., one dou sextuple for the London Daily Ne octuples, for the South Wales D News and the Glasgow Herald; f single-width presses for the North Daily Telegraph, two single-wi presses for the Portsmouth Even News, and a superspeed quadruple the Christchurch Sun.

WITH THE SPECIALS

CHARLES A. ABRAHAM, form business and advertising manager the Vancouver World, succeeds the E. L. McArthur as publishers' represe tive in Montreal of the Toronto Mai Empire, London Free Press, Winni Free Press, Regina Leader, Calg Herald, Edmonton Journal, Lethbri Herald, Victoria Colonist, Toronto S day World, Prairie Farmer, Winni Alberta Farmer, Calgary, with offices 232 St. James street.

The annual meeting of the Newspa Representatives Association of Chic for the election of officers will be h December 11, at 12:30 P. M. in the M rison Hotel.

Story, Brooks & Finley, national adv tising representatives, have opened office in the Star Building, St. Louis, w C. J. Edelman, for 10 years on the vertising staff of the St. Louis Star, manager.

Harry Blake, who has been with Frank Seaman Company of New Yo has joined the staff of Story, Brooks Finley.

Becomes a Weekly

The Austin (Minn.) Mower Cou News, of which Herman Roe, publis of the Northfield (Minn.) News, is ch owner, has changed from semi-weekly weekly.

Old Timers to Celebrate

The Chicago Old-Time Printers' As ciation will hold its annual dinner at Hotel La Salle January 20.

New Building in Grand Junction

The Grand Junction (Colo.) Da Sentinel was host at a dedication dinner its new home December 8.

New Oklahoma Daily

The Wilson (Okla.) Daily News cently began publication. Fred L. Ya is the editor and publisher of the n daily.

EDITORIAL PAGE OF THE NEW YORK EVENING JOURNAL

FRIDAY, DECEMBER 1, 1922

Circulation Is Power

And Power Is Usefulness.

Copyright, 1922, by Star Company.

A few words about the Evening Journal, as compared with its competitors.

Each of those competitors will **CONFIRM** every statement as to circulation made here. The figures here are given under oath to the National Government on the first of last October, in accordance with law.

Can you imagine how much, and how **OFTEN**, our genial competitors would talk about themselves if they were able to present such facts as follow in the way of overwhelming **CIRCULATION SUPREMACY?**

First, here are the circulation figures of New York's evening newspapers, **ALL** of them, as given to the Government by the newspapers themselves:

Government Circulation Statements

For Six Months Ending October 1, 1922.

NEW YORK EVENING PAPERS

EVENING JOURNAL	**622,749**	**daily**
Evening World	265,049	"
Sun	179,937	"
Globe	166,196	"
Mail	161,215	"
Telegram	119,431	"
Post	32,318	"

The Evening Journal has by far the **LARGEST DAILY CIRCULATION AMONG ALL NEWSPAPERS IN THIS COUNTRY.**

How does the Evening Journal circulation compare with its competitors—if you can call it "competition"?

The facts are important to business men. Publicity is their problem, and there is no publicity test—**EXCEPT CIRCULATION.**

Compare the Evening Journal circulation with other evening newspapers in another way.

NEW YORK EVENING JOURNAL had

357,700	**more**	**circulation**	**daily**	**than**	**Evening World**
442,812	"	"	"	"	Sun
456,553	"	"	"	"	Globe
461,534	"	"	"	"	Mail
503,318	"	"	"	"	Telegram
590,431	"	"	"	"	Post

A merchant advertises in The Evening Journal, knowing that his advertising is not **DUPLICATE ADVERTISING.**

In **ONE** newspaper, there is no duplication. You don't buy two copies of the **SAME** newspaper.

If the merchant places that advertisement in—for instance—The Evening World, The Evening Sun and The Globe combined, he knows that he is duplicating circulation, paying twice or three times to reach the same reader.

And, **NOTE**—The Evening Journal has as much circulation as The Evening **WORLD, SUN** and **GLOBE COMBINED**, and 11,567 **MORE.**

Such supremacy as that possessed by the Evening Journal is unknown in other fields of competition. The greatest merchant does not do **TWICE** the business of his nearest competitor.

The fastest horse cannot run **TWICE** as fast as the next horse in the race.

THE EVENING JOURNAL IS ONE HUNDRED PER CENT AHEAD OF ITS NEAREST COMPETITOR, and with **92,000 TO SPARE!**

The Evening World comes next to the Evening Journal in circulation. To equal the circulation of the Evening Journal you must ***MULTIPLY THE EVENING WORLD'S CIRCULATION BY TWO, ADD 92,000.*** The World will not deny this.

This is not said with any unfriendly feeling toward our competitors, big or little. Business men whose growth and success depend so largely on judicious advertising are entitled to the facts.

The Evening Journal has prospered. But this newspaper's prosperity is as nothing compared to the prosperity that it has made possible for intelligent business men.

Many among them have testified that the Evening Journal—next to their own commercial wisdom—has been the chief force in their growth.

Nathan Straus, one of the three greatest merchants this country has produced, said to the editor of this newspaper some years ago, before he retired from business in New York City:

> "Mr. Brisbane, I suppose many would call me unwise for letting you know it, but the fact is that I could run my business successfully, and keep constantly growing, if I used NO OTHER NEWSPAPER IN NEW YORK EXCEPT THE EVENING JOURNAL. Of course that could not be said of any other newspaper, or any two or three other newspapers."

That tells a story that has a meaning for business men. Mr. Hooper, who owned and distributed the Encyclopedia Britannica, wrote to the editor of the Evening Journal that he was absolutely amazed at the power of this newspaper in selling a book costing more than $100 for a single edition. The response from the Evening Journal was amazingly greater than from any two other newspapers in New York, or anywhere in the United States, and specifically **MORE THAN ONE HUNDRED PER CENT GREATER THAN THE NEW YORK TIMES.**

When the letter was written, we did not publish it—having a sympathetic heart. But now Mr. Ochs, the wonderfully able man who owns the Times, has so much money that his only difficulty is finding enough safe deposit boxes, and he won't mind.

All that the able merchant demands is "Take my message where the people will **SEE** it. I will do the rest."

We take your message, through the Evening Journal, to 622,749 homes daily.

The Evening Journal leads all daily newspapers in America. It has done so **EVERY DAY IN EVERY YEAR FOR ALMOST TWENTY-FIVE YEARS.**

IT WILL CONTINUE TO DO SO.

There is no **ACCIDENT** about a success of that kind. Two wars have been fought, babies have grown to be voting men—**AND WOMEN**, six presidential terms have passed, and all the while, **THE EVENING JOURNAL HAS BEEN AHEAD OF ALL DAILY NEWSPAPERS IN THE UNITED STATES.**

That is where it is going to stay and that is important:

First to a great family of readers, whose thought and power find united expression through this newspaper—

Second, to business men, manufacturers and merchants who find in the Evening Journal what every business needs, **the GREATEST AMERICAN DISTRIBUTING AGENCY.**

REID PRINTED FACTS THAT HE KNEW, WITHOUT AWAITING LEGAL PROOF

Newspaper Cannot Always Delay Publication of News on a Crime Against the Public Until Sound Legal Evidence Is Available, Says Biographer of New York Tribune Editor

By JAMES MELVIN LEE
Director, Department of Journalism, New York University

SEVERAL inquiries, since this department was started, have reached me about the ethics of betraying news sources when the information was given to the paper in confidence. Any reply to such inquiries must be an expression of personal opinion. I strongly believe that unless the sins of the community can be told to the public press with the same sense of security that the sins of the individual are confessed to the parish priest, the American newspapers might just as well write (30) after today's copy and pass out blue envelopes to all employees—including the editors-in-chief. The pivotal point in newspaper ethics is the sacredness of confidences. The assumption, of course, is made that the information when printed is necessary for the public good. Grave peril exists not only for a free press but also for a free country, if any law is construed to mean that a public official may close publicity channels by demanding the sources of items of news. In certain instances, the public good might seem to be best served by making public such sources, but the welfare of the press in general and the welfare of the country as a whole, will best be preserved if rigid adherence to the principles stated in the preceding sentence be made.



JAMES M. LEE

Two of these inquiries have asked whether there exists in the literature relating to journalism any statement of editorial responsibility for a paper to have legal proof in an exposure of public wrongs. My associate, Leon R. Whipple, calls my attention to a situation which the New York Tribune had to face when that paper was edited by the late Whitelaw Reid. On page 315, volume I, of "The Life of Whitelaw Reid" by Royal Cortissoz (Charles Scribner's Sons), will be found the following:

> "It is a foolish waste of time to call upon editors for details of the crimes they denounce to public reprobation. It is their business to print what they know of such matters, and to leave the rest to the proper authorities. We learned that the Pacific Mail Company had spent money like water in Washington. We asserted this, and the committee has proved it. If we knew what Congressmen got the money we would print the names; it would need no subpoena from Washington to make us do that. We do our best, and that is a great deal. We cannot always wait for exact legal evidence before denouncing a dangerous wrong. If we had waited for that, Judge Barnard and his corrupt associates might have been today upon the bench. Over and over we made charges against them of which we were morally sure, but as to which we were not fully prepared with strict legal proof."

* * *

BRIEF mention has already been made in EDITOR & PUBLISHER of "The Young Man and Journalism" by Chester S. Lord (The MacMillan Company). For thirty odd years Mr. Lord was managing editor of the New York Sun, of which the motto for many years was, "If you see it in the Sun, it's so." To the young man who wants to know what is likely to happen to him if he goes into the newspaper business, it can safely be said, "If you see it in Lord's book, it's so." In reviewing this volume for the New York Herald, recently I attempted to show how valuable its perusal was to such a youth who wanted to become a newspaper writer.

But what does it contain for the newspaper man? In a note headed "By Way of Explanation," Mr. Lord says, "The book is elementary: not intended or expected to interest or inform newspaper editors of experience." But Mr. Lord would find it impossible to comment about the different phases and features of the newspaper business without letting his philosophy show itself—a philosophy doubtless molded somewhat by the late Charles Anderson Dana, so long editor-in-chief of the Sun. Only the experienced editor can appreciate:

> "We have said that it behooves the editor who has the confidence of his constituents to nurse that confidence—that a circulation based on confidence is not easily lost. Nevertheless, it is fatal to mislead the public. It is dangerous to circulation to go against public sentiment. A knowledge of public sentiment and the ability to anticipate public sentiment are brilliants, indeed, in the editor's jewelbox of sagacity."

The chapter on "The Editorial Page" might well be headed "What Every Editor Ought to Know." Some of these things are illustrated in the following quotation:

> "And obviously the editor cannot know too much of the fundamentals of government, of law, diplomacy, politics and political causes, of finance, taxation, philanthropy, the relations of labor and capital and so on—the list is endless."

Editors of the old school that has no sympathy with some of the modern fashions in newspaper dress, might study to advantage such an assertion as:

> "A little discreet exuberance of expression may be tolerated in newspaper writing. Sensational newspapers do no harm as long as they stick to the truth. You may print your editions in red ink, with job type, with headlines a foot high if you like, without other offenses than to exaggerate the importance of your announcement. Typographical eccentricity merely attracts attention. It serves the same purpose as does the orator's violent gesture or the messenger's breathless announcement. It excites curiosity, arouses interest."

This style is described somewhat in detail in the chapter on "Newspaper Composition," in which Mr. Lord quotes Macaulay's remark, "The best portraits are perhaps those in which there is a slight mixture of caricature, and we are not certain that the best histories are not those in which a little of exaggeration, of fictitious narrative, is judiciously employed."

Space—no editorial fib—forbids more quotations.

Mr. Lord concludes his book with a chapter on "Newspaper History." I might point out several errors in this chapter but that is unnecessary for those who have read in EDITOR & PUBLISHER my chats about "the cradle days of journalism." In those chats will be found a detailed description of what seems to be the first newspaper to be printed in the English language, for the date of which Mr. Lord gives me credit on page 201. In the latter part of the chapter, Mr. Lord is on more sure ground as to facts. Especially valuable is his account of the differences between the newspapers of 1850 or 1860, than those of today.

Those of us who have worked under Boss Lord and have taken either his oral or written orders, will be glad to have this permanent record of the art of newspaper making as he sees it.

* * *

ADOLPH S. OCHS broke into New York journalism very quietly. In the issue of the New York Times for August 19, 1896, he printed a modest salutatory of what would be his policies. A little later he circulated a rather remarkable advertisement. This was in the form of a contract entered into by the Guardians of the Homes of Greater New York, parties of the first part; and the New York Times Company, party of the second part. One clause, that relating to supplying a paper to the said parties of the first part for their daily reading, well indicates the nature of the agreement:

> The New York Times, a morning newspaper, said newspaper to be well edited, well printed and of the highest class, and which shall contain all the news that's fit to print, avoiding sensationalism, scandal-mongering and all things that offend against good morals and against good taste; encouraging good citizenship and good government; a newspaper that can, with entire confidence, be admitted into the family circle for the benefit, use and enjoyment of parents and children, of young men and young women; and further, and in addition to said daily newspaper said party of the second part hereby agrees to supply on Saturday of each week a sixteen-page supplement devoted to books and art and on Monday of each week a supplement devoted to the news of financial transactions, and for said supplement there shall be no extra charge.

Part II of "The History of the New York Times," by Elmer Davis, is the story of this contract from the time when Mr. Ochs as publisher signed the agreement, down to the present time. Part I of the volume deals with the earlier history of the Times and is composed chiefly of material that has already appeared in print either in the Special Jubilee Supplement of the Times in 1901 or in Augustus Maverick's book on the New York press.

The introduction to this history has been furnished by Mr. Ochs. In a way, it is a report of his financial stewardship. He reports that the gross income for his period has been in round figures, $100,000,000. Of this amount less than $125,000 a year, on the average, has been withdrawn and distributed as dividends. The rest of the amount has been used to fulfill the terms of the contract to which reference has been made. (At the time Mr. Ochs assumed control, the deficit was $1,000 a day.) Mr. Ochs prints a detailed statement as to the distribution of the stock of his company. Of rumors about the ownership of the Times, we have heard enough and to spare.

Mr. Ochs, in his introduction, acknowledges his debt to the late Charles R. Miller, who was for so many years editor-in-chief; to Carr V. Van Anda, managing editor for almost two decades; and to Louis Wiley, the present business manager who has been associated with Mr. Ochs almost from the time of purchase.

Mr. Davis traces somewhat in detail the editorial policies of the Times. He adds, now and then, appropriate comment as to reactions of these views on the reading public. Possibly the most interesting part of the book for practical newspaper men is where Mr. Davis outlines the development of the Times on its news side. Some of the episodes in its business history, Mr. Davis has so presented that they contain valuable suggestions for other publishers of metropolitan dailies. Possibly for the benefit of critics, Mr. Davis has told about the ethical standards adopted and how they have been applied both by the editorial and by the business office.

In many respects—and these the most essential—Mr. Davis has written the best history of an individual newspaper that has yet appeared in print. He has been a member of the editorial staff of the Times since 1914 when he was graduated from Oxford, where he was a Rhodes scholar from his native state of Indiana. Having his information first hand, he has compiled a history that has many useful lessons for other makers of newspapers. The most important of these lessons Mr. Davis mentions in his concluding paragraph:

> In the opinion of the management of the Times, perhaps the most important lesson is that integrity, common sense, and good judgment are more likely to bring success than wild extravagances, constant experimentation and the frantic following of each new fashion. The fact that a particular policy or a particular feature has been a success on one paper is no guarantee that it will be successful everywhere. In the newspaper business, as in most other businesses, the surest road to success—in the opinion of the management of the Times—is to know what you want to do and know how to do it.

* * *

AN interesting essay on the history of the "Negro Press" has just been published by George W. Gord, Jr. It is entitled "Negro Journalism," costs 3 cents, and may be obtained from the Department of Journalism of De Pauw University, Greencastle, Indiana. The pamphlet will open the eyes of editorial writers who have not been following closely the growth and development of periodicals published in the interests of the colored race.

* * *

WILLIAM FEATHER has collected in a modest volume some of his editorials which he prepared for house organs issued for various industrial concerns scattered throughout the United States. It is a book about business and is published by the William Feather Company of Cleveland, Ohio. Those who want a collection of editorials, composed for the most part of epigramatic sentences in stacato style, will find in this volume good models for model treatment.

* * *

HENRY JUSTIN SMITH, new editor of the Chicago Daily News is the author of "Deadlines," a novel of newspaper life just published by Covici McGee, Chicago, Ill. Another newspaper man to join the ranks of the novelists is Heywood Broun, of the New York World. His novel "The Boy Grew Older" has received favorable reviews.

* * *

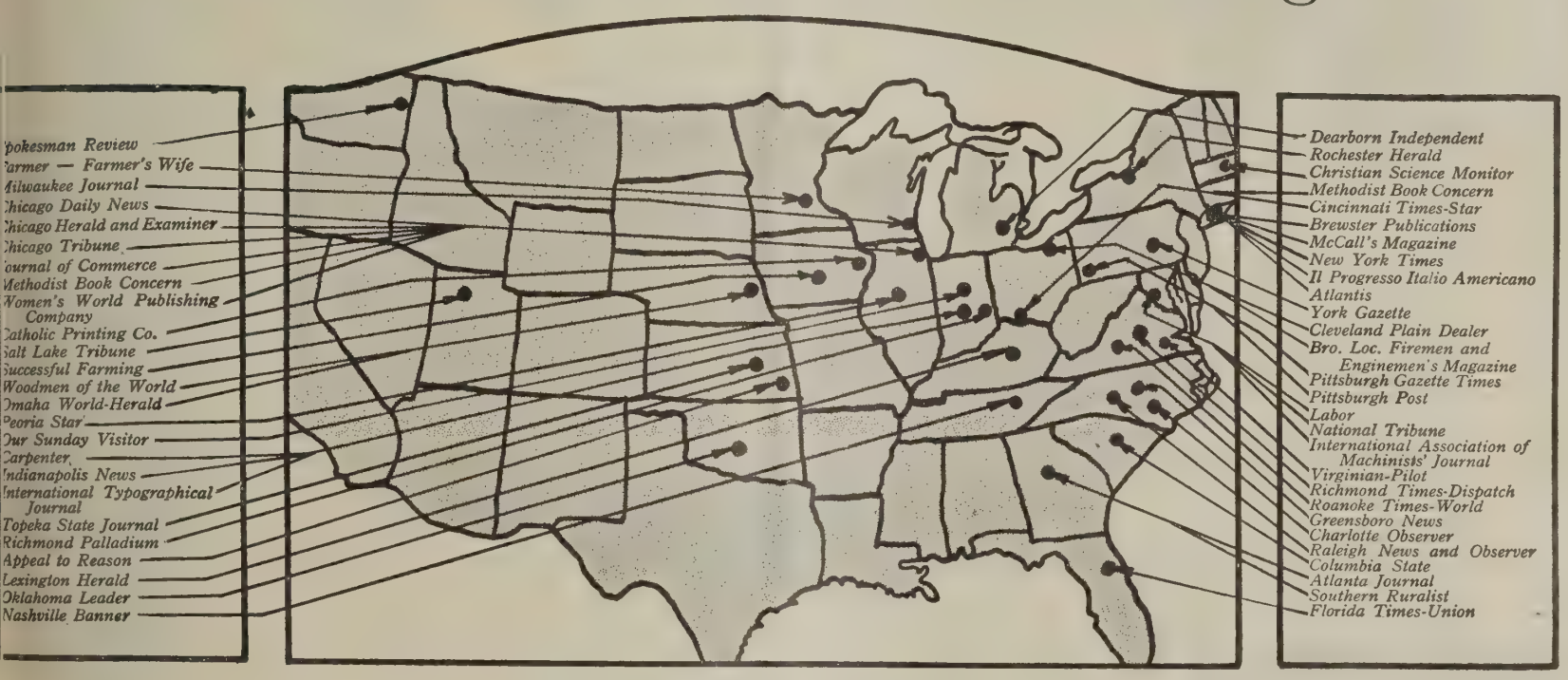
A HISTORY of the New York Evening Post has just been compiled by Allan Nevins (Boni & Liveright). The volume will receive more detailed notice in an early issue of EDITOR & PUBLISHER.

New Howard Agency Director

Charles J. Savagem, vice-president of E. T. Howard Company, Inc., New York advertising agency, has been elected a director. J. P. Daniel, space buyer, has been appointed secretary of the company.

LEDGER SYNDICATE
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Maintain Prestige—Create Circulation—Attract Advertising
NEWS SERVICES:
(Via leased wire or laid down in New York, Washington, Chicago, Cleveland, Dallas, Seattle or San Francisco)
PUBLIC LEDGER COMBINATION NEWS SERVICE.
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PUBLIC LEDGER DOMESTIC NEWS SERVICE.
PUBLIC LEDGER BUSINESS NEWS SERVICE.
FEATURE SERVICES:
FEATURE PAGES IN MAT: Daily—Human Interest Page. Weekly—Personality Page, Special Feature P... Science Page, Short Story Page. COMICS: "Somebody's Stenog." (Hayward), Daily Strip and Weekly Page; "... McGoofus" (Cunningham), Daily Strip; "That Reminds Me" (Collins), "And Then He Changed His Mind" (Dun... "Dumb-Bells" (Dunn), "The Crossing Cop" (John). CARTOONS: Sykes' Daily; "The Human Zoo" (C... Batchelor), Daily; "Follies of the Passing Show" (Hanlon), Weekly. FICTION: Daily and Weekly Dete... and Mystery Serials; Hazel Deyo Batchelor's Daily Love-Problem Serials; Daily and Weekly Short Stories. RA... FEATURE: "Radio in the Home" (Daily). MIDGET FEATURES of stick length: "Milady Beautiful," "Love No... "Things You'll Love to Make," "Things for Boys to Make," "The Housewife's Idea Box," "What's What," "A... Dinner Tricks," "The Home in Good Taste," "How to Save When Shopping," "Cultivating Your Charm," "Far... Ghosts," "Favorite Recipes of Famous Women," "Sharpening Up Your Memory," "Pam's Paris Postals," "... Children's Hour," "History of Your Name," "Who-Why-What-When-Where?" "Human Curios," "What Are ... Good For?" "Making More Money," "Daily Fun Hour," "Can You Tell?" "Correct English," "Read ... Character." HOME PAGE FEATURES: "A Daughter of Eve," "The Latest" (Paris Fashions), "Home Cookin... by Queen Victoria's cook, "As Woman to Woman," "Dreamland Adventures." SPORTS FEATURES: "The Sp... folio," "Wise Tennis Tips" (Tilden). PUZZLES, CUT-OUTS, TRICKS and MAGIC.
LEDGER SYNDICATE
INDEPENDENCE SQUARE PHILADELPHIA, P...

The Multi-Mailer System
is making
Millions of Subscribers
more Responsive to Advertising



Some of the Newspapers, Publishers and Magazines who are building Subscriber Satisfaction with the MULTI-MAILER SYSTEM

Publishers install the *Multi-Mailer System* not only because it makes the handling of their mail lists easier, quicker and better, but because—

They know that the installation of the *Multi-Mailer System* also tends to make their mail subscribers more responsive to the advertising they carry.

Deliver your publication to your subscribers promptly, in good condition—and you'll not only win their good will but confidence.

This subscriber confidence, born of a perfect mail delivery service, influences their mental attitude toward your advertisers. Because they trust you, they trust the advertisements you carry and are more responsive to their appeals.

Why not give your subscribers the same confidence-creating mail delivery service now being enjoyed by millions of subscribers? It is profitably possible for all publications with a mail list of over 1,000.

Investigate the *Multi-Mailer System!* For descriptive literature, write to THE SPEEDAUMATIC COMPANY, 817-825 Washington Blvd., Chicago.

The Speedaumatic TRADE MARK **Company.**

MULTI-MAILER SYSTEM *Addressing - Listing - Mailing Equipment*

SCRIPPS GROUPS HAVE NEW CHIEF EDITORS

Appoint Cook in Ohio, Edwards on Coast, Parker in South, and Rickey to New Group— Other Staff Shifts

WASHINGTON, D. C., Dec. 3.—Several editorial changes in the Scripps-Howard newspaper organization were announced December 1 by William B. Colver, general editorial manager. E. E. Cook succeeds V. H. Morgan as editor-in-chief of the Ohio group. Paul C. Edwards is appointed editor-in-chief of the California group, vice Eugene Maclean. Mr. Edwards is succeeded as editor-in-chief of the group composed of the Memphis Press, Oklahoma News, Fort Worth Press and Houston Press, with the El Paso Post to be added later, by George B. Parker.



PAUL C. EDWARDS



E. E. COOK

A new group has been formed comprising the Baltimore Post, Washington News, Norfolk Post, Birmingham Post, Knoxville News, and Denver Express, with the Des Moines News to be added to it shortly, and H. N. Rickey has been appointed editor-in-chief of this group. Mr. Parker, who has been editor of the Cleveland Press, is succeeded on that paper by H. B. R. Briggs and the latter's chair as editor of the Denver Express is filled by Sidney B. Whipple. Charles J. Lilley is named editor of the Houston Press, succeeding George V. Sanders.



G. B. PARKER



H. B. R. BRIGG

E. E. Cook, the new Ohio editor-in-chief, is the oldest editor in point of continuous service in the Scripps-Howard newspaper ranks. He joined the staff of the Columbus Citizen March 1, 1899, and became editor of the paper when it was bought by the Scripps-McRae League in 1904. He is promoted from this post to his new duties.

Paul C. Edwards started newspaper work on the San Francisco Daily News, a Scripps paper, after making his way through college as a newspaper correspondent. He was transferred to the Dallas Dispatch, rose to managing editor, then helped to found the Houston Press and was its first editor. In 1919 he became editor-in-chief of the Southern group of Scripps papers and helped to found the Fort Worth Press in 1921. He was editor-in-chief of the Southern group when promoted to take editorial charge of the California group.

Henry B. R. Briggs, the new editor of the Cleveland Press, entered newspaper work in Kalamazoo, Mich. From 1911 to 1913 he was an executive of the Newspaper Enterprise Association, a Scripps-Howard concern, and from 1913 to 1920, he was editor of the St. Paul Daily News. He returned to the N. E. A. in 1920 and after a short service took the editorship of the Denver Express, which he held until his present appointment.

G. B. Parker began his career when the Oklahoma News was founded by the Scripps-McRae concern, worked his way up to the editorship of that paper and was promoted to the editorship of the Cleveland Press early last year. The group of which he becomes editor-in-chief includes the Oklahoma News.

OUR TURKEY SUPPLEMENT

(*Continued from page 6*)

which cut cleanly across virtually every just interpretation of national desire in the Near East. This is the chief function the report may fulfil today. It is admitted that its story is only of what might have been, but was not. Why it was not, and why American purpose in participating in the war and in the peace was betrayed in return for phrases, is the story of the secret treaties which wrote the outline of peace long before President Wilson sailed for Europe.

To those secret treaties, the belated publication of this report makes clear, the present misery in the Levant is immediately chargeable.

Everybody's Secret

(*New York Evening Post*)

We are apparently at the beginning of an open season for well-known suppressed state papers and widely circulated secret diplomacies. Yesterday the *Times* began the publication, by courtesy of the EDITOR & PUBLISHER, of the King-Crane report on the Near East prepared in the early part of 1919 for the use of the American representatives at the Peace Conference. Today we have the publication of a seven-and-a-half-year-old report by Dudley Field Malone on the famous question of explosives on the Lusitania.

Both suppressed reports reveal to an astounded public precisely what it has known all along. The essence of the King-Crane report is that the Syrian people in 1919 were in a very great majority for a United Syria, for no mandate unless it were an American mandate, and against Zionism. These facts have been the commonplace of newspaper report and of all kinds of comment and debate for years. The Malone report on the Lusitania states what has been known since shortly after the Lusitania tragedy: that the ship carried neither explosives nor guns nor troops, and that its only war cargo was several thousand cases of small-arm ammunition.

The most celebrated instance of the wide-open secret is, of course, the case of the Allied secret treaties with which Mr. Wilson found himself confronted at the Peace Conference. Whatever may have been the degree of reticence practiced by the Allied diplomats, it is the simple fact that the text of the Treaty of London in the matter of Italy and her claims in the Adriatic was published by the Bolshevist Government soon after it came into power. In this country the *Evening Post* made the treaties familiar to the public long before the Peace Conference assembled. It may be that in the business of carrying on the war the Administration at Washington had little time or attention for these treaties as they appeared in the news; and it is certainly true that in any case the United States at the Peace Conference was not bound by these treaties. But there is some reason for doubting whether our representatives at Paris were utterly astounded by the revelation of the secret pacts.

Governments and publics are not dissimilar in succumbing to astonishment at the startling disclosure of what they have known all along. The public, in particular, has too often sought an alibi from its responsibilities by saying "If we had only known" when as a matter of fact it has known all the time or could have known if it had taken the slightest trouble.

The King-Crane Report

(*New York Call*)

Publication by the EDITOR & PUBLISHER of the King-Crane report on conditions in the Near East brings to light a document of importance that has been shrouded in secrecy for a number of years. Henry Churchill King and Charles R. Crane were members of the American Commission on Mandates in Turkey in 1919. Having made a thorough survey of the economic, radical, religious, political and geographical factors bound up with the Turkish settlement, their report has remained a mystery until its recent publication.

One does not have to accept all the findings and recommendations of this report, yet it presented realities that were ignored by the Allied victors. It is in conflict with the "peace" established in the Near East by the peace treaties. It is given publicity at a moment when this "peace" lies in ruins and the diplomats are at Lausanne trying to rebuild their shattered structure.

The report presents a glaring contrast between the "solemn promises" of the diplomatic liars during the war and the settlement they made. It exposes the opposing ambitions of the Allies in Turkey, reveals the evils of the secret treaties, refutes the claims of European powers to Turkish territory, and unmasks the censorship of the Allies and their propaganda by showing that this propaganda has borne little relation to actual conditions. Another lesson to be drawn from this report is the abysmal ignorance of churchmen in this country who have urged a holy war against the Turks. Such a war would have for its purpose more substantial stakes than the rescue of Christian populations, stakes that include oil and other loot in Turkey.

Piece by piece we are getting the truth about the peace treaties. As the truth becomes known every item is a complete vindication of those who refused to accept the issues of the war as stated by the imperialist guardians of each country. Humanity the world over has paid a terrible price for the deceit practiced and expounded in terms of ethical fervor by the professional liars. Their dirty trade will afflict us until humanity abolishes the system that makes it possible.

WITH THE SERVICES AND SYNDICATES

KARL A. BICKEL, general manager of the United Press Associations, returned with Mrs. Bickel from Europe on December 2. While abroad he visited London, Paris and Berlin.

Ed Angly of Palestine, Tex., has just been promoted from the New York staff of the Associated Press to cable editor for the A. P. in the London office.

Kent Cooper, assistant general manager of the Associated Press, has been spending this week in Chicago on business.

Webster K. Nolan, formerly in the International News Service in New York, Portland, Ore., and Washington, sailed recently for the Orient, where he will do free lance writing.

The executive committee meeting of the Associated Press scheduled for December 14 will probably not be held, and if not, all business will be transacted at the board meeting January 21.

The Newberry (S. C.) Evening Midget has been elected to membership in the Associated Press.

The Bartlesville (Okla.) Enterprise has added evening and Sunday morning service from the United Press Associations.

Donald Hinga, manager of the Houston bureau of the United Press Association, has succeeded M. C. Thomas as manager of the Atlanta bureau. Max Depew, of the Dallas (Tex.) bureau of the United Press, has succeeded him as manager of the Houston bureau.

Walter Vogdes has joined the staff of the New York office of the Cosmopolitan Service.

New Washington Query Service

E. Parker Anderson, formerly correspondent of the several Southern newspapers in Washington, has opened the Washington Intelligence Bureau which will conduct a general query service for newspapers, trade papers and magazines.

FINAL BEECKMAN SU STARTED THIS WEE

Original Case Only One Likely to Before Present Grand Jury— Decision Reserved in Second Action

PROVIDENCE, R. I., Dec. 4.—Judge ham today heard testimony in the of the Beeckman-Reuter series of c arising from the publication in the Pr dence News on October 20 an ar alleging that the former Governor Be man had attempted to bribe Herv Lagace with $1,500. Final argument three of the cases will be made be Judge Gorham Friday morning. dence submitted today for the most retraced testimony offered in prev days in the trial of the cases instit after the News had claimed that a ment of $1,500 had been made.

The first of these cases to have a liminary hearing was Mr. Beeckm complaint charging the Hope Publis Company with criminal libel. The spondent was adjudged probably g and bound over to the Grand Jury, w began its session today.

The second case was one in which Beeckman charged John Hennessy, e of the paper, with criminal libel. sion has been reserved until briefs filed.

It now seems probable that the case is the only one against the N which will go before the Grand Jur its present session.

The false pretense case against Lagace is the one heard today. Rea were set forth why the purported of Lagace's affidavit published in News should be admitted as evid His contentions were rebutted, but affidavit was ruled in. Mr. Henn was ordered a week ago to find the davit, but reported that it could no found.

In the criminal libel case conti against Mr. Hamilton, secretary of paper, Mr. Branch offered as evid some parts of the alleged libellous ticle, also affidavits of the Hope Pub ing Company showing that Hamilto stockholder, director and secret treasurer of the paper.

With the opening of the conspi charge, which was also brought up, attorneys for the complainants soug introduce a certified copy of the an report of the Hope Publishing Com but it was ruled out.

Several copies of the Providence N of later dates than October 20 were troduced as evidence to show, accor to the complainant's attorney, a re tion of the charges against Mr. Be man. Affidavits to show that Me Hennessy, Hamilton and Keenan officers of the Hope Publishing Com were also introduced. The attorneys the publishing company introduced evidence at today's session. The j has reserved his decision in the cas far as the preliminary hearings t were concerned, until later.

Pennsylvania Daily Quits

The Butler (Pa.) Citizen, a daily n paper, has suspended publication.

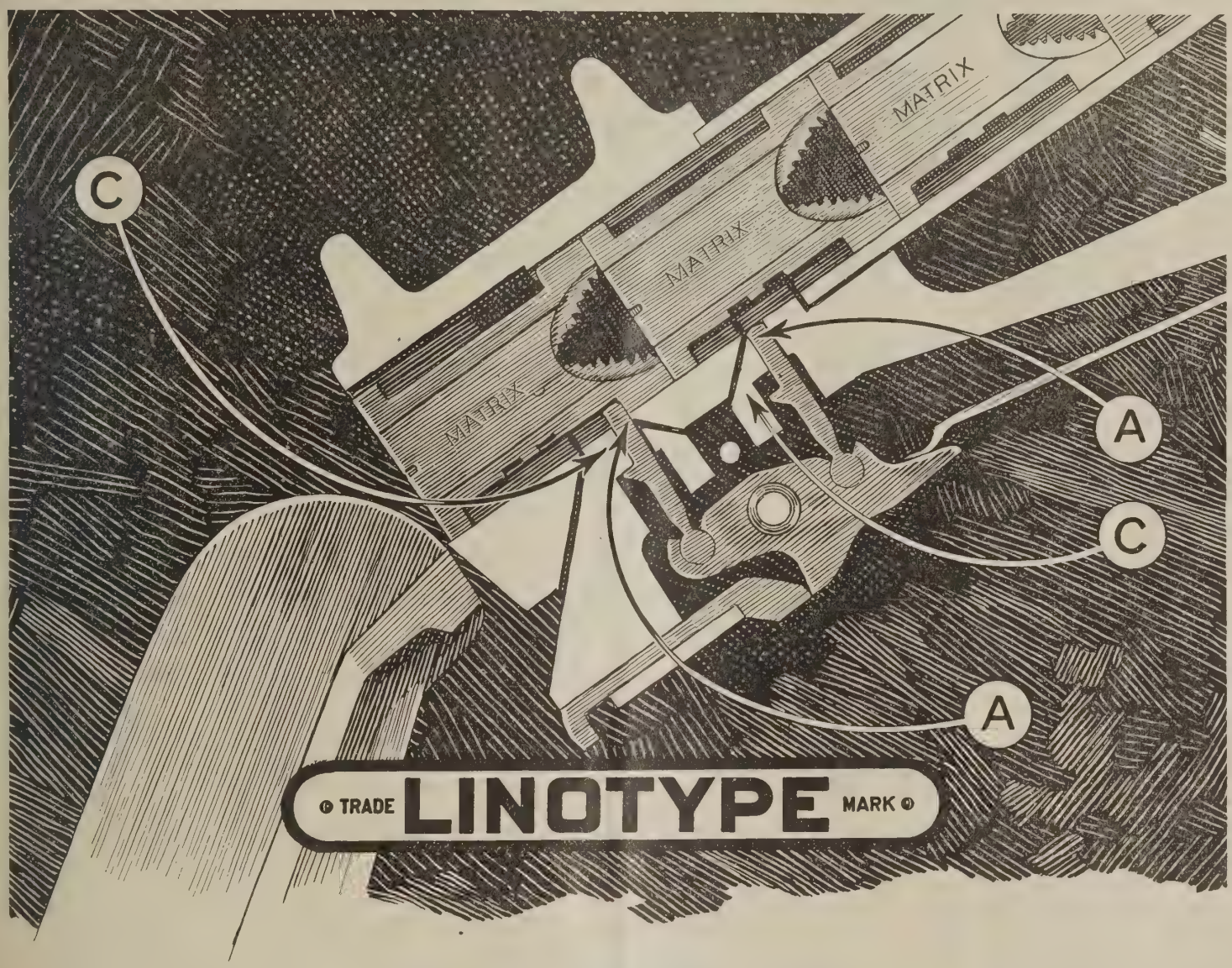
REG'LAR FELLERS
BY GENE BYRNES

Printed in English, Polish, Spanish, Hungarian, Swedish and French.
The comic that appeals to all.

Furnished full page matrices, black alone, black and red, and black and three colors; or, as the first page of a printed comic section.

HERALD-SUN SYNDICATE, 280 B'way, New York City

THE BIG SCHEME OF SIMPLE OPERATION



THE LINOTYPE ESCAPEMENT MECHANISM

It Insures Clean Proofs

IT would have been easy to devise a comparatively crude mechanism which would have served after a fashion to transmit the motion of the key to the magazine and release the matrix. But while a simple escapement would have been cheaper to build, its parts would soon become worn and it would be inaccurate. An inaccurate escapement means dirty proofs. This is another place where simple construction leads to difficult operation.

In the Linotype Escapement the motion is transferred to *six moving parts* so that the pawls (A-A) will move parallel to each other, and the load will all come on the supporting shoulders (C-C).

That is why a Linotype even many years old in service runs as fast, operates as accurately, and sets as clean proofs as a new one. Every part is there because the machine is better for it and all parts fit into the Big Scheme of Simple Operation.

MERGENTHALER LINOTYPE COMPANY

Composed entirely on the LINOTYPE *in the Benedictine Series*

CUT OPERATING COSTS BY AMORTIZING PLANT DEPRECIATION CORRECTLY

Obsolescence or Revolutionary Changes Which Render Machinery Useless Cannot Be Covered in This Account, but Ordinary Course of Operation Can Be Protected

By CLIFFORD YEWDALL

IN the November 11th issue of EDITOR & PUBLISHER there was published a letter from Elbert Bede in which he took issue with myself on my statement that a rate of 10 per cent would depreciate property entirely in ten years.

Mr. Bede in his letter pointed out that if at the end of the first year 10 per cent depreciation was taken on the machinery, and the resultant figure deducted from the asset account, that the machine would never be depreciated at all. This is perfectly true. It is not, however, usual in accounting practice to take depreciation on a declining balance. The correct accounting principle is to set up on one side of the balance sheet, cost prices of the asset and to determine for each class of asset comprising the total, the estimated life of the asset.

If it is figured that the asset will last ten years, then depreciation is deducted on the original cost figure at a rate of 10 per cent on such cost, the amount of the depreciation each year being credited to a depreciation reserve fund which appears as a liability on the balance sheet. At the end of the tenth year if the depreciation record has been properly kept, there will have been accumulated in this fund, an amount equal to the original cost of the machine and no further depreciation should be taken, but on the other hand, a journal entry should be made debiting the reserve account and crediting the plant account with the cost price of the machine, hence taking it out of both assets and liabilities as they appear on your books.

If the life of the machine is considered to be 25 years, then depreciation would, of course, be figured on cost at 4 per cent per annum and corresponding figures ascertained for each class of machinery on hand. The quantity of machinery on hand in the average newspaper plant is not too great that a detailed classified account of that machinery cannot be kept. You keep a detailed account of your accounts receivable in a ledger. Why should you not also keep a similar subsidiary account for your plant and machinery, and figure the depreciation on each asset according to the actual facts and known conditions regarding that class of machinery?

For instance, one may purchase a second-hand linotype machine and in the same week also purchase a new machine. It is obvious that the span of life of a new machine will be greater than the span of life of a second-hand machine, hence if you apply an average rate of depreciation to both machines, one of them would not be correctly depreciated. Many plans purchase a second-hand machine to assist in their rush periods. That machine would not depreciate so fast as one that was purchased because of the lack of funds necessary to buy a new machine and so being constantly used.

Depreciation should be scientifically applied to each individual asset. It is impossible to lay down a specific rule that will apply to everybody. Conditions alter quickly. What may be good sound judgment today on depreciation of linotype and presses, may be very bad judgment tomorrow by reason of new improvements, or revolutionary improvements in that type of machinery will make presses and equipment scrap value. That would not, of course, apply to the smaller newspaper in a small town with little or no competition, but it would apply to the large newspaper in a big city with keen competition. Should some press manufacturer for instance, suddenly come up on the market with a press that would produce say 100,000 forty-eight page papers per hour and that press being installed in a large city newspaper office where time was a factor in getting out the newspaper, such an invention would have a serious effect on the competitors of that paper in that town and would probably force them to also purchase some high-speed press to compete, with a resultant large loss on the realization of their present equipment. Depreciation, however, was not intended to take care of such violent fluctuations. Such a loss would be an extraordinary loss not to be encountered in the usual business course.

Depreciation, on the other hand, is that amount that is necessary to be put on one side year by year as your machine is being used, so that at the end of its usefulness, a new machine of equal capacity can be purchased. Many newspaper publishers are trying to take up obsolescence in their depreciation rates. It was never intended that depreciation should cover this branch of your wasting assets. That is a condition brought about by expansion and the loss on such realization should be taken care of out of the additional profits that are made through such expansion.

The Income Tax Laws specifically allow as a charge-off against earnings, a loss of an extraordinary nature which is not compensated for by insurance. It is, of course, probable that the Department would attack your depreciation rate as being too low were such a loss presented to them. On the other hand, evidence could probably be introduced to show that such a loss on the sale of a piece of equipment due to the expansion of your business and the necessity of putting in more modern equipment, was partly accounted for by the cost of removing the old equipment from your building and the erection of the new equipment. It could also probably be shown that the useful life of that equipment after it had been moved out of your building had not been impaired and would still continue to function for many years according to its original capacity, and that the only reason for a change was because it was overloaded.

If, of course, you care each year to put aside in cash the actual amount of sustained depreciation and invest that amount of money in safe securities or Government bonds each year, the interest received from such investment being invested when received, it would be possible to work out an amortization plan of investment which would provide at the end of a given number of years a certain amount of money with which to purchase new machinery of equal capacity to the one that you are disbanding, and if such a basis were worked out in a newspaper plant, it would probably be found that the charge against operations for depreciation each year would be considerably less than 5 per cent and probably only 2½ per cent of the cost price of that equipment.

Selling Pages

Why should the biggest business in your town be content with the use of small space?

Why should not the principles of Christianity be proclaimed in full pages?

They are in some towns.

The Tribune of Kokomo, Ind., recently sold a series of full pages to a group of fifteen local merchants, using copy issued by this department.

For several weeks, in quarter page space, the publisher donated space and used the copy to stimulate greater church attendance. The merchants then said they wanted a part in the campaign and bought the space.

Perhaps you can do the same thing.

Tear out this ad now and send for the proofs. There are 52 pieces of copy—special ones for Christmas, New Year's, Easter, etc., and the price for use is very small. Address Herbert H. Smith, 518 Witherspoon Bldg., Philadelphia, Pa.

CHURCH ADVERTISING DEPARTMENT
A. A. C. W.

Editor & Publisher endorses this effort to get churches to use more advertising by donating space to tell you about Series No. 3

Flexideal and Maxitype Dry Mats

—make the paste pot an unnecessary nuisance.

—eliminate the steam tables

—save valuable time

—save newsprint paper

—mean dollars and cents to the management and better work and working conditions to the stereotyper.

Our large stock at the Bush Terminal Brooklyn, assures you a constant supply and prompt shipments. No need of stock up—you can have your mats as you need them and when you want them.

$31,158,840
IN NEW YORK STATE'S CHRISTMAS STOCKING

What Does This All Mean?

It means that New York State—the greatest State in the Union—is to receive more than one-sixth of the country's Christmas Saving Club deposits.

It means that for the people of New York State Christmas is bringing a greater prosperity, greater accomplishments and greater anticipation than ever before in history.

It means that it is time to start the winter campaign of advertising—and make it a big one.

Don't miss a single big city in this prosperous state. Don't miss even the most remote corners where there may be located a town or village.

Advertisers who realize and fully appreciate what this condition of Christmas Saving Funds means, will begin at once their campaigns in the daily newspapers of New York State.

The New York State newspapers represented in this list form a powerful combination for successful business building.

	Circulation	2,500 Lines	10,000 Lines
*Albany Knickerbocker Press.....(M)	33,394	.09	.09
*Albany Knickerbocker Press.....(S)	47,496	.11	.11
†Auburn Citizen .....(E)	6,433	.04	.035
*Brooklyn Daily Eagle.....(E)	61,561	.20	.20
*Brooklyn Daily Eagle.....(S)	75,566	.20	.20
*Buffalo Courier and Enquirer...(M&E)	85,857	.18	.18
*Buffalo Courier .....(S)	120,554	.27	.22
*Buffalo Evening News .....(E)	104,958	.21	.21
*Buffalo Evening Times.....(E)	85,006	.15	.15
*Buffalo Sunday Times.....(E)	102,809	.15	.15
Corning Evening Leader.....(E)	7,260	.04	.04
***Elmira Star-Gazette .....(E)	23,754	.09	.07
Geneva Daily Times.....(E)	5,432	.04	.04
***Glens Falls Post-Star.....(M)	7,419	.03	.03
***Gloversville Leader Republican.....(E)	6,247	.03	.03
Gloversville Morning Herald.....(M)	5,717	.035	.035
*Ithaca Journal-News .....(E)	7,454	.04	.04
*Jamestown Morning Post.....(M)	9,525	.05	.03
***Middletown Times-Press .....(E)	6,335	.03	.03
***Mount Vernon Daily Argus.....(E)	7,976	.04	.04
***Newburgh Daily News.....(E)	10,283	.05	.05
†New York Globe.....(E)	166,196	.36	.34
†New York Evening Mail.....(E)	161,215	.41	.40

	Circulation	2,500 Lines	10,000 Lines
†The New York Herald.....(M)	178,086	.49	.45
†The New York Herald.....(S)	178,086	.49	.45
The Sun, New York.....(E)	180,442	.48	.45
New York Times .....(M)	356,671	.65	.6385
New York Times .....(S)		.75	.7275
*New York Tribune .....(M)	137,011	.40	.36
*New York Tribune .....(S)	141,973	.40	.36
†New York World.....(M)	352,612	.595	.58
†New York World .....(S)	558,935	.595	.58
†New York World .....(E)	265,049	.595	.58
***Niagara Falls Gazette.....(E)	14,614	.06	.05
***Olean Times .....(E)	6,423	.03	.03
***Poughkeepsie Star and Enterprise..(E)	11,553	.05	.05
†Rochester Times-Union .....(E)	65,240	.20	.18
Saratoga Springs Saratogian.....(E)	8,224	.04	.04
***Staten Island Daily Advance.....(E)	10,168	.05	.05
Syracuse Journal .....(E)	45,014	.10	.10
†Troy Record .....(M&E)	22,408	.05	.05

Government Statements, April 1, 1922.
*A. B. C. Publishers' Statement, April 1, 1922.
†Government Statement, October 1, 1922.
***A. B. C. Publishers' Statement, October 1, 1922.

In Washington
ONE
COMBINATION
Two Newspapers
Morning HERALD
Evening TIMES
ONE RATE
115,000 Circulation

More circulation in Washington than there are homes.

The Washington Times
and
The Washington Herald
G. Logan Payne, Pub.

National Advertising Representatives
G. Logan Payne Co.
Chicago, Detroit,
St. Louis, and Los Angeles

Payne, Burns & Smith
New York and Boston

THE BOSTON AMERICAN

Is showing two gratifying results of its three-cent price:

It has the Largest Circulation in New England at that price.

It is taking on a Higher Grade of Advertising every month.

QUALITY and QUANTITY Go Hand in Hand.

BOSTON AMERICAN

THESE FEATURES DRAW READERS
Signed news articles by
Cornelius Vanderbilt, Jr.

THE CHAIN, the new novel
by
Charles Hanson Towne
Serialized for release Jan. 15, 1923

Handwriting Portraits
by
William Leslie French

C-V Newspaper Service
350 Madison Avenue, New York City
Washington, D. C. Seattle, Wash.

TIPS FOR AD MANAGERS

Albee Corporation, Marquette Bldg., Detroit. Reported to be placing account of the Gardner Motor Company, St. Louis.

Alexander Advertising Agency, 1482 Broadway, New York. Using 42 lines, 6 times for the Mantle Lamp Company.

Elmer L. Allen, 15 East 26th street, New York. Will make up lists in February for Ideal Aeroplane & Supply Company, New York.

Barnes & Fehling Company, 1530 Chestnut street, Philadelphia. Reported to be placing account for Bailey Brothers, "Bambino Smoking Tobacco," Winston-Salem, N. C.

Barton, Durstine & Osborn, 25 West 45th street, New York. Will use some New York newspapers for Flint & Horner, furniture, 20 West 36th street, New York.

George Batten Company, 381 4th avenue, New York. Placing orders with Southern newspapers for United Dairymen's League Co-Operative Association, Utica, N. Y., placing account of Winget Manufacturing Company, Minneapolis.

Julian J. Behr, 12 East 6th street, Cincinnati, Ohio. Will make up lists this month for the K-D Lamp Company, Cincinnati.

Berrien Company, 19 West 44th steert, New York. Using 112 lines, 3 times for Good Housekeeping.

David Block Company, Inc., 110 East 42d street, New York. Placing account for the Cadet Knitting Company, Philadelphia; reported to be placing account for Van Camp Packing Company, Indianapolis.

Bloomingdale-Weiler Advertising Agency, 1420 Chestnut street, Philadelphia. Reported to be placing account for Philadelphia & Reading Railway, Philadelphia.

Brandt Advertising Company, 5 South Dearborn street, Chicago. Placing orders with newspapers in selected section for Boncilla Laboratories, Boncilla Facial Packs, Indianapolis, and 117 East 15th street, New York.

W. L. Brann Agency, 11 East 43d street, New York. Placing orders with some farm papers for Montgomery, Ward & Co.

Campbell-Ewald Company, General Motors Bldg., Detroit. Using ¾ page, 6 times for Chevrolet Motor Company; will make up lists in January for Old Motors Works, Lansing, Mich.

Campbell, Trump & Co., 538 Penobscot Bldg., Detroit. Reported will make up newspaper list in December for Berry Brothers, paints, varnishes, Detroit.

Cecil, Barreto & Cecil, 12th & Bank streets, Richmond, Va. Using 6 inches, 12 times for Cheek-Neal Coffee Company.

Crawford Advertising Company, 119 East 5th street, Cincinnati. Placing the following accounts: Kemper-Thomas Company, advertising novelties, Cincinnati, and U. S. Calendar Company, Cincinnati.

Critchfield & Co., 337 West Madison street, Chicago. Will handle account of American Range and Foundry Company, Minneapolis, "Sanico" stoves.

J. H. Cross Company, 1500 Locust street, Philadelphia. Placing account of W. H. Luden, Cough Drops and Syrup, Reading, Pa.; making 2800-line contracts for the H. H. Munyon Remedy Company.

Arthur M. Crumrine Company, 43 West Long street, Columbus, Ohio. Placing orders with newspapers in a few selected sections for Pure Oil Company, Columbus, Ohio.

Stuart Davis Company, 400 North Michigan avenue, Chicago. Issuing contracts and orders on the Santa Fee Railway Company.

Dauchy Company, 9 Murray street, New York. Using 1 inch, 39 times for Kemp & Lane.

William H. Denney Company, 1 Madison avenue, New York. Has newspaper advertising account of Bermuda Trade Development Board, 141 West 36th street. New York.

Erwin, Wasey & Co., 58 East Washington street, Chicago. Reported to be placing account for Coppes Brothers & Zook, Napanee, Ind.

Federal Advertising Agency, 6 East 39th street, New York. Making 4000-line contracts for D. Emil Klein Company.

Fisher-Brown Advertising Agency, 1627 Locust street, St. Louis. Reported will make up list of farm papers in December for Central Shoe Company, St. Louis.

Charles H. Fuller Company, 623 South Wabash avenue, Chicago. Will make up lists in next thirty days for Channel Chemical Company, Chicago, "O'Cedar mops; making 2352-line yearly contracts for Brooks Appliance Company. Issuing renewal contracts on F. A. Stuart.

Charles C. Green Advertising Agency, 15 West 37th street, New York. Placing orders with some New York newspapers for New Fiction Publishing Company, Snappy Stories, 9 East 40th street, New York.

Guenther-Bradford & Co., 7 South Dearborn street, Chicago. Making yearly contracts for the Dictograph Products Corporation; making 11,648 line yearly contracts for Securities Guaranteed Company.

Guenther-Law, Inc., 133 Cedar street, New York. Using 14 lines, 26 times for H. Clay Glove Company.

Gundlach Advertising Company, 400 North Michigan avenue, Chicago. Using 14 lines, 8 times for Blatchford Calf Meal Company.

Hanff-Metzger, Inc., 95 Madison avenue, New York. Using 420 lines, 8 times for the Texas Company (roofing).

Henri, Hurst & McDonald, 58 East Washington street, Chicago. Using 352 lines, 7 times for Advance Rumely Thresher; placing account for Acme White Lead & Color Works, Detroit.

Hill-Winston Company, 19 West 44th street, New York. Reported to be placing account for Thomas E. Brown & Sons, women's silk hosiery, Philadelphia.

E. T. Howard Company, 117 West 46th street, New York. Placing holiday copy with newspapers in various sections for L. E. Waterman Company, "Ideal Fountain Pens," 191 Broadway, New York.

Hoyts Service, Inc., 116 West 32d street, New York. Using 500 lines, twice for the Ives Manufacturing Company.

Izzard Company, Times Bldg., Seattle, Wash. Reported will use some Pacific Coast newspapers for Imperial Candy Company, Seattle, Wash.

Jenkins, Farson & Walberg, Wrigley Bldg., Chicago. Will handle 1923 campaign for Wisconsin Motor Manufacturing Company, of Milwaukee.

Arnold Joerns Company, 26 East Huron street, Chicago. Placing account for Guedalia & Company, "El Salero" Cigars, 403 East 62d street, New York.

Wylie B. Jones, 107 Chenango street, Binghamton, N. Y. Sending out orders to run twice a week for Stearns Electric Paste.

H. W. Kastor & Sons Advertising Company, Mercantile National Bank Bldg., St. Louis. Reported will handle mail order copy for Barney Stores, mail order, St. Louis.

H. W. Kastor & Sons' Advertising Company, 14 East Jackson Blvd., Chicago. Issuing orders and contracts on Williamson Candy Company; making 3000-line contracts for Q. R. S. Music Company. Has secured the account of the Durant Corp., "Durant" automobiles; will make up lists in January for Koban Manufacturing Company, Milwaukee.

John G. Grueger Advertising Agency, 32 Clinton street, Newark, N. J. Placing orders with newspapers in New York and vicinity for Wagner Pastry Company, pies, 9 Vesey street, Newark, N. J.

Lambert & Fuessel, 19 East 49th street, New York. Reported will handle, beginning January 1, 1923, the account of Lambert Pharmacal Company, "Listerine," St. Louis.

Emanuel Linder, 25 West 42d street, New York. Using 22 lines, 9 times for C. Goldblat.

Lord & Thomas, 724 South Spring street, Los Angeles. Reported will place orders with some Northwestern and Pacific Coast newspapers for the Union Oil Company of California, "Union Gasoline" and "Aristo" Motor Oil, Los Angeles.

Lord & Thomas, Wrigley Bldg., Chicago. Reported will use newspapers in various sections for Salt River Valley of Arizona, Phoenix, Ariz.

Theodore F. MacManus, 82 Hancock avenue, East, Detroit. Making 2800-line yearly contracts for Maxwell-Chalmers.

O. J. McClure Advertising Agency, 111 West Monroe street, Chicago. Placing account for Goodwillie & Co., Chicago, investment bankers.

McJunkin Advertising Company, 5 South Wabash avenue, Chicago. Renewing contracts with some Ohio and California newspapers for Pillsbury Flour Mills, Minneapolis, Minn.

McLaughlin Advertising Agency, Ledger-Dispatch Bldg., Norfolk, Va. Placing 13-time orders in 30 Virginia and Notrh Carolina newspapers for Southland Hotel Corporation. Handling account of Jones, Son & Co., cotton factors; placing orders in Southern newspapers for Paul-Gale-Greenwood Company, Norfolk, Va.

Metropolitan Advertising Company, 111 Broadway, New York. Using 14 lines, 4 times for F. J. Domo & Co.

J. C. H. Mitchell Agency, 331 Madison avenue, New York. Will handle account for B. T. Babbitt Company, soaps, New York, beginning January 1, 1923.

Morgan, Tuttle & Jennings, 44 East 23d street, New York. Placing orders in newspapers in Chicago, Washington, Atlanta, Kansas City, Cleveland and San Antonio for the National Association for the Advancement of Colored People. Later may ext list.

Herbert M. Morris Advertising Agen North American Bldg., Philadelphia. ported to be placing account for A-1 Ma facturing Company, Chase-O Manufactur Company, washing powder, Front and Wh ton streets, Philadelphia.

Newell-Emmett Company, 120 West street, New York. Using 14 inches, 4 tir for Liggett Myers (Fatima Cigarettes).

New York Advertising Company, Trib Bldg., New York. Placing orders with so Ohio newspapers for National Remedy Co pany, "Enarco," 530 Washington street, N York.

Patterson-Andress Company, 1 Madi avenue, New York. Making 5000-line c tracts for the Saturday Evening Post.

Peck Advertising Agency, 347 5th aven New York. Making 1000-line contracts Englander Spring Bed Company.

Frank Presbrey Company, 456 4th aven New York. Sending out 26 time orders the Atwood Grape Fruit Company.

Fred M. Randall Company, Book Bl Detroit. Placing account for Marshall Stearns Company of Illinois, wall beds.

Fred M. Randall Company, Lytton Bl Chicago. Handling account of Fox River Fa Laboratories, Dundee, Ill. Will use fa papers.

Wm. H. Rankin Company, 180 North W bash avenue, Chicago. Will make up l in January for Thomas E. Wilson Compan

Read-Miller Company, 120 South Broadw Los Angeles. Reported will use newspap West of the Mississippi for Cedal Manu turing Company, hand cleaner, Wilming Cal.

Joseph Richards Company, 9 East street, New York. Reported will place or with newspapers in metropolitan cities J. B. Williams Company, shaving s Glastonbury, Conn.

Philip Ritter Company, 185 Madison nue, New York. Using 21 lines, 8 times, the Raslu Sales Corporation.

San Antonio (Tex.) Chamber of Comme Placing orders with large city newspapers be charged to the following agencies; C wallader & Coulter, Payne Advertising C pany, Pitluk Advertising Company, Clifton H. Tupper Advertising Agency, of San Antonio.

W. W. Sharpe & Co., 240 Broadway, York. Using 14 lines, 104 times for Sa Kit.

Shirley Advertising Agency, 306 Rayn Bldg., El Paso, Tex. Placing orders newspapers in selected sections for El Chamber of Commerce.

C. Brewer Smith Advertising Agency, School street, Boston. Making yearly tracts for Leonard Ear Oil.

Frederick McCurdy Smith, 70 5th ave New York. Placing orders with newspa in 67 cities where the company is ha demonstrations for C. J. Van Houten & Z cocoa, 156 Franklin street, New York.

Smith, Sturgis & Moore, 1463 Broad New York. Will make up lists this m for Wm. L. Gilbert Clock Company, Win Conn.

Snitzler-Warner Company, 225 N Michigan avenue, Chicago. Orders and tracts being issued on R. L. Watkins pany.

Southwestern Advertising Company, tinental Bldg., Oklahoma City. Making line yearly contracts for Canby, Ocl Canby.

Spafford Company, 10 Arlington st Boston. Placing orders with some West newspapers for Cambridge Ru Company, rubber footwear, Cambridge,

Stack Advertising Agency, Heyworth B Chicago. Placing orders with metropo newspapers for Beverly Hills, Cal., Sti S. Anderson, Mgr.

Thomas Advertising Service, Graham B Jacksonville, Fla. Placing orders with r papers in various sections for Albert B Jacksonville, Fla.

J. W. Thompson Company, 14 East son Blvd., Chicago. Orders and cont issuing on Horlick's Malted Milk.

Thresher Advertising Service, 136 Li street, New York. Placing advertising Arrow Film Corporation, New York.

Tracy-Parry Company, Lafayette B Philadelphia. Placing account for St Manufacturing Company, "Duree spreads," Fall River, Mass.; placing ac for Brambach Piano Company, New Y

Louis V. Urmy, 41 Park Row, New Making 500-line contracts for De Laval cific Company; placing some orders newspapers for Dr. H. P. Clearwater, "I Cure Company," Hallowell, Me.

Van Patten Advertising Agency, 50 42d street, New York. Making 3,000 yearly contracts for G. L. Miller & C

Virginia Advertising Agency, Ledger patch Bldg., Norfolk. Making yearly tracts for the Earle Chemical Company.

Vredenburgh-Kennedy Company, 171 son avenue, New York. Making 300 contracts for H. Planten & Sons.

The South Now Raising Its Own Eatables

It is no longer a one crop section—producing cotton alone.

The South has dropped the one crop system and is beginning to feed itself and help the rest of the nation.

The Southern farmer is now raising over one-third of the country's corn, four-fifths of the rice, one-fifth of the wheat, one-fifth of the hay, one-fourth of the sugar, one-fourth of the apples, nearly half of the peaches, most of the sweet potatoes and early vegetables.

The live stock industry has grown by leaps and bounds until today it has over one-third of all live stock of the country.

The South also has 32.9 per cent of all rural roads and 34.2 per cent of all surfaced roads, it is better developed than the rest of the country in this respect.

The total railroad mileage in the South is 32.9 per cent of the entire country.

The growth of transportation facilities has aided materially in rapid agricultural and industrial advancement.

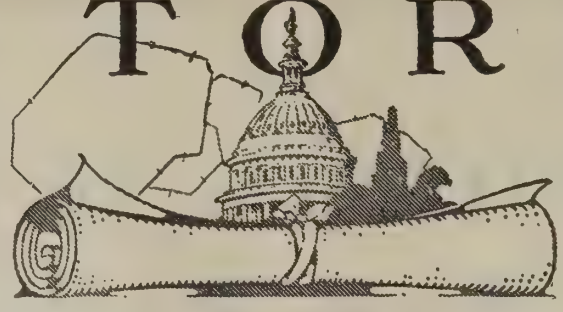
The South today offers more to the national advertisers than any other part of our land—because it is developing faster, is richer in natural resources and has greater merchandising possibilities.

Right now the opportunities encourage newspaper advertising. Use this list.

	Circulation	2,500 lines	10,000 lines
ALABAMA.			
†Birmingham News .....(E)	65,658	.15	.15
†Birmingham News .....(S)	71,806	.15	.15
*Mobile News-Item .....(E)	10,392	.05	.05
**Mobile Register .....(M)	21,264	.07	.07
**Mobile Register .....(S)	32,715	.085	.086
FLORIDA.			
†Jacksonville Journal .....(E)	18,080	.07	.07
**Florida Times-Union, Jacksonville (M&S)	36,172	.08(9cS)	.08(9cS)
*Pensacola News .....(E)	4,795	.03	.03
*Pensacola News .....(S)	5,291	.03	.03
†St. Petersburg Independent.....(E)	4,031	.025	.0228
GEORGIA.			
**Augusta Chronicle .....(M)	10,661	.045	.045
**Augusta Chronicle .....(S)	11,075	.045	.045
*Augusta Herald .....(E)	12,886	.05	.05
*Augusta Herald .....(S)	12,803	.05	.05
*Columbus Ledger .....(E&S)	8,789	.04	.04
**Macon Telegraph .....(M)	23,017	.06	.06
**Macon Telegraph .....(S)	24,395	.06	.06
*Savannah Morning News .....(M&S)	20,875	.055	.05
KENTUCKY.			
*Lexington Leader .....(E)	16,760	.05	.05
*Lexington Leader .....(S)	16,663	.05	.05
†Louisville Herald .....(M)	44,303	.09	.09
†Louisville Herald .....(S)	54,159	.09	.09
NORTH CAROLINA.			
*Asheville Times .....(E)	6,683	.04	.04
**Asheville Citizen .....(M)	12,693	.045	.045
**Asheville Citizen .....(S)	11,665	.045	.045
**Durham Herald .....(M)	7,083	.04	.04
**Greensboro Daily News.....(M)	19,267	.05	.05
**Greensboro Daily News.....(S)	27,250	.06	.06
**Raleigh News and Observer.....(M)	24,593	.06	.06
**Raleigh News and Observer.....(S)	29,338	.06	.06
**Raleigh Times .....(E)	8,275	.04	.03
SOUTH CAROLINA.			
*Columbia State .....(M)	20,298	.06	.06
*Columbia State .....(S)	21,760	.06	.06
**Greenville News .....(M)	13,938	.055	.05
Greenwood Index Journal.....(E&S)	4,185	.025	.025
*Spartanburg Journal .....(E)	4,165	.04	.04
*Spartanburg Herald .....(M&S)	5,511	.04	.04
TENNESSEE.			
**Chattanooga News .....(E)	22,814	.06	.06
**Chattanooga Times .....(M)	23,067	.07	.07
**Chattanooga Times .....(S)	23,596	.07	.07
†Memphis Commercial Appeal.....(M)	84,862	.16	.15
†Memphis Commercial Appeal.....(S)	111,176	.19	.18
*Nashville Banner .....(E)	41,700	.07	.07
*Nashville Banner .....(S)	42,931	.08	.08
VIRGINIA.			
‡Bristol Herald Courier.....(M&S)	8,582	.04	.04
†Danville Register and Bee .....(M&E)	12,032	.045	.045
Newport News Times-Herald.....(E)	9,041	.05	.05
Newport News Daily Press.....(S&M)	6,051	.05	.05
*Roanoke Times & World-News.(M&E)	21,420	.07	.06
*Roanoke Times .....(S)	14,560	.07	.06

Government Statement, April 1, 1922.
*A. B. C. Publishers' Statement, April 1, 1922.
**A. B. C. Publishers' Statement, Oct. 1, 1922.
‡Includes Bristol, Tenn.
†Government Statement, October 1, 1922.

EDITORIAL



BETWEEN OURSELVES

IRVING BRANT makes a very serious charge against the newspapers of America in his article on the subject of propaganda and its effect on the news in this issue. EDITOR & PUBLISHER is convinced that the charge is justified.

American journalism is not up on its toes. It is not fighting. The newspapers of the country as a whole are rapidly nearing a plane and place as presenters of the evident instead of going out and digging for news. Whether responsibility for this condition rests with the executives or with the reporters of today is hard to state, but it is time for stock-taking by both. There is no question but that public opinion is being swayed today by propaganda and not news if news value is established on the basis of facts.

Indictment of the American press rests on its lack of initiative—its smug self-satisfied treading of the path called the easiest way. This is not the result of corruption, for the press of the land was never as free and independent and capable of doing big things as it is today.

At various times since 1919 groups of native Americans and interested Americans of foreign birth have clamored at the doors of the United States Department of State and the Foreign Relations Committee of the United States Senate and demanded that the King-Crane Report on the Near East be made public so that final American opinion on the questions at issue might be based upon facts established by American investigators instead of upon the propaganda of selfish interests. Every newspaper man in Washington knew of these demands. Every Washington newspaper man knew it was still news when the Syrians petitioned for its publication as late as last Spring. Knowing this, why was there no digging to uncover such an important document? EDITOR & PUBLISHER found the digging very easy! Certainly, there is no correspondent in Washington who would confess that he never considered the possibility that former President Wilson had a copy of the King-Crane Report.

If we only had one example there would be no case. But that is not true. To cite another example that measures to national importance we can point to the Bursum Pueblo Indian Bill. The merits of the bill are immaterial, but the fact that the editors of America had to wait until an agency working in the interest of the American Indian had put its propaganda in the mails to secure material on which to base editorial opinion offers no avenue for excuse for the men in the Senate press gallery.

The present condition of which EDITOR & PUBLISHER complains is not confined to Washington. It applies to the entire country, but any corrective movement must start in Washington because that is the news center of the nation today and the magnet that draws the stars of journalism from every part of the world.

Washington correspondents place responsibility for the present conditions on their employers. They divide it under the head of poor salaries and restrictions on newspaper initiative that have hung over from the war.

Newspaper editors and managing editors place the responsibility on the men. They say that reporters today do not have the ambition and ability of the men who were making our journalism the most militant in the world before the war. Undoubtedly both are partly right.

There are more battles ahead than we have gone through in the last three years. The future of America as the world's leading nation is going to be at stake. It will be warfare between fact and propaganda with public opinion the fighting ground. Newspapers and newspaper writers are going to direct and decide this war and in their present Compub-shocked condition, resulting from the war, they do not measure up to the job.

Journalism is a fertile field today. There are more than a thousand stories worth telling and every one of them holds interest for the newspaper reader. To uncover some of them will require hard work and expense, but they are worth it. No reporter has yet written the story of stock dividends that have startled the country by their magnitude; war profits are still a national secret used by a partisan group to pin prick a partisan group. The people of the nation—the world—are crying for information upon which to build a solid future. This is journalism's golden opportunity for service.

The American public today is not getting the facts—the only foundation upon which honest public opinion can be built. This applies alike to financial, industrial and labor developments. Serious news that directly affects the well-being of the nation is getting only slight consideration. It requires painstaking digging; we are still in the easy rut dug during the war, so we are receiving propaganda that is carefully prepared by selfish interests, and the froth from everyday life.

It is time for some serious stock-taking in the newspaper offices of the country.

AN AMERICAN'S CREED

COMPILED BY CHARLES W. MILLER

Vicksburg (Miss.) Herald

REGARD not them that have familiar spirits, neither seek after wizards, to be defiled by them; I am the Lord your God. Thou shalt rise up before the hoary head, and honour the face of the oldman, and fear thy God: I am the Lord. And if a stranger sojourn with thee in your land, ye shall not vex him.—(*Lev. xix:*31-33). *But if ye will not do so, behold, ye have sinned against the Lord: and be sure your sin will find you out.*—(*Num. xxxii:*23). *Blessed is the man to whom the Lord will not impute sin.*—(*Rom. iv:*8). *Therefore we ought to give the more earnest heed to the things which we have heard, lest at any time we should let them slip. For if the word spoken by angels was stedfast, and every transgression and disobedience received a just recompense of reward; How shall we escape, if we neglect so great salvation; which at the first began to be spoken by the Lord, and was confirmed unto us by them that heard Him; God also bearing them witness, both with signs and wonders, and with divers miracles, and gifts of the Holy Ghost, according to His own will?*—(*Heb. ii:*1-4).

A GULF TO BE BRIDGED

NOTHING is more needed today in the community life of America than the Christian ideal. For this reason it is amazing that the churches are not making greater use of the newspapers in carrying out their educational mission.

The press is the greatest of all missionary opportunities. Nevertheless it is not being used to the fullest by the churches. The fact that the church has not availed itself of the newspaper as a means to arouse the community conscience to the Christian ideal is to be regretted and should be corrected. In some sections of the country a way has been found that has led to better understanding and wider spread of the highest ideals of mankind through the hearty co-operation of these two agencies for greater good. On the whole, there is still too wide a gulf between them, although the final goal of both—do unto your brother as you would have him do unto you—is the same.

ANOTHER of the old group of editors whose personality was evident in their anonymous writing passed this week when Andrew McLean died, leaving the Brooklyn Citizen better known nationally than to many of his fellow townsmen. His uncompromising demand for the facts and equally intransigeant stand on them when established, are qualities that journalism can never have in too great abundance.

ADVERTISING IN STRIKE EDITIONS

ONE aftermath of the recent British newsp printers' strike will be of general intere American publishers—the ruling by the orary Solicitor of the Newspaper Society—prot of the A. N. P. A.—that advertising published newspaper issued jointly during the strike emer by all the city's newspapers can be charged to th vertisers by each of the interested newspapers v had contracts with them.

It is an argument that has seldom arisen in A can newspaper-making and one with which few lishers are familiar. American newspaper st rarely reach the magnitude of crippling the e press of a city for more than a few hours, and malcy" is usually restored before the newspaper ers have had time to execute emergency measur

The British printers, however, remained o many cities for almost a month and the joint edition was a familiar institution, which is cre with having saved many thousands to local bus men whose prosperity had been founded on and ished by daily newspaper advertising. Business ceeded as usual with the newspapers in the city o dispute. The co-operative plant was manned by torial and business office men who had served as positors. Advertising was solicited in the regular Every reporter who was not at the case or a ma did his regular task of getting the news.

Merchants who had been accustomed to usin the papers under contract received their usual in the joint edition, which was circulated to all r paper readers in the city, and they were charge their space by each publisher with whom they h contract. This charge was paid by some, but dis by others, who claimed that they had received the value of one insertion in one paper.

The ruling of the Honorary Solicitor for the N paper Society that the advertisers received all asked for, in that the circulation of the strike e was equal to that of all the pre-strike newspape sound, and while it is purely unofficial, it is pro enforceable at law. The circulation of the strik tion, it can be safely assumed, was universal i city. There was no duplication, no competition. reader interest, because of the emergency, cert was no less intense than that of the journals places it filled. In fine, it was a kind and degr circulation that can seldom be attained in the work by any individual American or British paper.

Add to these arguments that the publishers not kept local business alive by publishing the strik tion, but that they were fighting the strike its the interest of lower operating costs and lower ch to the advertiser, and it is hard to conceive o other ruling than that given to the Newspaper ciety. It is a useful precedent for the publisher is prepared to defend his ownership rights, not against aggression of labor but also against a tisers who demand that newspaper wage increas fought, but refuse to pay any of the costs of combat.

THE PRESS AGENT'S TOLL

THE Western Union Telegraph Company l of the fact that it has found an adver appropriation unnecessary since 1918. company continues to believe in advertising, hov

The Western Union has discovered, accordi the statement of officials, that it gets better r for less money by maintaining a publicity depar than an advertising department. Right now the preparing a piece of news for the press of the U States setting forth that week-end letters to America will be accepted at greatly reduced They are frank inasmuch as they state that believe the publication of their announcement greatly increase business to South America. have already tried this method of reaching the and found that it is cheap and at the same brings results.

How much longer are American newspapers to grant free service of this kind in the intere profit to the individual and the corporation an to themselves, and to the community by the lo justified revenue for service? This is a n outcome of the press agent evil that is sure to

PERSONAL

AN LAER BLACK, principal owner of the Baltimore Sun, and Joseph litzer, Jr., editor of the St. Louis Post-patch, entertained George Clemenceau en he visited their respective cities.

M. H. de Young, publisher of the San ncisco Chronicle, recently offered to d at his own expense a new wing to M. H. de Young Museum in Golden e Park and has had his offer accepted the Board of Park Commissioners.

ohn R. Rathom, editor of the Provi-ce Journal and Bulletin, is convales-g slowly at his home after a recent or abdominal operation.

ustin P. Cristy, former publisher of Worcester (Mass.) Telegram, re-ly sold ex-Mayor George M. Wright Herbert N. Wright, as the Wright ociates, a lot of land containing 29 square feet, the purchase price g $350,000. The tract is unoccupied has been considered the most valuable ant lot in Worcester.

M. D. Paulson, for some time man-ing editor of the Fargo (N. D.) Fo-n, has been appointed editor of the er.

Mayor Ferdinand W. Hartford, pub-er of the Portsmouth (N. H.) Herald, defeated at the recent Republican caucus for a third term nomination.

raig Pottinger, formerly editor of the gales (Ariz.) Herald, has become edi-and manager of the Nogales Morning nocrat.

. L. Glasmann, editor and publisher the Ogden (Utah) Standard-Exam-, and Mayor Frank Francis, former or of the Ogden Standard, are in shington attending the hearing of the posal to unmerge the Southern Pacific the Central Pacific railroad lines. ncis is acting as intervenor in favor he Union Pacific in the controversy, esenting Northern Utah and South-Idaho.

obert Lincoln O'Brien, editor-in-chief he Boston Herald, recently bought anca, the Westwood estate of J. Sum-Draper.

alph W. Cram, editor of the Daven-(Ia.) Democrat, and his daughter, s Eloise Cram, viewed Washington n an army airplane this week, while Cram was in the capital as governor the Seventh Army Corps Area of National Aeronautic Association.

IN THE EDITORIAL ROOMS

OBERT PEATTIE, editorial writer on the New York News, retired De-ber 1 and has been succeeded by R. McGowan. Mr. Peattie, who went on News with the understanding that he ld serve only until somebody else d be secured, will spend the Winter olumbus, Ohio, and in the Spring go is home in North Carolina.

. C. Kleinfuss has joined the news of the New York Daily News.

insor B. Williams, formerly on the ngfield (Mass.) Republican, the tford (Conn.) Courant and the vidence (R. I.) Journal, is now on the s staff of the New York News.

lvert L. Estill, for the past two s manager of the Salisbury (Md. omico News, is now managing editor e Charleston (S. C.) American.

lwin L. Shuman, for the last seven s managing editor of the New York es Current History Magazine, has to become associate editor of the rary Digest International Book Re-, a new monthly issued by the Funk agnalls Company.

in W. Kennedy, managing editor of Miami (Fla.) Herald, accompanied Mrs. Kennedy, attended the opening ne racing at Havana and spend the nksgiving holiday in that city.

iss Kate Speelman has been made ty editor of the Camden (Ark.) ning News.

. H. Adams, formerly on the Ogden (Utah) Standard-Examiner, is now editor of the Ogden Enterprise.

Stuart A. Mahuran, for the past three years city editor of the Mason City (Iowa) Globe, has resigned from that paper and bought an interest in the Oelwein (Iowa) Iowan, a tri-weekly, where he will have charge of the news and editorial end of the paper.

Mrs. Rita Callahan Howe, of the Lynn (Mass.) Telegram-News staff, was married to Edward P. Larkin December 2. They were presented with a chest of silver by the bride's newspaper associates.

John Alcock, early mail editor on the Chicago Tribune, has been made assistant Sunday editor. John Carroll, of the copy desk staff, succeeds him as early mail editor.

Carl G. Bickel is a new copyreader for the Chicago Evening Post.

Burns Mantle, formerly Sunday editor of the Chicago Tribune, has joined the staff of the New York News as dramatic critic. He has been dramatic critic of the New York Evening Mail.

John L. Mattox, a former newspaper man of Omaha, Neb., and Council Bluffs, Iowa, has been admitted to the bar of Nebraska.

F. Norton Pratt has resigned from the Boston American city staff to become city editor of the Boston Telegram.

Francis P. "Tip" O'Neill, of the Boston American repertorial staff, was defeated for nomination as councillor at large at the recent Lynn primaries.

George M. Gifford, formerly managing editor of the Brockton (Mass.) Times, who is now covering city hall for the Boston Telegram, was stricken suddenly ill while at work one day last week, and taken to the hospital, where, for a time, his condition was considered serious.

Harold A. Kenney has been assigned to cover the state house beat for the Boston Telegram, succeeding the late James T. Harris, who recently died.

John "Jerry" O'Brien is now covering police and court for the Lynn (Mass.) Telegram-News, succeeding Edward Ago.

Alger H. Beane, formerly of the Christian Science Monitor, has joined the Boston Herald staff as copy reader.

Benjamin Boyden has resigned as city editor of the Boston Telegram.

John J. Flynn has joined the staff of the Lynn (Mass.) Telegram-News.

Lyle F. Kelling is leaving the Walla Walla (Wash.) Bulletin to become the night editor on the Astoria (Ore.) Daily Astorian.

Harold McClinton, graduate of the University of Washington, School of Journalism, 1922, and now on the copy desk of the Philadelphia Public Ledger, is back at his desk after an absence of four weeks, during which he underwent an operation.

E. D. Kneass, at one time city editor of the San Francisco Journal, is now editing the monthly review of the Mercantile Trust Company of San Francisco.

Arthur Powell, formerly of New Orleans, has become city editor of the Nogales (Ariz.) Herald.

Ward Irvine, son of B. F. Irvine, editor of the Portland (Ore.) Journal, and a member of the editorial staff of that paper, has been selected as private secretary to Walter M. Pierce, governor-elect, it is reported. Mr. Irvine recently returned from New York, where he has been engaged in magazine work.

James A. Bales, who was on the copy desk on the San Francisco Bulletin and went to the Fresno Bee, is back on the Bulletin on rewrite and special assignments.

H. S. Denlinger has resigned as assistant Sunday editor of the St. Paul Pioneer Press and is succeeded by H. T. Hasselquist, formerly on the copy desk.

Miss Mabel Johnson of Minneapolis is now the city editor of the Biwabik (Minn.) Times.

Miss Grace Kaercher, associate editor of the Ortonville (Minn.) Independent, was elected clerk of the Supreme Court on the Republican ticket during the recent election.

FOLKS WORTH KNOWING

RALPH H. BOOTH, president of the Booth Publishing Company, publishers of the Grand Rapids Press, the Ann Arbor Times-News, the Flint Journal, the Bay City Times-Tribune, the Jackson Citizen - Patriot, the Kalamazoo Gazette, the Muskegon Chronicle, and the Saginaw News-Courier, was recently honored with the offer of appointment as United States Senator to succeed Truman H. Newberry, resigned, but declined because he believed he could be of greater service to his country and state through the unlimited opportunities of an independent press than by his personal participation in party politics. In his letter of declination to Gov. Groesbeck, Mr. Booth said:



RALPH H. BOOTH

"The high importance attaching to the appointment of a United States senator at this times makes me deeply appreciative of the consideration given to me in this connection.

"I have given this subject most careful and, I believe, patriotic consideration. Each of us who feels the high responsibility of citizenship should have an important duty to perform and the deep consideration of my friends and associates with myself has resulted in the belief that I should continue to serve through the intimate direction of the eight newspapers published by the company of which I am president. Indeed, I feel a pride in the thought that in this highly important time in the history of our country newspapers which are conscientiously independent have an almost unlimited opportunity for service.

"Another thing which may not be broadly understood, but to which I attach some importance, is the service I am endeavoring to render to the city of Detroit in the capacity of president of the arts commission, for I sincerely believe that only through the development of the finer things in our midst can we reach true greatness and in a large measure it is in these finer things, music, literature and the fine arts that make for a better and more contented type of citizenship.

"May I, therefore, request you to permit me to withdraw my name from your further thought in determining to whom shall go the high honor of representing Michigan in the senate of the United States?"

S. V. Anderson has succeeded Percy Hansen as city editor of the Jamestown (N. D.) Daily Alert. Mr. Hansen has opened a job printing shop.

Eugene J. Finnegan, formerly of the Buffalo Courier staff, has been elected president of the senior class of Columbia University.

E. S. Carter, managing editor of the St. John (N. B.) Daily Journal, is on the Pacific Coast and is expected to remain there until late in the Winter.

J. E. Gillespie, formerly of the St. John (N. B.) Daily Telegraph, has joined the staff of the St. John Daily Journal as city editor.

A. M. Belding, editor of the St. John (N. B.) Evening Times, who has been ill, has recovered and is back at his desk.

Timothy O'Brien, who was editor and publisher of a weekly paper published in St. John, is now on the news staff of the St. John (N. B.) Globe.

W. G. Rees, who has been telegraph editor of the Halifax (N. S.) Herald, has joined the staff of the St. John (N. B.) Daily Journal in the same capacity.

A. E. McGinley is now on the editorial staff of the London (Ont.) Advertiser.

Fred Pitts, makeup man on the Buffalo Evening News, has been made assistant news editor. Sidney Stall, formerly on the vicinity desk, is now makeup man and Joseph Palmer, formerly telegraph editor of the Buffalo Commercial, is vicinity editor on the News.

Ray Sweeney is a new member of the city staff of the Buffalo Commercial. He is the son of Dan Sweeney, former city editor of the Buffalo Times, and now business manager of the Buffalo public schools.

George Thomas Emerson, Jr., of the London staff of the Philadelphia Public Ledger, sailed for England on the Olympic December 2.

Fred Glasier has become photographer for the Brockton (Mass.) Enterprise.

John B. Reiger has left the night copy desk of the Boston Herald and is reading copy on the Boston American.

Frank C. Harper of the editorial staff of the Pittsburgh (Pa.) Press is the new editor of the Chamber of Commerce weekly publication Pittsburgh First.

Elmer B. Rupp is now a copy reader at the city desk of the Pittsburgh Dispatch.

Edward Maloy is now editor of the

(*Continued on page 32*)

VISITORS TO NEW YORK

MAJ. JOHN S. COHEN—Atlanta Journal.

L. R. Wheeler—Portland (Ore.) Telegram.

James M. Thomson—New Orleans Item.

Paul Cowles—San Francisco bureau, the Associated Press.

Frederick E. Murphy—Minneapolis Tribune.

One small advertisement, printed only once in half of the list of newspapers using the free information service conducted by Frederic J. Haskin, drew over 100,000 letters.

ILLINOIS

89 PER CENT IN FARM LAND

Illinois has an area of 56,665 square miles, of that area 56,043 square miles are land. Eighty-nine per cent of that land is in farms and over eighty-five per cent is improved farm lands.

The fertility of Illinois soil has caused the state to rank for many years as one of the nation's leaders in the value of agricultural properties and the gross annual receipts of its agricultural products.

According to recent census Illinois stood second and third in value of property and value of crops respectively.

While Illinois has generally been characterized as an agricultural state, it has for many years occupied a leading position industrially because of the importance and variety of its manufactured products.

Such a combination makes this territory worthy of consideration in any advertising campaign.

	Circulation	Rate for 2,500 Lines	Rate for 10,000 Lines
**Aurora Beacon-News .....(E)	15,249	.055	.055
Bloomington Pantagraph .....(M)	17,841	.05	.05
Chicago Herald-Examiner (M)	395,861	.55	.55
Chicago Herald-Examiner .....(S)	729,735	.85	.85
Chicago Daily Journal .....(E)	117,483	.26	.24
†Chicago Tribune .....(M)	517,184	.70	.70
†Chicago Tribune .....(S)	790,552	1.00	1.00
**Moline Dispatch .....(E)	9,391	.04	.04
†Peoria Journal-Transcript....(M&E)	33,182	.10	.09
Peoria Star .....(E)	24,580	.075	.06
**Rock Island Argus .....(E)	10,704	.04	.04
†Sterling Gazette .....(E)	5,149	.03	.03

Government Statements, April 1, 1922.

†Government Statements, October 1, 1922.

**A. B. C. Publishers' Statements, October 1, 1922.

insurance page of the Pittsburgh Dispatch. This is a weekly page devoted to insurance news, personals, activities of local, state and national associations.

David J. Davies, chief engineer of the "Tattler Tribe" of the Pittsburgh Dispatch, is custodian of a Christmas fund that the "Tattlers" are raising for the benefit of needy youngsters on Christmas Day.

Bernard G. Kaufman, former editor of the Syracuse Jewish Monthly and now a special writer for the Rochester American, is engaged to marry Miss Lillian Mae Tegg.

S. Jay Kaufman, columnist of the New York Globe, was the guest of his friends at a banquet at the Hotel St. Regis, December 3.

H. S. McCluskey, editor of the Arizona Labor Journal, will be private secretary to Governor-elect W. P. Hunt when he takes office.

Paul Hanna, formerly of the Federated Press in Washington and other cities, has again associated himself with the service and taken charge of the organization's Washington bureau. Laurence Todd, formerly head of the Washington bureau of the Federated Press, is in Italy on an extended European assignment.

Miss Virginia Roehl, of the Knoxville Journal & Tribune, has been assigned to the Washington bureau of that newspaper.

Karl K. Bitzing, for four years a member of the Fargo (N. D.) editorial staff for the past four years, has been made chief editorial writer, succeeding J. E. Rockwell, who recently resigned to become editorial manager of the Duluth News-Tribune.

Harold Leyshon, city editor of the Knoxville (Tenn.) Journal and Tribune, was recently injured in an airplane accident.

Miss Elodie Clay, who for many years has been associated with her sister on the Huntsville (Ala.) Democrat, was recently adjudged insane and committed to the Bryce Hospital at Tuscaloosa.

John Elliott, of the editorial staff of the New Bedford Standard, will sail for England on December 12 to do newspaper work there. He was the guest of honor at a staff dinner at the New Bedford Hotel recently. Walter O. Look, of the Buffalo Evening News, succeeds Mr. Elliott on the Standard.

Alexander McBride, for many years night editor of the old Albany Argus, was given a dinner by about 50 residents and former residents of Albany at the Newspaper Club, New York, December 1. Many of those present had served with Mr. McBride before his retirement a few years ago. He is now over 80 years old and spends his time on his hobby, horticulture. The menu showed a pen-and-ink sketch of the guest with three figures representing respectively his service as a soldier in the Civil War, as an editor and as a gentleman farmer.

H. W. Lanigan, formerly on the New York Daily News, has been made head of the copy desk of the Syracuse Evening Telegram and Sunday American.

M. M. Tracy is a member of the editorial staff of the Houston (Tex.) Chronicle and the Houston Post as was recently stated in EDITOR & PUBLISHER.

IN THE BUSINESS OFFICE

M. PRESTON GOODFELLOW, who has been in charge of circulation sales and part of advertising on the Brooklyn Eagle, has resigned and will go to the New York American as assistant to Publisher E. M. Swazey. Roy Goodfellow, his brother, who has been assistant city editor on the Brooklyn Times, succeeds him as head of circulation sales on the Eagle and T. F. Mulhern, who has been Mr. Goodfellow's assistant in the advertising will succeed Mr. Goodfellow in this work.

W. J. Hoffman, advertising manager of the Portland Oregonian, has been re-elected for the third time president of the Pacific Northwest Tourist Association.

J. W. Ross, for the last two years advertising manager of the Prescott (A Evening Courier, was elected justic the peace at Prescott at the recent tion.

Earl R. Obern has resigned as a ant cashier of the Old National F Battle Creek, Mich., and on Janua will take charge of the financial adv ing of the Los Angeles Herald.

Elis B. Usher, Burr E. Lee and L M. Puerner have formed a co-partne and will open an advertising agen Milwaukee, Wis.

F. D. Caruthers of the New World has returned from Europe.

Del Strong, business manager o Flagstaff (Ariz.) Coconino Sun, has to Hawaii on a vacation.

Dean B. Swift has joined the sta the Minneapolis Northsider and charge of the advertising and cir tion departments.

Miss Cecilia Reiter, of the au department, Chicago Tribune, and F D. Erlebach have announced thei gagement.

William E. Wheeler of the fo advertising staff of the New York is the father of a son born Novemb

Thomas F. Hickey is now a clas advertising solicitor on the New News.

Paul J. Watrous, who has been dling financial advertising on the York News, has been made head special department for automobile, a ment and classified advertising.

T. J. Victory has been transferred information clerk on the New York to the solicitor staff of the paper's lation department.

Miss Violet Schumacher of the au department, Chicago Tribune, was in seriously in an automobile acciden cently. The car in which she wa ing was struck by a taxicab and sh thrown out over the windshield.

J. H. Hampton formerly on the a tising staff of the Tulsa Tribune and recently advertising manager of V ver's of Tulsa, Okla., has become a tising manager of the Jacksonville nal.

C. E. Whitney, of the Wichita (Beacon circulation department and the oldest employes on the pap undergoing treatment at St. Francis pital, Wichita.

MARRIED

FRANK YOCKERBY, day edito Spokane bureau, the Associated and Miss Lucile Ramthun were m November 10.

Miss Bernardine Szold, of the York News editorial department Otto Liveright were married Novem

Jack S. Connolly, former Boston paper man, and Miss Luville Maule married recently.

Philip E. Horne, desk editor Boston Traveler, and Miss Estelle were married recently.

White Case Dropped

The William Allen White cas been dropped. Richard J. Hopki torney general of Kansas, Decem sent a telegram to Royand Boynton, County attorney, directing him to an order of dismissal entered wh case of the State against Mr. Whi called for trial. Mr. White was c with violating the Industrial Cour by posting in the window of the Er Gazette, of which Mr. White is edit publisher, a card expressing sympat the shopmen during the railroad st

Burns N. Y. Mail Ad Manage

Thomas F. Burns, supervising s on the New York World, will re the New York Evening Mail as tising manager the first of the ne succeeding Jerome Vogel.

NEWS OF ASSOCIATIONS AND CLUBS

Newspapers

HE New York Newspaper Club had its first "music hour" on the afternoon of December 2, when about two ndred members and guests were pres-. Earle Clauson of the New York rld acted as master of ceremonies and roduced the stars who entertained. die Dowling, of "Sallie, Irene and ry," Harry K. Morton, Zella Russell Miss Hamilton of "Springtime of uth," "Janet of France" and Tommy cker of Keith's Vaudeville Circuit and ia Silver of the "Greenwich Village llies," were among those who partici-ed. A similar entertainment will be d each Sunday afternoon.

The Missouri Slope Press and Development Association was organized recently at Mandan, N. D. H. S. Russell, sident, the Mandan Town Criers ub, was elected president; Ernest L. erson, the Dickinson (Mo.) Press, Hugh Black of the Werner (Mo.) nn County Spotlight, vice-president; H. Tostevin, the Mandan Pioneer, retary, and J. L. Bell, treasurer.

The Arizona Daily Newspaper Association will hold its semi-annual meeting Phoenix on December 10

The Texas Managing Editors' Association met in Galveston December 4 and as the guests of A. L. Perkins, managing editor of the Galveston Tribune.

Advertising

EWS events of the day were placed on the griddle at the annual gridiron quet and election of officers of the vertising Men's post of the American gion Tuesday evening at the Morrison tel, Chicago. Vaudeville and "stunts" re provided. Reed G. Landis, son of mer Judge K. M. Landis, was unop-ed for commander to succeed Col. ratio B. Hackett.

The Kansas City Ad Club added 200 v members to the club at a recent eting as the result of a membership test.

The Stockton (Cal.) Advertising Club installed the following new officers: sident, Dave S. Levenson; vice-presi-t, Laurence N. Pease; secretary-treas-r, W. E. Bracey; and directors, Dave Matthews and Dr. F. A. McCan.

Woodson Ross, of the Irving W. Sin- Company, printers and publishers, been appointed secretary of the Oak-d Advertising Club.

Dr. W. P. Merrill, pastor of the Brick esbyterian Church of New York, will the speaker at the Christmas luncheon the Advertising Club of New York, cember 21.

The New York Council of the American Association of Advertising Agencies l hold its first luncheon of the Winter cember 14 at the Pennsylvania Hotel. on Westerfield, chairman of the Stock change Library, will be the speaker.

A charter for a Boston Advertising n's Post of the American Legion is ected to be granted by the last of the nth according to the assurances given m by Gen. Clarence Edwards.

STUNT DINNER FOR AD MEN

ket of Advertised Home Products for Each Guest

The annual stunt dinner of the Syra-e Advertising Men's Club was held cember 5 in the Hotel Onondaga. re than 600 advertising, newspaper l business men attended.

The two features of the evening were extra "peach" edition of the Syra-e Journal, featuring the story of the quet with a streamer on the front ge and a bag of Syracuse advertised ducts for each diner, including every-g from chinaware to None-Such mincemeat and yard sticks. The bags held more than a half-bushel.

NOTES OF THE AD AGENCIES

FAIRALL & BATTENFIELD, Inc., an advertising agency, Des Moines, Ia., announced its incorporation in the Des Moines newspapers November 29. It has a $10,000 paid in capital. W. E. Battenfield, who has been connected with the Scripps-McRae organization for the past 12 years, has resigned as business manager of the Des Moines News to enter the new firm. L. R. Fairall, the other member of the company, has been conducting an advertising agency in Des Moines for several years. Offices will be at 512 Century Building, Des Moines.

The Larcher-Horton Company, Providence, R. I., advertising agency, moved on December 1 to 44 Franklin Block.

H. R. Failing, for a number of years identified with the Botsford-Constantine Company, Portland, Ore., has announced the opening of the H. R. Failing Advertising Agency, with offices in the Failing Building.

The United Advertising Agency, Ltd., Toronto, business has been taken over by the Mitford Agency, of that city, which will represent the United Advertising Agency, New York, in Canada. The latter agency will represent the Mitford Advertising Agency in the United States.

The Echternach Advertising Agency, Denver, has opened a branch office at San Francisco. A. V. Echternach will be in charge of this office.

J. J. Arnsfield, formerly advertising manager for Fairbanks, Morse & Co., has opened advertising service offices in Chicago under the name of the J. J. Advertising Service.

J. T. W. Martin, formerly with the Frank Du Nover Advertising Agency, Utica, N. Y., has joined the sales promotion department of Hardware Age, New York. He was at one time with the advertising department of R. H. Macy & Co., New York department store.

John Ring, Jr., president, the John Ring, Jr., Advertising Company, St. Louis, directed the campaign publicity of the recent Red Cross drive in St. Louis.

E. R. Wiggins, formerly technical editor of the Chilton Tractor Journal, has joined the staff of the Western Advertising Agency, Inc., Racine, Wis.

R. R. Toepel, recently with the James Manufacturing Company, Ft. Atkinson, Wis., as assistant to the advertising manager, has been appointed account executive and service manager of the Thompson-Riddick Company, Jacksonville, Fla.

Raymond L. Hurst, formerly with the Curtis Publishing Company in Chicago, has joined the Chicago office of the George Batten Company.

Charles R. Crowell, formerly with Lord & Thomas, and more recently with Henri, Hurst & McDonald, Chicago, has joined the staff of Thomas M. Bowers Advertising Agency, Chicago.

E. E. Sterns, formerly with the Frank Presbrey Company, Inc., and Frank Seaman Company, Inc., New York, has joined the Newark office of the United Advertising Corporation, New York.

M. J. Foulon, of the Federal Advertising Agency, New York, has been appointed assistant to A. V. B. Geoghegan, newspaper space buyer of that agency. F. W. Kroeck has been advanced to the position of assistant to Mrs. Rollins, magazine and business publication space buyer of the same agency.

Joseph R. Lisson, of the United Advertising Agency, Ltd., Toronto, will join the staff of the E. L. Ruddy Company, Toronto, shortly.

C. E. Hooper, formerly in charge of the advertising cut department of the Williams Printing Company, Birmingham, Ala., has joined the J. Bash Advertising Agency, Nashville, Tenn., and will head a department to be devoted to handling the advertising of Nashville, Tenn.

WEST VIRGINIA

There is enough good business in West Virginia to make a good advertiser rich through its daily newspapers.

The State that produces and sells about $135,000,000 in coal, $50,000,000 in natural gas and $22,000,000 in petroleum, that makes chemicals, glass, pottery, etc., and has power and transportation facilities to equal any undertaking is greatly above the average *buyer* and if you do not know them, then you should.

By the very minimum investment in daily newspaper advertising you can cover this territory.

These newspapers promise cooperation with your sales promotion department.

		Circulation	Rate for 5,000 lines
Bluefield			
††Telegraph	(M)	10,112	.04
Charleston			
*Gazette	(M)	18,777	.06
*Gazette	(S)	22,359	.07
Clarksburg			
†††Exponent	(M&S)	7,842	.035
**Telegram	(E)	7,807	.035
**Telegram	(S)	9,792	.035
Fairmont			
*Times	(M)	6,881	.03
Huntington			
†††Advertiser	(E)	12,250	.035
**Herald-Dispatch	(M)	13,484	.035
**Herald-Dispatch	(S)	12,753	.035
Martinsburg			
**Journal	(E)	3,992	.03
Parkersburg			
†News	(M)	5,568	.025
†News	(S)	6,366	.025
**Sentinel	(E)	6,654	.027
Wheeling			
**Intelligencer	(M)	12,797	.0325
**News	(E)	13,117	.05
**News	(S)	18,395	.07

†Government Statement, April 1, 1922.

*A. B. C. Report, April 1, 1922.

††Publishers' Statement.

†††Government Statement, Oct. 1, 1922.

**A. B. C. Report, Oct. 1, 1922.

NEA NEA

THE COMPLETE NEWS FEATURE SERVICE

Every Feature Necessary for a complete up-to-the-minute newspaper.

Write for Samples and Rates

NEA SERVICE INC.
1200 W. 3RD STREET
CLEVELAND, OHIO.

An Accounting and Federal Tax Service for Publishers

References on Application

CLIFFORD YEWDALL
33 West 42nd Street
New York City

LOS ANGELES EVENING HERALD

LEADS ALL LOS ANGELES DAILY NEWSPAPERS IN TOTAL PAID CIRCULATION

Government statement for six months ended September 30, 1922

average 145,953 daily

New York
H. W. MOLONEY
604 Times Bldg.

Chicago
G. LOGAN PAYNE CO.
Suite 401, Tower Bldg.
6 No. Michigan Ave.

The great TRI-STATE DISTRICT

embracing Western Pennsylvania, Eastern Ohio and West Virginia, offers the advertiser a rich market for his wares.

The Pittsburgh Dispatch

is unquestionably the best medium through which to reach this market most advantageously.

Wallace G. Brooke
Brunswick Bldg., New York
The Ford-Parsons Co.
Marquette Bldg., Chicago

"The African World"
AND
"Cape-to-Cairo Express"

Published every Saturday in London.

ANDREW McLEAN DIES IN HIS 74th YEAR

Founder and Editor of Brooklyn Citizen Came from Scotland as a Boy— Was Also a Playwright and a Poet

Andrew McLean, a founder and editor-in-chief of the Brooklyn Citizen, died at his home in Brooklyn of pneumonia on December 4. He was in his 74th year. Mr. McLean was taken ill November 29. Physicians were called at once and for a while, despite the fact that his condition showed no improvement, they held out hope of his recovery, for twice during the past two years he had fought off attacks of the same disease.

Andrew McLean was born in Renton, Dumbartonshire, Scotland, on August 7, 1848. As a boy he was apprenticed to a carpenter, but not liking the work he ran away and shortly worked his way to New York on bark *Agra*. He arrived in the latter part of 1863 and at once enlisted in the United States Navy, serving as a powder-boy on the *Kearsarge* and the Monitor *Chimo* until the close of the war.

Then he worked for a time as a clerk in the store of his uncle Andrew in Brooklyn and attended a business college. When he was 20 he began newspaper work. At that time he boarded with the family of John Foord who was then on the editorial staff of the New York Times. His first newspaper work was done on the Brooklyn Times. Later he transferred to the Brooklyn Eagle, becoming city editor of that paper when he was 24 years old. He served as editor of the Eagle for several years. In 1886 left it to become the editor-in-chief of the Citizen, which he was instrumental in founding. This position re retained until his death.

In years gone by Mr. McLean wrote plays and published not a little poetry. In 1912 he was chairman of the Democratic Campaign Committee of Kings County and in 1915 was a delegate to the Constitutional Convention of the State of New York.

Mr. McLean and Miss Ida L. Thompson were married in 1876. He is survived by Mrs. McLean and two children, Mrs. Arthur M. Connett and David J. McLean, secretary-treasurer of the Citizen.

Obituary

FRANK HOGAN, for 21 years circulation manager of the Jersey Journal, where he had been employed for thirty years, died December 4 in Jersey City. Mr. Hogan entered the employ of the Jersey Journal as an office boy and in 1901 was made circulation manager.

FRED S. MANSFIELD, aged 69, for many years a writer on tennis for the Boston Globe sporting department, died following an operation in the Somerville (Mass.) Hospital, November 28.

MORRIS SCOTT, for many years a sports cartoonist on the Boston Post, died after a long illness December 5. He retired from active work five years ago.

MRS. LILLIE C. HOWARD, mother of Dana H. Howard, advertising manager of the Commonwealth-Edison Company, Chicago, died December 1.

THOMAS C. O'BRIEN, for 20 years wool trade reporter on the Boston Transcript, died recently.

NICHOLAS GONNER, publisher of the Dubuque (Iowa) American Tribune, was drowned on December 2 near South Wayne, Wis., when his automobile plunged down an embankment.

FREDERICK S. MANSFIELD, tennis editor for many years on the Boston Globe, died recently.

MRS. P. B. HUBBARD, wife of the editor of the Holland (Minn.) Independent, died recently of tuberculosis.

HENRY M. TICHENOR, aged 64, former St. Louis editor, died in Los Angeles December 5 after an illness of several months. Tichenor was founder of the old Rip Saw, with which Eugene V. Debs was associated for a number of years. He also published the Melting Pot in St. Louis. Tichenor followed the Left Wingers out of the party in 1919, becoming a Communist. After several months, however, he left the Communists and conducted an oil paper.

E. G. JONES, some years ago advertising manager of the Portland Oregonian, died recently in Albany, Ore.

THOMAS T. KENNEDY, Buffalo Evening News employe, and father of Cornelius J. Kennedy, News staff cartoonist and photographer, died recently.

DILLIS B. WARD, aged 84, founder of the Seattle Chronicle and Post, died November 22. He crossed the plains in 1853.

E. F. DOOLITTLE, for forty years publisher and editor of the Ellsworth (Wis.) Pierce County Herald, died last week.

CHRISTIAN REITTER, who for many years published a weekly German newspaper in Saginaw, died recently.

FRED W. SMITH, father of James S. Smith, editor of the Belle Fourche (S. D.) Bee, died last week.

W. S. WESTON, a prominent Webster City, Iowa, newspaper man, died November 25.

WILLIAM RAYMOND SILL, drama critic, theatrical manager and press agent, died December 1 at Flushing, N. Y. While managing the Bab company on tour his feet became infected and his left had to be amputated above the knee.

WILLIAM CAMPBELL, editor of the Southern Messenger, the official Catholic newspaper in Texas for 21 years, died November 25 .

ALEXANDER GUNN CONKLIN, newspaper man of Cleveland and Columbus, Ohio, and widely known in advertising circles in New Orleans, died recently in Jacksville, Fla.

ROBERT J. COOK, aged 73, who was business manager of the Philadelphia Press from 1883 to 1897, died December 3 in the old Cook homestead near Belle Vernon, Pa.

ALBERT F. AYER, aged 65, for 40 years connected with the Beloit (Wis.) Free Press and more recently with the Beloit Daily News, also of Beloit, died in Los Angeles November 23.

CHARLES E. HUGHES, formerly manager of the Los Angeles bureau, the International News Service and at various times on newspapers in Chicago, Philadelphia, Cincinnati and Los Angeles, died November 24.

JAMES L. HOWLAND, for nearly half a century a compositor on the New York Commercial Bulletin and Journal of Commerce, died November 30 at his home in Brooklyn, aged 78 years.

HERVEY J. VAIL, aged 77, who established the Weekly Star, which later became the Pasadena Evening Star, died November 29.

LYDIA WALTERS BLIGHT, wife of Reynold E. Blight, editor of the Los Angeles Masonic Digest, died November 26.

PERRY LUKENS, aged 69, for more than 25 years a newspaper special representative in New York, died December 4. Mr. Lukens, who retired from business eight years ago, resigned as advertising manager of the Kansas City Star in 1893 to come to New York to go into special representation.

ROBERT H. STEPHENSON, aged 55, once political editor on the Cincinnati Enquirer, died December 5.

Re-elect Newspaper Man Mayor

Walter H. B. Remington, a former member of the staff of the New Bedford (Mass.) Standard, was re-elected in the municipal elections held December 5 by a plurality of 1,200. During the campaign the opposing party posted large posters about the city with the headline "Defeat the Standard" and transparencies with the same slogan mounted upon trucks were run about the city. In his post-election statement Mayor Remington said: "Having been made a direct campaign issue, the Standard must be regarded as the recipient of enthusiastic public applause and acclaim, in which I gratefully join."

1,384,464 More Lines

FROM January 1 to October 8 1922, The Passaic Daily News has printed 1,384,464 more lines of paid advertising than the other Passaic paper.

THE Daily News leads its competitor in classified, foreign and local advertising lineage

Largest Quantity, and Best Quality Circulation Besides.

DAILY NEWS
Passaic, New Jersey

THE KNICKERBOCKER PRESS
(Morning and Sunday)
and
ALBANY EVENING NEWS
COVERS
ONE BIG MARKET
Albany, Troy, Schenectady
AND
The Capitol District

NATIONAL REPRESENTATIVE
John M. Branham Co.

ANNUAL SURVEY OF FINANCE, INDUSTRY AND COMMERCE

The Annual Review of The Annalist Monday, January 8, 1923, will present a comprehensive picture of financial and commercial developments in the past year, with a summary of the outlook for 1923.
This issue will offer an unusual opportunity for effective advertising of high character. Reservations for space should be made now.

ANNUAL REVIEW THE ANNALIST
January 8, 1923

Published by The New York Times Company

The Pittsburgh Post

A newspaper of character, integrity and enterprise which has earned the confidence of the people of the world's greatest industrial district.

DAILY and SUNDAY

New Haven Register

is New Haven's Dominant Paper

Circulation over 34,427 Average

Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED

New Haven Register
The Julius Mathews Special Agency
Boston — New York — Detroit — Chicago

Features by
Irvin S. Cobb
Fontaine Fox
Hugh Fullerton
Rube Goldberg
Ed Hughes
T. L. Masson
O. O. McIntyre
Frederick Palmer
Chas. Hanson Towne
H. J. Tuthill
and others
The McNaught Syndicate, Inc.
Times Building, New York

BY every test of daily circulation The News leads — by volume, by character, by distribution, by reader interest, by proved results for advertisers.

he Indianapolis
NEWS

e Mount Vernon, N. Y.
AILY ARGUS
rries more display advertising than any other wspaper in Westchester unty.
is is an acknowledgent of its power that the vertiser should heed, if sirous of reaching the ople of Mount Vernon.
EO. B. DAVID & CO.
Foreign Representative
Madison Ave., NEW YORK

e Buffalo Territory
fers Big Possibilities
National Advertisers
lfth American City; second in New State, Buffalo, with over half a on people and the surrounding area with three hundred thousand more, affords a rich market to nal advertisers. The effective um to capture this desirable mar- is the big, popular, home newspaper—A. B. C. Net paid 105,958, 80% nglish-Speaking Homes.
e Buffalo Evening News
ard H. Butler, Editor & Publisher
KELLY-SMITH COMPANY
Representatives
bridge Bldg. York, N. Y. Lytton Bldg. Chicago, Ill.

DOLLAR PULLERS

Advertising and circulation managers are always on the lookout for new ideas that will increase advertising receipts and win new circulation. Your idea for increasing advertising or circulation may not appeal to your manager, but it may be just the thing that some other manager wants. EDITOR & PUBLISHER *will pay $1 for each idea printed under this head. The fact that the idea is now being used in your city does not bar it from the department. Address your communication to the* DOLLAR PULLER EDITOR. *When they appear clip them and mail them in and receive payment. Unavailable ideas will not be returned.*

NEWSPAPER publishers, especially those who conduct genuine promotion campaigns, are always looking for new ideas in advertising copy. On page four of EDITOR & PUBLISHER, issue of November 25, a new note in trade paper advertising was sounded by the Philadelphia Bulletin, which is one of the most wide-awake advertisers among American newspapers. Having conducted regular, every-issue-campaigns in many trade papers (it has been an EDITOR & PUBLISHER advertiser every week for several years), the Bulletin has paved the way in copy styles and original ideas, but adapting the "movie" idea in its trade paper copy was done with especially striking effect. Yet, attractive as this style of copy was, the Bulletin is not "running it to death." Its promotion department believes in variety of expression, and contrives to change copy each week, thereby introducing a new constructive thought in each advertisement. Careful consideration of trade paper advertising is one of the best hunches that could possibly be presented to other publishers who are always wondering what they can do to increase their national advertising business.—J. B. K.

Department stores are always looking for ideas to make their advertising more interesting. They realize that daily advertisments featuring only descriptions and prices are likely to become monotonous; they do not contain enough "reader-interest." A Southern store added this valuable quality to its advertising by a series of articles appearing under the heading: "For Old Times' Sake; a Bit of City History." The first articles appeared in space outside the big store ad; but in a few days they became a part of the ads just as the store editorials used by a number of institutions. The history of the store, reminiscences and pictures of old employes, a little of the history of some of the other long-established firms in the city, interesting points in the city's history, old fashions, etc., all appeared in these articles. An attempt was made to bring the store's name or something about the store into each one of the articles.—J. T.

Here's an idea to pass along to your biggest men's wear store. C. F. Hovey Company of Boston is inviting men of the city to bring in their mussed neckties and get them pressed free of charge. This extra service makes friends and is a talking point for which extra copy can be used.—J. M. M.

To establish a farm news department, offer 5 cents an item to your correspondents for every item that is taken from their regular letters and printed in the farm news column. It will not be difficult to edit these notes so they can be separated from the correspondence, and with a designated mark the proofreader can give instructions for having them transfered while corrections are being made in the galleys. And then to avoid extra bookkeeping have the correspondents clip their own items and bring them to the office or send them in once a month or every three months to get their pay. The cost of each column will be about one dollar. Three or four columns will make a crackerjack department, worth more than either $3 or $4 as a subscription-getter. Any rural correspondence is bound to contain occasional items suitable for a farm news department, and as the correspondents learn the nature of the material you want, they will eagerly contribute numerous good farm news notes.—J. T.

Have you ever tried paying your carrier boys a small commissioner, say of ten cents, on every classified advertisement turned in? An objection to this is that the boys are likely to spend so much time in soliciting the ads that they delay the delivery of their papers. One paper has overcome this by having the carrier boys solicit classified advertising from their patrons on Saturday mornings and then notifying the patrons that on telephone request sent to the office the carrier will stop while on his delivery route for the copy and the pay.—W. H. M.

A menace to the advertising columns of a country newspaper is the advertiser who falls back on the old stereotyped statements such as "We carry the biggest and best line and sell at the lowest prices," "we defy competition," and "we lead, others follow." These sayings are so trite that they doubtless have little effect on the readers. But the other merchants in the same business read them with a darkening brow. "That's a lie," they say. "We got a bigger line than he has, and he can't undersell us, and he knows it." My point is that you should diplomatically attempt to weed such statements out of the copy turned in, and that you preach the doctrine of the power of the specific and the weakness of the generality.—J. T.

It would be an interesting and different stunt for a newspaper at this time of the year to put over some special pages of advertising on which would appear exclusively advertisements of firms handling goods which are particularly suited for giving to some specific member of the family. For instance, one page might be devoted to ads in which goods of particular appropriateness for giving to Dad could be featured. Another page could feature gifts appropriate for giving to Mother. And so on. Over each page should be a heading suggesting to the readers of the paper that they cut out of the pages and preserve them and use them as guides in buying gifts for the various members of the family. It shouldn't be very difficult to put over such a page.—F. H. W.

The most widely used sale idea among the department stores of Texas this fall is the one price sale of a quantity of dresses, of aprons or of suits. One of the best ways to display this kind of an advertisment is to run the sale price in the exact center of the space taken and to group the illustrations or descriptions of the merchandise around it. To the solicitor who really wants to help his advertisers merchandise their stocks, here is an idea that ought to be given to one of the patrons on his list.—J. T.

In most cities there are several stores which have Santa Clauses for the entertainment of the children at this time of he year. It should, therefore, be a comparatively easy matter for the paper to get up a page of ads of all the stores having Santa Clauses and to use phrotos of the individual Santa Clauses in the ads. Over the top of the page could be a heading urging folks to take their children to see all the Santas. And each ad could mention the other attractions at the stores in which the children would be interested. If necessary in order to get the page over the newspaper might designate some certain day as Santa Visiting Day on which all the Santas would give souvenirs to all the children calling on them.—F. H. W.

Down in Ballinger, Tex., the Young Men's Business League has made a contract with the Banner-Ledger to send the paper weekly to every family in the county for a period of three months. The scheme is designed to boost trade during the fall months. From the publisher's point of view, though, it is a fine opportunity to boost circulation. If you could make such an agreement with your advertisers, you would have the principal expense of a big circulation campaign taken care of without expense to yourself.—J. T.

There is a way for the advertising manager to put his display department on practically a cash basis by using the following method. Raise your rates sufficiently to allow a discount of ten per cent if the advertising bill is paid not later than the 15th of the month following. Print on the face of your advertising statement that the bill can be discounted ten per cent if paid on or before the 15th. Above all, rigidly enforce the payment of bills on the 15th to earn the discount and make the discount as high as ten per cent so that no advertiser can afford to lose it. Before using this method we had the usual trouble and expense in collecting our accounts. Now all of our accounts are paid promptly every month. No merchant dares to "pass up" a ten per cent discount.—C. H. A.

An excellent idea to increase interest in your classified ad section is to insert on the first or second page of the paper a blank profile of some well-known local business man. His name will be found among your want columns. A small, but attractive prize can be awarded the successful man or woman who can present his name. This will prove of great value on your "low" days. The profile on the first page which is generally read thoroughly will attract the attention of readers who upon noting the prize and the possibility of linking the profile of one of the names in the ads, will read through the latter with a great deal more concentration than usual.—R. W. S.

CIRCULATION BUILDING SUPREMACY
Recently finished our third campaign on the World's Largest Newspaper—The Los Angeles Times. Now busy on the Indianapolis News and Baltimore American — ASK ANY OF THEM!
Employed and endorsed by the leading newspapers of the U. S. A.

HOLLISTER'S CIRCULATION ORGANIZATION
Largest in the United States
300 MERRITT BLDG., LOS ANGELES, CAL.

26,000 last October—Now
150,000
DETROIT
Evening
TIMES

NEW ORLEANS STATES
ADVERTISING RATES AFTER OCT. 1
12c DAILY FLAT
15c SUNDAY FLAT
Daily over 51,000
Sunday over 63,000
PRESENT RATE
10c D. & S. on 2,000 Lines
Represented by
S. C. Beckwith, Special Agency
New York
John M. Branham Co., Chicago

WIRE
for space in the
Editor & Publisher
INTERNATIONAL YEAR BOOK NUMBER
largest and most serviceable reference book known to publishing and advertising.
An advertising medium that works for 12 full months.

START LOCAL CHRISTMAS ADVERTISING EARLY

(*Continued from page 7*)

New York, adjures parents. "Others will give him the usual gift—make yours different. Collecting stamps is an excellent hobby—entertaining and educational. Our Junior Album at $3 or a complete loose-leaf Album at $100 will distinguish your gift on Christmas morning."

The manufacturer of the Eveready flashlight was among the earliest in the field with well-planned Christmas appeal. A liberal use of white space and hand lettering make the copy stand out on the newspaper page.

"The keenest pleasure of giving is yours—the pleasure of keenest shaving is his when your Christmas gift is an Eveready," American Safety Razor Corporation copy plays upon words in a full page, showing several dollar models.

Even tumblers can be advertised. The Nonik Glassware Corporation urges, "This Christmas give Nonik Glassware that doesn't break easily." A diagram in a circle shows a glass made by the corporation being thrown. The slogan, "The bulge protects the edge," is printed.

The copy states:

"Nonik fine glassware is manufactured in accord with a patented scientific principle that greatly reduces breakage. A graceful outward curve (patented Aug. 19, 1914) near the lip of the glass not only protects the edge by absorbing shocks, but serves to enhance the charm of each individual piece.

"The fact that Nonik Glassware is replacing ordinary glassware in homes everywhere is proof enough of its popularity. There is a style of Nonik Glassware for every character of table service. In addition, there is a complete line of styles for table service in hotels, restaurants and other institutions."

Rigaud of Paris, in a striking page advertisement a short time ago, illustrated 11 sets and individual articles.

"For Christmas Gifts, look at these manicure sets, each in a beautiful silver and blue wrapper," Northam Warren, who has built an immense business within a few years, intrigues. The new style of wrapper is shown.

One of the paragraphs in the copy brings out an especially worth while point:

"Whether you want a simple remembrance or a beautiful and distinctive gift that will remain a permanent possession—you have just the right set at exactly the price that your pocketbook can conveniently meet."

"When you give a book for Christmas, you pay a compliment to your friend," the Cosmopolitan Book Corporation claims in selling in newspaper space four of its book leaders. Large space is being used by the Encyclopædia Britannica to get decisions on its set, as a permanent value gift.

The magazines are showing their keen appreciation of the worth of newspapers to sell products. The Ladies' Home Journal in its full-page copy widely used for boosting its December issue says:

"Buy the December issue from your newsdealer—then order a subscription for all of 1923 for yourself or as a delightful extra gift for someone in your family or for a friend."

The announcement of the gift with a full-color copy of a Murillo Madonna, sent free, is proposed by the company. Could not the newspapers feature the gift subscription idea to a greater extent than heretofore?

Insurance as a Christmas gift is being advocated by Arnold Rothstein & Co., Inc., New York, described as "Insurance gift specialists."

"Make not only Christmas—but all his life worth while," the company says apropos of its plan. "Present him with insurance! He will appreciate it more than anything else you could give him: Insurance gift certificate. Our special distinctive feature facilitates this method of holiday distribution more conveniently than any other. They are convenient. They may be mailed in time to arrive for Christmas."

Why could not the bond houses develop this idea more than they have?

One newspaper is backing the thought, "Be in your own home by Christmas," in its real estate section.

Special illustrations and borders as well as copy are used by a considerable number of advertisers to create the cheery Christmas atmosphere. Others use their regular advertising with a dash of holly or some other incidental holiday touch. Still others, like Phoenix Hosiery, simply go ahead with their usual copy.

The kinds of merchandise and the concerns which can use Christmas copy are limitless. Interesting things in the department store field represent a complete study in itself.

EDITOR & PUBLISHER affirms that the power of the newspaper to create sales, both in tie-ups with special seasons and in "regular" advertising, is as yet only in small degree appreciated and that future Christmas seasons will see many more advertisers using this medium and doing it along numberless new lines.

Celebrating Syracuse Jubilee

The Syracuse (N. Y.) Herald is planning a special edition for December 13, in commemoration of the 75th anniversary of the city of Syracuse. Howard H. Smith, promotion manager, is working on a 16-page section which will depict history and advancement of Syracuse. The special edition will include the two regular news sections, colored comic section and the 16-page anniversary section.

News Holds Closed Car Show

The Birmingham (Ala.) News will hold its second annual closed car show from December 1 to 13. The News will publish a special section devoted to the show on December 10.

Asks Receiver for Maryland Paper

Charles L. Weymouth has filed a bill of complaint in the circuit court asking that a receiver be appointed to take charge of the affairs of the Cumberland (Md.) Leader Publishing Company, until recently a daily newspaper published in Cumberland. It is set out by Weymouth that he is a stockholder in the Leader, incorporated for $20,000 and that there has been $33,350 worth of capital stock issued; that the corporation is indebted to the People's Bank of Cumberland for $3,000, secured by first mortgage on the plant. Also that it owes debts on open accounts to persons and firms totaling $1,800, and is unable to pay on account of the depression, but could pay it if it could have time to adjust its business, and that the property is ample to meet its debts and much more. The paper ceased publication several months ago.

Fullerton News Control Sold

Mark L. Haas, former Seattle newspaperman and more recently associate editor of Pacific Ports magazine, and Albert Launer, an attorney, have purchased the controlling interest in the Fullerton (Cal.) Daily News from J. R. Gallemore. Following the change of control a meeting of the directors was held. Mr. Launer has been elected president; Mr. Hass, vice-president, editor and general manager, and L. O. Culp, secretary.

Garrett "Sold" Press Too Often

S. E. Garrett, Wichita (Kan.) printer, has been arrested on a charge of using the mails to defraud. He will be returned from Oklahoma to Kansas for trial. Last May he is said to have advertised i Publishers' Weekly, printed by the V U., that he would send his press t first person who sent him $150. G is said to have received three checks for $150 and one for $25, kept the and then moved to Tulsa, Okla., v he changed his name to L. B. W and inserted a similar ad. Then he r to Ft. Smith, Ark., taking his press him, and advertising as R. B. Glenn charged.

Government Writing Job Ope

The United States Civil Service mission will receive applications fo examination for assistant in agricu information at from $2,260 to $3,5 year until December 29. Appl must have attended a recognized cultural college for two years and had at least three years on the st an agricultural newspaper or mag

York Gazette Builds Annex

The York (Pa.) Daily Gazett completed a building to house its and composing room. An Intertype casting machine has been installed 48-page press is being erected old building where the press roo remain.

Editors Punch the Clock

The Jamaica (N. Y.) Long Daily Press has placed its editori news departments upon a time basis.

Deland News Installs Press

The DeLand (Fla.) News has r installed a model A duplex pres

SUPPLIES and EQUIPMENT
For Newspaper Making

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.

BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

Printers' Outfitters

Printing Plants and Business bought and sold, American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

NEWSPAPER PRESSES For Sale

Goss Straight-line Octuple with d folder. Page length 23 9/16 in
Goss Straight-line Sextuple with d folder. Page length 23 9/16 in
Goss Straight-line Sextuple with d folder. Page length 22¾ inches
Goss Four-Deck Single-width Str line Quadruple with single f Page length 22¾ inches.
Goss Four-Deck Two-Plate Wide with Color Cylinder. Page l 21.60 inches.
Goss High-Speed Sextuple Press Color Cylinder and double fo Page length 23 9/16 inches.
For particulars apply to

R. HOE & CO.
504-520 Grand Street
New York, N. Y.
7 Water St. Boston, Mass.
827 Tribune Chicago,

USED NEWSPAPER PRESSES

SCOTT QUADRUPLE FOUR DECK PRESS
Prints four to thirty-two pages. Can be seen in operation every afternoon in the week at Hoboken.

HOE CONDENSED SEXTUPLE PRESS
with color cylinder, two tapeless folders and in excellent condition. Prints from 4 to 24 pages.

HOE DOUBLE SEXTUPLE PRESS
available in the near future. Can be operated as two single Sextuple Presses if desired. Can show press in operation.

WALTER SCOTT & CO.
Plainfield, New Jersey
NEW YORK 1457 Broadway
CHICAGO 1441 Monadnock Block

Take It To POWERS
Open 24 Hours out of 24
The Fastest Engravers on the Earth
Power s Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

Huber's ROTOGRAVURE INKS
Are now made in our new Rotgravure factory. A better ink at the same price.
HUBER'S Colors In use since 1780
J. M. Huber
Main Office
65 W. HOUSTON ST., NEW YORK
It Pays to Huber-ize

Newspaper Plant Equipments
Established in 1912
PECKHAM MACHINERY CO.
MARBRIDGE BLDG, 34th & Bway
NEW YORK CITY

Bargain in 24-page Scott Straightline. Immediate delivery.
14 presses from large advertising plant. Big multi-color web, 2 smaller webs, No. 1 Miehle, with 2-color, perfecters, and 2-revolution presses. 44 in. cutter for $300.
Get our List No. 27—16 pages.

EQUIPMENT and SUPPLY MANUFACTURER

can place an advertisemen fore newspaper publishers mechanical superintendents twelve full months by wi space reservation and ru copy at once for the

EDITOR & PUBLISH INTERNATIONAL

Introduction to Employer and Employee

ITUATIONS WANTED

WORD for advertisements under this lassification. Cash with order. For unemployed one insertion (adv. not to 50 words) FREE.

tising Manager
rsity trained man with 8 years practical nce. Employed but wants position to 150,000 paper. Understands foreign, A-1 local copy, knows contract systems ghly. 29 years age, married, has held t position four years. Address A-661, & Publisher.

tising Manager
ng daily, thoroughly trained and suc- in more than one field, familiar with st circulation and advertising methods rection of all departments seeks change ieral manager, business manager or ad- ng manager with an opportunity of ing a partner or sharing in the profits. ss A-669, Editor & Publisher.

tising Manager
cer of new business, twenty years suc- advertising experience in Washington, ore, Pittsburgh and Philadelphia. Let- f references speak in highest terms past ability and character. No proposition ifficult. Married, age forty. Seeking opportunity and permanent. Open y 1st. Box A-648, Editor & Publisher.

tising Manager,
reaking all records for business-get- n a metropolitan paper, will consider n as general manager. Has expert dge of all departments, having "grad- from the editorial department after years of exceptional work as writer ditor. Understands inside workings of es. Is confident his personality and ional ability as organizer and builder, d with all-around practical newspaper nce, qualify him as chief executive. 6. A-664, Editor & Publisher.

dvertising Manager
vision; now holding a New York posi- eeks greater opportunities. Has had an lly successful experience in increasing dvertising pages through his live, per- and human touch letters, which are de- unique. Is your circulation lagging? he will show you his way of infusing lood into old veins. A-657, Editor & her.

tising Solicitor
ven ability, who has made good with York publications, desires connection progressive publication, located in New or immediate vicinity. Excellent refer- Am well acquainted with large num- ew York advertising agencies. A-676, & Publisher.

r and Cost Accountant
mical and efficient system to take care play, classified, circulation and general and accounting. Present salary $85, but to get on a larger paper. Complete set imen forms and references upon request. neration is secondary object if prospects ght for competent man. Box A-640, & Publisher.

ss Manager
to get in touch with small daily need- w pep and push. Fifteen years' ex- e building papers. Would consider small interest. Address A-655, care & Publisher.

ied Advertising Manager
ighly experienced, is desirous of se- position offering more chance for ad- ment. A steady and consistent pro- Age 26, neat-appearing, college edu- Best references. Address Box A-672, Editor & Publisher.

ied Advertising Manager
for immediate connection. Six years' nce, including two years special classi- advertising promotion work. Prefer cky, Ohio or Indiana. If you want money and a larger volume from your ed department, I can give them to References. Box A-659, Editor & her.

ied Advertising Manager
ou want to put new blood into your ed department? Do you want 1923 to a healthy gain? A young man with of pep, ambition, ability and experi- with good references from previous yers, is now employed in a medium ity but is going to connect where his unity to grow will be greater. Is your the one? Address Box A-671 Editor blisher.

ation Manager
opening after January 1st. Efforts of wo years shows nearly 3,000 daily cir- on gain, together with big decrease in tion expense. Familiar with all details; promotion work. Address A-654, care & Pubilshre.

SITUATIONS WANTED

Manager, Editor or Managing Editor
Aged 49. Managing editor city of 200,000 eight years. Manager in towns up to 50,000 ten years. Doubled net earnings of one paper in six months. Highest references. Address A-660, Editor & Publisher.

My Hobby Is
getting results out of the editorial department and yet keeping costs at minimum. Am in middle thirties, married and now personal adviser to publisher of around thirty-five thousand A. B. C. Owner is selling paper. Who wants me? Name position and salary. Box A-653, Editor & Publisher.

Newspaper
Advertising and
Business Manager
Now Available.
Ripened experience analyzing merchandising problems, preparing plans, writing convincing, attention-appealing copy, making striking typographic layouts. Can direct business department of daily, show efficient, profitable results. Salary commensurate with size and importance of paper. Address A-656, Editor & Publisher.

Newspaper Composing Room Foreman
Thoroughly trained make-up and printer; at present head make-up on 22 machine plant making three editions daily, six on Sunday. Would like to correspond with publisher needing composing room foreman. Address A-642, Editor & Publisher.

Reporting or Desk Position
with morning or evening daily in metropolitan territory desired by graduate of school of journalism who has made good and is ready for larger opportunity. Can furnish best of references. Address Box A-627, Editor & Publisher.

Secretarial Position Wanted
by woman of ten years' experience as editor's and publisher's secretary in New York and Chicago. Familiar with the various branches of newspaper work. Reference, former employers. Any large city agreeable. Address A-663, Editor & Publisher.

Steady Reportorial Position
By newspaper woman now employed. Experienced. Best of references. Can do desk, street and front office work. Address A-652, Editor & Publisher.
Wanted

Unusual Type of Newspaper Executive Available
Correspondence with the address given below will bring publishers in touch with an executive of more than usual attainments. Thoroughly schooled in business management, advertising and circulation building and an editorial writer of ability as well. An ideal man as business manager or assistant to publisher in a large organization or general manager of a smaller paper. An excellent opportunity for publisher of a medium sized paper to secure experienced editorial writer who can also handle other ends of the business thus making a considerable saving. References from worth while sources including a former Cabinet member and nationally known advertising man. Absolutely irreproachable business and personal record. At present employed and never once idle in nearly twenty years' experience. Address Box A-670, Editor & Publisher.

Wanted
Position as circulation manager on paper of 15,000 to 25,000. Am thoroughly experienced and can furnish excellent references from present employer. State salary and full details in first letter. V. H. Williams, Raleigh, N. C.

BUSINESS OPPORTUNITIES

6c **A WORD for advertisements under this classification. Cash with order.**

Daily Doing $160,000 Business
Can be bought for $100,000 on reasonable terms. Wire National Newspaper Bureau, 203 So. Dearborn St., Chicago.

For Sale—A Real Opportunity
One of the best weekly papers in Pennsylvania. If you want what you have been talking about for so long, write me. Owner must sell at once on account of ill health. W. L. Taylor, York, Pa.

Newspaper Opportunity
Old morning daily in live California city. Owners wish to sell and retire. Address Room 710, Hearst Building, San Francisco, Cal.

HELP WANTED

6c **A WORD for advertisements under this classification. Cash with order.**

Experienced Telephone Advertising Solicitors
wanted for the biggest and best newspaper in New York; aggressive women of high character and ability who have had experience selling advertising by telephone in advertising departments of newspapers and in advertising agencies; must be endowed with ambition, enthusiasm, confidence and determination to win; these positions are not available for anyone in doubt of ability to sell; salary and commission plan will earn splendid money for good salesmanship. Apply or address room 35, New York Evening Journal, No. 2 Columbus Circle, New York City.

Advertising Solicitor and Copy Writer
young man of clean personal habits, experienced as newspaper advertising solicitor and copy writer. Must come well recommended. Reply in detail regarding experience, starting salary, etc. W. M. Fuller, Advertising Manager, Elkhart Truth, Elkhart, Ind.

Experienced Newspaperman
of broad training, particularly well versed in New York affairs, to take special position with leading metropolitan daily. Night hours. Salary start at $60 per week. Box A-668, Editor & Publisher.

Secretary Wanted
National Association engaged in work of social and economic importance requires the services of a secretary, preferably a man between 28 and 45 years of age, who is experienced in journalism or publicity work. He will be required at times to aid in obtaining the enactment of remedial legislation in certain states. The salary at the outset will not be above $3,000, but there is an excellent future for the properly qualified man. Address replies to Box A-675, Editor & Publisher.

Subscription Campaign Manager
with crew for non-premium canvass. Weekly paper near New York. Attractive terms to right man. Box A-673, Editor & Publisher.

Wanted
Copy reader. Must have had successful experience and be able to give good references. Must be able to write heads with a punch. A-666, Editor & Publisher.

Wanted
experienced and capable reporter, man or woman, for high grade small daily newspaper. Only thoroughly dependable person who wants permanent place considered. State all first letter. College and fine residence town. Box A-665, Editor & Publisher.

Wanted
A live country circulator who can meet competition and get results. An opportunity for a young man who has had experience in handling roadmen, carrier boys, street organization and single mail. State references, experience, age, whether married or single and salary expected. Address Box A-630, Editor & Publisher.

WANTED
Copies of EDITOR & PUBLISHER of the issue of October 7, 1922. Will pay 25 cents per copy for limited number. Write before mailing copies. A-677, Editor & Publisher.

Hearst to Enter Montana?

HELENA, Mont., Dec. 4.—Publishers of Montana daily newspapers are disturbed over the rumor that W. R. Hearst will have a daily newspaper in Montana by next summer. It is known that a Hearst representative was in Billings last summer to look over the field there and report has it also that Mr. Hearst is considering buying the Montana Record-Herald in Helena, the oldest daily in the state.

Tablet for State's First Editor

The Bradford Historical Society of Lexington, Ky., is raising funds to place a bronze tablet in the Lexington Public Library in memory of John Bradford, editor of the Kentucky Gazette, the first paper published in the state.

Increases Capital

The Fort Worth (Tex.) Star-Telegram on November 28 increased its capital stock from $600,000 to $750,000.

Sales Appraisals

NEWSPAPER PROPERTIES

PALMER, DE WITT & PALMER 225 Fifth Ave., New York

Unusual Opportunities

Daily & Weekly NEWSPAPERS
TRADE PAPERS

HARWELL & CANNON

Newspaper and Magazine Properties

Times Building, New York

Established 1910

WE CONNECT THE WIRES

HAVE YOU an opening for a news and feature writer who can write? We have the man. Now covering big assignments for middle western daily, turning out reams of copy, full of word pictures in short sentences. Getting $3000 and worth more. Under 30, college and travel trained, fit and ready. Ask about our No. 2068-B.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.



Talented, experienced, and highly efficient men, each a specialist in his own line, ready to solve your problems.

STARR SERVICE CORPS
UPBUILDERS of NEWSPAPERS
BROKAW BLDG···42ND and BROADWAY
NEW YORK

READ THIS AD

Weekly newspaper less than 30 miles from New York City, 700 paid circulation, fertile field, covers several busy towns, for sale or part ownership and management. Good opportunity for experienced newspaper man with small investment. Apply Box A-674, Editor & Publisher.

"Once Is Enough"
A NEW
PERCY CROSBY
COMIC
A Daily One Column Panel
Which Is An Event
To be released
January 6, 1923
Write for samples
The McClure
Newspaper Syndicate
373 Fourth Avenue, New York City

America's Greatest
Scientific Event
will be covered by
SPECIAL WIRE STORIES
By Dr. Edwin E. Slosson
The American Association for Advancement of Science Meets at Boston, Dec. 26 to 30.
500-word wire stories for both morning and afternoon papers will be filed each day.
Cost: $5 a story.
The leaders in American research will be there.
Big news is sure to break.
Wire to close territory.
SCIENCE SERVICE
1115 Conn. Ave., Washington, D. C.

America's Best
Magazine Pages
Daily and Sunday
Newspaper Feature Service
241 WEST 58TH STREET
New York City

In New Orleans it's
THE ITEM

Few Papers — (if any) — surpass the
TRENTON NEW JERSEY TIMES
AS
A Food Medium
A recent reader survey indicates that among the housewives of the city our Thursday Food Feature Department—upward of four pages devoted to food recipes and news and food advertising—is the best feature carried by the Times
Circulation 30,237 Member A. B. C.
KELLY-SMITH CO.
Marbridge Bldg. New York
Lytton Bldg. Chicago

HUNCHES

Managing editor and city editors are always on the lookout for news; and, feature ideas that can be used locally. Editor & Publisher will pay $1 for each hunch published under this head. The fact that the hunch is not being worked successfully in your city does not bar it from thi department. Address your contributions to the Hunch Editor. *When they appear, clip them and mail them in and receive payment. Unavailable hunches will not be returned.*

ALMOST without exception, the country editors overlook the humorous side of life in their papers. One Ohio country weekly used a heading "Coaxing You to Smile" and once or twice a month printed several local jokes (without names sometimes) and enlivened the columns at least once a month with humorous anecdotes of prominent citizens. Such a feature creates interest in the paper aside from the strict news features.—A. K. C.

Do the clothing merchants of your city still give a pair of suspenders away with every suit of clothes? Find out if the elderly men of the city have taken to belts and why they have, if so. What do they think of the present day styles as compared with what they used to be? —E. M. H., Jr.

What's the skirtline in your city? The Boston Telegram recently managed to get a photo from knees down on a busy street showing that Hub skirts on the average have not fallen.—J. M. M.

In some states there is a considerable amount of agitation among motorists to get the state to use a good percentage of the money paid in for auto licenses in repairing and paving streets instead of spending this money for country road work. The argument of the motorists favoring this is that they seldom get out into the country and that there is a big class of motorists who never leave the city streets. What would the motorists in YOUR town think of this proposition? Get up a good story along this line.—F. H. W.

A story that is timely and will tend to make persons more careful is a roundup of how many men, women and children have been killed by motor vehicles since January 1. Print their names. Compare list with previous years. Then follow it up with a couple of interviews from Traffic policy.—B.

What do the ministers preach on nowadays? A writer in a recent number of the Christian Herald said that he has not heard a sermon on "repentance" in five years. Evidently topics are changing. Get your information from ministers direct, from back numbers of your Saturday editions, if the topics were listed, or from church calendars. You'll get a good story.—G. H. D.

The Grand army men have almost gone. The formation of the local post, the names of the first commander with the other officers with a reference to the survivors will prove interesting. This subject is becoming more and more important as the men go. Some posts have been allowed to die out without a word of reference to the fact.—E. M. H., Jr.

Some people in your city have had Christmases in the trenches in France, fighting in the Spanish-American war, or battling in the Civil War. Others have had Christmases in strange countries, on the high seas and under ground in mines. Interview some of your most prominent citizens about their strangest Christmases and get a good collection of tales along the line suggested above. Then run this feature, with photos of the folks interviewed, on the Saturday or Sunday before Christmas. —F. H. W.

Start a symposium on "What is your idea of the softest job?"—H. D. K.

What is the chance of your city having a white Christmas this year? People are always interested in having white Christmases. Go over the records in your paper for the past twenty-five Christmases and get up an interesting story from these records telling how many Christmases were white, how many green, how many rainy, and so on.—F. H. W.

The Boston Telegram each day is printing the photograph of a baby, and for each one printed a baby spoon is awarded as a prize.—C. L. M.

What resolutions are the members of your city administration going to make on New Year's day? An interesting, snappy and rather unusual story could be easily prepared along this line.—F. H. W.

How's the baby market in your city? Are bookings at the maternity hospitals on the increase? Are people adopting more orphans? Or is the reverse true? One paper found that reservations had been made at one maternity hospital for seven months in advance and there was a big boom in births in sight.—G. W. G.

"Does it pay to keep chickens in town, where you have to buy their feed?" This is an unsettled question, but should not be such. People who have always had chickens in town should be able to solve this question. Invite contributions on this subject and let the contributors tell just how much they have made or lost on chickens, in town.—B. F. C.

Who have the most valuable dogs in your city? A little investigation along this line would reveal some interesting facts which could be woven into a very interesting and rather unusual story.—F. H. W.

What's the best thing for a grouch? Pass it on to someone else. With this idea in view, an Ohio newspaper ran a column headed "Here's why I am carrying a grouch." Subscribers were asked to write about their troubles in 50 words for use in this column. Initials were used when request that names be left out was made.—B. A. T.

What could the amateur artists in your city do toward evolving characters which would be interesting enough for use in daily comic strips? Why not run a contest to bring out local amateur talent along this line? It would be different from the customary cartoon contests and would, therefore, make a big hit with most of the amateur artists in your city. —F. H. W.

Who own the banks of your town? From the assessor's reports, get and print lists of the stockholders, with the number of shares held by each. Are the persons who own your banks home folks or are they "foreigners?" A middle western paper worked up a good feature story on this subject.—L. H. H.

Interview the local high school or college teachers about their hardest working students. Stories about the boy who works in a telegraph office at night and goes to school by day, or the girl who gets up at half-past four every morning in order to take care of a motherless household and go to school will prove a popular series.—M. F. W.

"While the city sleeps" recently proved a profitable subject for a special section of the Boston Herald, devoted to stories and paid advertisements about milk, fish, market and others who help feed a city.—J. M. M.

By and large, I reckon there is no topic which interests so many people as the weather. Did you ever try a daily weather prognostication, independent of the government service? The g. s. gives out a heap of bum dope on local meteorological conditions in many localities. Whether your forecast for tomorrow or the day following is correct or not, folks will enjoy it. You can do as good a job of forecasting as anybody can, and if you happen to guess it fairly well for the greater part of a season, you will become famous as a seer amongst your readers; at the worst, no matter how far wide of the mark you hit, the feature will have a humorous value. Either way, the paper will get into closer touch with the vast army of weather conversationalists and there is no stinger. What more could you ask?—D. H. T.

Have you ever interviewed a taxidermist for a local feature story? The story of his work and something about the specimens he has handled will make interesting reading.—J. T.

People are thinking about taxes right now. Find how much local taxes have increased the last ten years. Then get the statistics on increases in population. Let the city officials tell why local taxes have been advancing so rapidly.—J. T.

Were there any eccentric characters in your city or district fifty years ago, men and women who gained a local reputation because of their strange habits? A feature writer on the staff of The St. Thomas (Ontario, Canada) Times-Journal has discovered that there were many such persons in that locality four or five decades ago and interviews with old-timers has brought to light many interesting stories, rich in superstition and the unexplainable. The articles are used in the Saturday editions and are very popular with the reading public. Among the characters unearthed were a mystery man, a witch woman who disappeared never to be seen again, several hermits and a harmless lunatic who wandered around the country gathering the fallen plumage of birds.—L. B. B.



Give Your Readers
GAS BUGGIES
For Christmas
And Let Them Take An Exhi
arating Spin Every Day Wit
BECK
And the Readers of Newspapers from Nova Scotia to California.
METROPOLITAN NEWSPAPER SERVICE
Maximilian Elser, Jr., Gen'l Mgr.
150 NASSAU ST. NEW YORK CIT

Million Dollar Hearst Features
The World's Greatest Circulatio Builders
International Feature Service, Inc.
New York

WIRE NEWS
For Evening and Sunday Newspaper
International News Service
21 Spruce St., New York

Everybody will want Hanny's
REVIEW OF THE YEAR CARTOON
(4, 5 and 6 col. sizes)
THE INTERNATIONAL SYNDICA
213 Guilford Ave., BALTIMORE, M

The
Pittsburg Press
Daily and Sunday
Has the Larges
CIRCULATION IN PITTSBURG
MEMBER A. B. C.
Foreign Advertising Representatives
I. A. KLEIN
50 East 42nd St., New York
544 Fort Dearborn Bank Bldg., Chicago
A. J. NORRIS HILL, Hearst Bldg., San Fran

Tell Your Story in—

EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK NUMBER

"It's As Necessary As Ink"

It Will Live and Work for You Every Day During 1923

This is the book that answers 50,000 questions about the newspaper and advertising business and is therefore indispensable to the

National Advertiser—Advertising Agent—Publisher—Special Representative—Editor—Equipment Manufacturer

Contents of the International Year Book Number will include:

——Names of publishers, editors, managing editors, city editors, general managers, business managers, advertising managers, circulation managers, mechanical superintendents of the daily newspapers of the United States and Canada, including more than 20,000 names, with titles.

——Circulation and advertising rates of the daily newspapers of the United States and Canada.

——and hundreds of other facts and statistics that can be found in no other single volume.

NOTE: **All advertisements appearing in the regular issue of EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK NUMBER (out in January) will be carried in the special extra cloth-bound edition without additional charge.**

RESERVE YOUR SPACE TODAY—BY WIRE

EDITOR & PUBLISHER
World Building
NEW YORK CITY

All Newspaper Space Has An Advertising Value

EVERY now and again any one delving into the mysteries of advertising results confronts a hard-headed shopkeeper who insists that advertising does not pay and that he cannot get the results he used to. He will berate one newspaper and then another, claiming that they are no good. The chances are that his copy is not right or that through uncertain dealing with customers he can create no confidence on the part of the public in his sales.

Every unit of newspaper circulation has a value to the man able to use it to his advantage. His copy must be keyed to the line of his readers and his offerings must be such as they respond to.

Casual observation in any city or town shows that the stores which regularly advertise have built up a profitable clientele and are the stores most women shop in. There is an added confidence attained by the merchant who advertises and makes good to his customers. Women are naturally suspicious of the non-advertising store that is merely a store where she may be swindled by irresponsible traders.

Our public has been educated to have maximum confidence in those stores which have spent millions of dollars in advertising to create customer confidence.

Likewise it is the newspapers which carry the heavy offerings of the highest type of local shops which are the best advertising mediums for the national advertiser.

The presence of such advertising creates a market-place, as it were, and it is obvious that it would not be carried day in and day out unless it produced practically overnight results.

THE NEW YORK GLOBE

Member A. B. C. JASON ROGERS, *Publisher* *Member A. B. C.*

LORENZEN & THOMPSON, INC., Special Representatives
Chicago New York St. Louis Detroit San Francisco Los Angeles

THIS ISSUE: COMING NEWSPAPER WILL EMPHASIZE THE NEWS

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1922

Original second class entry—The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the act of March 3, 1879. Published every Saturday.

[Copyright, 1922, by The Editor & Publisher Company, James Wright Brown, president and editor.]

ol. 55. No. 29 NEW YORK, DECEMBER 16, 1922 By Mail in Advance $4, U. S. A.; $4.50, Can.; $5 For. 10c Per Copy

Successful Investors in Advertising

are the "merchant princes" of the world

They invest in advertising as judiciously as they invest in other first class securities—with scientific judgment, placing the bulk of their business in those mediums which bring safe and profitable returns.

The newcomer in any advertising field cannot do better than follow the lead of those experienced and successful advertisers whose business enterprises are monuments to their sound advertising investments. Where these investors place the greater proportion of their advertising it is expedient for other advertisers to follow.

1922 Advertising in Chicago

This statement of display advertising for eleven months of 1922 is striking evidence of The Daily News' leadership in the six-day field in the following important classifications:

AUTOMOBILES
The Daily News *First*, 542,670 lines.
The Daily Tribune next, 492,578 lines.

BOOKS
The Daily News *First*, 151,893 lines
The Post next, 83,730 lines.

CHURCHES
The Daily News *First*, 60,693 lines
The Daily Tribune next, 20,681 lines.

CLOTHING
The Daily News *First*, 2,073,833 lines.
The Daily Tribune next, 1,951,344 lines.

DEPARTMENT STORES
The Daily News *First*, 4,863,484 lines.
The American next, 2,242,822 lines.

EDUCATIONAL
The Daily News *First*, 113,151 lines.
The Daily Tribune next, 88,206 lines.

"OUT OF THE LOOP" STORES
The Daily News *First*, 702,493 lines.
The American next, 226,202 lines.

FOODSTUFFS
The Daily News *First*, 656,487 lines.
The American next, 448,005 lines.

FURNITURE
The Daily News *First*, 717,811 lines.
The Daily Tribune next, 291,505 lines.

HOUSEHOLD UTILITIES
The Daily News *First*, 110,317 lines.
The Daily Tribune next, 71,558 lines.

REAL ESTATE
The Daily News *First*, 67,096 lines.
The Daily Tribune next, 56,084 lines.

TOTAL DISPLAY ADVERTISING
The Daily News *First*, 12,462,697 lines.
The Daily Tribune next, 9,551,238 lines.

THE DAILY NEWS—FIRST IN CHICAGO

(Figures supplied by Advertising Record Co., an independent audit service subscribed to by all Chicago newspapers.)

The Eyes of Over 5,000,000

PENNSYLVANIA PEOPLE

will see your message when placed in this list of daily newspapers.

Pennsylvania people, 8,720,017 of them comprise 8.2 per cent of the population of the United States.

78.7 per cent are native born whites
18.8 per cent are foreign born
2.5 per cent are negroes

One hundred and seventy cities of over 5,000 population claim 58 per cent of the total population.

Forty-two per cent live in towns of less than 5,000 or on farms.

Pennsylvania's diversified industries, its tremendous activities and the constant demand for Pennsylvania products, make busy, smoky, hustling communities, where big money is made and spent constantly.

These Pennsylvania daily newspapers are splendidly prepared to render exceptionally efficient service to national advertisers at a very low cost per line per thousand circulation.

A LIST THAT GETS RESULTS

	Circulation	2,500 lines	10,000 lines
***Allentown Call ..... (M)	28,009	.09	.09
***Allentown Call ..... (S)	15,118	.09	.09
†Bethlehem Globe ..... (E)	8,528	.04	.04
†Bloomsburg Press ..... (M)	6,507	.029	.029
***Chester Times & Republican. (M&E)	14,331	.065	.05
†Coatesville Record ..... (E)	5,369	.0214	.0214
†Connellsville Courier ..... (E)	6,103	.0179	.0179
***Easton Express ..... (E)	17,241	.05	.05
*Easton Free Press ..... (E)	12,147	.05	.05
***Erie Times ..... (E)	27,648	.08	.08
***Harrisburg Telegraph..... (E)	39,478	.095	.095
***Lancaster Intelligencer and News-Journal ..... (M&E)	21,689	.08	.08
†Oil City Derrick..... (M)	6,427	.04	.035
Pittsburgh Dispatch ..... (M)	54,541	.17	.15
Pittsburgh Dispatch ..... (S)	63,767	.22	.18
†Pottstown Ledger ..... (E)	1,654	.014	.014
***Pottsville Republican ..... (E)	11,234	.055	.05
Scranton Republican ..... (M)	32,180	.12	.10
†Scranton Times ..... (E)	37,148	.12	.10
***Sharon Herald ..... (E)	5,002	.021	.021
†Sunbury Daily Item ..... (E)	4,109	.021	.018
***Warren Times-Mirror ..... (E&M)	8,056	.036	.036
***Washington Observer and Reporter ..... (M&E)	15,553	.06	.05
†West Chester Local News..... (E)	10,768	.03	.03
**Wilkes-Barre Times-Leader .... (E)	22,061	.08	.05
†York Dispatch ..... (E)	16,726	.045	.045
†York Gazette and Daily..... (M)	16,452	.045	.045

Government Statements, April 1, 1922.
*A. B. C. Publishers' Statement, April 1, 1922.
***A. B. C. Publishers' Statement, October 1, 1922.
†Government Statement, October 1, 1922.
**A. B. C. Statement, 3 mos. to Sept. 30, 1922.

Cleveland Merchants Prefer

THE PRESS

DURING November THE CLEVELAND PRESS published more local advertising than either The News or Plain Dealer by 13,210 inches and 18,725 inches respectively.

***Here are the figures for November 1922**

	1922	GAIN OVER 1921
PRESS	59,762 inches	4,043 inches
Plain Dealer	41,037 inches	2,716 inches
News	46,552 inches	2,553 inches

The PRESS exceeded the Plain Dealer by 18,725 inches
The PRESS exceeded the News by 13,210 inches

**These are the daily figures only as The Cleveland Press does not publish a Sunday newspaper.*

An analysis of the first eleven months advertising of this year shows that THE CLEVELAND PRESS published 6,583 more inches of local display advertising than the Daily and Sunday Plain Dealer combined; 407,852 inches in excess of The Leader-News and 114,108 inches in excess of The News.

ALLIED NEWSPAPERS, INC.

Publishers Direct Representatives

New York Chicago Cincinnati St. Louis
Atlanta San Francisco Cleveland

Member Audit Bureau of Circulations

The Member of Scripps McRae League of Newspapers

CLEVELAND PRESS

DOMINATES GREATER CLEVELAND

Take steps now to have prospects study the cars you show at

Philadelphia's

ANNUAL AUTOMOBILE SHOW

At the big automobile show, to be held January 13 to January 20, 1923, in Philadelphia's Cmmercial Museum, interest of prospective buyers will centre in the cars with which they are familiar—the cars that they "know."

You can guide these prospects to your space — make them regard your models as cars they know. You can reach nearly every Philadelphian who is in the market for a new car by advertising in The Bulletin.

Many manufacturers, advertising agencies, local factory branches and dealers are reserving space in The Bulletin during the Auto Show.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

"In Philadelphia nearly everybody reads The Bulletin"

The Bulletin

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in America.

U. S. Post Office and A. B. C. Reports of net paid daily average circulation for six months ending September 30, 1922—485,145 copies a day.

NEW YORK
Dan A. Carroll,
150 Nassau Street.

CHICAGO
Verree & Conklin, Inc.
28 East Jackson Blvd.

DETROIT
C. L. Weaver,
Verree & Conklin, Inc.
117 Lafayette Blvd.

SAN FRANCISCO
Allen Hofmann,
Verree & Conklin, Inc.
681 Market Street.

LONDON
M. Bryans,
125 Pall Mall, S. W. 1.

PARIS
Ray A. Washburn
5 rue Lamartine (9)

(Copyright 1922, Bulletin Company)

Total Circulation of This Issue: 6,400

EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten P. M. on the Thursday proceding the date of publication—by the Editor & Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Telephone Exchange, Beekman 4330. Charter Member Audit Bureau of Circulations.

55 NEW YORK, DECEMBER 16, 1922 No. 29

OMING NEWSPAPER WILL EMPHASIZE THE NEWS

rld Events Will Be Written for the Farmer and City-Dweller, Says Dr. Bleyer, Who Sees Low Pay and High Turnover of News Staffs as Journalism's Big Weakness

By ARTHUR T. ROBB, Jr.

VE world and national news a ie-up with local affairs.
ild a staff of local reporters. Pay salaries that will enable them to n in newspaper work, marry and families on its rewards and itute a department that will be, in what it is nominally—the back- of a newspaper's service to its unity.

at is the cure for the chief news- ills of today advanced by Dr. rd G. Bleyer, professor of alism at the University of Wisconwho is now in New York on his to a year's travel and study in pe—the first sabbatical year that nterrupted his 25 years of teaching st of it given to future newspaper rs, executives and employes.

. Bleyer, whose teachings were ded by several years of newspaper , has never lost touch with his ssion. He is a close reader of newspapers, a student of their iarities and their progress since the tion of modern American newsrs eighty years ago. And he is not nistic.

merican newspapers today are r in every respect than they have at any time in the newspaper ry of the United States," he said week. Their news columns are er and more significant than ever. advertising columns no longer er the fake medical copy that was ney had a few years ago. Crime is ed more and more on its genuine value and not for its appeal to id or sex instincts. Editorials are for interpretation of news and the htenment of readers and not for the ncement of the editor's private 's or for scurrilous attacks upon ellow editors.

here are, however, some interesting lels between journalistic develops today and those of eighty years For instance, we are accustomed ink of the tabloid newspaper, like Daily News in New York, as a ly new idea. It isn't at all. The d paper with a wide popular appeal large circulation was seen first in amin Day's old New York Sun, lished in 1833.

hat was a tabloid paper much like Daily News. So was the Transcript, lished in 1834, and the Herald in The Daily News today has the kind of mass circulation that the Sun had. Their news is fundamenof the same character, although reatment is rather different. The had only one local reporter and he stationed at what they called the e office, which seems to have been ombination of the present headers room and the night court. The e office opened at 3 a. m. and ined open until 8 p. m., and this ter stayed there from beginning to His news was of the petty crimes, kenness, disorderly conduct, wifeng, and similar offenses. It was en in humorous fashion. Dialogue een the magistrate and the prisoners reproduced to bring out funny and human interest anecdotes. Criminal trials were reported in great detail and with 'spice' that would cause the arrest of the editor were it to be tried today.

"Monstrosities of all kinds—birth of triplets, or quadruplets, or curiously malformed children or animals, then to a greater extent than now, was favored news.

"Naturally, this had an appeal for the masses, just as the Daily News reaches them with its interestingly-written stories of criminal trials, or love letters, and the triumphs and troubles of pretty girls.

"The Sun and the other tabloid papers sold for one penny, which was an additional appeal for wide circulation. The established papers sold for six cents a copy, but none of them was ever circulated by street sales. They were delivered to subscribers at the rate of $10 per subscription. Their circulation was small. The eleven daily papers of the year when the Sun started had a total circulation of 26,500 copies a day. The Courier and Enquirer, edited by James Watson Webb, had a circulation of 4,500 copies. The Evening Post circulated about 4,000 copies.

"The older papers made great efforts to get foreign news, but there was little local reporting. It was quite usual for the editor to note that 'we have just been informed that a large warehouse in Fulton street is burning, but have not been able to confirm it.'

"That kind of news and the high price meant that when the workingman wanted to read the newspapers, he found them at the pubs, and the ale-houses. But he bought the Sun, which in a few years had the largest newspaper circulation in the world—20,000 copies a day. The next largest was the London Times, with 17,000 circulation. Taxes on newspapers, on advertising and paper, made British papers of that day cost 14 cents a copy."

Asked whether he would venture a prediction on the next development in the cycle of journalism, Dr. Bleyer smiled. "Prophecy is dangerous business. It's safer to talk about what has happened."

"Local news gradually came into these early modern papers, displacing the miscellany which had filled two or three of the available four pages," he continued Advertising income increased and reporters were added to the staff to secure the 'local ends' of stories which were brought by pony expresses and later by telegraph from other cities. Their early inaccuracies in reporting, due to insufficient staffs and inefficient methods of handling news and news-getters, have descended to present-day journalism, though probably in lessened degree. Advertising troubles of the past few years are also traceable back to the patent medicine days of the thirties, when the medicine men were the only ones who understood the value of newspaper advertising in putting their goods before the public. That has been largely set to rights now, but the early unchecked statements made in advertising set precedents that have been difficult to overcome.

"There is relatively less news inaccuracy, too. News in the old days was brought into the office. No reporters were available to investigate and verify the tips. Local news was relatively unimportant, but great sums of money and unlimited effort went into securing first reports on foreign affairs.

"News from abroad is taking an increasingly important place in today's news also, but even now there is little interest in the Middle West in what is going on in Europe and Asia. The newspapers are presenting the story as it unfolds day by day, as well as they can, but they can't make people read it. President Butler was more or less right when he said that modern journalism with its headline reading was raising superficiality to the plane of an occupation.

"What the newspapers will have to solve is the problem of bringing home the significance of foreign events in terms that will be understood by its townsfolk. They will have to connect the story of events at Washington and abroad with the home and business interests of Americans, to show the relation of international peace, and commerce, or their lack, to the price of wheat which the American farmer can get.

"The New York Herald did that very well in its campaign against the tariff during the summer and fall. Its editors took the tariff bill clause by clause and showed how each levy on products in common use would be reflected in the budget of the working man and woman. That was making news intelligible and driving home, so that they could not be misunderstood, the editor's arguments against the legislation."

It was suggested to Dr. Bleyer that the Herald's campaign involved the daily publication of editorials on the front page, rather than the editorial page, and might tend thereby to distract the reader from the regular editorials on other subjects of importance which could not be given front-page treatment.

"Possibly that is true," he replied. "If so, it adds force to the argument that the interpretation must be written by the newspaper's reporters and correspondents into the news and by the copy desk into the headlines on news of that character. Partisanship doesn't belong in interpretative news, which will have to be written by men—at London, Paris, Tokyo, or Washington—who understand their subject thoroughly and who know their newspaper's readers and their home life and business activities. They will take time to analyze their story thoroughly and to present their analysis in clear language."

"That kind of work can't be done," the interviewer remarked, "by many newspaper men today, nor at the speed with which modern newspapers are produced. As one New York newspaper man said in talking of the King-Crane report on the Near East recently published by EDITOR & PUBLISHER, 'it was too long and too hard to read, so we took the lead and the end, put in a few of the names and let it go.' The press associations were unable to handle that story because it was too long to analyze in the few moments that they have available for any news. A man can't take a complicated national or international situation and write a comprehensive report of it in three or four hours."

"There is no question but that speed is badly overdone in our newspapers," Dr. Bleyer agreed. "A press association superintendent in Chicago told me a few days ago that his organization could give its clients far better service if it could take more time on many news stories, if it could hold them twelve hours and go into the detail that the story needed to be comprehensible. But competition won't permit it. You know how quickly a news association hears from the country



"It cannot be repeated too often that local news is what makes a newspaper and the publisher who sees to it that his local news is interesting and accurate and that his news from other cities and countries is given a local application is getting back to bed-rock principles of journalism on which more than one American success has been built."—Prof. Willard G. Bleyer.

if its wires are not carrying a story that the opposition has.

"That will probably be changed slowly. As I see the newspaper of the future, it will place more emphasis on significant news and its local effects and this will gradually displace the non-news entertainment features that are crowding our newspapers today. Newspaper publishers will probably realize some day that the magazines can give the people all the written entertainment that they need and that the successful magazines can do it twice as well as the best newspaper can.

"Now the newspaper publisher will tell you that he has to have features to differentiate his newspaper from all the others that are published to hold his circulation; that local and national news are standardized. I'll answer that by saying that features also are becoming standardized, are standardized, in fact. Each kind uses the same ideas, almost the same words, day after day. Features have largely ceased to be original.

"Some publishers will one of these days wake up to the possibility of establishing supremacy by getting off the beaten tracks of news. They will make interesting reading replace for their readers the matter which now neither informs nor amuses, though intended to do both.

"That, of course, means that newspaper reporters and editors will have to have a better training than is now required. It means that the standards of efficiency that have come into vogue in newspaper business offices during the past thirty years will be extended to the editorial rooms. All the administrative progress that newspapers have made since the nineties has been in the advertising, circulation, and management departments. In general, editorial and news staffs are conducted along lines that were laid down as the popular journal of 70 years ago developed.

"One factor which has, more than any other, made for inaccuracy and inefficiency in newspaper reporting is the high labor turnover among the news-gathering force. The reader can judge of the accuracy of his newspaper only by its reports of incidents with which he is acquainted. If it gets its facts straight in them, spells his name and those of his friends correctly and tells the story as if it knew the circumstance unstated but implied, the reader will believe that his is a good, accurate newspaper. But one slight error of fact, or misspelling of a name, will upset its good reputation.

"Now, tell me if you can, how a reporter who has been with a newspaper for two or three months, after serving for similar periods on half a dozen newspapers in widely scattered cities, can possibly write an accurate report of an important function, involving perhaps the history of a number of families and the city's municipal affairs for ten years past without the possibility of errors that will discredit him and his paper among people who know the truth? It takes a good reporter a year at least to learn all the facts that he should know about his paper, its city and the people in order to call himself well informed. He will not consciously misrepresent facts in writing his stories, but his lack of information, that is vital but not apparent, will cause him to color his news according to his own interpretation of the facts that he sees.

"No commercial jobbing house of my acquaintance would think of changing its salesmen as often as the newspaper permits its news staff to turn over. The salesman creates good will in increasing amount with every call that he makes on his trade. That good will is lost and must be rebuilt by the salesman who replaces him, with the chance that it is lost forever. The newspaper man who stays with his paper gathers an ever-widening circle of acquaintances and good friends, news sources, and centers of good will for the institution he represents. Newcomers are never accepted immediately. They can get routine news, which the paper could probably get if it did not employ any reporters, but they cannot get the information that they should have on topics of public interest until they have been tried and found worthy of trust by the people upon whom they must depend for their news.

"Newspaper publishers will all tell you that they consider local news the backbone of their paper, without which they could not publish. They profess that belief; but few of them carry it into practice by paying salaries to the men who get the local news that will permit them to remain reporters. They limit their city editors' appropriation to an amount that will provide a few pittances for local men, whose job demands an unremitting attention to business and alertness that is required in few other vocations.

"While this condition prevails, it is futile to wonder why reporters give up newspaper positions for highly-paid publicity work. A reporter wants a home and the opportunity to bring up a family and often he cannot do so on the usual newspaper salary. Then the newspaper replaces him with a cub and in a short while replaces that cub with another.

"A recent graduate of the Wisconsin school of journalism completed the course in June, was employed by a leading Wisconsin newspaper and in October wrote me that she was the second oldest employee in point of service on the staff. The oldest employee was a man who had been with the paper for 20 years or more and would probably spend his life there. Now, how can a newspaper with such conditions on its staff—and there are many similar cases—present a true picture of its local affairs.

"American journalists' ignorance of foreign affairs has been well known since the Versailles conference. The men there were the best American newspapers had, but they had given no study to European politics, or questions of economics, and some of their errors were ludicrous. America was vitally interested in what went on at Versailles, but its press couldn't paint an accurate picture of what transpired. Its reporters simply didn't know what was happening and could not put it into terms that their readers in this country could understand.

"The schools of journalism and the numbers of college-trained men now entering newspaper work are effecting beneficial changes in that respect, but the schools of journalism can't solve the problem.

"It is up to the newspapers themselves. They have trained their advertising staffs into knowing intimately the business of their advertisers. They have made their circulation managers salesmen of the newspaper product. They are paying salaries in the business departments that attract and hold capable solicitors and executives. But they attempt to report developments of world-wide significance through the agency of men whose contact with world affairs has been through the police courts and the city hall, who have had no leisure or inducements to read and study the principles and the past developments of the larger fields. They expect these men to do an expert's work in these wider fields with an amateur's mental equipment and police reporter's pay. There is the weakness, and the remedy lies in the application to the news and editorial staffs of the same efficiency principles that have made the business forces able to keep pace with the developments of recent years.

"General Taylor of the Boston Globe was credited with a formula for newspaper success that has often been worked out with excellent results—Get the name of every reader into your columns at least once a year. Of course that can be carried too far—to the extent of reporting trivial local incidents that interest only those concerned—but if handled with judgment by a local staff which is paid well enough to stay with the paper and know without question news value of these little incidents, the policy cannot fail.

"It cannot be repeated too often that local news is what makes a newspaper and the publisher who sees to it that his local news is interesting, and accurate, and that his news from other cities and other countries is given a local application wherever possible, is getting back to bed-rock principles of journalism on which more than one American success has been built.

"The promise of trained men for the next generation is being fulfilled. Ten years ago we had the first conference of teachers of journalism, with hardly more than a dozen institutions represented. Today over 200 American schools and colleges are giving instruction in suubjects that are of value to journalists, with that end in view, and the number is growing. Graduates of journalism schools have demonstrated their value, but the services of many have been lost to the daily newspapers because the magazines and publicity enterprises offer more attractive money inducements. We can produce the men with the training that a newspaper man should have before he enters the profession, but it is distinctly up to the newspapers to care for them after that."

Dr. Bleyer is going to spend the next year in Europe, his first leave from the University of Wisconsin since he left newspaper work in 1898 to become a teacher.

Newspaper work paid his way through college from 1892 to 1898, when he took his Master's degree from the University of Wisconsin. In 1900 he became an instructor on its English faculty, in 1904 became a Ph.D., in 1905 an assistant professor, and in 1909 an assistant professor of journalism. He was made an associate professor of journalism in 1911 and professor in 1916. From 1906 to 1919 he was chairman of the course in journalism and since 1919 he has been its dir
He was president of the American sociation of Teachers of Journalis 1912-1913 and for another term in 1921. From 1917 to 1920 he was tary of the Association of Am Schools and Departments of Journ and is now its president. In 1920-19 was honorary national president of Delta Chi. He is also a memb Phi Beta Kappa and Phi Kappa P

He has written text-books on jou ism which hold preferred positi many newspaper libraries and o desks of journalism students. A them are "Newspaper Writing an iting," "Types of News-Writing," Profession of Journalism" and "H Write Special Feature Articles."

True to tradition, Dr. Bleyer will most of his year's vacation in news offices in the United States and E and in libraries delving into news lore of the past. Possibly on his r he will have evolved a plan for ch journalistic trends and cycles so th imaginative editor will have som tangible on which to build his news for the next ten or twenty years. N he can show editors how to prove G Ade was wrong when he said the paper business was a fine one t out of.

TRUTH, IMPORTANCE AND INTEREST WILL ALWAYS DOMINATE, SAYS SWOPE

By FRANK McCABE, JR.

EDITORIAL NOTE: The writer of this interview is the son of Frank McCabe, cl advertising manager of the New York World, and is a student at the Pulitzer Sch Journalism at Columbia University.

IN two hours the clock in the cupola of City Hall would start on another day's journey. Herbert E Swope, the executive editor of the W and I slopped through the slus snow of Park Row and made ou to Child's. Only a few straggle mained, loitering over coffee and cakes. Idle waiters and order stood chatting on the far side of th ing barn.



Herbert Bayard Swope

Mr. Swope had said that he thought little of the newspapers future. My plan of approach lay me in outline form. Possible appea editorial policies; news presenta political alignments; reportorial p nel. My finger stopped on Talcott iams' recent reference to the develo of style in the last ten years. W stifle fact stories from the make- the future paper?

Hardly. There would always place in newspapers for fact stories present tendency towards style never obliterate straight news. The of the Pope, the assassination President, a Wall Street disaster simply tell themselves. The facts on their own accord. There is no for overstyle.

Style will be mainly used to k stories of slight importance and of mental human interest appeal. T man interest will be stressed more. ple never change intrinsically. T herent desires of humanity have be tle altered by time.

The training of the future report be along general lines. The old accustomed to considerable drinkin sloven in appearance, is gradually way to new blood. The new report be a specialist, although originally in the general way; a sort of a man town, accessible to all groups.

Will the various schools of jour in their annual exodus of student any effect upon the personnel? Ye far, however, the influence has slight. He was disappointed las in the Pulitzer School of Jour Most of the graduates went into pu work. Too many people are using paper work as a stop-gap. Their are on something else.

"I regard journalism as a priestl sion." His light blue eyes, held ir paratively small sockets, pierced lutely forward. His Saxon profi the wiry, pompadour effect of his hair gave tremendous force to his

There would be no radical de

(*Continued on page 37*)

CONGRESS PLAYS POLITICS WITH MAIL RATE REDUCTIONS ON PUBLICATIONS

Vote to Delay Action on Kelly Bill Reveals That Six Members of House Committee Failed to Keep Pledges to Publishers—Committee Favors Fund for Joint Investigation

By SAM BELL

WASHINGTON, D. C., Dec. 14.—Action of the House Committee on Post Offices and Post Roads in postponing consideration of the Kelly bill for elimination of the last two increases in second class postal rates has aroused the publishing interests to the realization that an open fight must be made to remove the war-time taxes.

The committee's vote of 10 to 5 on Tuesday, which was taken upon a motion to delay action on the bill until Joint Postal Commission should report on its investigation into the costs of handling the various classes of mail matter, came as a surprise to the publishers, and revealed the fact that six members of the committee failed in their pledges to take favorable action on the measure at this time. A report on the bill was postponed last June on the same pretext with the understanding that Joint Postal Commission would report on mail costs by December 1. The report has not been made and no date has been designated for its final submission.

That politics played an important part in the committee's postponement is seen by the publishers in the fact that committee on Tuesday also passed a resolution asking Congress to appropriate $963,000 to defray the expenses of the Joint Postal Commission, which is composed of the five ranking members of the Post Office committee and five members of the Senate Postal Committee. Inquiry has disclosed there is little disposition on the part of the majority of Congressmen to authorize this expenditure of nearly $1,000,000 for the commission to spend at this time on weighing tests, although the proposal has the tacit endorsement of Postmaster General Work and was discussed in his annual report.

It is apparent to the publishers, who recently held a three-day conference in Washington to get in touch with sentiment on the Kelly bill, that the House committee is detained to withhold action in an effort to further the work of the Joint Postal Commission and retain the patronage and privilege which goes with the activities of the Commission. It is said that the Commission already has spent a large amount of Government funds without definite results. It is the complaint of the publishing interests that the funds never have been used for practical investigation into the costs of handling mail and the money usually has been eaten up in traveling expenses for members of the Commission and their clerks.

The publishers recently volunteered to help the Commission and the Post Office Department in making the investigations, but the assistance apparently has not been desired. The first and only test of mail weighing conducted in Baltimore several months ago, convinced representatives of the publishing industry that the Commission was little interested and the work was turned over to minor officials of the Post Office Department.

Information obtained in Washington this week showed that publishers of all sections holding membership in the organizations making up the American Publishers Conference are keenly disappointed over the action of the committee members who had promised the various publishing associations to support the Kelly bill.

Rep. Kelly was supported in his effort to get favorable action by Reps. Griest and Kendall of Pennsylvania; Moore of Ohio and Patterson of Missouri. Rep. Guy U. Hardy of Colorado is understood to have led the attack on the bill and Rep. Ramseyer, of Iowa, who will become a member of the Joint Postal Commission as the result of the retirement of Rep. Steenerson of Minnesota, also was active in opposition to the measure. Besides Reps. Hardy and Ramseyer, those who voted in favor of the postponement were Ketcham of Michigan; Sanders of New York; Paige of Massachusetts, all Republicans and Bell of Georgia; Rouse of Kentucky; Woods of Virginia; Bowling of Alabama and Smithwick of Florida. Rep. Olpp of New Jersey left the meeting without voting and Chairman Steenerson did not vote. Rep. Mead, Democrat, New York, Gorman, Republican of Illinois and Woodward of West Virginia were absent.

According to the word which had been sent out to the publishing interests, the members of the committee who failed in their promises were Hardy, Sanders, Ketcham, Woods, Bowling and Smithwick. Representative Griest, of Pennsylvania, was the only member of the committee, who also is a member of the Joint Postal Commission, who refused to join the faction favoring postponement.

APPROVE LISTING OF CORPS

Will Not Go Into Effect Until Next Congress

Proposals of the Standing Committee of Washington Correspondents to list all bona fide newspaper men in the Congressional Directory and provide regulations for the seating of correspondents in the press galleries on days of special occasion at the Capitol has been given full approval by the gallery membership. The change in the manner of listing correspondents will not go into effect until the next Congress, because the directory of the final session of the sixty-seventh has been issued.

Under the present rule news services and single newspapers are entitled to list only three men in the directory, and press associations nine. Under the new regulations chiefs of bureaus and all those whose chief attention is given to reporting the activities of the Federal Government, will be eligible for the listing, which carries with it full gallery membership.

The change voted for handling the seats in the gallery upon days when the demand usually exceeds the number of seats, provides for the issuance of work tickets, one to a newspaper or news service and two to a press association, for gallery seats to be reserved until the program for which the seats are reserved gets under way. Immediately after the joint session of Congress convenes the reserve seat privilege is to be withdrawn and the seats thrown open to all. The rule is designed to prevent the crowding of the galleries on important occasions with reporters who are not actually assigned there and are not working on the story.

EVENING STAR INCORPORATES

Plans to Publish Evening Newspaper in Saginaw

(*By Telegraph to* EDITOR & PUBLISHER)

LANSING, Mich., Dec. 13.—Incorporation papers were filed with the Secretary of State here today by the Saginaw Evening Star Company, a corporation which, it is understood, plans to start an afternoon daily in Saginaw within the next few weeks. Incorporators are Robert J. Brown, president; Edward M. Lucas, vice-president, and Henry L. Freking, secretary-treasurer. Each owns 30 shares of preferred stock and five shares of non-par value stock.

The company is capitalized at $40,000 in preferred stock, with 6,000 shares of common stock of no par value, the latter being valued at $6.67 apiece. Total paid in capital, $10,000. Edward M. Lucas, vice-president of the new concern, was one of the founders and for some time managing editor of the Lansing Capital News, now operating under a receivership. Mr. Lucas disposed of his holdings here several months ago to Bert M. Garstin. The only daily newspaper now being published in Saginaw is the Saginaw News-Courier, a Booth publication.

Convicted for Passing Bad Checks

Frederick S. Drexel, who resigned as artist in the advertising staff of the Hagerstown (Md.) Herald-Mail to open his own advertising agency in Hagerstown, the Drexel Advertising Agency, was recently found guilty of obtaining money under false pretenses. He passed worthless checks which resulted in his arrest and trial before Judge Wagaman in the Washington Coonty Court. Mr. Drexel was arrested in June in New York and has been in the Washington County jail since then. It is understood that his former home was in Chicago.

The next

MONTHLY MECHANICAL NUMBER

of

EDITOR & PUBLISHER

Out December 30

will contain a

24-PAGE ROTOGRAVURE SUPPLEMENT

showing the architectural ideas submitted in

The Chicago Tribune's $100,000 Prize Contest

for a Monumental Home.

Nearly one hundred and fifty of the foremost architects of the world, from twenty different nations, competed for the prizes. The ideas constitute the finest collection of building designs for newspaper homes and for every other type of modern business building that have ever been assembled.

Publishers contemplating new homes will get a service feature in this MONTHLY MECHANICAL NUMBER which, otherwise, would be unpurchasable. Everyone who has anything to sell in the nature of newspaper plant equipment can reach an audience, through this edition of EDITOR & PUBLISHER, which will be thinking of new homes and what to put into them and in the best possible frame of mind to buy.

While no advertising will be carried in the supplement, itself, space in the main section of the MONTHLY MECHANICAL NUMBER is available.

Wire, write or phone at once, if interested, for further information.

WATCH

EDITOR & PUBLISHER DECEMBER 30

NO PHOTO ENGRAVING HEARING DATE SET

Federal Trade Commission Refuses to Give Out Informant's Names in Board of Trade and Union Case

WASHINGTON, D. C., Dec. 13.—Officials of the Federal Trade Commission announced today that no date had been set for hearing on the Commission's complaint against the Photo-Engravers Board of Trade of New York, Inc., and the New York Photo-Engravers' Union No. 1, citing the officers and members of both organizations to show cause why the Commission should not act on an agreement said to exist whereby a uniform scale of prices for photo-engraving products is maintained. No answer to the Commission's formal notice of the complaint has been received, officials said, and no further action will be taken until the thirty-day limit for the filing of the answer has expired.

The complaint was issued by the Commission, upon information placed before it by persons whose names the Commission, in keeping with its usual procedure, declines to reveal. Under the law the Commission always is the complainant in any action and the word "complaint" in the usage of the Commission means hardly more than a notice that the Commission is about to make an investigation. In no sense, officials said today, does it mean that those against whom the "complaint" is filed are accused of illegal activities.

Before the Commission could issue formal complaint it was necessary for its members to assume that photo-engravings were commodities and subject to the regulations of interstate commerce, and the Commission made this assumption. After hearings the Commission will either dismiss the complaint or issue an order calling upon the two organizations "to cease and desist" from further activities under the alleged price-fixing agreement.

The Commission has entered formal complaints for false and misleading advertising against the Mid-American Oil & Refining Company, Fort Worth, Tex.; the United Woolen Mills, Washington; John McQuade & Co., Inc., Brooklyn, N. Y.; and has ordered the following to cease and desist false and misleading advertising: C. H. Parker Company, Valparaiso, Ind.; the Pure Silk Hosiery Mills, Chicago; the Imperial Products Company, Dallas, Tex.; the Hub Hosiery Mills, Boston; the Alamance Hosiery Mills, Burlington, N. C.; Nolde & Horst Company, Reading, Pa.; the Hancock Knitting Mills, Philadelphia; Daum, Rogers Spritzer Company, New York; the Fidelity Knitting Mills, Philadelphia; Rockford Mitten & Hosiery Company, Rockford, Ill.; Moore & Fisher, New York, and Sulloway Mills, Franklin, N. H. Cases ordered dismissed by the Commission include Bayer Company, Inc., New York; G. H. Hammond Company, Chicago; Morris & Co., Chicago; Wilson & Co., Inc., Chicago; Deep Wells Oil Company, San Antonio, Tex.; and Prest-O-Lite Company, Inc., New York.

PAYS INDEX-REPUBLICAN DEBTS

Unsecured Creditors Only One-Third of Their Claims

Creditors of the Bellefontaine (Ohio) Index-Republican, whose claims were unsecured by notes, received but 33⅓ per cent of the amount of their claims under the distribution of the $12,000 paid for the newspaper at receiver's sale recently by F. N. Johnson, wholesale grocer, of Bellefontaine.

After meeting the claims of the secured creditors, the balance of $5,623.85 was distributed pro rata by J. C. Martin, receiver, among the unsecured creditors whose claims totaled $16,913.86. The distribution was approved by the common pleas court, which had named the receiver at the application of stockholders some months ago.

WANAMAKER, DISCOVERER OF DAILY PAPER ADVERTISING, PASSES AWAY

Revolutionized Merchandising Methods and Fathered Parcel Post System—His "News of the Store" Style of Copy Followed the World Over

PHILADELPHIA, Dec. 12. — The death of John Wanamaker at his home in this city today removes from the business world not only one of its most noted merchants, but also the most persistent believer in newspaper advertising the world has ever known. Mr. Wanamaker has spent more money in advertising in the newspapers than any individual or corporation in business anywhere. His annual appropriations have not only been unusually great, but he kept persistently at it—day after day—for more than sixty years.

Mr. Wanamaker, too, was interested in the ownership of several newspapers, the Wanamaker family being credited with heavy financial interests in the Philadelphia North American and the Philadelphia Record and, until it suspended publication, in the Philadelphia Evening Telegraph.

As Postmaster-General of the United States under President Harrison, he became known as the "Father of the Parcel Post" and one of the early proponents of rural free delivery and postal savings.

The death of Mr. Wanamaker is not expected to cause any change in the ownership. The Wanamaker interests being retained in the family as represented by Rodman Wanamaker, of New York, who took active hold of these newspaper interests on the death, some years ago, of Thomas B. Wanamaker, his brother.

When Mr. Wanamaker opened his initial mercantile establishment in Philadelphia, he spent all of the first year's profits in advertising.

The basis of Mr. Wanamaker's whole fortune was his first savings of $1,900, a part of which was his salary from the Y. M. C. A.

"I saw that if I was to become a clerk, however efficient, and stay a clerk, I never could use my mind and will in commerce and approach vague results I felt to be possible," he said in one of his reminiscenses. "When I had the $1,900, I took Mr. Brown, who subsequently became my father-in-law, and who had about $2,000, into partnership, and thus practically with $4,000 I began the clothing business."

The "Mr. Brown" referred to was Nathan Brown, the firm name being Wanamaker & Brown. Col. Bennett's success in conducting "Tower Hall" probably suggested to them the naming of their place "Oak Hall." It was at the southeast corner of Sixth and Market streets. This establishment is still known by that name, the clothing business having been continued there for many years by his brother, William H. Wanamaker.

"Oak Hall" was a success from the start. One of the first things Mr. Wanamaker did was to engage the best clothing salesman he knew in Philadelphia, whom he agreed to pay $1,350 a year—one-third the entire capital of the new concern. As it turned out, there was wisdom in this seeming recklessness. It increased the firm's credit and being talked about advertised their business. It is said that Mr. Wanamaker delivered his first order in a wheelbarrow, and put the money into a newspaper advertisement.

He was awake to the value of indirect, as well as direct, advertisement. Compared with the varied and extensive system of advertisement pursued today by successful mercantile enterprises, the methods thirty years ago appear primitive and crude. Col. Bennett, the proprietor of Tower Hall, was a noted clothier of his day, and Mr. Wanamaker spoke of him in after years as "a bright advertiser." His announcements appeared in entertaining rhymes, written by one of his employes, known as the "Bard of Tower Hall."

This method was distinctive with Col. Bennett. Mr. Wannamaker, whose Oak Hall was not many feet distant from Tower Hall, was equally disinctive, but his methods were more original.

Manly M. Gillam, a noted writer of advertisements, has told in a sketch of Mr. Wanamaker how Philadelphia awoke one morning to find "W. & B." in the form of six-inch-square posters stuck up all over the town. The whole city was soon talking and wondering what this sign meant.

After a few days a second poster modestly stated that Wanamaker & Brown had begun to sell clothing at Oak Hall. Before long, Mr. Gillam says, there were great signs, each 100 feet in length, painted on special fences built in a dozen places about the city, particularly near the railroad stations.

Another of Mr. Wanamaker's original devices, since copied by many, was to send up balloons. To each person who brought one of these back to the store he gave a suit of clothes. The balloons—twenty feet high—were made on the roof of Oak Hall.

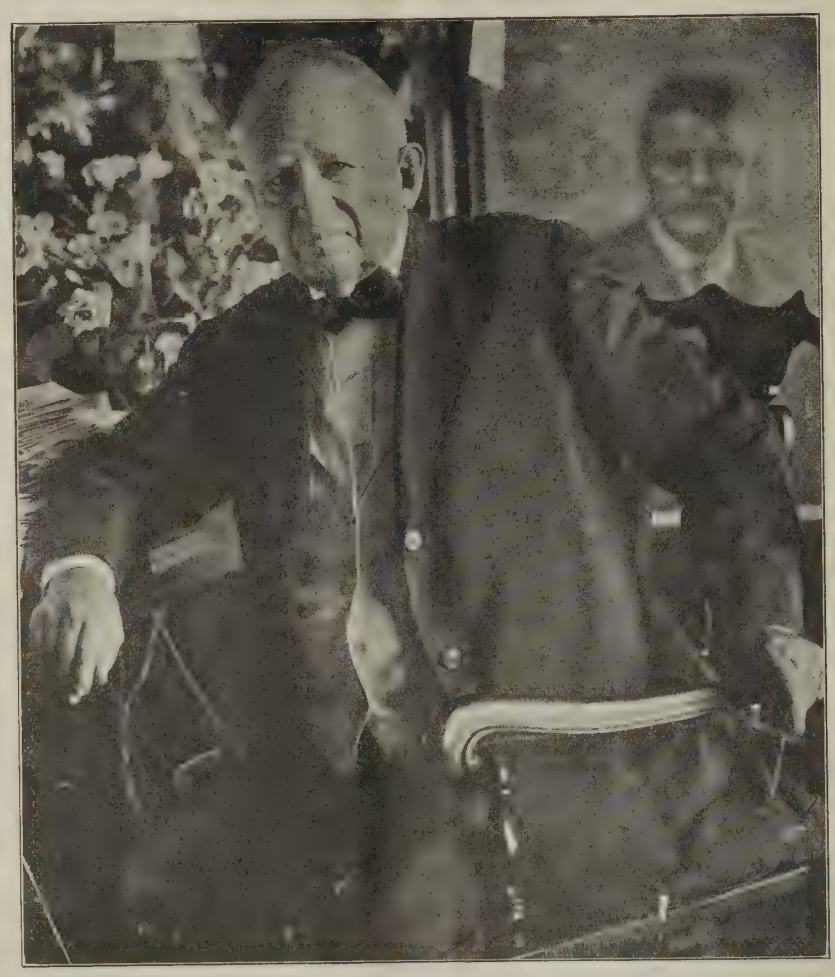
Soon after tally-ho coaching began to be a fad, Mr. Gillam says, a fine coach was procured. Six large and spirited horses were used, instead of four, and Oak Hill employees, dressed in the style of the ultra-coaching set, traversed the country in every direction, scattering advertising matter to the music of the horn.

In newspaper advertising Mr. Wanamaker was farther in advance. The statements of store news were crisp and unhackneyed and the first artistic illustrations ever put into advertisements were used there. So high was the grade of this picture work that the world-famous Shakespearean scholar, Dr. Horace Howard Furness, treasured the original sketches of the "seven ages" as among the most interesting in his unique collection.

Mr. Wanamaker was born in this city July 11, 1838, of French and German ancestry, although his forebears had lived in this country since the middle of the eighteenth century. He was the oldest of the seven children of John Nelson Wanamaker. His mother was Elizabeth D. Kochersperger, a descendant of a French Huguenot, who came to America before 1750.

Mr. Wanamaker's father was a descendant of a Palatine family, who left Germany during the religious persecutions there from 1730 to 1740. The merchant's grandfather was John Wanamaker, a farmer of Hunterdon county, N. J., who moved to Dayton, Ohio, in 1815 and subsequently to Kosciusko county, Ind., where he died.

Even when a boy Mr. Wanamaker dreamed of being a merchant and appreciated the value of advertisement. He published Everybody's Journal, which has been described as "a hodge-podge of odd bits and dabs of original matter." After he was in the bookstore for some time, he left that job to enter a Market street clothing house—Barclay Lippincott's. His next position was in Bennett's Tower Hall, also a clothing store.



JOHN WANAMAKER

WHILE the part advertising had in the success of John Wanamaker, dating from a night in April, 1861, when at the close of the first day's business of Wanamaker & Brown, the present merchant leader kept 67 cents for change and invested the balance of the day's receipts—$24—in advertising, there are a great many seldom-mentioned aspects of the part purchased space has placed in building one of the foremost retail institutions in the world. In words similar to these EDITOR & PUBLISHER began in its issue of Sept. 18, 1919, a sketch of the methods that had made the Wanamaker stores in Philadelphia and New York great.

With Wanamaker's, advertising is more than a means to sell goods. It is the courier of a business creed and was representative of but one thing—John Wanamaker, the man, who had something to sell, backed by a selling knowledge gained in a business life of 61 years. He believed in but one kind of advertising medium—the daily newspaper.

Just as his little income in 1861 went almost entirely into the newspapers, so have gone in large part the firm's advertising appropriations ever since. Explaining his policy, Mr. Wanamaker said in 1916, "If I ever have a monument for discovering anything, it will be for finding out that the only advertising of direct and instant benefit to both merchant and customer is the daily newspapers of known circulation. All others are vanity and vexation of spirit. To have learned this fact has greatly helped my enterprises, though often there has been serious discomfort in saying so publicly and in breaking away from posters, leaflets and weeklies."

In more than half a century of business success, John Wanamaker took many vacations—traveled in the out-of-the-way places of the world; forgotten about "good buys," "easy sales," meetings of bank directors and a hundred other things in which his interest was vital. He forgot all those things that he might play, but never—not for one day—did he fail to give his personal attention to Wanamaker advertising.

From that night in 1861, when he sat down at the close of the first day's business and wrote an advertisement that he $24 would purchase until the early eighties, he wrote all Wanamaker advertisements. For many years those advertisements were written after the store closed for the night on the basis of the purchasing power of the day's receipts and it is worthy of notice that each day's receipts were always greater than those of the day before.

Almost until the end, Mr. Wanamaker was accustomed to go around with his pockets bulging with scraps of paper, not unlike a boy who picks up to keep everything that interests him. The scraps of paper, torn at random, among them even the backs of envelopes and pages ripped from note-books, each had a thought jotted down immediately when it came to him, and many of them had to do with advertising.

To him, advertising was the most important of his business activities. He directed all Wanamaker advertising campaigns, criticized and at times changed and rebuilt advertisements written by his force to get the print words that would serve as a tonic to the success of his vast enterprise.

When a statement in a Wanamaker advertisement appeared over the signature of John Wanamaker, that signature was a guarantee that he wrote it, and it was seldom that a Wanamaker advertisement appeared without one of his messages. They were written with painstaking care, sometimes they were rewritten twenty times or more, but it was Wanamaker's, to the last correction.

His other newspaper associations were not direct, although until recent years it was widely believed that he owned the Philadelphia papers mentioned above. The estate of his son, Thomas Wanamaker, was invested in several newspapers which were administered by Rodman Wanamaker, another son, who was also associated with the administration of the James Gordon Bennett estate from which may come eventually a home for New York newspaper in which the late Commodore provided for in his will.

But though John Wanamaker was not a newspaper owner, he made daily use of their columns—daily, except Sunday. It was on September 26, 1874, that John Wanamaker first in a large way made a step that attracted the attention and held until his death, with the prospect that his death will not interrupt it in his business. He then used a half-page advertisement to announce a new policy which was set forth as "One Price Cash Payment—Cash Returned—No Guarantee."

In the early nineties, John Wanamaker attracted the attention of the entire business world and the public in general as the result of a story carried by the Associated Press announcing that he had entered into a contract to buy one page in the Philadelphia Record daily for one year at a cost of $100,000. That was the first full-page contract that had ever been entered into with a daily newspaper, and the largest amount

(*Continued on Page* 33)

THEY ARE ALL IN THE DAY'S NEWS



Business managers, editorial executives and representatives of Allied Newspapers, Inc., held their first meeting last week under the new regime of the Scripps-Howard newspapers. The Hotel Sinton in Cincinnati was the scene of the business conference, a feature of which was a banquet given by Charles Mosher and Frank Rostock. Their names, left to right, as the camera saw them, are:

First Row: P. C. Edwards, Charles Mosher, John Payne, Frank Rostock, Leon Herman, E. T. Leech, J. H. Schackman, E. E. Cook. Second Row: Arthur Colling, A. J. Gillis, J. L. Cauthorn, E. F. Chase, W. B. Colver, Oscar Johnson, W. K. Stewart, Ray Huber, James Dampeer, G. B. Parker, W. J. Campbell, Chester McTammany, Charles Fischer. Third Row: James Pollock, A. O. Fuller, Harry Rickey, Earle Martin, W. S. Dayton, W. H. Dodge, W. McIntosh, W. G. Chandler, Willis Thornton, Maurice Levy, Thos. O. Scripps, Wm. A. Brewer, Jr., Al Keefe, Stewart Schuyler, Maynard Zepp, H. A. Casey, J. C. Flagg, Ralph Chandler, Roy W. Howard, Owen Phillips, Wm. A. Day, Frank Newell, Charles Willenborg, Myron Chambers, George Harrison.



Photo by P. & A.

Going and coming. Above is Mrs. Enid Wilkie going aboard the Berengaria en route to the Hague for the New York Times to cover international conferences. Below, A. R. Carman, editor of the Montreal Star, who stopped in New York this week on a tour of several American cities.

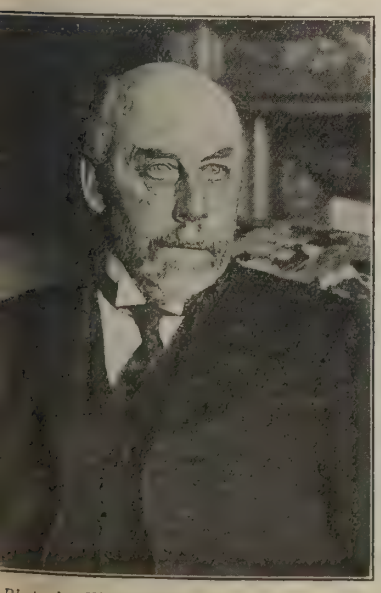


Photo by Wide World.

Pretty soft! The chairs are, but none of the Americans (right) who reported the Allied-Turkish Armistice Conference at Mudania will agree that the assignment was. News must have been slower than usual when they gathered on the balcony of the conference building, with E. J. Bing of the United Press leaning comfortably on the chair of the chief of the press department of the Turkish Delegation. To the right of the Turkish press agent is Mrs. Claire Sheridan, New York World; John Clayton of the Chicago Tribune and J. Bradstreet of the New York Times.



They turn out for newspaper meetings in Kansas. This is the group from the Eighth District (below) which met in Wichita last week. Reading from left to right the members who faced the photographer are: W. W. Jerome, Burton Graphic; Mark Cretcher, Sedgwick; Ed. Bookwalter, Halstead Independent; H. W. Albright, Wichita manager of the Western Newspaper Union; John Mack, Newton Evening Republican; A. M. Miller, Western Newspaper Union; Keith Cox, Cheney Sentinel; J. C. Hinshaw, Whitewater Independent; Eldy Davis, Index; (seated) J. L. Napier, Newton Evening Republican, president of the association; Raymond Cline, Conway Springs Star; Harold Hammond, Coldwell Messenger; F. Gluck, Moundridge Journal; E. Davis, Whitewater Independent; O. B. Burge, Wichita Eagle; Earl Leedy, Sedgwick Pantagraph; C. E. Davis, Western Newspaper Union.



TABLE PROVES WANT AD RATES LOW ON MANY NEWSPAPERS

Neither Circulation Nor Service Rendered Seems to Be a Factor in Fixing Charges for Classified Space, According to Figures Covering 78 Large and Small American Dailies

By C. L. PERKINS

Executive Secretary, Association of Newspaper Classified Advertising Managers

CLASSIFIED advertising rates are too low.

Of course, every newspaper publisher thinks that his rate is as high as it can be placed otherwise each one would increase his rate. It is also reasonable to assume that every publisher would gladly increase his rate if he thought by so doing he could increase his revenue without losing any lineage.

It is also safe to state that there is no scientific method of determining the classified rates a paper should maintain.

Without endeavoring to tell any paper what its rates should be; without pretending to offer a formula for determining rates, there is shown herewith a list of 78 newspapers together with their daily and Sunday one-time classified rates, their daily and Sunday circulations, their daily and Sunday rates per thousand circulation, and the date of their last rate changes.

From a study of the list it is certainly easy to prove that many papers could charge a higher rate for want-ads, and the figures show that no scientific formula is used in determining rates.

The following is a summary of the figures in the accompanying chart:

Daily Circulation	No. of Papers	Highest Rates	Lowest Rates	Highest per 1,000	Lowest per 1,000	Average
Up to 25,000	25	.18	.06	.01666	.00272	.00720
25,000 to 50,000	17	.20	.07½	.00588	.00166	.00324
50,000 to 75,000	9	.20	.11	.00363	.00200	.00247
75,000 to 100,000	7	.20	.12	.00220	.00127	.00186
100,000 to 200,000	14	.30	.12	.00233	.00100	.00155
200,000 up	6	.65	.25	.00161	.00096	.00113
Total	78	.65	.06	.01666	.66696	.00205

Of course, there can be no method of determining rates that could be used on all papers. Varying factors such as cost, circulation, competition, custom, etc., enter into the equation.

From the above one might decide that all papers should charge so much per thousand circulation, say, two-tenths of a cent. Or at least a rate per thousand circulation might be advocated for all papers in certain circulation groups, such as shown above.

On the other hand, it is certainly logical to argue that circulation should have nothing to do with rate—that the advertiser does not buy lineage but a service, and that a like service should earn the same rate whether rendered by a paper of 5,000 or 500,000 circulation According to this theory, if people are willing to pay 50 cents per line for want-ads to rent rooms, sell homes, secure labor, sell automobiles, etc., in Chicago, they should be willing to pay the same price for exactly the same service in Kenosha. Eveready razors render the same service in Kenosha and Chicago and in both places sell at the same price. Then why not charge the same price for securing a bookkeeper or other equal services in the two cities.

If the circulation above was used to determine the rates, the papers with large circulation would make a much greater profit and might be accused of profiteering. If service alone was the determining factor, the owners of small papers would be liable to the charge of profiteering.

An agency man, handling a large amount of classified, recently made the statement that 10 years ago he could give from memory the classified rate of any newspaper. According to him, all papers charged one cent per word with a score of exceptions. To memorize the rate cards of all papers then meant to learn the rates of the score of exceptions. Certainly one cent per word was a very general rate a few years ago, and it was probably arrived at by custom rather than reason. Then with rising costs and the general up trend of prices classified rates went up, and the increase was in most cases probably limited by fear—fear of competition and fear of the public.

Both of these fears could be eliminated—fear of competition eliminated by co-operation between papers in the same city; fear of the public by realizing that people as a rule don't care about the rate but about the service rendered, that if they will pay a high rate in some communities for a service, they can be educated to in others.

It is impossible to determine accurately, because few papers seem to have definite records, but it is safe to say that a great many newspapers lose money on their want-ads. In some cases they return a large net profit as they rightly should in every case where they render a service.

To get back to the original statement in this article—classified rates are too low, generally speaking, and the figures herewith show, among others, the following facts that should interest publishers and classified managers:

1. One newspaper getting 18 cents for three-line want-ads and another $1.95 for the same size want-ads which render the identical service in many cases.

2. One newspaper with a classified rate of .01666 per thousand circulation and another only .00096 per thousand.

3. One paper, a well established want-ad medium, getting 22 cents per line for 110,000 circulation and another medium of about the same circulation, same classified strength, and in a city of about the same size, getting 12 cents.

4. One paper with 135,000 circulation getting the same rate as a paper with 34,000 circulation.

5. That of the 78 papers listed, 21 have raised rates this year, 21 last year, 25 have not changed rates since last year, and two have reduced rates.

Of the 78 papers, 14 report that they are considering raising classified rates soon, 34 indicate that they are not contemplating any changes, and 30 do not commit themselves.

Varying views of various classified managers are shown in the following paragraphs:

C. C. Armstrong, classified manager of the Cleveland Press: "I have always been of the opinion that classified advertising should carry lower rates than display. My reasons might be stated in a general way as follows: In the first place the publisher usually does not give classified advertising a square deal. In the second place, a good classified section is such a big asset to a newspaper that want-ads are deserving of a cheaper rate than display. Many publishers look upon classified as sort of an unavoidable nuisance that can't be eliminated, so it is shoved in the background to suit the convenience of anything and everything else that may appear in the paper."

C. B. Nissen, classified manager of the Los Angeles Herald: "I believe in getting as much for classified advertising as is gotten for the average display ad in the same medium. I am of the opinion that each individual want-ad renders a service to the advertiser that in the majority of cases is worth many times more than the amount paid for the ad. I feel that where a want-ad section continues to grow it is due principally to the results delivered to the advertiser and while some classified advertisers make a big kick about increasing rates, if the paper in the past has produced results, very little effect is felt from a rate increase."

M. J. A. McDonald, classified manager of the Oakland Trinube: "Our experience has been that high rates, if they produce any effect at all, produce more business by impressing the public with the value of what we have to sell."

H. K. Seymour, classified manager of the Little Rock Gazette: "Think classified rates generally are too low."

R. E. Lent, general manager of the Passaic News: "Classified rates are generally too low. We believe in a fair cash rate and a high charge rate to those customers who want credit."

J. J. Tierney, classified manager of the Spokane Spokesman-Review: "Some advertisers secure classified space too cheaply. Just a few days ago a local auto dealer ran a two-inch ad in the want-ad section which cost $2.34 and secured results which were satisfactory. Last Sunday he inserted the same ad in a ten-inch display in our motor section, and it cost him $19.60. Although he was satisfied, the results in both cases were about the same. Still he paid $17.26 mo for one ad than for the other.

"I am not losing sight of the fact th in the latter case he was allowed to u display type and ran in the display mot section. Its value from a publicity stan point would be hard to estimate, b nevertheless, I think he received mo dollar for dollar in the classified wa than was the case in display."

A. L. Loud, Springfield, Illinois Sta Journal: "It is my personal opinion th generally speaking, all classified adverti ing rates are too low in price for t value of the service they render. I thi the newspapers through America cou raise them to good advantage. Th probably would not carry as much lin age, but by getting more money f what they did carry, in the end it wou be vastly more profitable. The avera newspaper seems to think more of linea than of dollars and cents, and as th are all obviously in business to ma money, it is extremely difficult for me understand this attitude."

DAILY AND SUNDAY WANT AD RATES AND CIRCULATIONS OF 78 PAPERS

Paper	Daily Rate	Daily Circ.	Daily Rate per 1,000	Sunday Rate	Sunday Circ.	Sunday Rate per 1000	Last Change	Increa: Per Lin
New York News	.65	540,000	.00120	.45	410,000	.00109	Oct., '22	.05
New York Times	.55	350,000	.00157	.55	550,000	.00100	.....	..
Chicago Tribune	.50	519,864	.00096	.75	793,361	.00094	July, '20	..
Detroit News	.40	248,155	.00161	.40	240,242	.00166	Nov., '22	.05
St. Paul Pioneer Press & Dispatch	.30	155,000	.00193	.30	128,000	.00234	.....	..
Cleveland Press	.30	182,548	.00163	...	.....	.....	Feb., '21	.02
St. Louis Globe-Democrat	.25	211,990	.00118	.25	264,097	.00094	May, '20	.05
Baltimore Sun	.25	237,146	.00105	.25	162,990	.00153	Aug., '22	25% o Contr.
Philadelphia Record	.25	107,837	.00232	.25	117,734	.00212	1920	.05
St. Louis Post-Dispatch	.25	175,067	.00142	.30	365,306	.00082	May, '20	.05
Los Angeles Herald	.23	145,000	.00158	...	.....	.....	July, '22	.02
Milwaukee Journal	.22	115,000	.00191	.22	94,000	.00234	June, '20	.03
Minneapolis Tribune	.22	121,757	.00180	.22	161,787	.00135	Mch, '21	Reduce
Baltimore News & American	.22	181,505	.00121	.22	200,990	.00110	Aug., '22	..
Minneapolis Journal	.22	110,000	.00200	.22	125,000	.00176	Mch, '21	.04
Indianapolis News	.21	115,000	.00182	...	.....	.....	July, '20	.03
New York Mail	.21	161,215	.00130	...	.....	.....	Nov., '20	.07
Denver Post	.20	135,000	.00148	.25	195,000	.00128	Sept., '22	.05 Sur
Peoria Journal Transcript	.20	34,000	.00588	.20	26,000	.00769	July, '21	15%
Brooklyn Eagle	.20	59,700	.00335	.20	74,000	.00270	1920	.02
Oakland Tribune	.20	55,188	.00362	.20	55,188	.00362	Nov., '20	.05
Providence Journal & Bulletin	.20	91,575	.00218	.20	54,568	.00366	.....	..
El Paso Times	.18	15,500	.01161	.18	20,500	.00878	July, '21	.06
Milwaukee Sentinel	.17	80,000	.00212	.17	69,000	.00246	June, '20	.03
Syracuse Journal	.16⅔	45,000	.00370	...	.....	.....	Oct., '21	..
Springfield Republican & News	.16	72,000	.00222	.16	25,000	.00640	1920	..
Des Moines Capital	.16	60,000	.00266	.16	35,000	.00457	1921	Reduc
Fort Worth Star Telegram	.15	90,000	.00166	.20	108,000	.00185	Feb., '22	..
Lancaster Intelligencer & News Journal	.15	24,000	.00625	...	.....	.....	1920	..
San Francisco Bulletin	.15	71,929	.00208	...	.....	.....	Aug., '22	25%
Columbus Dispatch	.15	75,000	.00200	.15	75,000	.00200	Apr., '20	.03
Paterson Press-Guardian	.15	12,800	.01172	.15	12,350	.01214	Jan., '20	..
Cincinnati Enquirer	.15	75,000	.00200	.21	175,000	.00120	Feb., '21	..
Indianapolis Star	.15	100,622	.00149	.20	117,747	.00170	June, '20	.01 dl Sun.
Grand Rapids Press	.15	80,243	.00187	...	.....	.....	1920	.03
Bloomington Pantagraph	.14	17,250	.00811	...	.....	.....	Jan., '22	.01
New Orleans Item	.14	65,000	.00215	.15	100,000	.00150	.....	..
Lancaster Examiner New Era	.14	18,000	.00778	...	.....	.....	1920	..
South Bend Tribune	.13	19,500	.00667	.13	19,100	.00680	Oct., '22	.01
Richmond News Leader	.12	47,159	.00255	...	.....	.....	1920	..
Atlantic City Gazette Review	.12	7,500	.01600	.24	10,500	.02285	1920	20%
Huntington Advertiser	.12	12,000	.01000	.12	13,500	.00889	1920	.06
Davenport Daily Times	.12	24,270	.00494	...	.....	.....	Oct., '20	.02
Little Rock Gazette	.12	40,000	.00300	.12	50,000	.00240	Oct., '21	.02
Des Moines News	.12	30,000	.00400	...	.....	.....	Jan., '21	..
Pittsburgh Gazette Times	.12	94,532	.00127	.12	120,824	.00099	Mch, '22	..
Houston Post	.12	47,124	.00254	.18	51,314	.00350	Feb., '22	..
Illinois State Journal	.12	27,273	.00439	.12	21,324	.00562	July, '21	.02
Bayonne News	.12	10,640	.01127	...	.....	.....	1921	..
Passaic News	.12	10,408	.01152	...	.....	.....	Nov., '22	.01
Illinois State Register	.12	26,000	.00461	.12	24,000	.00500	July, '21	.02
Toronto Star	.12	119,729	.00100	.12	143,027	.00083	Mch, '21	.01½
Wheeling Intelligencer	.12	13,000	.00923	.12	19,000	.00631	1920	.03
San Antonio Express	.12	30,000	.00400	.18	53,000	.00339	1920	.06 Su
Spokane Chronicle	.12	40,000	.00300	...	.....	.....	Aug., '20	..
Berkeley Gazette	.12	7,500	.01600	...	.....	.....	.....	..
Houston Chronicle	.12	53,000	.00226	.18	64,000	.00281	Apr., '20	.06
Spokane Spokesman Review	.12	44,282	.00270	.16	51,181	.00312	Mch, '21	7%
San Francisco News	.11	52,479	.00209	...	.....	.....	.....	..
Portland Express & Telegram	.11	29,000	.00379	.11	32,000	.00343	May, '20	.02
Indianapolis Daily Times	.11	54,841	.00200	...	.....	.....	Nov., '21	.02
Binghamton Press	.10½	30,000	.00350	...	.....	.....	Feb., '22	..
Winnipeg Tribune	.10	39,000	.00256	...	.....	.....	Mch, '21	.01
Long Beach Telegram	.10	15,179	.00658	.12	14,641	.00819	Nov., '22	.02
Bayonne Times	.10	11,500	.00869	...	.....	.....	Jan., '22	..
Atlantic City Press	.10	22,266	.00449	...	.....	.....	1918	.04
Lexington Herald	.10	15,509	.00644	.10	16,530	.00604	1921	..
Appleton Post-Crescent	.09	9,609	.00936	...	.....	.....	1921	..
Rockford Star	.09	13,000	.00692	.09	16,000	.00562	.....	..
Fresno Calif. Herald	.09	12,633	.00712	...	.....	.....	Jan., '22	..
Erie Pa. Times	.08	28,000	.00285	...	.....	.....	.....	..
Jacksonville Times-Union	.08	36,000	.00222	.09	43,000	.00209	Jan., '21	..
Louisville Herald	.07½	44,555	.00166	.07½	54,404	.00140	May, '22	.03
Roanoke Times & News	.07	22,000	.00318	.07	16,300	.00429	Dec. '21	..
Kenosha News	.06	7,466	.00803	...	.....	.....	Jan., '22	..
Lawrence Mass. Eagle & Tribune	.06	18,000	.00333	...	.....	.....	.....	..
Kansas City Kansan	.06	22,530	.00266	.06	22,153	.00270	.....	..
Tampa, Fla. Times	.06	13,900	.00431	...	.....	.....	Jan., '22	.03 on Cont

MALL COPY THAT PACKS A PUNCH SELLS GOODS, AND GROWS ITSELF

ngfield Agency's "Multum in Parvo" Copy for Retailers Who an't Use Large Space Attracts Readers and Has Developed One Firm Into User of Full-Page Rotogravure

By HAMMOND EDWARD FRANKLIN

IS is a story of what can be done or and with the small-space ad-er.

ny retail and even national firms cannot afford big space advertising se small space campaigning profit-nd thereby step out of the ranks of dvertisers. The advertiser who y, persistently and steadily uses space to advantage all the year l is more valuable from the pub-'s point of view than the one who s an occasional big splurge and is for long periods. Advertising ies in some cases have witnessed ave developed the building of sub-al institutions on small newspaper used regularly.

is is not an argument against the use g space for, if the manufacturer or er has the means, it is often the road icker and larger results, assuming be backed by sound merchandise sold e right way. EDITOR & PUBLISHER wish to point out that the newspaper tising manager or agency executive sniffs at advertising merely because insignificant in size is not nearly so sighted as the one who works hard ild up "the little fellow" at the same he does the big one.

w can an advertiser make the most nall space? How can small space rtisers be developed into larger?

Springfield, Mass., there is an ad-ing agency which has been unusually ssful in handling these questions. It alizes in giving the retail accounts thoroughness of advertising help n the large agency gives to the na-l. Its work stands out as unique in its experience there are ideas n can be absorbed with profit by all ested in making small space count.

orge L. Munn, of this Munn-ingham agency, for ten years was r of the Easthampton (Mass.) News, ekly paper. He found it helped him est merchants in advertising if he e their copy. He did this along in definite lines, they liked it, and, a while, he had so much of this sort ork to do that he transferred his activities to advertising and opened an office at Springfield.

The advertising which has been characteristic of his office might be termed *"multum in parvo"* copy. It is certainly read and it as certainly sells goods, although spaces are often not over two or three inches deep by a column wide. It appears every day for practically every client and, although it is small, it is by no means "buried." It's business news.

For instance, there is Law, one of Springfield's hardware dealers. Most hardware dealers are backward advertisers, but under this agency's direction, a fresh, chatty piece of copy appears on behalf of Law, the Hardware Man, every day. At the top of each piece of copy awaits the reader the slogan, "Go to Law about it," originated by Mr. Munn.

In one piece of copy, measuring one column wide by three inches deep, appears the heading, "Does your back ache when you're boat riding?" The copy says:

"Here's a folding boat seat which fits on any boat or other seat, hooks under the edge so that it will not tip back, and has a cushioned back rest which opens up into place, giving the body perfect support.

"The seat folds together into a convenient size to carry and weighs very little. You can tuck it under your arm. One of the most practical, useful articles we've seen. For boat, or anywhere else where you have to sit up without a support for your back. $2."

Another "ad" in a single column, 5¼ inches deep, has the headline, "Lawn Mowers that Springfield is proud of." It says:

"Not only because they are made in this city, but because they are of such high grade that they are sold all over the world strictly on their merits. Blair Lawn Mowers have a wonderful record of durability. There are Blair Mowers in the parks and cemeteries of this city which have been in use on every grass cutting day in the year for four to five years and have never needed sharpening, so perfect is their construction and adjustment. We carry ten styles at $8.50 to $22." This advertisement was broken into two paragraphs with two sub-heads.

Then there is Scott's Laundry, with its slogan, "No spots at Scott's," about which, day after day, in small space, chatty, useful and convincing tidbits appear. The T. M. Walker Company, painter's supplies, campaigns likewise. One of its recent advertisements was headed, "You can make new rooms quickly with Black Rock Wallboard." (Note that a complete story is really told in the heading itself even though the reader gets no further.)

The copy said:

"Great firm sheets, 16 feet long, and smaller. You can finish up walls or ceilings quickly, with none of the dampness or litter of lath and plaster. We supply wallboard, doors, windows, paints, varnishes and glass. Divide the rooms that are too big and get a new room or a closet. Ask us about it. Let us mail the booklets; they're worth reading whether you want to build or not."

Oliver & Howland Company, plumbers and plumbing supplies, for years have made continual day-after-day use of the newspapers in space four inches deep by one-column wide, as in the following *'multum in parvo"* advertisement, was carried the head: "$10.75 buys a handy shower":

"You'll take lots of comfort in this handy shower bath attachment which fits any bath tub and is no trouble at all to attach. A shower bath is the most healthy and convenient way of bathing. A cool shower in the morning puts you in the right frame of mind for the day's work and at night it takes away that tired feeling. Finely nickeled, $10 postpaid.

"Order one today from Oliver & Howland."

How is the following for good, hard-hitting copy to advertise a bakery? It should be noted that this, too, occupies but four inches, single column:

"WE DIDN'T HAVE
BAKED BEANS
ENOUGH LAST WEEK
BUT WE'RE BAKING MORE
FOR THIS WEEK SATURDAY

"They're genuine 'Boston Baked Beans,' soaked all night, parboiled very carefully, seasoned just right, placed in big heavy earthen pots (not tin pans) with a large piece of the best salt pork, and

"BAKED FOR 12 HOURS IN A
BIG DUTCH OVEN

"They're rich, mellow, flavored way through, nourishing and satisfying. They're real 'Boston Baked Beans,' the finest baked beans in the world. Quart.....30c

"Boston Brown Bread—15c. At 11:30 each Saturday."

Another tells about cup cakes which weigh a pound and a half for every dozen, and alluringly creates a taste for the various kinds of frosting. When a special item is featured in copy this way, the effects on bakery sales can be seen immediately, the baker informs EDITOR & PUBLISHER.

Another account which makes small space tell is Johnson's Bookstore, with its miniature ship used for 25 years as a trade-mark. This copy, which runs every day, appears in single column space as small as two inches deep and each is what advertising men consider a gem of copy.

"Our central thought in preparing all copy is story-telling," Mr. Munn stated, when asked to outline some of the knacks

(*Continued on page* 36)



This advertiser started in a small way. The piece of copy reproduced is the store's 21st anniversary full page rotogravure advertisement in the Springfield (Mass.) Republican. Any newspaper would welcome the amount of its advertising now.

Dietz Bakery and Restaurant
(New Location)
Just Around the Corner From Our Old Store
249 Bridge St., Next to Steiger's

Our Cup Cakes Are of Generous Size
A dozen will weigh About a Pound and a Half

They are deliciously fragrant and asty." A nicer plain cake than ey are made of would be hard to nd, and with the frosting we put n them they are exceedingly good.

We Make Seven Kinds
Cocoanut—with marshmallow and arredded cocoanut frosting.
Marshmallow—with crushed al-onds.
Chocolate—Vanilla, Strawberry nd Orange frosted, the last with resh fruit juices.
Spiced—with spices and molasses, nd chocolate frosting. Delicious.

Each 45 cts. Per Dozen

Dietz Bakery And Restaurant
New Store, 249 Bridge St.
Steiger Bldg., Opp. Mohican.
"Dietz Bread Is Good Bread."

True Bros., Jewelers
"The Jewel Store of Springfield"

August's Birthstone Is the Sardonyx

Here is the old-time verse—
"Wear the Sardonyx, or for thee
There is no wed felicitie.
The August-born, without this stone
'Tis said must live unwed, alone."

The Sardonyx comes in soft shades of brown and rose color. It is cut flat and mounted mostly in rings. It is refined and attractive, not expensive, and very effective when carefully selected.

The dainty moonstone is the birthstone for children.

403 Main St. 6 Pynchon St.
Springfield, Mass.

JOHNSON'S BOOKSTORE
BOOKSTORE BUILDING
391 MAIN ST SPRINGFIELD

Handy Pads For Summer Letters

Pads, just the right size, 7c up, and tablets (they have covers), 10c up. Special lot of pads, white and colors, at 16 cents a pound. All sizes.

BOOKS, STATIONERY, PICTURES

ertising like these three samples is certainly read and has been p roven to sell goods, although spaces are not often over two or three inches deep by a column wide. Although small, it is by no means buried because it is business news.

XMAS TOFFEE FOR BRITISH CHILDREN THROUGH NEWSPAPER ADVERTISING

For Every Pound of Mackintosh Confection Purchased Through Retailers, Maker Will Give a "Holly Bag" to Poor Child—Coupon Printed in Newspaper Copy

By HERBERT C. RIDOUT

(*London Editor*, EDITOR & PUBLISHER)

THE toffee market in Great Britain is the scene of voluminous advertising and the big fellows in the business are showing considerable enterprise in their publicity ideas. The latest of these is perhaps one of the most original ever conceived, and has been launched by the Halifax toffee house of John Mackintosh & Sons, Ltd., as its Christmas campaign.

The advertisements tie up with a clever combination of ideas. One is that toffee will be bought in large quantities for Yuletide, especially where there are children, another that the Yuletide spirit is that 100,000 of these gifts shall be made to needy children.

It is a clever advertising scheme, boldly done, and as the purse-strings are always loose at this time, it may be expected that toffee-buyers realizing that their purchase of Mackintosh's Toffee will mean free candy for poor children at Christmas, will respond heartily to the novel appeal. It is one of the most ingenious schemes of making people buy more than they ordinarily would that we have seen in the English field.

The method of distribution of the gifts through dealers, is practically impossible; but by means of their "Happiness Coupons," Messrs. Mackintosh neatly solve the problem of what papers are good for results and in what respective values.

As the Daily Telegraph in its benediction of the scheme says, "a more beautiful Christmas idea than that conceived by Messrs. Mackintosh could not well be imagined, and it is pretty safe to assume that their wish to ensure a seasonable gift to no fewer than 100,000 poor children will be adequately supported." It is one of the most beautiful selling-schemes ever put forward and Messrs. Mackintosh deserve all the congratulations they are receiving. They will certainly "cash in" on the Yuletide toffee trade.



An advertising copy idea that has set all Great Britain talking about Mackintosh's Toffee.

one of giving, that there are many youngsters in the poorer districts who may have little or no possibility of gifts from St. Nicholas, and further that responsible parties selected for the distribution of gifts should be known to all and sundry.

The advertising scheme takes the form of an offer to purchasers of Mackintosh's Toffee, the manufacturers undertaking that for every pound of their toffee bought and signed for by a candy store, they will provide a bag of toffee for some poor child free of charge, and label it as the gift of the purchaser.

The whole idea is in the Dickensian spirit, the coupon is called the "Happiness Coupon," the presentation bag is decorated with holly designs in colors, and called the "Holly Bag" and it is proposed is well planned, too. Instead of the manufacturers making the distribution, or themselves nominating any body for that purpose, the leading newspapers of the country have been asked to suggest each an organization to undertake the distribution of "Holly Bags" represented by coupons from their columns.

This device achieves several things. It enlists the sympathy and editorial help and endorsement of the scheme. The London Daily Telegraph actively gave forty lines to a recommendation of the "Holly Bag" distribution on its chief news page. It also provides the advertisers with something they, in their method of advertising, have lacked—a means of checking results from the various media used. Keying, where goods are sold

WINS SOLE PHOTO RIGHTS SUIT

Fitzgerald Company Retains $2,864.83 Judgment Against Mollie King

The Fitzgerald Manufacturing Company, New York, has won its case against Mollie King, motion picture star, in its action against her to enforce its contract for the exclusive use of her photograph and facsimile signature in connection with its advertisement of the Star Electric Vibrator manufactured by the company. The Court of Appeals, sitting in Albany, N. Y., has dismissed her appeal from a judgment of $2,863.83 obtained against her by default as damages for breach of the contract.

The Fitzgerald company paid Miss King $1,000 for the exclusive use of her photograph for a year and it was used in many advertisements illustrating the use of the vibrator. The company alleged she had broken her contract by giving the Wells and Richardson Company of Burlington, Vt., permission to use her photograph on the "Diamond Dye Girl Calendar" for 1920. Also that her publicity agent used her photographs in many publications in connection with her activities.

Miss King recently obtained an order to open her default and permit her to defend the action, which the Appellate Division, third department, reversed and its decision is now affirmed. Her defense was that the use of her photograph in other publications and in connection with other advertising made her more widely known and increased her value as an advertising feature.

Publisher-Retailer Bond Urged

Closer co-operation between newspaper publishers and retail business men was urged at a conference in Portland, December 4, of committees representing the Oregon State Editorial Association and the Oregon State Retail Merchants' Association. The State Editorial Association was represented by S. C. Morton, the St. Helen's Mist; Paul Robinson of Veronia; and Hal E. Hoss, the Oregon City Enterprise, secretary of the association.

Ervin Resigns from New York Call

Charles Ervin, editor-manager of the New York Call, has resigned. The Call of December 13 carried the announcement together with the letter of appreciation sent him by the board of management after it had accepted his resignation. Mr. Ervin, who came to the Call as advertising manager in 1916, became its editor later the same year and in 1918 was elected business manager as well. He established a weekly paper in New Castle, Pa., in 1912 and in 1915 founded the Philadelphia People's Press. Walter W. Liggitt is now managing editor in general charge of the Call.

Starts Publication Division

To handle publicity, editing and the department printing plant, the New York Department of Education has formed a publication division with Lloyd L. Cheney as its chief. Offices will be maintained in the department's building in Albany, N. Y.

GRIDIRON CLUB HOL FALL DINNER

Skit of the Evening Showed La Foll Borah and Johnson Brewing New Party Mixture— It Exploded

The Gridiron Club's Fall dinner, cember 9, grilled national figures, of whom were present as dinner gu The President, Vice-president, the inet, members of diplomatic corps, Supreme Court, senators and cong men and widely-known business were present.

Arthur Sears Henning of the Chi Tribune was elected president.

The skit of the evening was tho tempt of a trio of witches, represe Senators Borah, LaFollette and Joh trying to brew a new party mixture the brew exploded. Guests entering dining room were confronted by pic now an accepted thing at the W House. The pickets, dressed as Fas carried a banner inscribed: "Mr. P dent, are you with us or against us. hour has come."

Early in the proceedings two red d interrupted the third party brewing appearing with a flaming gridiron. announced that the Gridiron Club been too easy in recent years on p men and it now was proposed to l a real gridiron into action. They g the stage despite efforts of club men to restrain them, and in response t question:

"Who are you?" the devils rep "We are the aftermath of the elect They proposed to start with Pres Harding by putting him on the gri for always "bulldozing Congress," they were rapped to order. Secr Hughes was roasted for flirting Miss Soviette Russia, after having around a long time with Miss Ge League of Nations.

Chairman Lasker, of the Shi Board, was let off easy, because he "the only bootlegger who ever reform and Secretary Weeks, the devils ag belonged to the lodge because "he ways roasting Congress." To the gestion that the whole Republican le ship be given a panning, the devils, proved to be Robert Barry, of the P delphia Public Ledger, and Walke Buel, of the Cleveland Plain D newly admitted active members o club, demanded to know "which R lican leadership?"

The musical event was "Gridiron lies of 1922" and songs entitled "I to the McAdoo" and one about Gov Edwards, of New Jersey, explaining when he came to Washington it find it very dry.

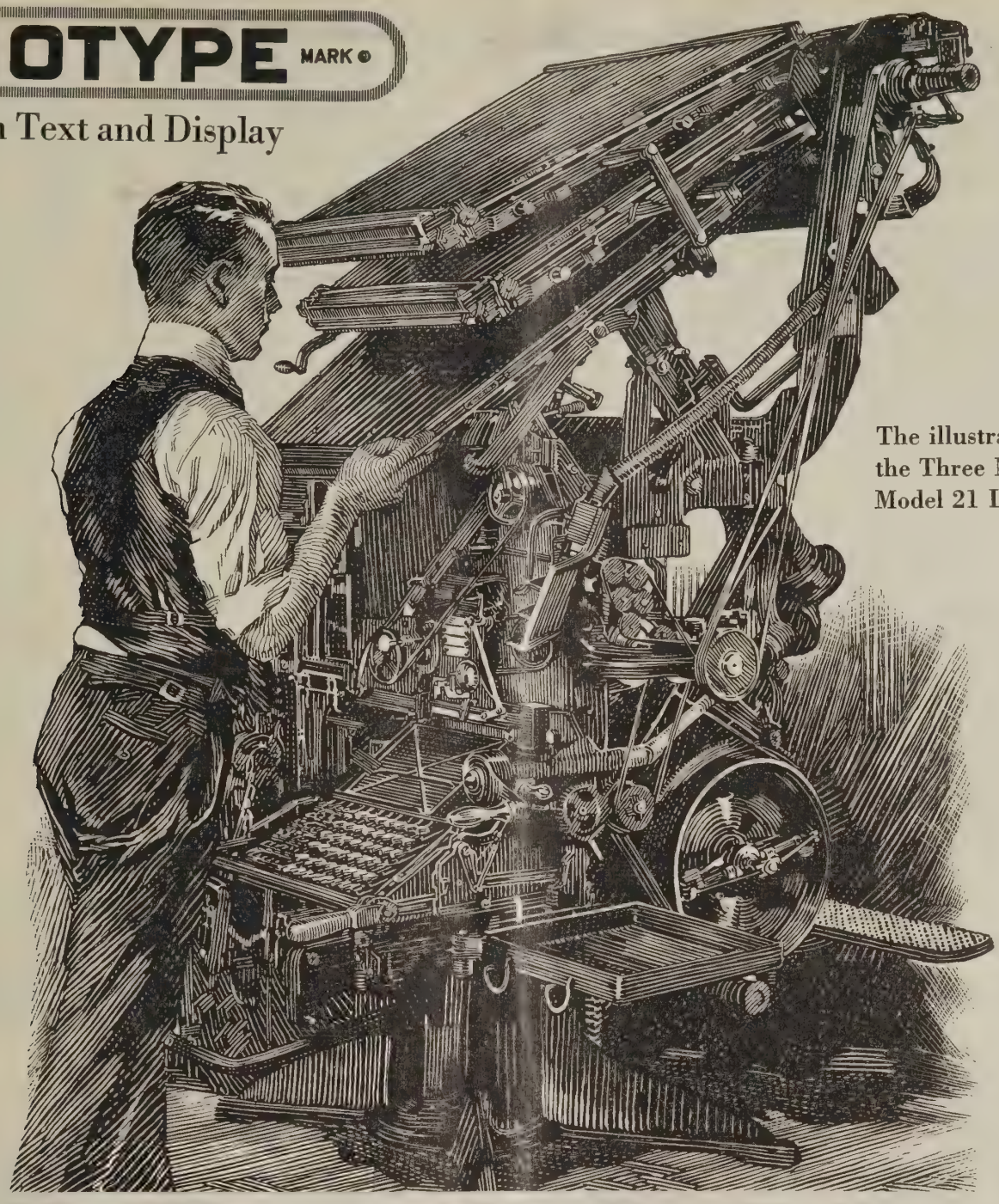
Among the out-of-town news men who attended the dinner were: bert H. Baker, the Cleveland Dealer; Edward S. Beck, the Ch Tribune; R. W. Bingham, the I ville Courier-Journal; Van Lear B the Baltimore Sun; Tiffany Blake Chicago Tribune; George C. Booth Detroit News; Heywood Broun, the York World; Hilton U. Brown, th dianapolis News; Cyrus H. K. C the Philadelphia Public Ledger; Darling, the New York Tribune; S. Ferguson, the United Press; E Hopwood, the Cleveland Plain D George S. Johns, the St. Louis Dispatch; E. W. Julian, the W Newspaper Union; Frank R. Ken Baltimore Sun; Emanuel Levi, Louisville Courier-Journal; C. M. coln, the New York Herald; Jol Martin, the Philadelphia Public L John W. Maynard, the Newark N George E. Miller, the Detroit N Geoffrey Parson, the New York une; Paul Patterson, the Baltimore Ogden Reid, the New York Tribune David E. Smiley, the Philadelphia lic Ledger.

Drops Sunday Paper

The Red Wing (Minn.) Daily publican has discontinued its Sunda tion.

© TRADE **LINOTYPE** MARK ©

for both Text and Display



The illustration shows the Three Magazine Model 21 Linotype

BOTH TEXT AND DISPLAY
On One Machine

Straight text matter and display up to and including full 36 point can be set on *one* machine —either on Linotype Models 21, 22 or 24.

Any newspaper can now enjoy the convenience and economy of having every line machine set—on Linotype slugs. It isn't necessary to figure on keeping the machine busy on display. In most small or medium-size papers a Display Linotype will clean up all the display composition in a very short time and will then be available for body matter just like any other Linotype.

Ask the nearest agency to show you what you can save by eliminating all hand-composition waste.

MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, N. Y.

SAN FRANCISCO · CHICAGO · NEW ORLEANS

CANADIAN LINOTYPE LIMITED, 119 Adelaide Street, West, TORONTO

Composed entirely on the LINOTYPE *in the Bodoni series*

CHARGES MAGAZINE SPREADS KU KLUX PROPAGANDA AMONG EDITORS

Owners of "The Country Editor" Deny Truth of Published Accusation of New York World, Though Its Backer Admits Klan Friendship and Approval of Principles

CHARGES of acting as a propagandist for the Ku Klux Klan were published by the New York World this week against a monthly magazine called the Country Editor, recently started at Rockville Center, N. Y., with Teasdale Randolph as editor-in-chief. The World bases its articles on K. K. K. editorial contents and comment and alleged relationship with the Klan by Mr. Randolph; A. Edward Wupperman, who has guaranteed payment of the printing bills for the Country Editor, and Thomas E. Geistweit, a salesman for the Eilert Printing Company, which prints the publication.

The World printed fac similes of an advertisement inserted by Randolph in the Rockville Center Long Island News and Owl on September 7, 1922, for "men of high moral character to become members and organizers of the Klan," and of a letter from A. Edward Wupperman to the publisher of the News and Owl, dated September 6, 1922, saying: "Bills for stationery, printing, typesetting, etc., incurred by Dr. Randolph in behalf of the first issue of the Country Editor will be paid by us within 10 days after receipt of same at this office." The letter was written on the office stationery of the J. W. Wupperman Angostura Bitters Agency, Inc., 14 East 46th street, New York City, and signed by A. E. Wupperman as vice-president and secretary.

Mr. Wupperman, while admitting the authenticity of the letter, denies it pertained in any way to payment for the Klan ad, which the publishers of the News and Owl say was inserted by Randolph without their knowledge, while he was employed as a compositor on their newspaper. Mr. Wupperman denied ever having heard of the ad until it was thus called to his attention.

The Country Editor made its appearance in November as a monthly, styling itself: "A Forum of Constructive Expression to Promote American Ideals and Institutions." It featured a special article entitled "The Ku Klux Klan and the Press—Friends or Foes?" by Rev. William J. Mahoney, Imperial Klokard of the Klan, a paragraph of which read: "Viewed simply from the angle of publicity given, the Knights of the Ku Klux Klan owe a debt of gratitude to the editors of America, while viewed from the standpoint of just treatment, the editors of America owe the Klan a decided apology." Under the heading of the article is a cut of a band of robed Klansmen mounted on extended steeds and bearing an American flag and a fiery cross. The caption is, "To the Rescue of American Institutions." Under the cut is typed: "The editors of this magazine maintain a neutral attitude on the Knights of the Ku Klux Klan, but since the matter is one of widespread interest it has decided to publish a series of articles setting forth various phases of the activities of the Klan in different parts of the country."

After the close of the article is the following editorial comment: "We are commencing to admire the Klan for the enemies it has made. Watch for our next issue."

In the December number, or "second achievement," as it is styled, is another feature article on the Klan entitled "Does America Need the Ku Klux Klan?" by Fred L. Savage, Imperial Night Hawk and Chief of Staff to the Imperial Wizard. He says the country does, and that the number of Klansmen is fast approaching the million mark. With the article is a cut depicting sturdy workmen and a band of Klansmen 'riding' them away from the Capitol in Washington. The American flag has been planted on the side of the Klansmen and the workmen are depicted carrying an I. W. W. banner.

In the same number are articles on "What Happened in Oregon," where it was stated the people voted with the Klan, and one on the Knights of Columbus, both signed "by the Editor."

The World also says, it learned, that the printing of the Country Editor was arranged with the Eilert Printing Company, No. 318 West 39th street, New York, by Thomas E. Geistweit, a salesman, and that Klan circulars, sent to girls' schools extolling the organization and asking for gentlemen members, called for response to Times Square Post Office, Box No. 217, which was rented by Geistweit, who lives at Montclair, N. J.

Besides Messrs. Randolph's and Wupperman's connections with the Country Editor, Walter Kutzleb, 81 Fulton street, New York City, is president of the Country Editor Publishing Company, but he is not connected in any way in Klan activities, as far as can be learned. Mr. Kutzleb has been New York agent for the Russo-Chinese Bank; a member of the banking firm of H. B. Hollins & Co., which failed in 1913; president of the Organic Salt & Acid Company and connected with other business enterprises. The Country Editor carries the address of Mr. Kutzleb as its New York office, but calls there for Mr. Randolph, the editor, were referred to the office of the J. W. Wupperman Angostura Bitters Agency, Inc., 14 East 46th street, where his editorial office is actually located, he said, instead of at Rockville Center, its published address.

Messrs. Kutzleb, Randolph and Wupperman all emphatically denied to EDITOR & PUBLISHER that they are members of the Klan or that the Country Editor is an organ of the Klan or has any connection whatever with that or any other secret organization. They said the articles on the Klan, "like the article on the Knights of Columbus, is published for the purpose of throwing light on a subject that is at present occupying public attention."

"I am president of the Country Editor Publishing Company," said Mr. Kutzleb, "and I would not permit its policies to be governed by religious, class or race prejudices."

In a statement to EDITOR & PUBLISHER, Mr. Wupperman said: "I guaranteed Dr. Randolph's printing bill because I believed in him and his enterprise. Talks on the Klan have been given at my apartment, but I am not a member of the Klan and have no intention of becoming one. I have no official connection with the Country Editor."

At the same time, Mr. Wupperman gave the New York World a signed statement admitting a friendly interest in the Klan, saying "that he obtained the Klan articles, appearing in the Country Editor, for Mr. Kutzle and offered to get genuine Klan articles' for any reputable publishers at very reasonable rates." He starts off by saying he is not a member of the Klan and does not intend to become a member, and later in the same statement says: "Some day I may try to become a member if they will have me."

The formal statement of Mr. Wupperman follows:

"I am not a member of the Knights of the Ku Klux Klan, have never been a member and do not intend to become a member. I have a friend who is a Klansman, a Kleagle I think he calls himself, and I arranged with him to give a talk on the Klan last summer at my apartment, 57 West 75th street, New York. It was so entertaining and instructive that I repeated it on several occasions. Many of my friends were present, including a judge, several physicians and lawyers, two or three clergymen and a quite prominent banker and financier. My friend also invited some people. I tried to arrange a similar meeting at my mother's apartment in 81st street, but it was a stormy night and only three persons attended.

"The discourse was very interesting. The speaker disclaimed any purpose to sow discord among people of different religions or races, and altogether it seemed to me that it might be a very useful organization. My friend told me that nobody ever became a member of the Klan as a result of these meetings, but I am sure everybody enjoyed the talk and especially the costume, which is very impressive and lends an air of mystery to the occasion.

"You would be surprised if I mentioned the names of two or three very prominent persons who attended. I think if more people would hold these meeting there would be less violent criticism of the Klan. A good deal of this Ku Klux talk is very childish. I should be glad to arrange for meetings at private homes if any one is interested. It should become quite a fad this winter among fashionable people.

"Many of my close friends are Roman Catholics and Jews, and I can assure them that there is nothing said at any of these meetings that reflected on any race or creed. In a there were Roman Catholics and Jews p and there was considerable discussion and forth. Some of my first cousin Roman Catholics and I am on most affect terms with them.

"The main topic of these talks was erly love and I don't see why any Je Roman Catholic should not subscribe to principles. Perhaps there will be Klans on that will admit even colored people. should not every good citizen be at he Klansman, if all that is meant is bro love? Some day I may try to beco member if they will have me.

"There is a magazine called The C Editor, published by a banker, Walter K at 81 Fulton street, New York. This cation carries an article on the Klan current issue, written by the Chief of S the Imperial Wizard. Everybody inte in the Klan should read this article. instrumental in getting it for Mr. Kutzle it gives a splendid idea of the Klan. Kutzleb is of foreign birth, so no on accuse him of being a Klansman. Mor he carries an article on the Knights of C bus in the same issue. If a lot of peopl are shouting against the Klan would rea Country Editor, they would get a shock.

"I think magazines should publish articles like this. It is good busines helps sell the paper. I can get genuine articles for any reputable publishers at reasonable rates."

Teasdale Randolph, editor-in-chi the Country Editor, told EDITOR & LISHER that he had worked in pract all parts of the United States, chie a free-lance and that at one time h owned a weekly society paper pub in the North Side of Chicago. he said, he sold to Mr. Oliver, the i tor of the Oliver typewriter, for his Mr. Oliver junior later disposed c paper. Last spring Dr. Randolph to Rockville Center, N. Y., and w as a compositor for the Acorn lishing Company. He said:

(*Continued on Page 26*)

First in Home Ownership

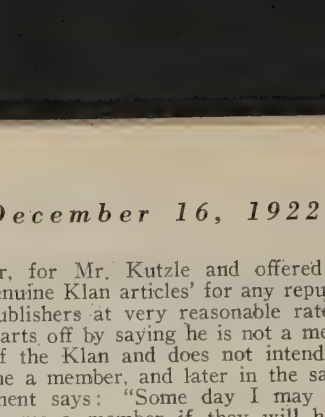
Of the twenty-five largest cities in the United States, Baltimore ranks first in home ownership, 62 per cent. of the homes in the city being owned by the families occupying them.

And into the great majority of these homes, located in every section of the city, the Sun-apers—morning, evening and unday—are ready to carry your message, for

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday



The News Is Detroit's Medium

NOT so long ago COPY was the advertiser's chief consideration. Given a strong piece of copy he, like Archimedes and his lever, set out to move the world, but the old Greek philosopher demanded in addition to his lever a strong prop. Today advertisers are realizing that without the right medium, or prop, their copy is all for naught.

The question of medium is becoming even more important than copy. In Detroit it is, however, the least puzzling problem. The Detroit medium is The News, with more than 280,000 week day circulation and over 240,000 Sunday circulation that blankets the city, practically duplicating all competing circulation and offering a large exclusive circulation reached by no other paper.

Considering the phenomenal prosperity and unusual employment conditions of Detroit and the fact that a copy of The News reaches every 4.9 unit of population, it offers advertisers the most unusual opportunity of any newspaper in the United States.

The Detroit News

Largest circulation Daily and Sunday in Michigan

"Always in the Lead"

"OHIO FIRST"

Ohio is one of the greatest producing states in the Union and is also one of the leading territories in buying.

Many national advertisers have made "try out" campaigns in the State of Ohio, and have demonstrated that it was a field for sure and quick results.

Ohio buyers are keen in their perception of values, and ready and willing to buy at a moment's notice.

National advertisers often wonder at the unusual response to their campaigns in *Ohio first newspapers*—the list printed below.

Ohio merchants never wonder at it. They know that well-directed sales campaigns backed by careful advertising in this list of publications will always get results.

Because *OHIO* people are *FIRST* to buy and last to turn your product down if it has merit.

These Ohio daily newspapers co-operate and the merchants who use them to sell your merchandise will co-operate with you in merchandising your product.

HERE IS THE REAL LIST—FIRST IN OHIO

	Circulation	2,500 lines	10,000 lines
**Akron Beacon Journal (E)	35,785	.10	.10
**Akron Times (E)	21,416	.06	.06
**Akron Sunday Times (S)	21,439	.07	.07
†Bellefontaine Examiner (E)	4,536	.0179	.0179
†Cincinnati Enquirer (M&S)	72,270	.17-.35	.17-.35
†Columbus Dispatch (E)	75,116	.15	.14
Columbus Dispatch (S)	74,654	.15	.14
Columbus, Ohio, State Journal (M)	50,124	.12	.13
Columbus, Ohio, State Journal (S)	29,206	.12	.13
Conneaut News Herald (E)	3,094	.017	.0179
†Dover Daily Reporter (E)	4,537	.02	.02
†Ironton Irontonian (M)	3,170	.0179	.0179
†Kenton Democrat (E)	2,400	.014	.014
*Lima News and Times-Democ't (E&S)	16,083	.07	.05
*Lima Republican-Gazette (M&S)	10,270	.035	.035
†Middletown Journal (E)	5,117	.025	.025
†Newark American-Tribune (E)	6,890	.025	.025
†Portsmouth Sun and Times (M&E)	16,481	.06	.06
†Portsmouth Sun-Times (S)	11,140	.04	.04
†Steubenville Gazette (E)	4,952	.025	.025
**Toledo Blade (E)	100,317	.27	.25
†Toronto Tribune (E)	1,096	.011	.011
**Youngstown Vindicator (E)	24,787	.07	.07
**Youngstown Vindicator (S)	24,351	.07	.07

Government Statement, April 1, 1922.
*A. B. C. Publisher's Statement, April 1, 1922.
**A. B. C. Publisher's Statement, October 1, 1922.
†Government Statement, October 1, 1922.

MAY REVISE THE LAWS ON TRADE MARKS

Literary and Art Copyrights, Wireless Communications and Law Codification on Program of 1923 Pan-American Conference

WASHINGTON, D. C., Dec. 12.—The governing board of the Pan-American Union, at a meeting held December 6, adopted the following program for the Fifth International Conference of American States (Fifth Pan-American Conference) which will meet at Santiago, Chile, beginning March 25, 1923:

I. Consideration of the action taken by the participating countries, and of the application in each country of the conventions and resolutions of previous Pan American Conferences, with special reference to the convention concerning trade marks, and the convention on literary and artistic copyright, signed at Buenos Aires, August 10, 1910.

II. Organization of the Pan American Union on the basis of a convention, in accordance with the resolution adopted by the Fourth Pan American Conference at Buenos Aires, August 11, 1910.

III. Consideration of the results accomplished by the Congress of Jurists which met at Rio de Janeiro with respect to the codification of international law.

IV. Measures designed to prevent the propagation of infectious diseases, with special reference to the recommendations of the International Sanitary Conferences.

V. Pan American agreement on the laws and regulations concerning, and co-operation in the improvement of the facilities of, communication on ocean and land and in the air.

1. Improvement of ocean transportation facilities.

2. The Inter-Continental Railroad and motor transportation.

3. Policy, laws, and regulations concerning commercial aircraft; the advisability of an international technical commission on the location of standard landing places, the determination of aerial routes and the formulation of special customs procedure for aircraft.

4. Co-operation of the Governments of the American Republics in reference to all kinds of wireless communication in America; and by means of agreements for its regulation.

VI. Co-operation with respect to the supervision of merchandise entering into international commerce.

1. The uniformity of customs regulations and procedure.

2. The uniformity of shipping and insurance documentation.

3. The uniformity of principles and interpretation of maritime law.

4. The uniformity of nomenclature for the classification of merchandise.

5. Uniform parcels post procedure and consideration of the Pan American Parcel Post Convention.

6. Advisability of adopting conventions in order to make effective Resolution XVII, voted by the Second Pan American Financial Congress, which assembled at Washington in January, 1920. The resolution referred to above is the following: RESOLVED, That, it being in the interest of all nations that there should be the widest possible distribution of raw materials, the importation of such materials into any country should not be prevented by prohibitive duties.

VII. Measures for the simplificatiton of passports and adoption of standard form.

VIII. Co-operation in the study of agricultural problems. Uniformity of agricultural statistics. Co-operation in the elimination of diseases of cattle. Organized effort for interchange of useful plants and seeds.

IX. Consideration of measures tending towards closer association of the Republics of the American Continent with a view of promoting common interests.

X. Consideration of the best means to give wider application to the principle of the judicial or arbitral settlement of disputes between the Republics of the American Continent.

XI. Consideration of the best means to promote the arbitration of commercial disputes between nationals of different countries.

XII. Consideration of the reduction and limitation of military and naval expenditures on some just and practicable basis.

XIII. Consideration of standardizing of university curricula and mutual recognition of the validity of professional degrees among the American Republics.

XIV. Consideration of the rights of aliens resident within the jurisdiction of any of the American Republics.

XV. Consideration of the status of children of foreigners born within the jurisdiction of any of the American Republics.

XVI. Consideration of the questions arising out of an encroachment by a non-American power on the rights of an American nation.

XVII. The formulation of a plan by which, with the approval of the scholars and investigators in the several countries, approximately uniform means may be used by the governments of the Americas for protection of those archeological and other records needed in construction of an adequate American history.

XVIII. Consideration of measures adapted to secure the progressive diminution in the consumption of alcoholic beverages.

XIX. Future conferences.

KIRKSVILLE DAILIES MERGED

Swain, Express Publisher, Buys News—Consolidation January 1

Contracts have just been signed by E. E. Swain, publisher of the Kirksville Daily Express, and C. C. Howard, publisher of the Kirksville (Mo.) Daily News, under which Mr. Swain purchases the News, taking possession January 1. Mr. Howard is planning to re-enter the newspaper business in California. Negotiations have been under way for several weeks for this purchase and consolidation, the movement having the support of Kirksville advertisers. Kirksville business and professional men have signed an agreement not to support any other daily newspaper in Kirksville.

The consolidated paper probably will be known as the Kirksville Daily Express & News. The two plants will be moved to the building now occupied by the Express, but much of the News equipment will be sold.

Mr. Swain was a reporter on the Rochester (N. Y.) Herald and St. Louis Globe-Democrat, a copy-reader on the Post-Dispatch and night editor of the St. Louis bureau of the Associated Press. He has been publisher of the Express for 11 years. Mr. Howard had published newspapers in the cities of Kirksville, Columbia and Macon prior to returning to Kirksville as owner of the News six years ago.

New Equipment in Jersey City

The Jersey City (N. J.) Journal has added two Intertype slug casting machines to its composing room equipment.

A.B.C. MEMBER CHANGES ARE ANNOUNCED

Includes Twelve New Newspapers—Two Papers Are Suspended—Seven Dailies Apply for Admission

The new members includes: Newspa- its December bulletin announces a number of membership changes which were approved at the recent meeting in New York of the board of directors.

The new members include: Newspapers—The Monmouth (Ill.) Atlas, the Boston Christian Science Monitor, the Watertown (N. Y.) Standard, the Orlando (Fla.) Reporter-Star, the Fresno (Cal.) Herald, Le Bien Public, Three Rivers, Que.; the Amarillo (Tex.) News, the Knoxville (Tenn.) News, the Waukegan (Ill.) News, the Detroit Polish Daily Record, and the Brocton (Mass.) Times. Advertising agents—Ralph H. Jones, Cincinnati. Business publications—The Chicago Industrial Engineer. Local advertisers—Lee Lewis Furniture Company, Wichita, Kans.; Wichita Automobile Company, Wichita, Kans.; Imperial Milling Company, Wichita, Kans.; Smith-McKay Motor Company, Wichita, Kans.; Piggly-Wiggly, Wichita, Kans., and L. R. Dumbell Company, Wichita, Kans.

The new applicants for membership include: Newspapers—The Fresno (Cal.) Bee, the Centralia (Wash.) Chronicle, the Enid (Okla.) Eagle, the Albuquerque (N. M.) Journal, the Beacon (N. Y.) Journal, and the Enid (Okla.) News. Magazines—Beautiful Womanhood, New York, and Nation's Business, Washington. Business publications—The Baker Review, New York; the Candy Factor Chicago; Candy & Ice Cream, Chicag the Candy Jobber, Chicago, and Manag ment Engineering, New York.

The following membership was ca celed: Orchard & Farm, Los Angele cancellation automatic, as the publicati is out of existence.

The memberships of Lumber, Chicag and the National Lumber Mercha Chicago, were consolidated, as these pu lications were consolidated on Novemb 10 under the name of Lumber.

The list of publications dropped fr the Bureau includes: L'Independent, F River, Mass.; La Rue Moderne, Mo real; the Marine Journal, New Yo and the Yale Record, New Haven, Co

The publications which have resign from the Bureau are the American C operative Journal, Chicago; Associat Advertising, New York; McRae's Bl Book, Chicago; the Wyoming Stockma Farmer, Cheyenne, and Export (fo editions), New York.

The suspensions from membership a the Peoria (Ill.) Star and the Newa (N. J.) Ledger.

The Motion Picture Classic, Brookl N. Y., has changed its name to Classic

Big Omaha Broadcasting Station

A 500 watt radio broadcasting stati is to be erected upon the roof of t Woodmen of America building in Oma to be used for matters of general ci importance such as market reports a Chamber of Commerce programs. T was decided at a recent meeting of business men and $10,000 is now be raised to equip the station. The stat will have a range of 1,000 miles.

REG'LAR FELLERS
by Gene Byrnes

The Ottawa (Canada) Weekly News is the new paper this week.

Furnished full page matrices, black alone, black and red, and black and three colors; or, as the first page of a printed comic section.

HERALD-SUN SYNDICATE, 280 B'way, New York City

What Cincinnati merchants do

BECAUSE Cincinnati is located in the center of a thickly populated district, quickly served by numerous traction, railway and street car lines, it is an "afternoon circulation" city.

During the year 1921 the leading department stores of Cincinnati used 5,514,237 lines of display advertising in the two afternoon papers. 4,434,136 lines of this space were used in the TIMES-STAR!

This is dominating four to one, indicating unquestioned leadership for the TIMES-STAR. This must prove that the TIMES-STAR reaches the best people in Cincinnati—and reaches them regularly, day after day through the year.

Such a dominating medium makes definite and tangible results a certainty for the advertiser. Both local and national advertisers have preferred the TIMES-STAR for the past fifteen years.

CINCINNATI TIMES-STAR

CHARLES P. TAFT, *Publisher* C. H. REMBOLD, *Manager*

Member of Audit Bureau of Circulations

"THE PRESS CONGRESS OF THE WORLD IN HAWAII"

Edited by Dean Williams, School of Journalism, University of Missouri, President of the Congress. 605 pages (about 300,000 words). Cloth binding, with title gold stamped. Price $5 Post Free.

NOW ON DISTRIBUTION
Throughout the World

THIS volume is a full and complete record of the historic proceedings of the Press Congress of the World, held in Hawaii in October, 1921. At this Congress, representatives of the Press from all quarters of the globe attended and discussed frankly their own problems and questions common to all newspaper interests. This book reports all the discussions, but in many other ways also makes such an appeal by reason of its intimate approach to the production of newspapers that it is emphatically a work to be owned, for reference, and prized by every newspaper man.

As only a limited edition is available, orders should be placed at once.

"The Press Congress of the World in Hawaii" is edited by Dean Walter Williams, Director of the School of Journalism of the University of Missouri, who is President of the Congress, and is produced under the direction of the Governing Committee of the Congress.

It is beautifully printed and bound—an example of the highest developments in typography, print, and binding.

It is profusely illustrated with special photographs of President Harding (Hon. President of the Press Congress), Congress Officers, and Delegates, and scenes in the Hawaiian Islands taken during the Congress.

The literary contents include a Foreword by the President of the United States, and a special message to the Congress dealing with the interest and obligation of the press of the world in international affairs—a foreword not heretofore published. This contribution by President Harding is one that will probably be quoted throughout the world for its importance and significance.

The proceedings of the Congress are given in full, as stenographically reported, and herein are treated questions of immediate and permanent value to all interested in journalism.

Notable addresses and papers, with messages from journalists in many countries, describe press conditions in every quarter of the globe. This feature of the volume will be found of high value to every student of journalism, and to every student of world affairs, as well as to men and women engaged in the profession of journalism.

The account of the visit of the Press Congress delegates and their Island trip is written by Howard D. Case, of Honolulu, and is a fascinating chapter of Hawaiian scenes and conditions, as interesting to those who know Hawaii only by repute as to those who have seen its beauties for themselves.

The book contains 605 pages (size 9 by 6 in.) of 300,000 words—in all a unique record of a unique Congress, a book that should find an honored place in the library of every newspaperman and woman in the country. It is part of the history of journalism.

Price $5.00, post free. Orders should be sent at once.

To MR. JAMES WRIGHT BROWN (Secy.-Treas.)
1117, World Building, New York City, U. S. A.

ORDER FORM.

Enclosed remittance money order for $5.00. Please send, postage prepaid, one copy of the book, "THE PRESS CONGRESS OF THE WORLD OF HAWAII," addressed as below:

PLEASE WRITE PLAINLY

Name .....

Address .....

Date..... Town .....

Send Check or Money Order Today as the Supply is Limited

LATIN AMERICAN ADVERTISING TRAPS FIRMS IGNORANT OF COUNTRIES

Trade Awaits Americans Who Study Peculiar Tastes of Each Nation, Says Aughinbaugh's New Book—Black Sheep's Mail Order Number Holds Many Laughs

By JAMES MELVIN LEE

Director, Department of Journalism, New York University

ATTENTION has been repeatedly called in this department to the fact that "it is the taste of the fish and not that of the angler that determines the bait." This fact is stressed in "Advertising for Trade in Latin-America" by William E. Aughinbaugh—(Century Company). To reach the trade successfully in South America, the advertiser simply must know the peculiar taste of the inhabitants of the various countries. These are well set forth by Mr. Aughinbaugh, who is the foreign export editor of The New York Commercial. The book must be judged by the standards which obtain in Latin-America rather than by the standards commonly accepted for the sister continent in the North. The appendix contains possibly the best directory of Latin-American publications ever printed. This one feature, alone, is worth the price of the book.

* * *

EVERY advertising man who wants a good hearty laugh should "round up" a copy of the Black Sheep. Get the special mail order number. All that is necessary is to fill out a coupon and send it to the Ethridge Company, 203 South Dearborn street, Chicago—or if you live along the Atlantic coast, to the same company at 25 East 26th street, New York City. In all the years I edited Judge, I never put out an issue which was half so clever—neither did my competitors.

I have always maintained that no double page spread of The National Cash Register in the Saturday Evening Post ever set forth so well the purpose of the cash register as:

Bill: "Hello, John, making any money these days?"

John: "No! The boss has put in a National Cash Register."

In a similar way the Black Sheep drives home many an advertising truth even if it does "say it with a smile."

* * *

PERIPATETIC pamphlets about journalism are often well worth while preserving. A recent booklet of that type is "A Study of the New York Times." It gives "all the facts that are necessary" about the Times as an advertising medium. It contains numerous maps and graphs to illustrate the text. It says a word or two about the advantages of morning newspapers in general, and about the New York Times in particular. For the benefit of advertisers it prints an "advertising expergatorius." To satisfy a legitimate curiosity about the success of the Times, it lists somewhat categorically the important elements which have contributed to the remarkable growth and development of that newspaper. With pardonable pride it concludes with a few bouquets presented by other newspapers. Because of the success achieved by the Times since Adolph S. Ochs became its publisher, it is well worth while to study this booklet, which describes in detail those features which have given the New York Times a prominent position not only in the journalism of New York City, but in the journalism of the world. Though privately printed, reasonable requests for copies will doubtless be met upon application to Louis Wiley, business manager of the Times, New York City.

* * *

MANY country editors will find it worth while to drop a postal to the Country Review, Riverhead, N. Y., and request a copy of the Printogram. It is a good thing to know the ways and means used by fellow publishers in getting advertising and job press work. The Review is a very successful weekly published at the county seat. It is edited by Harry Lee, a friend but not a relative of the writer.

* * *

WHETHER a newspaper should charge for its religious notices and church advertisements is a question each newspaper must answer for itself. Whatever the answer is, it is worth while to look over the proofs of suggested advertisements which Herbert H. Smith, 518 Witherspoon Building, Philadelphia, will send to any newspaper publisher.

* * *

A HANDY booklet on church publicity has been written by Ralph Welles Keeler, 740 Rush street, Chicago. Though this pamphlet was prepared especially for Methodist churches, it contains suggestions equally as useful for other denominations. The title is "Publicity for City Methodism."

* * *

EDGAR A. GUEST is the newspaper poet of the Detroit Free Press. Through a syndicate and through the magazines and through the courtesy of the exchange editor, he has a wide audience. In the newspaper fraternity he is especially popular. An excellent motto for newspapers is the title given his latest book, "All That Matters" (Reilly & Lee).

For once at least, the blurb on the jacket tells the truth when it says that "no other book of contemporaneous verse is embellished with so distinguished an array of artistic talent." The sentiment expressed in the verse, itself, is so high and lofty that it is worth illustrations of the foremost American artists.

More truth than poetry—and this is no reflection on the poetry either—may be found in the poem entitled "The Newspaper Man." Because of its subject matter it is worth quoting in full:

"Bit of a priest and a bit of sailor,
Bit of a doctor and bit of a tailor,
Bit of a lawyer, and bit of detective,
Bit of a judge, for his work is corrective;
Cheering the living and soothing the dying,
Risking all things, even dare-devil flying;
True to his paper and true to his clan—
Just look him over, the newspaper man.

"Sleep! There are times that he'll do with a little,
Work till his nerves and his temper are brittle;
Fire cannot daunt him, nor long hours disturb him,
Gold cannot buy him and threats cannot curb him;
Highbrow or lowbrow, your own speech he'll hand you,
Talk as you will to him, he'll understand you;
He'll go wherever another man can—
That is the way of the newspaper man.

"Surgeon, if urgent the need be, you'll find him,
Ready to help, nor will dizziness blind him;
He'll give the ether and never once falter,
Say the last rites like a priest at the altar;
Gentle and kind with the weak and the weary,
Which is proved now and then when his keen eye grows teary;
Facing all things in life's curious plan—
That is the way of the newspaper man.

"One night a week may he rest from his labor,
One night at home to be father and neighbor;
Just a few hours for his own bit of leisure,
All the rest's gazing at other men's pleasure,
All the rest's toiling, and yet he rejoices,
All the world is, and that men do, he voices—
Who knows a calling more glorious than
The day-by-day work of the newspaper man?'

After reading all of the poems in th volume, I may say that most of the are worthy of perusal by the newspap man.

Baseball Writers' Meet

The annual meeting of the Baseb Writers' Association of America was he December 14 at the Hotel Commodo New York. Hugh Fullerton, Chica Tribune; George W. Daley, New Yo World; and Henry P. Edwards, Cle land Plain Dealer, were appointed a co mittee of three to go to the joint meeti of the major leagues and invite B. Johnson, the president of the Americ League, to explain his process of cha ing the record of the official scorer whe by Ty Cobb attained his batting perce age of 400. As EDITOR & PUBLISHER w going to press the association was p paring to elect officers for the comi year.

Receiver for Metropolitan

The Metropolitan Magazine went i receivership for reorganization purpo December 14 when Franklin Coe was pointed receiver under a bond of $5,0 for the Metropolitan Publications Co oration, 434 4th avenue, New York, p lishers of the magazine. Complaint w filed by Paul S. Meyers, attorney for National Rotogravure Corporation, w a claim of $5,000. Mr. Meyers sta there was no question but that the m azine will be continued.

LEDGER SYNDICATE

NEWS AND FEATURE SERVICES

Maintain Prestige—Create Circulation—Attract Advertising

NEWS SERVICES:

(Via leased wire or laid down in New York, Washington, Chicago, Cleveland, Dallas, Seattle or San Francisco)

PUBLIC LEDGER COMBINATION NEWS SERVICE.
PUBLIC LEDGER FOREIGN NEWS SERVICE.
PUBLIC LEDGER DOMESTIC NEWS SERVICE.
PUBLIC LEDGER BUSINESS NEWS SERVICE.

FEATURE SERVICES:

FEATURE PAGES IN MAT: Daily—Human Interest Page. Weekly—Personality Page, Special Feature Page, Science Page, Short Story Page. COMICS: "Somebody's Stenog." (Hayward), Daily Strip and Weekly Page; "Rufus McGoofus" (Cunningham), Daily Strip; "That Reminds Me" (Collins), "And Then He Changed His Mind" (Dunn), "Dumb-Bells" (Dunn), "The Crossing Cop" (John). CARTOONS: Sykes' Daily; "The Human Zoo" (C. D. Batcheler), Daily; "Follies of the Passing Show" (Hanlon), Weekly. FICTION: Daily and Weekly Detective and Mystery Serials; Hazel Deyo Batchelor's Daily Love-Problem Serials; Daily and Weekly Short Stories. RADIO FEATURE: "Radio in the Home" (Daily). MIDGET FEATURES of stick length: "Milady Beautiful," "Love Nots," "Things You'll Love to Make," "Things for Boys to Make," "The Housewife's Idea Box," "What's What," "After-Dinner Tricks," "The Home in Good Taste," "How to Save When Shopping," "Cultivating Your Charm," "Famous Ghosts," "Favorite Recipes of Famous Women," "Sharpening Up Your Memory," "Pam's Paris Postals," "The Children's Hour," "History of Your Name," "Who-Why-What-When-Where?" "Human Curios," "What Are You Good For?" "Making More Money," "Daily Fun Hour," "Can You Tell?" "Correct English," "Read Your Character." HOME PAGE FEATURES: "A Daughter of Eve," "The Latest" (Paris Fashions), "Home Cooking," by Queen Victoria's cook, "As Woman to Woman," "Dreamland Adventures." SPORTS FEATURES: "The Sportfolio," "Wise Tennis Tips" (Tilden). PUZZLES, CUT-OUTS, TRICKS and MAGIC.

LEDGER SYNDICATE

INDEPENDENCE SQUARE PHILADELPHIA, PA.

Note—The Star "outgained all competitors." File under "St. Louis Newspaper facts"

LOCAL ADVERTISING GAINS of ST. LOUIS NEWSPAPERS for NOVEMBER 1922

(COMPARED WITH NOVEMBER 1921)

DAILY ONLY

	Agate Lines
THE STAR GAINED	90,645
Post-Dispatch Gained	16,758
Globe-Democrat Gained	51,483
The Times LOST	2,016

The Star gained almost forty per cent more than the Post-Dispatch and Globe-Democrat combined.

SUNDAY ONLY

	Agate Lines
THE STAR GAINED	65,214
Post-Dispatch LOST	35,511
Globe-Democrat LOST	6,537
The Times	No Sunday Paper

The Star was the ONLY Sunday Paper to show an increase.

DAILY AND SUNDAY

	Agate Lines
THE STAR GAINED	155,859
Post-Dispatch LOST	18,753
Globe-Democrat Gained	44,946
The Times (No Sunday) LOST	2,016

The Star gained almost four times as much as the Globe-Democrat—the Post-Dispatch and Times lost.

The Reason? Results!—Produced by Responsive, Quality Circulation

National Advertising Representatives

STORY, BROOKS & FINLEY

New York Chicago Philadelphia

Los Angeles San Francisco

Obituary

ORRIS SCOTT, creator of the Bingville e comic and for 20 years on the staff e Boston Post, died recently.

RS. W. F MIXON, wife of W. F. on, editor and publisher of the dland (Cal.) Mail, died December 1.

ROLD V. QUINN, aged 23 years, for ast four years a reporter on the erick (Md.) News, died recently.

H. GREEN, editor of the Okobojo O.) Times since 1883, died on De- er 7.

RL WENZEL, for several years on advertising staff of the Chicago me, died in Denver recently of in- s received in a football game 10 ago.

S. ALICE C. STRICKLAND, mother of Margaret Strickland Hurley, for- a member of the editorial staff of Boston Post, died December 8.

RS. CHARLES W. FEAR, aged 52, of C. W. Fear, editor of the Joplin) Trade Unionist, and president of Ozark Press Association, died De- er 5.

SS HATTIE B. BISSIKUMMER, aged t one time city editor of the Dun- (N. Y.) Herald, died recently.

.X T. DOWDELL, business manager e Buffalo (N. Y.) East Side News, ormerly with the Buffalo Review, a now discontinued, died recently.

NRY E. BAKER, aged 65, a Syracuse .) newspaper man from 1881 to 1912, December 1 at Bickelton, Wash.

TER B. SHANE, linotype operator of Watertown (N. Y.) Times and one e oldest printers in the city, died tly.

GENE J. HELBER, aged 76, founder or 28 years editor of the Ann Arbor rtenaw Post, died December 14.

IN L. M. KELLY, aged 45, New York lard News Association legislative spondent at Trenton, N. J., as well rrespondent for a number of New and New Jersey papers, died De- er 14 following an operation for ndicitis.

EMIAH WOGAN, aged 59, superin- nt of the New York World stereo- g department, died December 12. ad been with the World since 1893.

mund H. Stevens Left $180,000

mund H. Stevens, vice-president of Miehle Printing Press and Manufac- g Company, who died October 7, left tate valued at $180,000, according to ocuments filed this week in the Pro- Court. Mrs. Frances L. Stevens receives a bequest of $15,000. The f the estate goes to his widow, Mrs. gina W. Stevens.

CLUB ADOPTS ETHICS CODE

Falls Organization Pledges for for Truth and Honesty

e Sioux (S. D.) Advertising Club tly adopted a code of ethics which ses the square deal and truth in tising. Twenty-nine business men oux Falls signed the code when it adopted. Among them were DeWalt ieffer and H. W. Troth, the Sioux Argus-Leader; and Hal W. Hus- and Glen McCannon, the Sioux . The code is as follows:

pledge ourselves to remember that ad- ng is and should be, first of all, an ex- of the square deal, and that is only business men put the interest of the buy- iblic first that they take the best advantage eir opportunities.

will strive at all times to do nothing will injuriously affect advertising nor ve carelessly speak ill of any advertising m.

will work together to the end of making vertising truthful, knowing it will then re effective and of greater benefit to the public.

will exercise care, individually, at all to see that every advertisement with we have anything to do shall measure up plain, simple truth. We stand firmly for uctive advertising and condemn, without e, all forms of destructive advertising.

each other we pledge patient service toward the upbuilding of advertising in this community.

To all business men of this community, we pledge co-operation toward the advancement of the community's business along sane and proper lines.

To the public, whom we as a club serve primarily, we pledge our best efforts to make advertising the servant of the people in the truest sense, and will welcome a statement from any person showing that we or any advertisers or employees, have violated any of the principles mentioned herein.

ASTORIA DAILIES BURNED OUT

Finnish Paper Prints Page in English While Conflagration Rages

(*By Telegraph to* EDITOR & PUBLISHER)

PORTLAND, Ore., Dec. 11.—The Morning Astorian and Astoria Budget were completely destroyed in a $12,000,000 fire which swept 24 business blocks in Astoria, Ore., the morning of December 8. The Astorian had occupied its new building only four months, and is now being published at Y. M. C. A. The Budget, established in new quarters but two months, is now being published in Seaside. A rough estimate of loss of both papers is about $75,000.

The fire started in a restaurant centrally located and is believed to have been of incendiary origin, the work of radicals. Astoria, founded in 1811 by John Jacob Astor, is now facing the greatest crisis in its history. The conflagration swept over the city at such a terrific speed that nothing aside from book and accounts were saved by merchants. Twenty-five hundred of the 20,000 population are homeless. Food and supplies now being rushed by Portland. Two are dead and many injured.

The Commercial Printing Company, the Franklin Press, and the Finnish Lutheran Book Concern, a publishing house, are all total losses, the only printing concern saved being the Pacific Development Society, which publishes Tovertar. This paper, printed in Finnish, got out extra page in English the day of the fire. The city limits are being policed and no one is allowed in or out of the city, unless for good reason. No one at all is allowed in fire areas. Merchants can only stand on hill and look down upon ruined property.

LACK OF WOOD HAMPERS MILLS

Low Water and Car Shortage Effects Watertown District

Shortage of wood pulp arising from the long drouth and lack of cars with which to import it from Canada is proving a serious factor for newsprint mills of northern New York. Water in the Black and Racquette rivers, on which are located most of the newsprint mills of this section, has been so low that the mills have been unable to run their grinders consistently.

The mills of the Hanna Paper Corporation on the Racquette River have been particularly affected, and have found it necessary to close down to three days a week. The St. Regis Paper Company's mills on the Black River have a depleted supply of pulp and have been unable to operate grinders at anywhere near the amount necessary to keep the paper machines in steady operation.

To avoid the difficulty arising every year through low water, the St. Regis Company plans to install next spring thirteen electric grinders, using hydro-electric power to operate.

Bank Buys Amarillo Tribune

The plant of the Amarillo (Tex.) Tribune Publishing Company was bought by the National Bank of Commerce, December 11. The company will be reorganized and continue under the same management. R. H. Nichols, editor of the Tribune and active head of the company, will continue in this capacity.

Seattle American to Appear Jan. 2

(*By Telegraph to* EDITOR & PUBLISHER)

SEATTLE, Wash., Dec. 14.—The Seattle American has set January 2 as its publication date. It recently moved to 1618 Eighth avenue.

It Makes No Difference What You Sell

You can sell it in the Milwaukee-Wisconsin Market. Milwaukee, the First City of Diversified Industries, located in the richest dairying state of the Union, is the ideal try-out market,—representative in size—not too large nor too small.

A Test Campaign launched here will gauge correctly the possibilities of your product in the national field, "As Milwaukee Buys—The Nation Buys!"

Purchases run high in Milwaukee, averaging more than $9,000,000 every business day. Wisconsin purchases average more than $24,000,000 every business day. Milwaukee jobbers serve Wisconsin and Upper Michigan, a rich field of nearly 3,000,000 people. 54%, or 1,350,000 of Wisconsin's buyers, are concentrated in the 150 mile zone of which Milwaukee is the metropolis.

Distribution is solved economically and sales possibilities are opened wide through advertising in The Journal. In Milwaukee this medium delivers better than 80% direct coverage, being read daily in 4 out of every 5 English-reading Milwaukee homes. In addition, Journal influence penetrates into every corner of Wisconsin and Upper Michigan. The Journal is read by more Milwaukee and Wisconsin people than any other publication in the world.

Here is your logical tryout market—rich, responsive, representative. Dominate it at a single cost with advertising in

The Milwaukee JOURNAL FIRST- by Merit

Sales and advertising managers are invited to send for The Journal's analysis of The Milwaukee Market in relation to various products.

CHURCH AD SPACE SOLD TO MERCHANTS WHEN PASTOR PROVED DIFFICULT

Business Men Who Are Church Members Do Not Need Long Arguments on Value of Advertising to Church, While Pastors Are Sometimes Unconvinced

By HERBERT H. SMITH

Chairman Copy Committee, Church Advertising Department, A. A. C. W.

LETTERS recently received by the Presbyterian department of publicity from advertising managers of nearly 100 daily papers show that the greatest difficulty papers have in soliciting display advertising of churches is that the churches are not persuaded they should use paid advertising.

Churches in many cases do not have a publicity item in their budget, although information from Presbyterian churches shows that 800 of the 9,600 congregations of that denomination do have such an appropriation. A large part of such money in most churches goes for the weekly calendar or order of worship.

In many cases solicitors must not only persuade the pastor but members of the official board as well. Individuals who in their businesses use advertising space liberally are often reluctant to use the same psychological laws to persuade people to come to church.

In a few cases the stumbling block to more progressive church advertising is the newspaper itself. One advertising manager said that he did not care to push church advertising, although the paper accepted what was brought in.

Another manager thought that advertising commercialized the church, and he did not approve of this method of promotion. Nearly all denominations have, however, approved this method of urging people to church, and Bible students point out in Holy Writ the approval of methods of reaching people other than by word of mouth.

Many advertising managers indicated they would be interested in methods of selling church advertising, hence this article.

As the greatest difficulty in selling church advertising arises from the necessity of visiting many individuals in closing a contract, therefore if we can sell large space by seeing a few people we have accomplished two ends. Perhaps a tendency to this line of least resistance has stimulated the development of pages of church advertising of which that illustrated, from the Wichita Beacon, is fairly typical.

F. O. Schroeder, advertising manager of the Beacon, nearly a year ago conceived the idea of a full page of church material in the Saturday issue. He decided that the paper would bear half the expense of the page and print there the usual announcements of the topics of sermons. To 22 merchants and other concerns of Wichita he then sold on a six months' contract space which would carry a general message of church interest. He used a large heading across the page and obtained a weekly article from the secretary of the Wichita Church Federation as the feature of the page.

Contracts have recently been renewed for another six months. The price per week to each of the merchants is very little. They are credited with payment for the page in good-sized space. One of the members of the advertising department of the Beacon says concerning the publishing of these names:

"Incidentally, advertising of this kind does a lot more good than some people realize. The average church member is a very substantial citizen. He usually has more money to buy things with than the man who is not a church member. Good will is cultivated among the most substantial element of the city, and I believe it produces returns, although they are not directly traceable to this form of advertising."

The Des Moines Capital has recently started a church page very similar to that of the Beacon's, although the general matter on the Capital's page is written in turn by local pastors. The Kansas City Kansan, which has one of the best pages of church news of any paper in the country, has a page of advertising on Saturday, but without a general message of any sort. This paper gives two inches or more to each church with the name of the church in display text type and the pastor's name and hours of services in body type.

The Wichita Eagle has a page similar to that of the Beacon with general matter in the center of the page.

The Tulsa Tribune, Topeka Capital, Madison (Wis.) Capital Times, and probably other papers use a half-tone of each of the several churches in to-



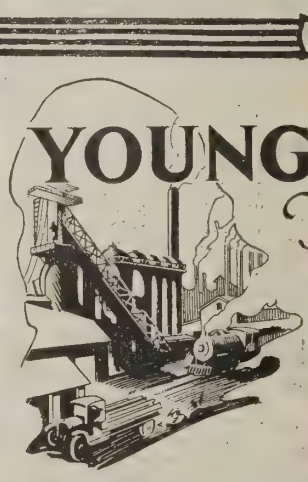
This church page was sold on a contract basis to regular advertisers in the Wichita Beacon. It is easy to sell, benefits the churches and is of indirect value to the merchants who pay the bill.

Highly Satisfied

—the following INDIANA Papers have renewed their contracts with us:

FORT WAYNE JOURNAL GAZETTE
EVANSVILLE PRESS
TERRE HAUTE TRIBUNE
SOUTH BEND NEWS-TIMES

Hickey Mitchell Company
(Builds and Holds Circulation)
U. S. Mgrs. National Casualty Co. Newspaper Policy Dept.
PIERCE BLDG. ST. LOUIS



PROSPERITY in this second greatest steel center of the world makes Youngstown a tremendous market for your products. Youngstown buyers respond quickly—they have the money to spend. Put your sales message before them *now!*

COVER YOUNGSTOWN
WITH
The Vindicator

A great billion dollar market is found in Youngstown's 20-mile radius trading area, with its 350,000 population. The **Youngstown Vindicator** intensively covers this section, and the Sunday **Vindicator** is the only Sunday newspaper here. Our Service Department will gladly help you increase your sales in this rich field.



DAILY AND SUNDAY

The Youngstown Vindicator
YOUNGSTOWN, OHIO

LACOSTE AND MAXWELL, Representatives
Monolith Bldg., New York Marquette Bldg., Chicago

ith general matter in the center of the age designed to attract people to hurch. The Tulsa Tribune material is repared by Richard Lloyd Jones, editor, nd takes the form of a sermonette. These ermonettes and the idea of using the uts of local churches has been sold by Ir. Jones, or representatives of his aper, to other dailies, principally in the outh.

In the case of the foregoing eight apers, and others which were not ob-ained in time for this survey, the space sold to merchants, each of whom pays certain amount, on a six months' or a ear's contract. The feature matter on ie page is aimed at the "unsold mar-et" of the churches, those who go to no hurch, with the name, location and hours f service of the individual churches to ttract them to a particular church.

In order to sell this page for the hurches from 20 to 25 firms contribute. hey are accustomed to purchase adver-sing and the solicitation need not be ng. If the individual churches were licited in the same way usually a good eal more work would be required.

The Kansas City Star is typical of a rge number of papers which sell a age, or most of a page, to individual hurches, each congregation buying as uch space as it likes. The Star do-ates space for a general message in large pe. It has used several of the series f ads isued by the Church Advertising epartment of the A. A. C. W., but is ow running short talks by ministers of ie city, a different writer each week.

The Spokane Chronicle introduces an-her innovation in the handling of hurch ads. It has a space fifteen inches five columns decorated with a border, drawing of a church and a decorative ead "Go to Church Sunday" followed a general talk on the value of hurches to a community, etc., the talk ing changed each week. Individual ads churches are run in a well laid-out anner, each ad being loaded with ough additional expense to pay its pro ta share of the border and heading. his space is sold to each church on a arly contract.

The method used by the Kansas City ar and Spokane Chronicle is used by a rge number of papers, and has the merit educating the churches in the pur-ase of advertising space. When the erchants of the city buy space, and it presented to the churches the latter are t being trained to pay for special bene-s they expect, although that method es make for easiest present sales.

Here and there over the country, but ually for short periods of time, groups churches or church federations unite the purchase of space in which the ace of the church in civilization and the essity of church attendance is set rth, followed by the names and ad-esses of the participating churches.

Thirteen Presbyterian churches of At-nta used a series of illustrated ads, e inches on two columns, in this way, d other groups have done the same ing.

The three pages of illustrated church ads sued by the Western Newspaper Union ve been used in hundreds of country eeklies and other papers to stimulate urch-going and a higher plane of living.

Several papers in the central west have scovered that the use of copy designed get people to go to some church has sulted in stimulating the use of display ace by individual churches. One paper hich had considerable difficulty in per-ading churches to do any advertising s seen paid space grow largely, and e church has developed into the user of out 8 inches every Saturday.

In some towns like Columbia, S. C., d Binghamton, N. Y., such general in-tations to church services have been t in full page space, paid for by a group merchants or by churches.

The Church Advertising Department of e Associated Advertising Clubs of the orld has been stimulating the use of id newspaper space for papers in ery way possible. It discovered that e of the greatest difficulties in the way selling adequate space was copy, and erefore has concerned itself during the st year with the collection and prepa-tion of acceptable copy which can be used either by one church or a group of churches to stimulate attendance at all churches. This copy is offered not because it is the only material that may be obtained for such purposes, but it is believed to be the best that has been offered to newspapers generally. The Church Advertising Department is much less interested in getting this copy printed than it is in having some copy of generous size used. It is eager to serve churches and the newspapers in every way possible to stimulate the use of display space to persuade people to go to church and to practice Christianity.

Papers which have used brief sermonettes by local ministers as a feature on the church page have observed that very often this material is written more from the standpoint of the ministerial study than from that of the man on the street who goes nowhere to church—the individual whom the churches want to get inside their doors.

A small charge has been made by the Church Advertising Department for the use of its copy, in order to pay the cost of printing proofs and circularizing.

More interest is being paid by advertising managers to the possibilities of church advertising than ever before. Such co-operation with the church offers a fine opportunity for helpfulness for the town, and at the same time provides sufficient revenue to pay the expense of operation.

SIR ROBERT BAIRD ENDS TOUR

Finds Ad Men Eager for London 1924 Convention

Sir Robert Baird, proprietor of the Belfast Telegraph, who has been on an eight thousand miles tour of the United States, is in New York for a few days, before sailing on the Majestic December 23 for London, where he will spend Christmas with relatives, before returning to Belfast.

Sir Robert came to the United States to convey an invitation from the advertising clubs of Ulster to the advertising clubs of this country to visit Ireland, during the proposed convention of the Associated Advertising Clubs of the World in London in 1924.

He visited Philadelphia, Washington, Richmond, Atlanta, New Orleans, San Antonio, El Paso, Los Angeles, San Francisco, Salt Lake City, Chicago, Toronto and other cities, and says that with one accord, he found advertising men eager to have this convention held in London in 1924.

"In fact, the only difficulty seems to be that too many people will want to attend," said Sir Robert with a twinkle in his eye.

Naturally he was more interested in newspapers than in anything else and in every city on his tour he visited the plant of the largest newspaper. According to Sir Robert, among the many things which he learned while on this trip were two new words in newspaper vernacular, bull-dog edition and boiler plate.

During his few days' visit in New York, en route home, Sir Robert was entertained a number of times, including a Masonic luncheon on December 13.

Auto Show Dates

The New York Automobile Show will be held at the Grand Central Palace January 6 to 13 and the Automobile Body Builders' Association will hold their show at the 12th Regiment Armory January 8 to 13. The Chicago show will be held in the Coliseum and the 1st Regiment Armory, January 27 to February 3. The Annual Automobile Salon will be held in the Drake Hotel on the same days.

Star Prints Ad Booklet

The Kansas City Star has issued a booklet containing reproductions of 40 full page advertisements used by the paper. They are all examples of the advertisements used by the Star.

Lord Burnham to Visit U. S.

Lord Burnham, proprietor of the London Daily Telegraph, will sail for New York on January 10, upon the steamship Olympic.

276 Drug Stores and 13 Department Stores

are the distributing points through which manufacturers and distributors of toilet requisites and proprietaries reach the 604,000 people of Rhode Island. These stores appreciate the co-operation of live manufacturers who back up their products by local newspaper advertising.

Important factors in the steady turn-over of the leading articles in these lines in this market are

The Providence Journal

AND

The Evening Bulletin

Rhode Island's Great Newspapers

In this densely populated State of only 1,000 square miles there are but few worthwhile families that do not read one or the other. These newspapers, because of their character, contribute far more than mere space and circulation to the business messages they carry. By virtue of their service to the ideals and interests of their State and country, they have built up a reader confidence and influence which are of great value to advertisers.

Providence Journal Co.

Providence, R. I.

Representatives

CHAS. H. EDDY CO.

New York Boston Chicago

R. J. BIDWELL CO

Pacific Coast Representatives—San Francisco—Los Angeles

JOINT I. T. U.—MAILERS' ACTION APPROVED

Typographical Union Votes for Contracts Covering Printers and Mailers, With Joint Expiry Date and Sympathetic Strikes

Referendum vote by the International Typographical Union resulted in the adoption of three propositions which were approved by the recent Atlantic City convention. They first changed the compensation of the first vice-president from a per diem basis and expense allowance to a salary of $4,000 a year and provided that he shall reside permanently in Indianapolis and give all his time to the union. The second provides for combination contracts with printers and mailers and sympathetic strikes in the event of trouble with either union, and the third surrendered the I. T. U. jurisdiction over the newspaper writers union so that the latter may be organized by the American Federation of Labor.

The second proposition, which is of fundamental importance to publishers in practically all cities where daily newspapers are issued, is as follows:

Amend Section 2, article i, constitution, to read as follows:

"Section 2. A charter may be issued to eight or more printers and to five or more of the allied crafts or printing trades in any city or town. Only one English-speaking subordinate union in any distinctive craft shall be chartered in the same place; but a charter may be granted to printers or mailers of, and working in, a foreign tongue, and such printers or mailers may join an English-speaking union in any place where a union in their mother tongue does not exist. Where printers' and mailers' unions chartered by this union have jurisdiction in different departments in the same establisment, contracts of employment shall be negotiated jointly and with identical expiration dates, and these contracts shall contain a clause that an authorized strike or a lockout in any department shall automatically terminate contracts covering other departments or unions.

In the past the I. T. U. has not permitted differences between publishers and mailers or demands for recognition of mailers' unions to interfere with the operation of contracts made with printers, or allowed any claim of the mailers to interfere with cordial contract relations between publishers and printers.

The new propositions voted on and all others that the Atlantic City convention adopted which were not submitted to referendum, become effective January 1, 1923. They do not apply during the life of contracts negotiated prior to that date.

Union sentiment was strongly divided on the second proposition, it is shown by the vote, which was 21,530 for, and 16,699 against. On the other two propositions, the vote was about 28,000 favorable and 9,000 opposed.

WAGE CUT IN EVERETT

Long-Standing Dispute With I. T. U. Ended With New Newspaper Pact

The long-standing dispute between newspaper publishers and typographical union in Everett, Wash., was settled a few days ago when the union accepted a reduction in scale of $1.50 per week, day and night. This makes the scale $48 for night work and $45 for day work. The contract is effective from December 1, 1922, to June 30, 1924. During the negotiation of the previous two contracts the union had forced the publishers to pay a wage scale higher than that prevailing in most cities of 100,000 population and over and had refused to heed the orders of the International Arbitration Board that the dispute be arbitrated under the regular procedure. While the controversy was in full swing, James B. Best, publisher of the Everett Herald, broke down in health, chiefly, it was stated, because of the financial and other worries that the attitude of the union caused him.

The union's attitude in this case has been held responsible for much of the open shop sentiment that has appeared in the Northwest during the past year and the dispute has received wide publicity throughout the country, through the publishers of that section.

Renew Wages in Perth Amboy

Perth Amboy (N. J.) newspapers have renewed from October 1, 1922, to October 1, 1923, their wage contract with the typographical union. The scale is $48 for night work and $45 for day work, with apprentices receiving one-half to two-thirds of the scale. The 48-hour week is agreed upon.

KNIGHT SUES PROVIDENCE NEWS

Seeks $800,000 in Libel Action Against Paper and Officers

PROVIDENCE, R. I., Dec. 12.—Motions by the defense to strike out certain allegations made by the plaintiffs in the actions for civil libel brought by B. B. & R. Knight, Inc., and three of the corporation's officers, against the Hope Publishing Company, publishers of the Providence News, were denied in the Federal Court here today.

There was also denied a motion filed by the defense that the plaintiffs be required to specify what parts of the article appearing in the Providence News of March 18 are relied upon by the plaintiffs as libelous. A third motion to require the plaintiffs to elect whether they will file further counts also were denied. In passing on this point Judge Brown informed counsel for the News that further counts cannot be filed without motion. The attorney for the defense was given until Tuesday to plead to the libels or demur.

B. B. & R. Knight, Inc., is suing the Hope Publishing Company for $500,000 damages. The three officers are suing for $100,000 each. The actions grow out of an article published in the Providence News last March, concerning a suit for damages brought by E. J. McCaffrey against B. B. & R. Knight, Inc., in which Mr. McCaffrey alleged breach of contract in the handling of soap sizing.

OIL CO. CHARGED WITH FALSE ADS

Federal Trade Commission Issues Complaint Against Dispatch Company

The Federal Trade Commission has issued a formal complaint against the Dispatch Petroleum Company, Porter Oakes and James T. Chiles, of Wichita Falls, Tex., charging misrepresentation in the advertising and sale of oil stock. The company, according to the complaint, is a Texas joint stock association.

It is charged in the complaint that respondent Messrs. Oakes and Chiles conducted and managed the business and affairs of the company to their individual financial interests as against interests of the purchasers of the stock, and that in the advertisement and sale of the stock used advertising matter which contained numerous alleged misleading and deceptive statements and representations.

Tampa Times to Build

The Tampa Times will shortly build a new home, according to the announcement of D. B. McKay, the editor. The building will occupy a site 100 by 105 feet at the corner of Washington and Franklin streets and will be constructed during 1923.

In New Orleans it's THE ITEM

LAST ARGUMENTS IN BEECKMAN SUITS MADE

All But First Action Against Providence News Await Decision of Judge Gorham—Lawyer Claims Privileged Communication

PROVIDENCE, R. I., Dec. 8.—The final arguments on the complaints of criminal libel brought by ex-Governor Beeckman against John A. Hennessy, editor of the Providence News, and Henry D. Hamilton, its secretary and treasurer, were made in the Sixth District Court today.

Attorney Claude R. Branch, appearing for Mr. Beeckman, characterized the respondents as belonging to the class of men "afraid to acknowledge error, too cowardly to come out and tell the facts, and who would try to hide behind technicalities." William W. Moss, arguing for the respondents, declared the article published in the News charging Beeckman with attempt to bribe as coming under the head of "privileged communications." In making its charges, the News, he said, was but availing itself of its legal privilege to criticise a man who had submitted himself to the people as a candidate for office.

With the conclusion of the arguments, all the Beeckman and Reuter cases brought in this city as a result of the alleged libelous publication of the Providence News await the decision of Judge Horward B. Gorham, except the criminal libel case against the Hope Publishing Company. In that case, Judge Gorham found the respondent probably guilty and bound it over to the grand jury, two weeks ago.

In presenting argument for the News Mr. Moss said that whenever anyone becomes a candidate for public office he subjects himself to the searchlight of publicity and newspapers have a right to publish all the facts about him. He said there was a conflict of authority as to how far newspapers could go on such occasions. Some authorities, it was said, hold that publications have a right to make fair comment on the fitness of a candidate, but make statements of fact subject to the risk of their being false. Other authorities hold, he argued, that newspapers were given more lattitude and that the aggrieved party, even though his reputation and character had been put to loss, had no remedy unless he could prove that there was malice in the publication.

Mr. Moss claimed that more weight should be attached to the latter class, and that the Providence News' article made charges as to Mr. Beeckman's fitness for public office, as it had a right to do, and that it had no malicious motive behind it.

He argued that the cases against Hennessy and Hamilton should be thrown out because neither respondent had been connected by evidence with the publication of the alleged libelous article. It was necessary for the plaintiff to prove actual participation by them in the publication or guilty knowledge, and there was no such evidence of this kind. There was no proof that Hennessy was in general charge of the newspaper as editor or that he had any measure of control over what was published in the newspaper.

The Ludlow
Better Than Foundry Type

YOU may doubt that the Ludlow, as a system, is better than foundry type. But when you say "foundry type" you are thinking of all new type—not the aggregation of worn, broken fonts, short in supply and always half up in forms as found in nearly all prosperous job shops.

Always New Faces—Unlimited Supply

"In the few years we have been operating the Ludlow it has been proved that display composition is much faster by this method than by single types; distribution of dead forms is reduced to the minimum. Another point worth mentioning is the fact that the matrices are practically indestructible, and whenever we buy new fonts we are increasing our equipment, and not making replacements, as would be the case with foundry type."—F. S. Clark, Publisher Tri-City Labor Review, Oakland, Calif.

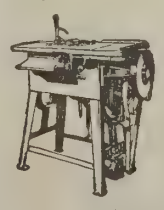
1. New foundry type may seem to you to be ideal, while it is new, so far as it goes. If you could keep an unlimited supply of new foundry type, constantly in your cases for years, but—nobody ever has been able to do that, and nobody ever will!

2. Worn types not so good. After your new types have been set, used and distributed a few times, or when a rush of work ties up whole fonts in the forms for days at a time, then the Ludlow is seen to be more desirable.

3. After a month's use, even with further purchases, and forever thereafter the comparison is all in favor of the Ludlow. The job containing some worn types cannot compete with the one which is set from all new faces, cast on Ludlow slugs.

4. Slugs are better than single types. Consider the freedom from pi, the ease, and rapidity of make-up, the easy justification and uniformity of letters in height to paper. The line, not the single letter, is the ideal working unit.

5. Recast for duplicate forms. Plates require time and cost money. Duplicate slugs are made while you wait and cost no money. Cast three or four if you like—any quantity needed to fill the press. Wear them out, if you wish. No type money is required to replace them.



Ludlow Typograph Company
2032 Clybourn Avenue, Chicago
Eastern Office: World Building, New York City

LUDLOW QUALITY SLUG COMPOSITION ABOVE 10 PT.

VORLD STARTS SUIT OVER SHIP BOARD ADS

nplaint Served Upon Gundlach Advertising Agency—Did Not Get Full Copy and Seeks to Collect Higher Line Rate

he Press Publishing Company, pubers of the New York World and ening World, has served a complaint a suit on the Gundlach Advertising ency, Inc., for $5,157.76 which the er claims is due on the account of the S. Shipping Board advertising, placed the agency, because of failure to live to a contract, which called for "full-y" or the payment of a higher rate.

nder a contract between the paper and agency, effective for one year dating n August 30, 1921, the World accept-dvertising from the Gundlach agency billed it at its "full-copy" rate of 45 ts a line, less 15 per cent, the agency rmission. During this year the ncy actually placed 35,637 lines of ertising with the World, while the nplaint alleges it placed 66,869 lines h the New York Times. When this been ascertained, the World "short-ed" the agency for 15 cents a line in ition, or 60 cents a line, less 15 per t, which the paper claims is "the high e" which the contract provides shall charged if "full-copy" was not sup-d to the World.

he Gundlach Advertising Agency has used to pay, claiming that the World's e card carries a rate for Trans-At-tic steamship advertising of 50 cents a for copy inserted 156 times within year, and that, as it supplied copy for ward of 200 insertions, this was "the h-rate" meant in the contract. The ncy has offered to pay the difference ween 45 cents a line, less 15 per cent 1 50 cents a line, less 15 per cent. is has been refused by the World on ground that this 50 cent insertion rate for a special call of advertising and s not apply to "full-copy" contracts.

Service in the action was made on De-ber 11 upon Charles W. Jackson, vice-sident of the Gundlach Advertising ency in its New York office. The com-int has not yet been filed in the New rk State Supreme Court. Attorneys the Press Publishing Company are ylor, Jackson, Brophy & Nash, 56 Pine eet.

he steamship advertising, which the ndlach agency contracted for with the rld, is advertising which prior to gust 30, 1921, was handled by three ncies, namely, Frank Seaman, Inc., ing for the United States Lines, in-ding the Pacific Mail Line; Botsford, nstantine & Taylor, for the Pacific amship Company (the Admiral Line); l the Frank Presbrey Company, for the nson Line. All of these lines operated S. Shipping Board vessels and the ertising was transferred to the Gund-h agency, which has since handled all the Board's advertising

CHICAGO, Dec. 14.—E. T. Gundlach of Gundlach Advertising Agency, Inc., s served here with a summons in suit the Press Publishing Company against agency for $5,157.76 for alleged short-ing on advertising of the U. S. Ship-g Board published in the New York rld. The summons, dated December directs Mr. Gundlach's presence in the w York Supreme Court within twenty s. Mr. Gundlach said to EDITOR & BLISHER: "I consider the position en by the New York World as utterly enable. Beyond that I have no state-nt to make."

WORLD SHIFTS DESK MEN

navan Night City Editor, Griffith Telegraph Editor

Joseph Canavan, formerly city editor the New York Herald, is to be-me the night city editor of the New rk World. At the same time several anges of assignment were made among the city staff of the paper. Thomas Griffith has been appointed telegraph editor, succeeding Frank P. Glass, Jr., who is transferred to the day side as assistant news editor. Edward A. Roth has been transferred from assistant city editor to assistant night city editor, while William T. Bliss has been changed from swing man to assistant make-up man, succeeding James S. Collins, who becomes assistant city editor. James E. Dever becomes the swing man and Edward A. Roth is transferred from assistant city editor to assistant night city editor.

In announcing these changes Herbert Bayard Swope, executive editor of the World, stated that they were part of the paper's policy of shifting its executive personnel so that a small and compact group would be familiar with all details.

WRITERS APPEAL TO LANDIS

Defend Official Scorer Who B. B. Johnson Over-Ruled

At a meeting of the New York Chapter of the Baseball Writers' Association held December 9, the organization went on record in a series of resolutions to the effect that the .400 batting average recently credited to Ty Cobb of the Detroit club by president B. B. Johnson of the American League ought not to be recognized in official record publications. Provision also was made to forward copies of the resolution to Baseball Commissioner Kenesaw M. Landis.

The resolutions follow:

"Whereas the President of the American League has seen fit to ignore the ruling of the official scorer in New York in a game played between New York and Detroit on May 15, 1922, and substituted instead the unofficial score sent out by a press association, and

"Whereas this arbitrary action on the part of the President of the American League, taken without inquiry or investigation, gave a hit to Ty Cobb when the play officially had been scored an error for Scott of the New York club, and

"Whereas this overruling of the official scorer gave Ty Cobb a .400 batting average, causing comment throughout the country that tended to cast discredit on the official scorer, therefore,

"Be it resolved that it is the sense of the New York Chapter of the Baseball Writers' Association that the .400 batting average of Cobb be not recognized and that efforts be made to have it corrected in the official baseball guides, and

"That the action of the President of the American League in arbitrarily changing this score is strongly condemned in that the usefulness of baseball records is thereby seriously impaired, and

"That the members of the New York Chapter of the Baseball Writers' Association should decline to serve as official scorers unless they receive assurance that their scores will be accepted as official and final.

"Be it further resolved that a copy of this resolution be sent to Kenesaw M. Landis, Commissioner of Baseball, and to the President of the American League, and that this action be submitted to the adjourned annual meeting of the Baseball Writers' Association of America."

Scripps Yacht Fined $5,000

The American yacht Ohio, owned by E. W. Scripps and having on board Mr. and Mrs. Scripps and his family, was fined $5,000 by the San Juan, Porto Rico, Collector of Customs because it did not have a bill of health from the port of Havana, Cuba. Mr. Scripps is en route for San Diego, Cal., via Central America and the Panama Canal. He will said from San Diego on a world cruise early in January. The Ohio, which was built for Mr. Scripps, has but recently been put in commission.

Durango Editor Acquitted

Rod Day, editor of the Durango (Cal.) Democrat, was found not guilty of the charge of murder, December 11. He was placed on trial in connection with the death of William F. Wood, city editor of the Herald, last April. The verdict was returned after 13 ballots had been taken by the jury.

N. Y. Pressmen Elect Dec. 20

New York Newspaper Web Pressmen's Union No. 25 will elect officers December 20 at its annual meeting. David Simons, foreman on the Brooklyn Times and the present incumbent, is a candidate for re-election, opposed by E. Edwards, representative of the I. P. P. & A. U. in New York.

LEADING THE LIST

In a city and nation where class circulation means everything, where American advertisers in the ordinary newspaper buy waste circulation among Japanese whose purchasing power is low, The Jiji Shimpo leads all. With a monthly subscription rate of Y1.10, *The Jiji is the highest-priced newspaper in Japan.*

THE JIJI SHIMPO
時事新報

Is the newspaper of prosperous, ambitious Japan—a young nation, newly-endowed with means for enjoying the goods of the West. Her most progressive sons and daughters, eager to learn more of America and all America has to give Japan, read The Jiji Shimpo. Not only on account of its superior presentation of domestic and foreign news, but because it carries the bulk of foreign advertising appearing in Japan, The Jiji is the favorite of the class the American advertiser must reach.

The Jiji's New York representative, Mr. J. P. Barry, will gladly discuss the opportunities of the Japanese market, which he has studied at close range.

New York Office:
JAPAN ADVERTISER SUITE
Equitable Bldg., 120 Broadway

THE JIJI SHIMPO

Cables: "Jiji Tokyo" Bentley Code — TOKYO, JAPAN — *Morning and Evening Editions*

"In Japan, the Buyers Read the Jiji"

DETROIT REPORTERS GLAD TO SHIFT COUZENS' DENIALS TO CAPITAL

Former Mayor an Excellent News Source, But His Repudiation of Printed Statements Was so Regular that One Editor Ordered Reporters to Get Denial Along with Interview

By E. T. LOVEDAY

A GROUP of daily newspaper men assigned to a "page one must" story, was grouped about a train in the Michigan Central station at Detroit the other day. They knew that when the conductor raised his hand and the train drew out of the station it would bear away from them the basis of one of the best yarns of the year—but, strange to relate, they were pleased to see the story slipping out of their hands.

A paradox? Yes. And the center of this little story, who sat in one of the Pullmans, en route to Washington, is one of the most paradoxical, as well as one of the most enigmatic men, it was a newspaper man's province to meet.

He is James Couzens, millionaire, new Senator from Michigan and former mayor of Detroit. Newspaper men say he has set a world's record for denials printed in daily newspapers involving stories previously published regarding himself. And he is the man who a few short years ago went into partnership with Henry Ford, to build automobiles, starting with a few hundred dollars and finishing up with no less than $30,000,000.

To newspaper men acquainted with Detroit, Ford and Couzens, while long since separated as business partners, are still in the same classification as to the ease with which they can be converted into copy. Both are almost always good for page one, but Couzens has an irritating habit of denying the stories printed about himself, and his ex-partner Ford makes himself so inaccessible geographically that many a mileage book has been used up hunting him.

A few short years ago these two men, now so much in the public eye, conducted a little machine shop in the poorer section of Detroit. No newspaper men greeted them in the morning as they started to work, or rushed along at their heels as they left for their homes in the evening, to learn their views on the problems confronting the nation.

But all the world loves a winner, and it is not unnatural that the world likes to read about a winner. Ford and Couzens both won in the automobile field. Their winnings have made the income tax a considerable burden.

Henry Ford turned out to be the most advertised man in the world, perhaps, though a negligible amount of it is paid advertising. And Couzens, take the word of Detroit newspaper men, turned out to be the world's champion denial maker.

But this story is of Couzens and not of Ford. The wrathy little mayor of Detroit was in New York when the word came of his appointment to the United States Senate, to take the place made famous or infamous by Senator Truman H. Newberry. It was Ford, incidentally, whom Newberry beat for the seat, further complicating the situation. Ford spent considerable money and a great deal of energy in an attempt to gain the seat, and his ex-partner had it handed to him without lifting a finger.

Well, newspaper men flocked about the Couzens suite in New York when the word came. Newberry and Newberryism were well known enough to make the story well worth while, regardless of the fact that it was Couzens, the man who cleaned up Detroit municipal politics, who got the appointment.

Senator Couzens said a lot, apparently, from the volume of stuff that gained its way into the New York papers, and the volumes which were printed in Detroit.

Then 24 hours after the stories came the inevitable. The phones rang on the city desks in Detroit.

"Senator Couzens is preparing a statement denying the statement that——"

Such was the tenor of the message.

And so "Senator Couzens denies" was seen quite prominently in the headlines.

The Senator took exception to a story printed in one New York paper that made the claim that he, Couzens, and not Ford, was responsible for raising the Ford factory pay to $5 a day some years ago. And he did not like a story printed in another paper which quoted him as saying the Ford Motor Company had not made an advance step in 10 years. He said so in issuing a denial of both.

Perhaps he told the New York city editors he didn't like the way they handled the story, but this writer's province is Detroit, and he doesn't know.

But the climax came when Couzens, on his second from last day of page one prominence, was asked whether he would see Senator Newberry, whom he was succeeding, before he left for Washington.

The senator answered the question. There is no denying that. But what he said was something else again.

One Detroit paper came out with a streamer "Couzens Snubs Newberry."

And again the stone walls of the little gray city hall heaved and shook, and the city hall tower swayed as the papers reached the mayor's office.

And the telephones on the city editors' desks rang again and a secretary said again:

"Senator Couzens denies——"

With the result that a witty news editor on one of the Detroit papers posted a ruling to the effect that:

"All stories involving the doings or sayings of Senator Couzens must henceforth be accompanied by copies of signed denials by the Senator, to expedite getting to press on time."

Although Couzens has always had ample newspaper support in election campaigns in Detroit, he has always "called the papers down" for errors involving himself.

One "error," and a big one, stands out in the history of the city hall during the Couzens regime.

Senator Couzens had perfected the plans for a municipal street railway line, subsequently placed in operation. He announced to newspaper men the workings of the plan, gave them all drawings of the city map lined with the street car system, and says he set a certain deadline, before which the story could not be used.

But one paper stepped out of line, used the story 24 hours before the release, and the other papers raised a howl which, augmented by the Couzens tenor, was heard through Michigan. The "offending" newspaper man said the mayor had forgotten to tell him that there was any release date involved in the story.

Couzens once almost became a p[ub]lisher. He had estimates of the co[st] a Detroit daily made, and negotiated [for] weeks with the owners, but the plan[s] through.

So, getting back to the beginning [of] the story, Detroit newspaper men, re[c]ognizing their ex-mayor as a capable [and] sincere worker, a man who will undo[ubt]edly be a worthy representative of [the] state in the Senate, sighed with relief [as] his train pulled out.

"Wonder how the boys in Washin[gton] will like him," one correspondent [is] wiping his brow. "As a public offic[ial] hand it to him, but as a source of ne[ws] phew!"

Changes Page Size

The Danbury (Conn.) News, w[hich] has installed a new 24-page Hoe Sim[plex] press, has changed its column le[ngth] from 21¾ inches to 21¼ inches.

La Tribuna Suspends

La Tribuna, Newark, N. J., has [dis]continued publication and officers of [the] paper are maintaining offices at 605 Sc[ott] 21st street, Irvington, N. J., until al[l] the affairs of the paper have been set[tled]



Expansion

A million new subscribers were linked to the Bell System during the past two years—putting into operation a million new routes of talk, and a corresponding increase in all intervening facilities such as switchboards, cable and long distance lines.

No other country is so well equipped as the United States for telephone communication. Yet, because of this—because the telephone is so useful—the demand for service keeps growing greater.

The growth of telephone demand in the United States is greater than the growth of population. It is an intensive growth. An increasing percentage of the population is seeking telephone service.

The Bell System is providing for more investment, further technical achievement, more wires, switchboards and stations—and more subscribers. The American people require the best service. The best service means the most comprehensive service, not only for the necessities of to-day, but for the necessities of the future.

"BELL SYSTEM"

AMERICAN TELEPHONE AND TELEGRAPH COMPANY

AND ASSOCIATED COMPANIES

One Policy, One System, Universal Service, and all directed toward Better Service

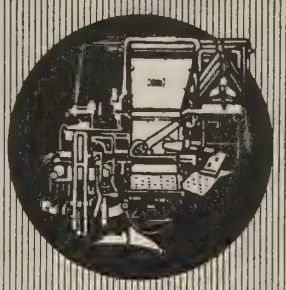
Few Papers—(if any)—surpass the TRENTON NEW JERSEY TIMES AS A Food Medium

A recent reader survey indicates that among the housewives of the city our Thursday Food Feature Department—upward of four pages devoted to food recipes and news and food advertising—is the best feature carried by the Times

Circulation 30,237 Member A. B. C.

KELLY-SMITH CO.

Marbridge Bldg. New York — Lytton Bldg. Chicago



INTERTYPE

"THE BETTER MACHINE"

See Our Page Next Week

INTERTYPE CORPORATION

805 Terminal Bldg., Brooklyn, N. Y.
548 Rand-McNally Bldg., Chicago
301 Gaslyn Bldg., Memphis
560-A Howard St., San Francisco

Canadian Agents:
Toronto Type Foundry Co., Ltd.

NEW ENGLAND

The New England States as a group lead the country in many lines and a wise advertiser or manufacturer will advertise a path to their door.

New England shows an increase in the number of workers engaged in manufacture.

Statistics show that two-thirds of all the clocks, fire alarms, silver plated ware, corsets and ammunition manufactured in the United States are made in New England.

More than fifty per cent of all the brass made in the United States is produced in these states.

Nearly seven hundred places in New England can be termed manufacturing towns.

Here we find communities where intelligent, productive people have made permanent homes.

The daily newspapers will move every day an enormous volume of merchandise to the consumer, if you will do your part and use adequate advertising space.

These New England dailies covering the territory from the east to the west and from the north to the south, will carry your message to the buying public of this territory.

MASSACHUSETTS—Population, 3,852,356

	Circulation	2,500 lines	10,000 lines
**Attleboro Sun .....(E)	4,805	.0275	.0175
†Boston Sunday Advertiser(S)	424,104	.55	.55
†Boston Globe .....(M&E)	274,607	.45	.45
†Boston Globe .....(S)	321,871	.55	.55
Boston Telegram .....(E)	145,113	.20	.20
†Boston Transcript .....(E)	36,423	.20	.20
**Fall River Herald.....(E)	13,405	.035	.035
*Fitchburg Sentinel .....(E)	10,739	.05	.035
Greenfield Recorder .....(E)	3,625	.0175	.0175
**Haverhill Gazette .....(E)	15,216	.055	.04
**Lynn Item .....(E)	16,132	.06	.04
*Lynn Telegram News.(E&S)	16,886	.05	.05
†Lowell Courier-Citizen and Evening Leader(M&E)	20,635	.06	.06
**New Bedford Standard-Mercury .....(M&E)	31,489	.08	.08
**New Bedford Sunday Standard (S)	25,006	.08	.08
†North Adams Transcript.(E)	9,334	.0375	.03
**Salem News .....(E)	20,879	.09	.07
**Taunton Gazette .....(E)	8,268	.04	.03
†Worcester Telegram-Gazette (M&E)	72,733	.24	.21
*Worcester Sunday Telegram (S)	42,741	.18	.15

MAINE—Population, 768,014

†Bangor Daily Commercial(E)	14,703	.05	.04
†Portland Press Herald(M&S)	22,208	.07	.06
**Portland Express .....(E)	26,294	.10	.07
**Portland Telegram .....(S)	28,658	.10	.07

NEW HAMPSHIRE—Population, 443,683

†Keene Sentinel .....(E)	3,316	.03	.02

RHODE ISLAND—Population 604,397

	Circulation	2,500 lines	10,000 lines
Newport Daily News....(E)	6,171	.035	.03
Pawtucket Times .....(E)	24,401	.07	.06
**Providence Bulletin .....(E)	58,738	.135	.135
†Providence Journal ....(M)	32,837	.08	.08
**Providence Journal .....(S)	54,568	.12	.12
**Providence Tribune .....(E)	21,364	.10	.09
Westerley Sun .....(E&S)	4,581	.025	.025
†Woonsocket Call .....(E)	12,959	.04	.04

VERMONT—Population, 352,428

*Barre Times .....(E)	6,532	.03	.02
Bennington Banner .....(E)	3,021	.0125	.0125
†Brattleboro Daily Reformer. (E)	3,021	.025	.015
Burlington Daily News...(E)	7,183	.04	.04
**Burlington Free Press..(M)	11,441	.05	.05
Rutland Herald .....(M)	9,437	.04	.04
†St. Johnsbury Caledonian-Record .....(E)	3,366	.0214	.015

CONNECTICUT—Population, 1,380,631

*Bridgeport Post-Telegram (E&M)	43,033	.145	.14
*Bridgeport Post .....(S)	18,395	.085	.08
*Hartford Courant ... .(D)	29,789	.08	.07
*Hartford Courant .....(S)	48,600	.10	.09
**Hartford Times .....(E)	43,672	.12	.12
**Meriden Record .....(M)	6,699	.045	.025
†Middletown Press .....(E)	7,561	.03	.025
†New Haven Register..(E&S)	34,427	.10	.09
**New London Day.....(E)	16,687	.06	.045
†Norwich Bulletin .....(M)	11,663	.07	.05
**Norwalk Hour .....(E)	4,953	.03	.03
*Stamford Advocate .....(E)	8,351	.0375	.03

Government Statement, April 1 1922.
*A. B. C. Statement, April 1, 1922.

**A. B. C. Statement, October 1, 1922.
†Government Statement, October 1, 1922.

CHARGE MAGAZINE SPREADS KU KLUX PROPAGANDA

(*Continued from page* 14)

"The field of the Country Editor is the country editorate. We intend to reach not only the country editor himself but also his readers and make them our contributors and constituency. In addition we purpose that this shall be a metropolitan magazine to serve the best interest of the vast numbers of country editors and to that end will add articles by prominent people to the other contributions.

"No, the Country Editor is not in any way connected with or affiliated with the Ku Klux Klan. The Country Editor has no more interest in the Ku Klux Klan than has Hearst's International, which, I see is advertising an article on the Klan for its next issue. Ours is only a news interest.

The Eilert Printing Company said:

"We print the Country Editor, as well as many other publications. Our relation to all is as printers to the publishers. We have no other interest whatever in the Country Editor and no knowledge of its policies or purposes other than its own printed editorial announcement to promote American ideals and institutions. We know nothing whatever of the Ku Klux Klan excepting what we read in the public press."

EDITOR & PUBLISHER queried contributors to the two "achievements" of the magazine as to whether or not they had knowledge of any alleged Klan affiliation of the Country Editor, but all who replied were unanimous in saying they knew of none.

Persons who have had signed articles or are featured in unsigned articles for the November and December issues are:

Chesterville Morrow, Samuel Gompers, Walter Kutzleb, William H. Anderson, Avondale, Edward Hancox, Teasdale Randolph, Elbert Hubbard II, John Temple Graves, Clifford Goodrich, Joseph M. Keatinge, Merton Clivette, Howard Egbert, M. J. Murphy, B. Wheeler, Lld., Federal Prohibition Commissioner R. A. Haynes, Courtland Smith, Bertha Taylor Voorhorst Major Honore J. Jaxon, Rev. Richard Hergarty, B. D., and Major A. J. MacElroy, D. S. O.

Courtland Smith, for many years head of the American Press Association and now associated with Will H. Hays as secretary of the Motion Picture Producers and Distributors of America, whose article, "The Country Editor," appears in the December edition, said:

"I wrote an article for some number of the Country Editor. Mr. Hays was asked for an interview, which I did not approve because the magazine was too young. Then a former associate in the American Press Association, Clarence N. Cook, in whom I had every confidence, called, told me that he was interested in the magazine and asked if I would write an article. He explained that the purpose of the magazine was solely to fight the battles of the country publisher. As I have been doing that all my business life I was very glad to write an article for him. If the publication serves any other interest than that of the country press, and I can hardly believe that it does, then the situation was misrepresented to me."

Clarence N. Cook, mentioned by Mr. Smith, is connected with the Snodgrass & Gayness Advertising Agency, 489 Fifth avenue, New York. He stated to EDITOR & PUBLISHER that he had asked prominent men for articles and interviews for the Country Editor merely through a friendly interest in Mr. Wupperman's new business enterprise and had absolutely no connection with it. He knew Mr. Wupperman had guaranteed payment for all the printing bills of the Country Editor, incurred by Mr. Randolph, but was certain the agreement did not include the Klan advertisement in question. He asserted positively that neither he nor Wupperman were associated in any way with the Klan.

W. J. Murphy, president of the New York & Pennsylvania Joint Stock Land Bank, with offices at 61 Broadway, New York, who has a signed article in the December edition, said he also had been interested in the Country Editor by Clarence N. Cook, who had introduced Mr. Wupperman to him at his office with the suggestion that he write a story, on the relation of the country editor to the joint stock land bank, as a publicity idea for reaching the farmer through the country editors. He took advantage of what he thought was a good chance to get some advertising and ordered 100 copies of the December edition. He said Wupperman showed him a letter from Judge E. H. Gary, on the latter's personal stationery, ordering several thousand copies of the November Country Editor containing the labor story, "Profit vs. Use" by Samuel Gompers, as illustrating the publicity value of the magazine. Mr. Murphy said he knew Mr. Cook as an advertising man, but had never met Mr. Wupperman before. He had no knowledge of any Klan connection of the publication or any one associated with it. Certainly he had none, he said.

Letters have been received recently by newspaper editors throughout the country soliciting subscriptions for the Country Editor at $2 a year, saying:

MR. PUBLISHER: We want you to subscribe to The Country Editor. We want to work for country newspapers, and we can't accomplish big results unless you are a subscriber. It is our ambition to go before national advertisers with a hundred per cent country newspaper backing.

Our Credit Information Bureau alone is worth several times the two dollars per year. As a subscriber to The Country Editor, you would be privileged to write us for a credit rating on any firm or individual who desired to advertise in your newspaper. This service alone ought to save you many dollars each year.

And there is our Bad Debt Collection Bureau. Another service that is essential to your newspaper. As a subscriber you could file an unpaid advertising account for collection, and all the influence of The Country Editor would be used in the collection of that advertising account. This is an expensive service, which we fully realize, but the only cost to you, in addition to your $2 subscription to The Country Editor, would be 15 per cent on collections actually made through our efforts.

Surely you would like to have an efficient collection bureau like this working on your unpaid advertising accounts.

As we are not foreign advertising representatives in any sense of the word, you can instantly realize the extent of the value of our efforts in your behalf. If you have no foreign advertising representatives, you ought to appoint one. And have only one, because advertising agents find confusion in billing an expensive operation. No service is worth a hurrah unless it is based on concentration.

We have told our story. Send us your subscription and invest $2 in an enterprise which you can ill afford to do without.

THE COUNTRY EDITOR PUB. COMPANY.

The first number, or "achievement," carried the following self-introduction:

THE EFFICIENT VOICE

There is a voice in the Great Republic which speaks constantly, and yet is unheard, almost unknown, in the mighty metropolitan centers.

It is the calm, wholesome voice of The Country Editors of these States and Territories of America.

That voice, efficient, strong-sensed, alert, informed, is being heard in the aggregate, and individually, through the pages of The Country Editor.

This, then, is the Magazine of the Rural Fourth Estate of the Territorial United States—a Tribune of the Homeland.

The currents of written oracle have for long flowed outward from the towering tripods of the great cities, moulding and leading the thought of the nation according to the standards of Metropolitan Journalism. Henceforth, through this channel of The Country Editor, the stream of popular arcadian thought shall contact the urban currents and flow in invigorating expression throughout metropolis and homestead.

To promote the ideals and institutions of America—that is the Watchword—and to this task The Country Editor invites the twelve thousand rural editors of the nation, their staff associates and their constituents.

In view of the connection of A. E. Wupperman, with the J. W. Wupperman Angostura Bitters Agency, Inc., an article, appearing in the November edition of the Country Editor, entitled "A Monopoly in Restraint of Healing," signed Æsculapius, attacking the American Medical Association for its anti-patent medicine policy, is interesting. An editorial note appended says, "It cannot anesthetize the public with a hypodermic injection of bunk." The article concludes:

"In a series of articles we propose to expose the methods of the association and we shall be glad to have submitted to us facts relating to the systematic persecution of private physicians and others who have incurred its displeasure. We hope the great body of American editors, who are supporters of this magazine, will follow these articles closely and will use in their columns such extracts as may seem to them pertinent and appropriate."

1,384,464
More Lines

FROM January 1 to October 31, 1922, The Passaic Daily News has printed 1,384,464 more lines of paid advertising than the other Passaic paper.

THE Daily News leads its competitor in classified, foreign and local advertising lineage.

Largest Quantity, and Best Quality Circulation Besides.

DAILY NEWS
Passaic, New Jersey

AN A B C OF ADVERTISING

Roberts' Handbook Aims to Help Newspaper Solicitors

Genuine service to the small city newspaper solicitor and the merchants whose business he seeks is contained in the 44 pages of a vest-pocket-size handbook compiled by A. T. Roberts, advertising manager of the Columbus (Ga.) Enquirer-Sun. It merits the title of "A B C's of Newspaper Advertising," and justifies the author's conclusion that 'the man who is genuinely interested will finish this booklet with a fairly good idea of advertising and the factors to be considered in its preparation."

Introductory chapters tell in everyday non-technical words the nature of advertising, the mission it performs, the selection that the merchant makes among his stock for each day's copy, and the use of type and display. Retailers are advised to request advertising matter and cuts from the manufacturers who supply them with nationally advertised products and to use these aids not necessarily as they are received but in the form that best fits the individual piece of copy. The use of illustrations with type gets several pages of concise description.

Layout also is discussed in simple terms. The amateur advertiser is instructed in the elements of printing measurements, standard rule borders, the use of proofs and stamped impressions in locating illustrations in the copy, and decision on words to be displayed. "Get your display heading right, then condense the supporting or explanatory facts you wish to present into as few words and as simple language a subject will permit," the author ad

Good lettering in layout as an i the printer can be achieved with practice, the advertiser is told, an layouts are illustrated as wo models. Good advertising position defined according to well known c laws, the primary need of good above all other advertising qualific is stressed again and again, an booklet concludes with several pag type samples that are in daily u advertising display.

News to Distribute Own Pape

The New York News starting Ja 1, 1923, will distribute its own p thus terminating its contract wit News Distributing Company, In which S. P. Booth, Charles Levy a S. Sullivan are the officers. In m this change the News will take ov equipment and personnel of the Distributing Company but not the e tives. The company was organiz December, 1921, when the paper end relations with the American News pany. J. S. Sullivan is circulation ager of the News.

Woll Directs A. F. of L. Law Bu

Matthew Woll, president of the national Photo Engravers Union vice-president of the American Fe tion of Labor, has been chosen di of the new A. F. of L. legal inform bureau, which, he says, is to serve clearing house for information relati law and to legal contests involving interests.

For Space Buyers and Specials

The Seattle Times has issued a and small book of statistics to buyers and national advertising man The books are bound in soft green le and each one inscribed with the na its respective owner.

Herald Installs Machine

The Manchester (Conn.) Herald installed an Intertype machine in its which was burned out recently.

Enterprise in New Building

The Bartlesville (Okla.) Enter has moved into its new home, a story brick building.

THIS IS THE SCOTT
DOUBLE-SEXTUPLE
"MULTI-UNIT" PRESS



The NEWARK NEWS
NEWARK, NEW JERSEY
Eugene W. Farrell, Manager
have operated this Double Sextuple Multi-Unit Press for many years and a visit to their plant which is only thirty minutes from Broadway will enable you to inspect the finest newspaper press ever built.

We Are Here To Serve You.

Patented & Manufactured By
WALTER SCOTT & COMPANY
PLAINFIELD, NEW JERSEY, U. S. A.
CHICAGO
1441 Monadnock Block
NEW YORK
1457 Broadway, at 42d Stree

NEWS OF ASSOCIATIONS AND CLUBS

Newspapers

JUDGE T. J. C. WILLIAMS, newspaper man and presiding judge of the Baltimore Juvenile Court, was unanimously re-elected president of the Baltimore Press Club at the annual meeting held last week. Other officers elected were: vice-president, Folger McKinsey; recording and corresponding secretary, John J. Ely; financial secretary, J. Ferd. Hayward; treasurer, Edward H. Pfund; and board of governors: Frank F. Patterson, Ernest R. Crapster, George T. Jenkins, George W. Worsham, Jr., Judge T. J. C. Williams, Folger McKinsey, John J. Ely, J. Ferd. Hayward, and Edward H. Pfund. The new board unanimously re-elected Mr. Pfund for the tenth time executive secretary of the club.

The Central New York Press Association will hold a meeting at the Department of Journalism, Syracuse University, January 13.

The Kansas Eighth Congressional District Editors' Association held its annual meeting in Wichita during the past week.

The North Star Editor, published occasionally, organ of the Minnesota Editorial Association, appeared recently. It is edited by the executive committee. The number had a vigorous attack upon free publicity, by W. E. Verity, editor, the Wadena Pioneer Journal and president of the association.

The Rochester (N. Y.) Press Club opened its new home on December 7. Preceding the annual election of officers, John Burns, the retiring president, announced the gift of $500 from the Rochester Times-Chronicle. The officers elected for 1923 are: president, Francis E. Boon, the Rochester Herald; vice-president, Henry E. Detcher, the Post Express; financial secretary, Glenn C. Morrow, the Democrat & Chronicle. Theron Knapp was re-elected secretary for the sixth time. The new members of the board of governors includes Paul Benton, the Times-Union; Harold Sanford, the Democrat & Chronicle, and Herman Ferno, the Abendpost, re-elected.

Officers of the Oregon Writers' League were re-elected at a recent meeting in Portland. The league has 90 members and the officers are: president, Anne Shannon Monroe; vice-presidents, Mrs. Eva Emery Dye and Samuel C. Lancaster; secretary-treasurer, John B. Horner; assistant secretary, Aileen Strong.

The National Editorial Association in its recent bulletin announces that Salt Lake City probably will invite the association to hold its 1924 convention in that city within the near future.

The Pen and Pencil Club of Providence recently elected the following officers: president, J. Stuart Price; vice-president, Alfred H. Gurney; second vice-president, Frank E. Jones; secretary, Herbert W. Baker; treasurer, James Henderson, and board of governors, Archibald G. Adam, Sevellon Brown and Walter B. Norton.

The News Photographers' Association of New York, recently elected the following officers for 1923: John Hemmer, president; Joseph Lyons, vice-president; William Warnecke, financial secretary and treasurer; Theodore Dalton, recording secretary; James Harris, marshall, and Frank J. Merta, Philip Levine, and O. J. Baumann, directors.

The Theatric Press Representatives of New York effected a permanent organization at a meeting last week and elected the following officers: president, Wells Hawks; vice-president, Francis E. Reid; recording secretary, Mrs. Joseph C. Drum; corresponding secretary, Charles E. Cook; and treasurer, E. P. Greneker.

The Newspaper Representatives' Association of Chicago met December 11. An amendment to decrease dues 20 per cent a year was introduced but deferred for action for 30 days. The officers elected for the new year are: president, F. E. Crawford, representive of the New York Journal in Chicago; vice-president, Harry W. King; secretary, Berry Stevens; treasurer, H. E. Scheerer; director for two years, H. E. Scheerer; director for one year, Robert J. Flaherty.

Advertising

C. M. Yager, of the Modern Miller, Chicago, was elected president of the Chicago Trade Press Association at its annual meeting, December 3. Other officers elected for 1923 were: E. H. Gleason, Inland Printer, vice-president; J. A. Gilbert, Office Appliances, secretary; Miles E. Kastner, Hide & Leather, treasurer. New directors of the association are: George P. Miller, Trade Press Publishing Company; A. L. Rice, Power Plan Engineering; J. A. Harris, The Black Diamond. J. A. Greig of Electric Traction, spoke before the meeting on "The Trade Paper of the Future."

At a recent meeting of the Chicago Advertising Men's Post of the American Legion, Reed W. Landis, of the Keith-Landis Corporation, was elected commander. Other officers elected were: Kellogg M. Patterson, western manager, the L. H. Crall Company, Cincinnati, vice-commander; Arthur Olsen, Chicago Tribune, adjutant; William Savage, Chicago Tribune, vice-adjutant; Eugene Murdock, Munroe & Southworth, printers, treasurer; A. B. Southworth, Munroe & Southworth, assistant treasurer.

E. D. Gibbs, advertising director of the B. F. Goodrich Company, Akron, Ohio, has been made chairman of the Publicity Committee of the Akron Chamber of Commerce.

J. William Macy, of Macy & Klaner, Chicago publishers' representatives, was elected president of the Chicago Agate Club for 1923 at the annual meeting of the club held December 5.. Other officers elected were: Joseph H. Lynch, western manager of the Atlantic Monthly and House Beautiful, vice-president; F. L. B. Foote, of the Nast Group, secretary; Robert F. Murphy, western manager of Doubleday, Page & Company, assistant secretary; L. L. Northrup, Wheeler & Northrup, publishers' representatives, treasurer.

The advertising clubs of Oshkosh, Green Bay, Appleton, Neenah-Menasha and Fond du Lac, Wis., have formed a district organization under the name of Fox River Valley Advertising Club. The organization meeting was held at Oshkosh. F. G. Moyle, president of the Appleton Advertising Club was elected president; William W. Sterling, president of the Oshkosh Club, vice-president; H. E. Capehart, president of the Advertising Club of Green Bay, secretary, and M. Marsh, of Oshkosh, treasurer. The Fox River Valley Advertising Club will hold five meetings between January and June, 1923, at Green Bay.

The Poor Richard Club of Philadelphia will hold its annual frolic-banquet at the Bellevue-Stratford, January 17.

The Retail Bureau of the Marion (Ind.) Association of Commerce will organize a Truth in Advertising Club by the first of the year.

McCurdy Succeeds Lord Dalziel

C. A. McCurdy, who was chief coalition liberal whip in the Lloyd-George cabinet, it has been announced recently in London, will succeed Lord Dalziel as head of the London Chronicle and associated newspapers.

Viteman Account Changes Hands

The Viteman Company's advertising account has been transferred from the J. H. Cross Company, Philadelphia, to the Philip Kobbe Company, Inc., 208 5th avenue, New York.

報知新聞



The Hochi's Magnificent New Building Just Completed in the Heart of Tokyo

THE HOCHI SHIMBUN

Japan's Oldest Evening Newspaper
With Large Morning Edition

TOTAL PAID CIRCULATION LARGEST IN TOKYO

The Hochi Shimbun was established in 1872 by the late Marquis Okuma, and continuously since that early date has lent all its influence to the support of its great founder's lofty ideals.

In the foreign news field the Hochi has built up a service which is unexcelled, and which has earned for it many readers who are intensely interested in persons and events abroad. This interest has been found to exert considerable influence on their taste in the purchase of imported commodities and undoubtedly has increased their consumption of products from abroad.

Advertising Rates

Per line.....Y	1.25
Per Column..Y	170.00
Per inch....Y	12.50
Per page....Y	2,000.00

The Hochi Shimbun

TOKYO, JAPAN

IOWA

Of the entire area of Iowa ninety-five per cent is productive soil, a record unrivalled by any other equal area of land in the world.

2,404,021 People

43.2 Persons per Square Mile

586,070 Families

The major part of the income of Iowa is derived from feeding and marketing live stock. The greatest sources of wealth rank as follows: hogs—beef—cattle—corn—oats—dairy cattle and poultry.

Iowa ranks first in the number of hogs, having almost twice as many as any other state—second in beef cattle—first in corn—first in oats—fourth in dairy cattle and first in poultry.

Try your goods in this territory. Their daily newspapers can and do reach the buying power of Iowa.

	Circulation	Rate for 5,000 lines
**Burlington Hawk-Eye .....(M)	10,387	.035
**Burlington Hawk-Eye .....(S)	13,163	.035
†Cedar Rapids Gazette.....(E)	21,131	.06
**Council Bluffs Nonpareil.....(E&S)	15,521	.05
**Davenport Democrat & Leader.. ...(E)	14,361	.06
**Davenport Democrat & Leader.....(S)	17,401	.06
†Davenport Times .....(E)	23,896	.07
**Des Moines Capital.....(E)	60,696	.14
**Des Moines Sunday Capital.....(S)	28,858	.14
*Iowa City Press-Citizen .....(E)	6,320	.035
†Mason City Globe Gazette.....(E)	11,096	.035
**Muscatine Journal .....(E)	7,863	.035
*Ottumwa Courier .....(E)	13,186	.05
**Waterloo Evening Courier.....(E)	15,080	.05

*A. B. C. Statement, April 1, 1922.
**A. B. C. Statement, October 1, 1922.
†Government Statement, October 1, 1922.

WHAT OUR READERS SAY

The Medical Editor

WINNIPEG, MANITOBA.

To EDITOR & PUBLISHER: Palmer Smith has touched something very close to my heart in "Can Medicine's Place in the News Be Improved?"

Most emphatically it can. For at present it scarcely occupies any "place" at all. And yet there is no greater source or better source of news stories than the doctor. The doctor's stories are the simon pure human interest. They don't need stretching or "doctoring up" either. All that is necessary is to tell them in the simplest language possible. But we do not get them. There are very few papers that make much attempt to work this field, and under the present conditions it is probably just as well they don't.

Many of the human interest stories that come within the doctor's ken are almost sacred. Confidences must be kept inviolate, and if some indiscriminate attempt were made to worm these from the medical profession, and then exploit them in the news columns the result would be disastrous.

Not many doctors have much of a "nose for news." And most of them have very little time to spare even if they were inclined to write for a paper. Furthermore, their writing would almost certainly be unintelligible to the layman. So it is evident the proposition of getting the right angle on this class, of news is by no means easy. It seems to me that it is necessary the "medical" reporter must have more than a smattering of medicine. In fact, he should be a fully qualified M. D. On the other hand, he should be content to earn his living as a newspaper man and not as a doctor. I don't mean that he should refuse to give aid when it lies in his power. On the contrary, it would most certainly be his duty to do all that he could for the relief of human beings in distress—but without fee.

I think that a medical man who maintained the dignity of the calling and the dignity of his profession as a writer, would have little difficulty in assuring very friendly relationship with the medical fraternity, and he would certainly be a valuable asset to his paper. I believe it would be quite possible for a paper to assist one of its news men who had a natural bent, or desire for the study of medicine, to obtain the qualification of a physician and to protect itself for the investment by both a bond and a contract for a term of years. Personally, I have never felt any keen desire to earn my living as a doctor, but I have always had a very keen desire to study medicine and can conceive of no more satisfactory way to do the greatest good to the greatest number than through the medium of the daily paper. One thing is very certain. The doctor on the newspaper would be a very busy man.

There are other lines of newspaper work in which the writer should be something of a specialist, but none in which it is so imperative that the writer should have qualifications like Caesar's wife. For instance, it is quite usual to put the "cub" to report railroad happenings—with ludicrous results very often that do not tend to enhance the value or the standing of the paper in the railroad man's eyes, and there are an awful lot of railroad men. The railroad reporter should study his work very carefully and become fully cognizant of the various departments, their relationship to each other, etc. A good knowledge of telegraphy will help the man on the railroad run a lot more than most of them realize. There are two other professions that I believe should be represented on the editorial staff of a paper by specialists—accountancy and law.

FRANK H. AVERY.
Financial Editor Manitoba Free Press.

William Allen White in the Right

OMAHA, NEB.

To EDITOR & PUBLISHER: The case against William White, an Emporia, Kas., editor, charged with violating the industrial court law, was dismissed on December 9, by Judge Harris.

Editor White is right mad as he made the following statement:

"Of course, I am bitterly disappointed at the outcome of this case. I was arrested during the late railroad strike for posting in my window a placard declaring half-way sympathy with the strike, in which I did not wholly believe. The governor had ordered all placards down and I defied his order so as to test the case in courts, because good lawyers said it was an illegal order. The test was brought because I felt that Governor Allen in his anxiety to make the industrial court function, overstepped the law in his forbidding an outside party to the controversy and because I sincerely felt it was against good public policy. The point I raised never has been decided in the courts. Here was a chance to decide it.

"Now, to understand exactly why the state did not want it decided a few facts must be known. First, the attorney general advised the governor against making the arrest, directing that I had not violated the picketing law, and the attorney general would not draw up the warrant. Judge Huggins, chairman of the industrial court, declared publicly that I had not violated the law. He agreed with the attorney general. Judge McDermott, of th industrial court, felt that an arrest should b made and is responsible for the warrant, signe by a clerk in the governor's office. The warra alleged two things for which there was not th slightest evidence, and that is why Judge M Dermott is afraid to have it tried. The tw things were a charge of conspiracy with thre men I never saw or heard of, and a charg that I had stopped Sante Fe trains, which wa silly. Now, the reason those two tricky charg were made was to prevent me from going in mediately into supreme court and demandin relief on a habeas corpus. This I could hav done if the warrant had been drawn, merel alleging the facts in the case. I begged th governor to amend the warrant in accordanc with the undisputed facts so that he could g the supreme court to decide the fundament questions at issue in the supreme court. I ha his assurance before he left for the governor conference in the east that some way would b found to get the case into the courts. Bu Judge McDermott vetoed them. Of course, a the attorney general's office did not believe i the case, as it had been brought against the judgment, they would not try it. And so w go into the next labor controversy without a important point settled, which might have bee settled.

"Under the promise of the trial I asked tha the placards come down and they came down a over the state. I am now denied a trial, an what is more, the state has not dared to tr anyone else for displaying that poster, th banks, all the large stores, hotels and office all over Kansas displayed the objectionabl placards.

"It all amounts to this:

"This industrial court law, which I believ was written to establish law and order in in dustrial controversies, will never stand in th books if under it men are arrested on trick warrants that the state dare not defend in th courts.

"Prussian methods on the part of officers o the law, on behalf of the law, without war rant of law, are worse than lawless method of capital and labor in their battles. If I wa within the law in contending for the right o free utterance for the public wholly outsid of the controversy, then I should not have bee subject to a shanghaied arrest. If I am wron and the industrial court law does gag the pub lic whose interests the law should protect the I should have been tried and put into jai I was "ku kluxed" into an arrest by a cou that did not have the guts to pull out the shirt tails and give a ku klux parade.

"The attorney general and the presidin judge of the court seemed to think they had case against me, and Judge McDermott, wh is responsible for my arrest, has neither th common decency nor the manly courage t come down and try the case on its merits. I trying to put teeth in the law last summe Judge McDermott got the front tooth knocke out of the law by the election of Davis, wh may feel that a heart in the law is more im portant than teeth, but the people voted for th law itself by electing an overwhelming legisla tive republican majority, pledged to sustain th law."

Let us hear from some of the editors through out the United States on this deal.

ARTHUR R. DAVISON

Best in the World

LOS ANGELES, Nov. 27th, 192

To EDITOR & PUBLISHER:

Been abroad. This subscription was ordere from 644½ North Western Ave., Los Angele Almost ashamed to send it so late. Better lat than never however. *New address* 119 Sevent Avenue, San Francisco. When Mr. Jame Brown took up the "E. & P." no one eve dreamed it would become what it is—the be journal of its kind *in the world.* And I kno them all—intimately.

D. HENDERSON

It Is the Public Ledger

PHILADELPHIA, December 5, 1922.

To EDITOR & PUBLISHER: In your issue o December 2 is a very nice notice of the change on the Public Ledger staff, which is very muc appreciated; but for the life of me I canno understand why you call it the Ledgers, and th *two* Ledgers. You might as well call it th twelve Ledgers, as we print that many edition There is but one Public Ledger. You neve speak of the Boston Globe as the Globes.

CYRUS H. K. CURTIS.

Effort Appreciated

LEXINGTON, Ky., November 29, 1922.

To EDITOR & PUBLISHER: I have been in terested in your endeavors to elevate the stand ard of newspaper ethics and was especially im pressed by your editorial of November 2 headed The Greater Service.

I agree with you that many newspapers to day are striving more than ever before to mer reader-confidence and to be worthy of leade ship. I thought you might be interested i knowing that your efforts for cleaner and bette journalism are not falling on deaf ears every where.

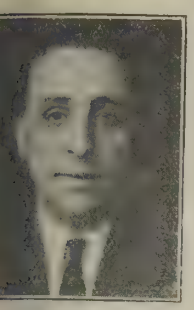
H. GIOVANNOLI,
Editor and Manager, The Lexington Leade

J. E. Wheeler Buys a Sawmill

J. E. Wheeler, joint owner with L. F Wheeler of the Portland (Ore.) Tele gram, has just purchased the sawmi plant of the Klamath Pine Manufacturin Company in Southern Oregon. The com pany has been in financial difficulties an Mr. Wheeler will rehabilitate the prop erty and resume manufacture.

CIRCULATION NEWS AND VIEWS

MALCOLM S. LUNN, circulation manager of the Pittsburgh (Pa.) ost and Sun, has resigned to become circulation manager of the Boston American on January 1. Harry Beck, for a number of years in charge of country circulation of the Post and Sun, succeeds. Mr Lunn on the Post and Harry Pearce, formerly city circulation manager of both papers, is Mr. Lunn's successor on the Sun. Mr.



Malcolm S. Lunn

unn was the guest of the circulation affs of the Post and Sun at dinner at e Fort Pitt Hotel, December 4, all of e office staff and the road men being esent as well, as A. E. Braun, publher of the Post and Sun; W. U. Christan, managing editor of the Post; and W. Merchant, managing editor of the n. Mr. Pearce on behalf of the cirlation staffs presented Mr. Lunn with raveling bag and a traveling case. Mr. nn began newspaper work as a mailg boy on the Post 22 years ago. He came superintendent of the mailing oms before he was 20 and eight years o was appointed circulation manager the Post and Sun.

The Mid-West Circulation Managers' sociation will hold its convention in tchinson, Kan., March 6 and 7.

L. R. Rutherford has been appointed culation manager of the Wilmington el.) Every Evening. He was formerly nected with Philadelphia papers.

The circulation department of the Bos- Advertiser has mounted part of its circulation inspectors on motorcycles, h equipped with side-car. The inspecs cover 3,000 news-stands and news tions in Boston in connection with ly and Sunday editions, supply dealer ps, advertising cards, and make argements with dealers for handling uests for home delivery. John Wright, lliam King, A. J. Shannon, Sam Ar-, Harry Turitz and George Morrison included among the motorcycle riders.

Max H. Clark has resigned as circuon manager of the Portland (Ore.) ws to manage an automobile stage line.

Edward A. Miller has resigned as ciration manager of the Harrisburg a.) Patriot and the Harrisburg Eveg News to become treasurer of the curity Trust Company of Harrisburg. E. Roussley, of the advertising detment of the papers, succeeds him as culation manager.

J. V. Hollett has recently been apnted circulation manager of the Penola (Fla.) Journal.

The Tulsa (Okla.) World is putting a campaign entitled "A World in ry home in Tulsa," giving $200 in h prizes to its city carriers. The city livided into four districts, each district ving approximately the same number subscribers. All of the carriers in the ious districts work together as a team. e carrier in each district who is the st capable of leadership is placed in rge. The district producing the most w business during the campaign will eive the reward, which will be divided ong the carriers of the winning district ording to the amount of new business ured by each one. Each new subiber must carry an increase order with

The Wichita (Kan.) Eagle has a mpaign among the postmasters in its d. If the postmaster or assistants d in seven new renewal R. F. D. subiptions before December 15, they will eive a $4 fountain pen. The Eagle has o opened an offer to the ladies living the farms giving them a set of six teaspoons and six tablespoons, providing they send in ten new or renewal R. F. D. subscribers each paid in advance for one year. The spoons are high grade silver spoons.

The Mobile (Ala.) Register and News-Item is giving its agents and carriers their choice of a blue, gray, green, red or purple sweater for increases of 10 to 20 in their routes. The larger the increase, the better the sweater.

The following is a list of prizes offered at this time by the Salt Lake City, Utah Desert News to its carriers for new orders:

Premium	No. of Orders	Price
Waterman's Fountain Pens	6	$2.75
Wall Eversharp Pencils (silver)	2	1.00
Wall Eversharp Pencils (gold)	7	3.00
Remington Scout Knives	4	2.25
Keen Kutter Scout Axe	4	2.25
Ansonia Sunwatch	3	1.50
Flashlights	2	1.00
Fish Poles	12	5.00
Fish Poles	6	3.00

The Toledo (Ohio) Blade is giving away a unique riding arrangement for boys, called a chummy. The boy stands on one foot and pedals with the other. It can be run to a speed of one to 20 miles per hour. The boy gets the "Chummy" for 10 new subscriptions.

The Baltimore American is in the midst of a $30,000 automobile contest, giving away 27 automobiles. They also include in the contest offer 12 awards of $150 in gold, 12 of $75 in gold, 12 of $50 in gold ,and special merit prize of $200; sixty prizes in all. The contest opened October 16 and will close December 22. The city of Baltimore is divided into seven districts while the territory in which the American circulates is divided into five districts, 12 districts in all. Ten per cent cash commission will be paid to all non-winning candidates who turn in $75 or more.

The Wichita (Kan.) Eagle held an early fall reception of its old carriers and their ladies to the new ones who took on routes at the opening of the two colleges in Wichita. The meeting was held in a private park on the river seven miles out. The weiners were roasted in a big bon fire. Buns, pickles, coffee and marshmallows were consumed in abundance. An orchestra furnished the music and the young folks danced until 10 P. M. and went home happy.

PAPER CONTEST FAIR FEATURE

M. V. Atwood Judges Florida Dailies and Weeklies

A newspaper contest, open to all Florida, was a feature of the state fair at Jacksonville, held November 18 to 25. The contest, the second to be held at the fair, was arranged by the general extension division of the University of Florida, B. C. Riley, director. M. V. Atwood, of the New York State College of Agriculture, Cornell University, and publisher of the Groton (N. Y.) Journal and Courier, was the judge.

The judging, in which first places only were awarded, was by classes, six-column dailies competing against each other in front page make-up, editorial page, farm news, and all around excellence. Seven column dailies competed among themselves in the same way, while the weeklies of the state had a competition all their own but in the same classes.

The Miami Herald swept the decks, as it did last year, for the seven column dailies. Of the six column dailies, the Gainesville Sun drew first place for front page make-up, the Clearwater News for editorial page, the Bradentown Herald for the best handling of farm news, while the Gainesville Sun got the award for best all-around paper in its class.

Ottawa Citizen Celebrates

The Ottawa Citizen held a staff dinner at the Chateau Laurier December 9 to celebrate the 25th anniversary of the evening edition of the Citizen as a Southam newspaper.

36,354 Square Miles 2,930,544 People

These people of Indiana produce annually something like

160,000,000 bushels of corn.
52,000,000 bushels of oats.
45,000,000 bushels of wheat.
5,000,000 tons of hay.
18,000,000 pounds of tobacco.

Figure that cattle, horses, sheep and hogs, millions of them, are produced annually in Indiana.

This shows in part what Indiana produces to sell.

Not only is Indiana prolific in producing merchandise and crops, coal and cattle, oil and automobiles, but Indiana is a good buying state.

Indiana as a market is *all right*.

THESE INDIANA NEWSPAPERS BLANKET THE STATE

		Circulation	Rate for 5,000 lines
†Decatur Democrat	(E)	3,165	.025
**Evansville Courier	(M)	24,668	.06
**Evansville Courier	(S)	22,571	.06
†Fort Wayne Journal-Gazette	(M)	23,490	.07
†Fort Wayne Journal-Gazette	(S)	26,080	.07
†Fort Wayne News-Sentinel	(E)	32,492	.08
†Gary Evening Post and Tribune	(E)	9,125	.05
*Indianapolis News	(E)	115,634	.20
†LaPorte Herald	(E)	3,768	.025
***South Bend News-Times	(M) 9,702 (E) 10,669	20,371	.06
***South Bend News-Times	(S)	18,464	.06
***South Bend Tribune (S) 19,500	(E)	17,603	.055
**Terre Haute Tribune	(E&S)	22,818	.06
**Vincennes Commercial	(M&S)	5,453	.03

Government Statements, April 1, 1922.
†Government Statements, October 1, 1922.
*A. B. C. Publishers' Statement, April 1, 1922.
**A. B. C. Publishers' Statements, October 1, 1922.
***A. B. C. Publishers' Statements, 3 mos. ending Sept. 30.

EDITORIAL



A STORY THAT NEEDS TELLING

TEN little Congressmen need a visit to the woodshed. Two thousand daily newspapers and ten thousand weekly newspapers ought to be waiting there for them—each with a cat-o'-nine-tails. Ten little Congressmen need a reminder that promises made to the newspapers four months before election day have to be kept when Congress reconvenes a month after Election Day. Otherwise ten little Congressmen may be joined by other little Congressmen in thinking that promises made to the newspapers are like other campaign promises and may be forgotten whenever it is convenient. And that won't do.

Publishers of all newspapers and periodicals using the second-class mailing privilege are united in demanding that Congress remove at least a part of the excessive levies on transportation of publications. They united when they were told by Congress that no publisher could expect relief from these war-time taxes on mailing privileges unless all publishers were agreed on a program. That program was embodied in the measure known as the Kelly Bill. It was placed before Congress last Spring by Representative Kelly, himself a newspaper publisher, and it was endorsed by representatives of the daily newspapers, the weeklies, the magazines and the trade press.

When it went before the Postal Committee of the House, a favorable report was delayed, the committee said, pending the findings of the Joint Postal Commission, a combination Congressional-Post Office body, which had been appointed two years ago to look into the methods and costs of handling publications in the mails. This report would be rendered before December 1, the House committee believed, but if it were not, the Kelly legislation would be taken up about that date and reported for enactment as a temporary measure pending the postal commission's final report. All that took place last Summer, when Congressmen saw a dreary November in the offing. Individual promises were given and accepted and the publishers awaited the short session which convened last week.

But—when Congress reconvened for its last meeting, postal committee members found it hard to remember that they had promised action on the Kelly Bill. They found that the Joint Postal Commission had spent about $300,000 in its two years' existence and that it had nothing to report, that it would need another million dollars before it could proceed to business. They also found that some members of Congress who were directly interested in the Joint Postal Commission would cease to be members of Congress after March 4 next. And they suspected that if the Kelly Bill was passed, there would be a very, very slim chance of getting an appropriation of $1,000,000 for the Joint Postal Commission past a Budget Director and an Appropriations Committee bent on economy. And the publishers' committee received a very chilly reception.

One scheduled meeting of the committee was cancelled because most of the members discovered previous engagements. A second held this week resulted in the tabling of the Kelly Bill by a vote of 10 to 5, Republicans and Democrats joining in opposition. The Joint Postal Commission excuse was again paraded and the committee approved an appropriation of $950,000 for its work. Promises made to the Postmaster General, to individual publishers and to Representative Kelly were treated as the ex-Kaiser treated inconvenient treaties. Figures advanced by influential publishers that their costs had doubled under the war-time postal tariffs were thrust aside, without consideration.

The next election is two years in the future, but a number of Congressmen who voted to table the Kelly Bill have eager eyes for places on the public payroll after next March and a million dollar fund for an investigating committee might care for several "lame ducks."

Congressmen and millions of other people might be interested in learning why a commission can spend two years and $300,000 in finding out nothing and follow that by asking for another million dollars with no promise of any greater result. An audit of the commission's expenditures might be enlightening as to the reasons for the Kelly Bill's fate.

AN AMERICAN'S CREED

COMPILED BY CHARLES W. MILLER
Vicksburg (Miss.) Herald

FOR we know that if our earthly house of this tabernacle were dissolved, we have a building of God, an house not made with hands, eternal in the heavens.—(II. Cor. v: 1). Beloved, think it not strange concerning the fiery trial which is to try you, as though some strange thing happened unto you: But rejoice, inasmuch as ye are partakers of Christ's sufferings; that, when His glory shall be revealed ye may be glad also with exceeding joy. But let none of you suffer as a murderer, or as a thief, or as an evildoer, or as a busybody in other men's matters.—(I. Peter iv: 12, 13, 15).

"IS THIS PROPAGANDA?"

"I AM enclosing a copy of 'Railroad Data,' which is issued weekly. In your opinion, is this likely of real service to newspapers, or is it, in your judgment, propaganda?" The inquirer is W. W. Harris, publicity man for the Association of Railway Executives of New York. The clipsheet which his letter enclosed declares in an "ear" that "the material in this bulletin is from authoritative sources. It is issued for the information of the public." Its information appears under headlines such as "Movement of Coal by railroads far in excess of other years," "Railroads obtain only 4 per cent of capital raised in October," "I. C. C. Says Rail Earnings Inadequate," "Ford's Road Shows Deficit for 10 Months," etc., etc.

Mr. Harris, himself a newspaper man of long experience, doesn't need any assistance in answering his question. He knows that his clipsheet is of service to editors because it is the only source of information on railroad affairs that has not been closed to them since the advent of the "director of public relations."

He also knows that it is propaganda for the interests which pay his salary and the other expenses of publication. He knows when the data he presents is in strict accord with all the facts and he also knows when it is in accord with the facts that he wants to bring to the attention of the editor.

He knows that, but the editor doesn't, and the editor who accepts at face value and prints substantially what Railroad Data gives him exposes himself to the danger of printing a story that is true so far as it goes, but which may be far from true when facts which are hidden are brought to light.

It is the ease with which a hard-pressed newspaper man can use the prepared copy of the Railway Executives and other propagandists that makes their clipsheets insidious. They discourage first-hand investigation, as they are intended to do, and they work their way into newspaper columns without half the scrutiny and supervision that is exercised over the police reporter's story of a trifling murder. No matter how upright and honorable may be the aims of the railway executives and their press agent, the clipsheet method of giving the newspapers information to the exclusion of direct contact with the original source of news, is always open for the promotion of plans and ideas that may be neither upright nor honorable. It is the editor's job to keep awake to schemes of the latter kind and to expose them before their fruition. He cannot do it in an emergency if he permits his news sources to dry up and his sense of values to become dulled when times are quiet.

So the answer to Mr. Harris is that his service to the editor is of very doubtful benefit to the newspaper or its readers and that it is definitely and indisputably propaganda.

INTIMIDATION

BALD and bold intimidation is the messa carried to newspaper publishers by a letter Thompson-Koch Advertising Agency in C cinnati sent out last week. It was a "request" behalf of a holding company, Sterling Products, I that its name be listed in the daily quotations of stc transactions on the New York Stock Exchang "every single day, always kept standing and ne omitted." Added to this request, which is to be call to the attention of the financial editor, is the adv that "our clients are among the largest users advertising space in your paper."

The mailed fist is ill concealed beneath the vel glove. It is true that many of the products control by this stock corporation are and have long been lar users of newspaper space. They are proprieta articles which have escaped the storm that swe many such advertisements into newspaper discard the past few years. The stock of the holding co pany is listed on the Exchange. All these are tr but of what merit are they as arguments that ne paper readers should see kept constantly in the W Street news the name of Sterling Products, I whether it is traded in or not.

That is plain trickery, flagrant juggling with class of news that stands in little enough rep among newspaper editors, but which is relied u by a certain portion of every newspaper's read Indirectly it is also an attempt to secure by ste every day a line of advertising that the company not paid for and to which it has absolutely no ti That advertising might be of little value to products advertised in the regular channels, but might be of inestimable value to certain gentlem whose eyes are not on the factory but on the ma facture of stock-jobbing profits. The editor v grants this agency's request—"so we can tell clients, who will appreciate it"—is false to his read and deserves the low estimate which such lett show is held of his probity and ability by advertis and agencies who can use him as a catspaw concealed designs.

JOHN WANAMAKER

JOHN WANAMAKER left his impress u modern business and civilization in many w that were known only to himself, but he left impression that has affected profoundly the cond of business, and especially the newspaper busin in recent years. He claimed no monument for discovery save that the only advertising that v of any value to the merchant and the consumer v that in daily newspapers of known circulations. that had been his only achievement, the debt ov him by the business world could never be rep But it was only one of a host. He was the first realize and advertise, among modern merchants, value of the one-price standard, the guarantee complete satisfaction to the purchaser of his go

As Postmaster General of the United States, fathered several branches of postal service that h since knit themselves into the governmental and d life of the nation. He fostered the idea of r carrier delivery of mail to the farmers and saw adoption the year after he retired from office. was one of the first crusaders for the parcels and continued his combat against intrenched inter which fought it for a score of years. He was of the first to see the benefits of a postal savi system to the wage-earner and traveled the len and breadth of the United States creating pu sentiment for that institution.

Business and public affairs were only a part his long and useful service to his fellowmen, howe for the hours that were not spent in his great st or in devising their unique advertising were occu in the Lord's work. He was a young man whe founded a Sunday school in a Philadelphia Pre terian church and his service as superintendent this school for 64 years is believed to be unparall

He was a great merchant and a great man, his combination of a giant business vision with Christian spirit of service to his fellows is of occurrence. Americans can best revere his men by following his example, in and out of business h

PERSONALS

MES M. COX, publisher of the Dayton (Ohio) Daily News and the ngfield News, is the father of a hter, Barbara Blair Cox, born De- er 8.

illiam Randolph Hearst is to aug- his famous herd of pure-bred cat- t San Semeon Ranch in California prize winners bought at the recent national Stock Show in Chicago. D. Keehn, representing Mr. Hearst nicago, paid top-notch prices for the als.

H. Kohlsaat of Chicago, who re- suffered a stroke of paralysis in York, is convalescing so satisfac-, according to recent letters he has en friends, that he and Mrs. Kohl- have accepted an invitation to be guests of Col. Edward House for tmas dinner.

lph Blumenfeld, publisher of the on Daily Express, is recovering an operation.

j. George H. Kelly, editor of the las (Ariz.) Daily International, been appointed state historian of ona by governor-elect Hunt, effec- January 1, 1923.

Edwin Hanway, formerly owner, and publisher of the Casper .) Daily News, is in Miami, Fla., Mrs. Hanway for his first vacation years. After selling his paper, Hanway decided to see America and by motoring to Florida.

ome D. Barnum, publisher of the cuse (N. Y.) Post Standard, re- d recently from a business trip to go.

jor Frank Knox, publisher of the hester (N. H.) Union and Leader, een appointed a member of the citi- committee to collect funds for the East Relief.

rvey Ingham, editor of the Des es (Iowa) Register, was recently d president of the Greater Des es Committee. Lafayette Young, Jr., e Capital, was elected vice-president.

R. Ashfield, at one time editor of linton (Iowa) Herald and also con- d with the Cedar Rapids (Iowa) blican, has bought an interest in the on (Iowa) Sentinel, a weekly paper, nas started work with the paper.

of. Frank L. Snow of the Depart- of Industrial Journalism, Oregon ultural College, has returned from through the middle west on which spected the journalism departments rious colleges. He was a delegate ne national convention of Sigma Chi.

orge Carter, editor of the Wilming- Del.) Evening Journal, now has two who have been selected for Rhodes arships. George G. Carter, the ger son, was chosen last week to go xford University and F. Bayard Car- as so nominated two years ago.

ank Lester Greene of Vermont, who elected to the senatorship from his was at one time editor of the St. ns Daily Messenger.

N THE EDITORIAL ROOMS

VILLE A. WELSH, formerly con- nected with newspapers in Philadel- and Cleveland, is now on the copy of the New York Daily News. For ast two and a half years he has been r and manager of the Ohio Lekion- , an American Legion weekly pub- on in Cleveland.

gus A. Acree, formerly city editor e Richmond (Va.) Times-Dispatch, ater a copy reader on the Washing- Herald, has resigned to join the copy of the Washington Evening Star.

arles W. Redfield of the Malone Y.) Telegram has been chosen chair- of transportation for the 1923 con- on of the National Editorial Associ- to be held at Saratoga.

bert D. Crist, city editor of the cuse (N. Y.) Herald, is again at his desk after a week spent in New York. During his absence Lawrence J. Skiddy, assistant city editor, was in charge of the city desk.

Samuel Caufman, Jr., formerly of the Wilmington (Del.) News, has joined the local staff of the Wilmington Every Evening.

A. H. Booth, formerly staff artist of the New York American, is doing all of the pen and ink sketches for the Syracuse (N. Y.) Telegram and will be with the paper permanently.

Harry Green, of the copy desk of the Syracuse (N. Y.) Journal and formerly legal adviser to the American Y. M. C. A. in Europe during the World War, has been called to Denver by the serious illness of his father.

W. E. Burbank, who has been on the copy desk of the Syracuse (N. Y.) Journal, has returned to the copy desk of the New York City News Association in New York.

A. B. Blackford, formerly of the Utica (N. Y.) Press, has joined the Syracuse (N. Y.) Journal copy desk staff.

James D. Coddington, police reporter for the Syracuse (N. Y.) Journal, has resumed his duties following an illness which confined him to his home in Binghamton, N. Y.

Ernest T. Jenkins is back on the news staff of the Boston American, following a six weeks' illness of pneumonia.

Miss Grace Des Champs, formerly special writer on the Boston Telegram and Boston American, has joined the Denver Post staff.

John Gowen has been appointed news editor of the Boston Advertiser.

Walter Howie, managing editor of the Boston American, has gone to Washington, D. C., to assist in building up the Washington Herald, Hearst's new paper there.

Seth Maxwell, former city editor of the New York Evening Post, after an absence of more than a year out of newspaper work is now assistant city editor of the Atlantic City (N. J.) Gazette-Review.

B. Frank Alcott, formerly radio editor of the Atlantic City (N. J.) Gazette-Review, has returned to the Camden (N. J.) Daily Courier.

James M. Healy, one time editor of the Atlantic City (N. J.) Gazette-Review and the Sunday Gazette, is now on the Albany (N. Y.) Knickerbocker Press.

E. R. Beveridge, formerly a newspaper man of Cleveland, Baltimore and Chicago, has fallen heir to $150,000 through the death of an uncle, according to reports in newspaper circles of Chicago this week.

Stephen A. Grauley, one of the associate sports editors of the Philadelphia Inquirer, has been re-elected vice-president of the Eastern Basketball League.

Allan Reid, poet and art critic on the Sioux City (Iowa) Journal, has had his book, Grims and Groans, published by the Perkins Brothers Publishing Company, publishers of the Journal. The book contains many of the poems originally published in the Journal.

A. J. Crocker has been transferred from the St. Paul Dispatch-Pioneer Press rewrite desk to be in charge of a new department to be devoted to real estate and building news exclusively. He is succeeded on the rewrite desk by Vernon Fairbanks of the correspondence desk. Johnson Copelin succeeds Mr. Fairbanks on the correspondence desk.

Mrs. Edwina Metzger has been placed in charge of the Council Bluffs society column added to the Omaha World-Herald on December 10.

F. H. Robbin is a new member of the Chicago Eveining Journal copy desk staff.

J. Brooks Atkinson has resigned as associate editor of the Harvard Alumni Bulletin to become book review editor of the New York Times.

Rev. Robert A. Bakeman, former district man for the Lynn (Mass.) Telegram-News, was defeated for mayor of Peabody, Mass., at the election December 5.

FOLKS WORTH KNOWING

MRS. JULIA COLLIER HARRIS has become a director and vice-president of the Columbus (Ga.) Enquirer-Sun, of which Julian Harris, her husband, is president and editor. She has been her husband's close assistant for some time and has done newspaper work in both New York and Paris.



MRS. JULIA C. HARRIS

Mrs. Harris is the author of "The Life of Joel Chandler Harris," "The Foundling Prince" and "Boulevards and By-Ways of Paris," and, as she puts it, "has taken a hand in every sort of newspaper work from reading proof, reporting conventions and writing special articles to contributing occasional editorials and getting out a book page regularly."

In her new post Mrs. Harris will be one of the few women in the United States who hold such a position of authority on a daily newspaper.

Maxwell Murphy, one time employed on the Wisconsin News and later with the Milwaukee Sentinel, is back with the Wisconsin News doing reporting.

James Higgs, of the copy desk of the Milwaukee Wisconsin News, has returned to St. Louis, where he will be employed.

Miss Florence Crabb, formerly movie editor of the Milwaukee Wisconsin News and Milwaukee Sunday Telegram, has resigned to do publicity work.

Mrs. Elizabeth Scott Hunt, who was married last March, has resigned as society editor of the Milwaukee Wisconsin News and will devote her time to her home. Miss Charlotte Mouat succeeds her.

W. H. Bradfield, copy reader for the Milwaukee Wisconsin News, has been confined to his home with a severe attack of tonsilitis for a week.

Frank Peoton, formerly with the Chicago American and Milwaukee Sentinel, is now on the copy desk of the Wisconsin News.

Elmer Richardson, of the photographic staff of the Milwaukee Wisconsin News, has resigned to join the photographic staff of the Milwaukee Sentinel.

Gaston Wilfred Grignon, of the news staff of the Milwaukee Wisconsin News, is the father of a baby daughter.

W. H. Wise, of Bloomington, Ill., is a new member of the Chicago Tribune's staff.

Arthur J. Sheekman has become dramatic editor of the St. Paul Daily News, succeeding Miss Frances C. Boardman, resigned.

Miss Georgiana Ingersoll, art editor of the St. Paul Daily News, will sail for Europe on Janaury 6. She will visit France, Italy, Austria and Rumania.

Hilding Johnson, criminal courts reporter for the Chicago Herald & Examiner, is the father of a son born recently.

Edward McCammon, formerly of the Kingston (Ont.) Standard and the Windsor (Ont.) Star, is now a member of the Detroit News staff.

Miss Doris Brown has resigned as society editor of the Kingston (Ont.) Standard.

Miss Mary McKee, formerly on the news staff of the Excelsior Springs (Mo.) Daily Call, left December 6 to join the staff of the Newton Falls (Ohio) Herald.

Paul A. Stewart has been appointed assistant music critic of the New York Times.

John H. Casey, who for two years has been advertising manager of the Tokyo Japan Advertiser, English daily, and later as an assistant of the Trans-Pacific magazine, will resign and return to the United States about April 1. He will rot return to Japan.

Nelson T. Gutelius, who some years ago edited the Idaho Falls (Idaho) Register, has resigned as manager of the

(*Continued on Page 32*)

VISITORS TO NEW YORK

Col. Robert Ewing, New Orleans Daily States.

Arthur B. Krock, Louisville Courier-Journal.

Calvin Cobb, Boise Idaho Statesman.

Roger W. Bushfield, Syracuse (N. Y.) Herald.

Dr. W. P. Baker, Syracuse (N. Y.) Post.

Miss Mabel Carr, NEA Service, Cleveland.

William G. Naylor, NEA Service.

Charles F. Crandall, Montreal.

William A. Brewer, the Sacramento Star.

J. L. Cauthorn, the San Francisco Daily News.

W. McK. Barbour—Minneapolis Tribune.

F. E. Murphy—Minneapolis Tribune.

The following papers have renewed their contracts for the Haskin Service:

The Boston Traveler
The Worcester Gazette
The Bridgeport Post-Telegram
The Lawrence Eagle and Tribune
The Fall River Herald

printing plant of E. R. Squibb & Sons, New York manufacturing chemists, to return to newspaper work.

George Rothwell Brown, political writer on the Washington Post, is recovering from a frontal sinus operation which he was forced to undergo in New Orleans recently. This is the second operation of its kind Mr. Brown has had, the first being performed in 1920.

IN THE BUSINESS OFFICE

FERD REICHMANN, formerly of the Omaha World-Herald, has been appointed advertising manager of the Wichita (Kan.) Beacon.

William G. Woodward, formerly advertising manager of the New York Tribune, the New York American, and the New York World, will become vice-president and advertising director of the Gravure Service Corporation, January 1. He will be in charge of the advertising organization of the corporation.

Sidney Rangier, formerly on the Omaha World-Herald, is now in charge of special display advertising on the Wichita (Kan.) Beacon.

E. Warburton, formerly on the editorial staff of the Kingston (Ont.) Standard, has been transferred to the advertising staff of the paper.

J. B. Townsely, business manager of the Aberdeen (S. D.) Journal, has disposed of his stock in the paper and H. C. Jewett, Sr., has been elected to succeed him on the board of directors.

Miss J. C. Sweeney, for the past six years on the business staff of the New York Herald and the New York Sun and recently in charge of purchasing for the Herald, is now with the Cosmopolitan Productions. She is succeeded on the Herald by L. A. Suplee. Before Miss Sweeney left the Herald the staffs of the Herald and Sun gave a luncheon in her honor and presented her with a platinum wrist watch.

C. Pettett Powell, formerly advertising manager of the Detroit Times, has been appointed advertising manager of the Nashville Merchant & Manufacturer, succeeding Carl Hinricks, resigned.

J. N. Stonebraker, for the past two years advertising manager of the Kirksville (Mo.) Daily Express, has bought the Boone (Iowa) Pioneer and will take possession of the paper January 1.

R. E. Ashley, for four years advertising manager of the Lima (Ohio) News, has resigned to accept the management of the merchandising and retail division of the newly merged Better Business Bureau and Lima Chamber of Commerce. A. J. Gruber, formerly advertising manager of the Ft. Wayne Press and Journal-Gazette, succeeds him on the News.

WITH THE AD FOLKS

EARL H. ROBERTSON, former advertising manager for the S. F. Izard department store, Elmira, N. Y., is now the minister of the Methodist Episcopal church at Wellsburg, N. Y.

Ernest K. Armstrong, formerly with the Columbus (Ohio) Better Business Bureau, has joined the Cleveland Better Business Commission.

Edward W. Young, for more than three years advertising manager of the Lindner Company, Cleveland, Ohio, has resigned to take up free lance advertising work. Mr. Young was formerly with the Boston Sunday Advertiser.

Miss Marion F. Brown, secretary of the Advertising Women's Club of Boston, is the author of a book of poems, April-Marching! which has been published by the Gorham Press of Richard G. Badger, Boston.

W. S. Preston has resigned as assistant to Clifton D. Jackson, secretary of the Advertising Club of New York to become advertising manager of the Electric Vacuum Cleaner Company, Cleveland, Ohio. His successor has not been announced.

Howard S. Stevens has joined the sales force of Charles Everett Johnson-Grauman Studios, Division of Advertising Art of the Meyer Both Company, Chicago.

MARRIED

HARVEY SCANDRETT, city editor of the Leavenworth (Kan.) Times, and Miss Marian Getty, of the Hutchinson (Kan.) Gazette advertising staff, were married November 11.

Miss Alice Fillmore, former secretary ta Capt. Harry E. Smith, owner of the Atlantic City (N. J.) Gazette-Review and the Sunday Gazette, and Elwood Benson were married November 30, Thanksgiving Day. They will reside at Miami, Fla.

Miss Dorothy Hutton, secretary to Harold Fyle, president of the Atlantic City (N. J.) Press-Union, and Frank Connelly were married November 29.

Miss Eleanora Weik, a proofreader on a New Bedford (Mass.) newspaper, was married to John T. Dawson, son of the late Ben Dawson, millionaire brewer of that city, in Michigan City, Mich., December 9, after a 1,000-mile auto trip. The groom gave his bride a check for $100,000 as a wedding gift. The bride worked up to last December 7, when she asked for a week off, saying that she needed a rest and recreation.

WITH THE SPECIALS

LORENZEN & THOMPSON, INC., newspaper representatives, have opened an office in the Kresge Building, Detroit, and appointed E. C. Ferguson, formerly manager of the automobile department, the Detroit Times, as manager.

The H-Bave Company, New York, newspaper special representative, has changed its name to the C. L. Houser Company and has moved its offices to 17 West 42nd street, New York.

Howland & Howland, New York special newspaper representatives, have added the Baltimore Times to their list.

G. R. Katz, of the E. Katz Special Agency, New York, has gone to Oklahoma City and other points in the southwest on a business trip.

G. W. Brett, of the E. Katz Special Agency, New York, is on a business trip in New England.

Stewart Schuyler, vice-president of the Allied Newspaper, Inc., and manager of the Chicago office, attended a conference of Scripps-Howard editors held in Cincinnati the week of December 4, and then came to the New York office of the Allied News for a few days.

NOTES OF THE AD AGENCIES

E. LEROY PELLETIER, founder and president of E. LeRoy Pelletier, Inc., Detroit advertising agency, has rejoined the Rickenbacker Motor Company as advertising manager. The agency will be reorganized under plans already under way which call for considerable expansion. For the past four years E. LeRoy Pelletier, Jr., vice-president of the agency, has been entirely in charge of the business management and Mr. Pelletier, Sr., has devoted himself to the copy end.

The Shedrain Advertising Company, with offices at 211 Dudley street, Providence, R. I., has recently been organized by Irving Cohen.

Ely S. Hewitt and Henry W. Hewitt have formed the Agencies Foreign Language Service, with offices at 19 West 44th street, New York, handle advertising in American foreign language newspapers.

The James Advertising Agency has moved its offices to 120 West 42nd street, New York.

Charles Couche of the Couche Advertising Agency, Portland, Ore., has left the agency fiield to become manager of the People's Theater, a moving picture theater. George Couche remains in charge of the Couche Advertising Agency.

Raymond Wittl, for five years secretary of the Malsters Bureau of Statistics, has joined the Chicago offices staff of Albert Frank & Co., and will be identified with the research department.

Finley H. Greene, managing director of the Remington Advertising Agency, Buffalo, has been elected a director of the Buffalo City Planning Association.

Owen F. Thompson has joined the staff of Walz-Weinstock, Inc., Buffalo advertising agency.

N. E. Knudson, formerly with Frank Seaman, Inc., has joined the sales promotion staff of Butlet Brothers, wholesalers of general merchandise, New York.

Warren A. Humphrey, vice-president of the Ferry-Hanly Advertising Company, has been placed in charge of the Southern branch of this agency at New Orleans. He succeeds Alan R. Martin, who becomes sales manager of the National Fruit Flavors Company.

WITH THE SERVICES AND SYNDICATES

ROBERT T. SMALL, editorial director of Consolidated Press, has returned to his desk after an illness of a month.

H. R. Baukhage, western superintendent of the Consolidated Press, is on a trip in the northwest.

The Eastland (Tex.) Oil Belt News has taken the Saturday night service of the Associated Press for its Sunday paper.

Dean Marrs has been appointed correspondent for the Associated Press at Fargo, N. D.

H. L. Remick sailed December 1[illegible] the America to resume his work on [illegible] European staff of the Associated P[illegible]

The Rock Hill (S. C.) Evening I[illegible] ald has been elected to membership [illegible] the Associated Press.

The Omaha World-Herald during [illegible] past week signed a contract for all d[illegible] Sunday features and leased wire ser[illegible] of the Chicago Tribune Syndicate.

The nominating committee of the A[illegible] ciated Press will meet at the Hotel [illegible] Salle, Chicago, January 30. Notic[illegible] this meeting has been sent to the mem[illegible] suggesting that they send the name [illegible] candidates in which they are intere[illegible] to the chairman, James F. Powell, [illegible] eral manager the Ottumwa (Io[illegible] Courier. He is acting as chairma[illegible] the absence of Thomas Rees, ger[illegible] manager, the Springfield (Ill.) S[illegible] Register, who is sailing December 2[illegible] the Orient. The members of the n[illegible] nating committee are Roland F. Andr[illegible] editor, the Worcester (Mass.) Ga[illegible] and Telegram; E. B. McLean, publi[illegible] the Washington Post; Thomas Je[illegible] James F. Powell, F. G. Bell, publi[illegible] the Savannah (Ga.) Morning News [illegible] S. Cohen, editor the Atlanta Jour[illegible] Harry Chandler, general manager, [illegible] Los Angeles Times; and F. S. Be[illegible] publisher, the Tacoma Ledger.

Arthur Sweetser, formerly of [illegible] Washington and European staff of [illegible] Associated Press, is in the capito[illegible] leave from his duties as secretary o[illegible] League of Nations. Mr. Sweetser [illegible] in Washington a year or so ago and [illegible] an unofficial report on the activitie[illegible] the League to officials of the governm[illegible]

Use New Ideas in 1923

Scores of newspapers have made profitabl[illegible] use of general advertisements suggesting regu[illegible] lar church-going as a community benefit.

In some places this matter has been printe[illegible] in space donated by the paper.

In other communities groups of merchant[illegible] have joined in paying for these efforts to hel[illegible] their town (more church-goers ought to mea[illegible] fewer bad debts.)

The copy offered by the Church Advertis[illegible] ing Department for this use is written fro[illegible] the standpoint of the man on the street—nc[illegible] the preacher. There are special ads fo[illegible] Christmas, New Year's, Easter and othe[illegible] special days.

Proofs of the entire series may be had b[illegible] writing Herbert H. Smith, 518 Witherspoo[illegible] Bldg., Philadelphia, Pa., who is loaned b[illegible] the Presbyterian denomination to supervis[illegible] the issuance of copy.

The price for use of the year's series [illegible] very small.

Send for the proofs now and surprise th[illegible] town with a smashing ad Saturday night be[illegible] fore the first of 1923.

CHURCH ADVERTISING DEPARTMEN[illegible]
AACW

Space Donated by Editor & Publisher

The Atlanta Journal
ATLANTA, GA.
5c Daily 10c Sunday
Associated Press
United Press
Leased Wire Cable and Financial News
An outstanding newspaper
Advertising in The Journal Sells the Goods

DRAW READERS
WITH FEATURES
by
Cornelius Vanderbilt, Jr.
Charles Hanson Towne
William Leslie French
MILLICENT'S DIARY
Written by a New York Debutant
THE COMING GENERATION
page cartoon on Young Americans
by H. C. North and A. H. Palmer
C-V Newspaper Service
0 Madison Avenue, New York City
Washington, D. C. Seattle, Wash.

THE KNICKERBOCKER PRESS
(Morning and Sunday)
and
ALBANY EVENING NEWS
COVERS
ONE BIG MARKET
Albany, Troy, Schenectady
AND
The Capitol District
NATIONAL REPRESENTATIVE
John M. Branham Co.

The Pittsburgh Post
A newspaper of character, integrity and enterprise which has earned the confidence of the people of the world's greatest industrial district.
DAILY and SUNDAY

WANAMAKER—DISCOVERER OF NEWSPAPER ADVERTISING

(*Continued from Page 8*)

volved in an advertising contract up to that time.

Today the Wanamaker Philadelphia store is the largest retail user of advertising space in the world, and it uses newspaper space exclusively. Three to four full pages are used daily except Sunday in the newspapers of Philadelphia and three half-pages are used weekly in twenty nearby towns. The Wanamaker stores never use Sunday newspapers.

The Wanamaker style of advertising is distinctive and has been widely copied, not only in this country, but in England, France and Germany. What is meant by Wanamaker style is well illustrated by a story told in connection with the early efforts of Gordon H. Cilley, advertising manager of the John Wanamaker store at Philadelphia.

A large purchase of rugs had been made at a price that warranted a special sale. Great plans were made for the rug sale, and Mr. Cilley gave his own attention to writing the advertisement announcing the event. Mr. Cilley put the best that was in him into the effort as it was really his first big sale after taking his new position. He put every bit of salesmanship and all his advertising and editorial knowledge into the work of making that advertisement. When he had finished he was proud of the results, and well he might have been, for from every advertising angle it was a masterpiece.

When every correction had been made, as is the practice, Mr. Cilley took the advertisement into Mr. Wanamaker for his approval. The great merchant read it through. He praised it—he even did better than that, and in effect said that he did not see how any person could read that advertisement and resist going to Wanamaker's and buying one of those rugs—and then tore down the carefully built structure with seven words:

—"but it's too much like an advertisement."

Then Mr. Wanamaker, who wrote rapidly but with great care, began to mark out the most telling selling sentences and rewrite new ones in their places. When he had finished he had before him the story of how and why Wanamaker's had purchased those rugs; why a sale was to be held, and why purchasers should be interested in that sale.

Mr. Cilley has been advertising manager of Wanamaker's for many years, now, but he confesses that that was the last time he attempted to write an advertisement. Since then he has been satisfied, he says, to write the daily news of the Wanamaker store for the public.

In keeping with this there is even now hanging above Mr. Cilley's desk a framed order signed by John Wanamaker, which reads:

"Your sole business as a writer of our advertising is to find out the truth regarding the merchandise and tell it in plain words, and as briefly as you can."

The policy that governed John Wanamaker in placing advertising as well as his advertising style should be of interest to every merchant, big and small, throughout the world. Thirteen years ago the Wanamaker Philadelphia store began to gradually withdraw from all media except newspapers.

This was decided upon after careful investigation of every form of advertising and results.

In explaining this, Mr. Cilley said:

"We believe people have the right to have advertising where they want it. The people do not want advertising on billboards that obstruct their view, disfigure their community; they do not want it pushed in under their door or thrown on their stoop, to add to the dirt of the street that passes their homes.

"The newspaper is the property of the person who purchases it. The regular reader comes to look upon it as 'his paper.' He looks upon everything in it from a personal view point. He trusts it and believes in it or he would not be a regular reader. Therein he expects to find news, instruction, entertainment and advertisements. He accepts the advertisements as a part of 'his paper,' which increases his interest and trust.

"To force an advertisement is bad policy, hence we place our advertisements where people want them—in the newspapers."

In this connection it may be stated that Wanamaker's give no complimentary advertisements, no matter what cause they are solicited for. Mr. Cilley even goes so far as to say such advertising is unfair to the newspapers, as the amount in the end comes from the merchant's advertising appropriation and would otherwise go to them.

Mr. Wanamaker's activities were many. He was in one way and another connected with probably sixty institutions, charitable, religious and financial—and for him to be connected meant that he was into their affairs "over his head" all the time.

When in Philadelphia Mr. Wanamaker was at his office each day receiving the reports of his various managers and giving interviews to people whom he had requested to call upon him. He worked wherever he happened to be, and never lost an opportunity to add to the scraps of paper in his pockets that carried, generally, advertising thoughts.

But his friends and those who knew him best agree that he did his best writing between 5 and 6 o'clock in the morning.

He left no better indication of the Christian spirit that pervaded his business mind than this one of his signed editorials written six years ago:

"Our need is the greater fact that the greatest demand of America and of the world is for men trained in principle of integrity, educated in mind and heart, skilled to work with their fingers and their eyes and their brains; men that can not only support themselves and make a home for the little family; men to be worthy citizens, whose first love is God and their country, their homes, and the flag of their nation; men not dependent upon others for support—self-supporting, self-reliant, self-respecting men; men who have got the inspiration that is much more than making a living; men who are intensively and extensively concerned to see that every other young fellow, so far as their influence and ability extend, shall have such an opportunity to win a worthy manhood as they have had themselves."

IOWA FARMERS' UNION PAPERS?

Directors to Consider Establishing Interlocking System

Organization of an interlocking system of Farmers' Union newspapers for every county in the State of Iowa will be discussed by the directors of the union at a meeting to be held in Des Moines, December 27, according to Milo Reno, president.

The country papers will be fostered by the State organization, rather than organized by individual county unions. At a recent meeting of the directors the proposal of a State paper was definitely abandoned, although no plans were made for a revival of the plan.

Wabash Plain Dealer Bankrupt

The Plain Dealer Company, publishers of the Wabash (Ind.) Plain Dealer, was placed in the hands of L. L. Baushke and Charles S. Haas as receivers by the Wabash Circuit Court. They state that they intend to continue publishing the Plain Dealer, as well as to continue the job printing business until they are able to dispose of the property to the best advantage. Several possible purchasers are in touch with the receivers, and they state that there is a prospect of an early sale. Holders of claims against the paper are asked to file them with the receivers as soon as possible.

In Washington
ONE COMBINATION
Two Newspapers
Morning HERALD
Evening TIMES
ONE RATE
115,000 Circulation

More circulation in Washington than there are homes.

The Washington Times
and
The Washington Herald
G. Logan Payne, Pub.
National Advertising Representatives
G. Logan Payne Co.
Chicago, Detroit,
St. Louis, and Los Angeles
Payne, Burns & Smith
New York and Boston

THE BOSTON AMERICAN
Is showing two gratifying results of its three-cent price:
It has the Largest Circulation in New England at that price.
It is taking on a Higher Grade of Advertising every month.
QUALITY and QUANTITY Go Hand in Hand.
BOSTON AMERICAN

KANSAS IS A RICH, RESPONSIVE FIELD—TOPEKA, ITS CAPITAL A GOOD "TRY OUT" CITY
They are best covered by the
Topeka Daily Capital
TOPEKA, KANSAS
Only Kansas Daily with a General Kansas Circulation
Dominates its field in circulation, all classes of advertising, news, prestige and reader confidence.
Supplies market data—does survey work—gives real co-operation.
Arthur Capper
PUBLISHER
MEMBER A. B. C.—A. N. P. A.

IDEAL FEATURE PAGE

EMERGENCY MATS

THAT SAVE YOU TIME AND MONEY

VARIETY OF UNEXCELLED SUBJECT MATTER

Carefully Edited
Cleverly Illustrated

7 or 8 COLUMNS 20" or 21"

MATS CAN BE CUT TO PERMIT LOCAL AD OR TEXT INSERTIONS

Ask for Proofs Today

WORLD COLOR PTG. CO.
R. S. GRABLE, Pres.
Est. 1900 St. Louis, Mo.

An Accounting and Federal Tax Service for Publishers

References on Application

CLIFFORD YEWDALL
33 West 42nd Street
New York City

New Haven Register
is New Haven's Dominant Paper

Circulation over 35,000 Average
Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.

New Haven Register
The Julius Mathews Special Agency
Boston — New York — Detroit — Chicago

"The African World"
AND
"Cape-to-Cairo Express"

Published every Saturday in London.

The great
TRI-STATE DISTRICT
embracing Western Pennsylvania, Eastern Ohio and West Virginia, offers the advertiser a rich market for his wares.

The Pittsburgh Dispatch
is unquestionably the best medium through which to reach this market most advantageously.

Wallace G. Brooke
Brunswick Bldg., New York
The Ford-Parsons Co.
Marquette Bldg., Chicago

TIPS FOR AD MANAGERS

Acme Advertising Company, Citizens & Southern Bank Bldg., Atlanta. Sending out orders for the Southern College of Chiropractice.

F. Wallis Armstrong, 16th and Locust streets, Philadelphia. Using 1 page, Christmas copy for Victor Talking Machine.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Making yearly contracts for Kellogg Corn Flakes.

George Batten Company, 381 4th avenue, New York. Beginning January 1, 1923, will place account for the Elliott-Fisher Company, New York.

Bauerlein, Inc., Hibernia Bank Bldg., New Orleans. Releasing orders for a special campaign for the Business Men's Racing Association to appear in New York, Chicago and Baltimore.

Biow Company, 116 West 32d street, New York. Making 3,000-line contracts for S. Clemby's Sons Company.

Brooks, Smith & French, Kresge Bldg., Detroit. Placing account for the Ideal Power Lawn Mower Company, Lansing, Mich.

Andrew Cone Agency, Tribune Bldg., New York. Making 1,000-line contracts for the Torrington Company.

Conover-Mooney Company, 111 West Monroe street, Chicago. Preparing a list on Cudahy hams and bacons.

Critchfield & Co., 337 West Madison tsreet, Chicago. Sending copy to Wisconsin and Michigan papers on Northland Ski Manufacturing Company.

J. H. Cross Company, 1500 Locust street. Philadelphia. Making yearly contracts for John H. Wood Company, Zgougiva.

Dillard Jacobs Company, Candler Bldg., Atlanta. Making contracts for the Calotabs Company. Making yearly contracts for the Clinchfield Coal Company.

George L. Dyer Company, 42 Broadway, New York. Will make up lists in January and February for Gillette Safety Razor Company, 41 West 1st street, Boston.

E. N. Erickson, Park Row Bldg., New York. Making yearly contracts for Allcock Manufacturing Company, Allcock's Plasters.

Erwin, Wasey & Co., 58 East Wabash avenue, Chicago. Sending out copy to Eastern metropolitan papers on Century Chemists.

Richard A. Foley Advertising Agency, Terminal Bldg., Philadelphia. Will make up lists in January for General Chemical Company, New York, manufacturers of Ryzon Baking Powder.

George W. Ford Company, Austell Bldg., Atlanta. Making 5,242-line contracts for the Thacher Sales Company.

Albert Frank & Co.., 14 Stone street, New York. Handling account for The Royal Mail Steam Packet Company, New York.

Freeman Advertising Agency, Mutual Bldg., Richmond, Va. Sending out contracts to Southern and Western farm papers and to some Sunday newspapers for the Planters Fertilizer & Phosphate Company, Charleston, S. C. Making contracts with Western newspapers for the Peanut Growers' Association, Suffolk, Va.

Charles H. Fuller Company, 623 South Wabash avenue, Chicago. Making 5,000-line contracts for F. A. Stuart, Pyramid Drug Company. Will use 2,462 lines 1 time in 1923 for E. R. Page. Orders and contracts being issued in general on Brooks Rupture Appliance Company.

Gardner-Glen Buck Company, 1627 Locust street, St. Louis. Will make up lists in January for Majestic Manufacturing Company, St. Louis, manufacturers of Majestic ranges.

Glogau & Co., 180 North Market street, Chicago. Manufacturers of specialties. Will place account direct and make up list in January.

Green, Fulton & Cunningham, 28 East Jackson blvd.. Chicago. Making a few additions to their list on Nash motors.

Guenther Bradford Company, 829 Tribune Bldg., Chicago. Issuing contracts and orders in general way on Dr. Coffee and Dr. Newman.

Hall & Emory, Graphic Arts Bldg., Portland, Ore. Making 10,000-line contracts for King's Food Products Company.

J. R. Hamilton Agency, 326 West Madison street, Chicago. Using large copy in a few selected cities on a new product of the Puritan Malt Extract.

Hanff-Metzger, Inc., 95 Madison avenue, New York. Using 420 lines, 8 times for the Texas Company.

Hanser Agency, 601 Broad street, Newark, N. J. Making 2,800-line contracts for the Newark Shoe Company.

Hicks Advertising Agency, 52 Vanderbilt avenue, New York. Placing account for Dickes, Block & Abbey, dress manufacturers.

Hulscher-Rothenberg Company, 2 West 45th street, New York. Making 10,000-line contracts for the Postum Cereal Company.

Jenkins, Farson & Walberg, Wrigley Bldg., Chicago. Planning newspaper campaign for the Best Heat-Burner Company, Chicago.

Wylie B. Jones, 107 Chenango street, Binghamton, N. Y. Will make up lists in January for Othine Laboratories, Buffalo, N. Y., manufacturers of Othine.

H. W. Kastor & Sons, 14 East Jackson blvd., Chicago. Orders and contracts going out general on the Williamson Candy Company.

Thomas Logan Company, 332 South Michigan avenue, Chicago. Placing contracts on Hurley Machine Company.

Lord & Thomas, 400 North Michigan avenue, Chicago. Issuing copy schedules to a few cities in the Middle West on Edna Wallace Hopper, toilet preparations. Issuing general orders and contracts on Red Book Magazine. Placing some copy on the Southern Pacific Railway.

Theodore F. MacManus, Inc., 82 Hancock avenue, East, Detroit. Making 2,800-line contracts for the Hupp Motor Car Corporation.

McJunkin Advertising Agency, 5 South Wabash avenue, Chicago. Issuing contracts on A. Stein & Co.

Massengale Advertising Agency, Atlanta. Making contracts for the Hamilton Carhart Cotton Mills.

Power, Alexander & Jenkins Company, Madison Bldg., Detroit. Making 1,000-line contracts for Paige Detroit and Jewett Motors.

George G. Powning, Inc., 87 Orange street, New Haven, Conn. Making yearly contracts for W. F. Young, Absorbine.

Frank Presbrey Company, 456 4th avenue, New York. Making 2,800-line contracts for the Aluminum Cooking Utensil Company.

Fred M. Randall Company, Lytton Bldg., Chicago. Will use newspapers, farm papers and trade publications for the Heath & Milligan Manufacturing Company.

Riggs-O-Dean Company, 1118 Fullerton avenue, Chicago, manufacturers of a tooth paste are trying out a few towns on their new product.

Philip Ritter Company, 185 Madison avenue, New York. Making up schedules for Home Profit Hosiery Company, Rochester, N. Y. Making up schedule for G. & C. Merriam, publisher of Webster International Dictionary, Springfield, Mass.

Ruthrauff & Ryan, 225 North Michigan avenue, Chicago. Using some newspapers on Oliver Oil Gas Burner. Using 750 inches in one year for the Paris Toilette Company.

Scott & Scott, 220 West 42nd street, New York. Using 120 lines, 6 times for Kotal Company Enterprises.

Frank Seaman, Inc., 470 4th avenue, New York. Now handling account for the Waltham Watch Company.

Sidener-Van Riper Advertising Company, 1206 Merchants' Bank Bldg., Indianapolis. Will make up lists in January for Enterprise Iron Works, Indianapolis.

Snitzler-Warner Company, 225 North Michigan blvd., Chicago. Sending out 13 time orders for the Southern Sweet Potatoe Exchange.

Sterling, McMillan, Nash, Inc., 2 West 45th street, New York. Will handle account for Model Brassiere Company.

St. Paul Advertising Company, 100 Wabash street, St. Paul. Sending out orders for once a week for Adlerika Company.

Sweet & Phelps, 600 South Dearborn street, Chicago. Placing schedules on Milburne Tire.

Thomas Advertising Service. Graham Bldg., Jacksonville, Fla. Sending out 16 time orders for the Florida Citrus Exchange.

Charles H. Touzalin Company, 7 South Dearborn street, Chicago. Orders and contracts being issued in general on Dr. Peter Fahrney & Sons.

Tracy-Parry Company, Lafayette Bldg., Philadelphia. Will make up lists in January for Abram Cox Stove Company, American and Dauphin streets, Philadelphia, manufacturer of heating and cooking appliances.

Wade Advertising Agency. Using 14 lines, 8 times for the Quaker Oats Company.

Wales Advertising Company, 141 West 36th street, New York. Making yearly contracts for the Spad Manufacturing Company.

New Home for Monroe Times

Over Christmas, the Monroe (Wis.) Evening Times will move into a new modern home of its own, one of the model buildings of the city. The structure, 40 by 100 feet, on a sightly corner, was designed especially for the newspaper and printing business. E. M. Odell is publisher of the Times.

NEA NEA

Announcing Full Page

COMICS
IN MAT FORM

Write for Samples and Rates

NEA SERVICE INC.
1200 W. 3RD STREET
CLEVELAND, OHIO.

The Mount Vernon, N. Y.
DAILY ARGUS
carries more display advertising than any other newspaper in Westchester County.

This is an acknowledgment of its power that the advertiser should heed, desirous of reaching the people of Mount Vernon

GEO. B. DAVID & CO.
Foreign Representative
171 Madison Ave., NEW YORK

Current History Magazine for Christmas

A year's subscription for Current History would be an acceptable Christmas gift for a man or woman who wishes to keep informed of world occurrences. It gives happenings of importance in the preceding thirty days in all countries. FACTS—no editorial comment.

Published Monthly by
The New York Times Company
Times Square, New York
Three dollars a year

THE
NEW YORK EVENING JOURNAL
has the largest circulation of any daily newspaper in America.

LOS ANGELES
EVENING HERALD

LEADS ALL LOS ANGELES DAILY NEWSPAPERS IN TOTAL PAID CIRCULATION

Government statement for six months ended September 30, 1922

average **145,953** daily

New York
H. W. MOLONEY
604 Times Bldg.

Chicago
G. LOGAN PAYNE
Suite 401, Tower Bldg.
6 No. Michigan Ave.

Features by
Irvin S. Cobb
Fontaine Fox
Hugh Fullerton
Rube Goldberg
Ed Hughes
T. L. Masson
O. O. McIntyre
Frederick Palmer
Chas. Hanson Towne
H. J. Tuthill
and others
The McNaught Syndicate, Inc.
Times Building, New York

FIRST IN PUBLIC SERVICE

The World
MORNING EDITION

The World and The Evening World have a combined circulation, daily, of 650,000 for $1.20 per agate line gross, subject to contract discounts. They carry more high class dry goods advertising; are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combintaion.

Advertise in Newspapers by the Year

The Evening World
Pulitzer Building, New York
Miller's Building, Chicago
Ford Building, Detroit

NEW

Multi-Mailer Adaptation at Installation and Maintenance Cost of 4c to 9c a Subscriber a year.

For mail lists of 1,500-5,000. Imprints addresses direct. Provides for daily correction of mail list. Eliminates preventable complaints. Makes Circulation Manager independent of Composing and Galley Rooms. Permits use of time and labor-saving methods. Gives subscribers infinitely better mail delivery service. Write today for details.

The Speedaumatic Company
MANUFACTURING
THE MULTI-MAILER SYSTEM
817-825 WASHINGTON BLVD.
CHICAGO

BY every test of daily circulation The News leads — by volume, by character, by distribution, by reader interest, by proved results for advertisers.

The Indianapolis NEWS

DOLLAR PULLERS

Advertising and circulation managers are always on the lookout for new ideas that will increase advertising receipts and win new circulation. Your idea for increasing advertising or circulation may not appeal to your manager, but it may be just the thing that some other manager wants. EDITOR & PUBLISHER *will pay $1 for each idea printed under this head. The fact that the idea is now being used in your city does not bar it from the department. Address your communication to the* DOLLAR PULLER EDITOR. *When they appear clip them and mail them in and receive payment. Unavailable ideas will not be returned.*

A NEWSPAPER in a city of 80,000 population has found it profitable to set apart space in its business where suburban residents and farmers may leave packages while they are shopping and as a place for families to be reunited after splitting up for shopping tours. Persons using the service generally find the time opportune to renew their subscriptions, place classified matter, etc.—B. A. T.

To insure full benefit from "Dollar Pullers," the general manager of one Ohio newspaper checks the list weekly, picking out those he thinks practical and suitable for his territory. These are then turned over to the advertising department for tryout. Report is made on them at the end of the month and those that have proved unusually successful are then filed away for future use.—B. A. T.

Tieup with national advertisers by listing the stores that handle nationally-advertised goods and the lines they handle. Let your readers know you have such a list and invite them to use it. For instance, if a person wants to buy a Gillette razor and don't know where to get it, he writes, phones or calls in person and gets the information from you. Lists of all stores handling the lines should be supplied to each inquirer.—B. A. T.

The Dallas News is now offering radio parts (in addition to complete radio sets) to the boys who will bring in subscriptions for the News. The parts are kept on display at the newspaper office and the boys are invited to come in and inspect them. The more expensive the part, the more subscribers necessary to obtain it, is of course the scheme of this promotion plan.—J. T.

A Dallas department store recently started a "different" way of building good-will. This store advertised that $125 was going to be donated during the week to two Dallas charitable organizations, and that the donations would be in accordance with the express wishes of the store's customers. Each 10-cent purchase gave the buyer one vote. This scheme helped sales as well as good-will. But readers of the newspapers did not think of it as a scheme to get business. They felt that the store would have given this money anyway, and the fact that the store was asking them to vote was because it wanted them to share in the donation. This scheme made more interesting advertising, and since that is what newspapers are working for I recommend this as a good suggestion to make to some storekeeper in your city.—J. T.

A local newspaper put across an excellent scheme in connection with a theatre in the following manner: The newspaper cameraman snapped shots of crowds from concealed points and later published the photos. Any person able to identify themselves in the photos, were entitled to two free tickets to the theatre, upon presenting the clipped photo in person, at the office of the paper. The plan created considerable excitement and greatly increased the local circulation department.—R. W. S.

A local daily has instituted an excellent plan in creating advertising stimulus in their classified ad department by sending out slips to advertisers, having them fill in a short story on the results gained by their insertion. The ad and story are printed at the top of the page. This creates the interest and attention of prospects with the result that the prestige of the section gains considerably.—R. W. S.

Many firms that cannot afford large advertising space in the papers become discouraged by the full-page and double-page advertising of the department stores. To compete with the department store Christmas goods advertising, sixty five druggists are carying a co-operative advertisement of a full page in the San Antonio Express, the firm names and addresses being grouped alphabetically in the center of the page, the advertising being arranged around these. In this way the page advertisment costs each firm but a small amount. By studying its field closely a newspaper will find many opportunities for running group or co-operative advertising from small advertisers who might not otherwise advertise.—W. H. M.

On the opening of a new half million dollar hotel at Tyler, Texas, on Thanksgiving day, the Dallas News sent a staff correspondent and ad solicitor to Tyler and issued an eight page section the following Sunday, about half of which was used for a write-up of the new hotel and other enterprises of Tyler, the rest of the space being filled with Tyler advertising, practically every advertisement extending congratulations to the new hotel management and to the city generally on its improved hotel facilities. The plan may be successfully followed wherever a neighboring town successfully completes any project in which there is general community interest and pride.—W. H. M.

In order to get early buyers at their sale one store offered the first 200 customers a free "Grab Package." Each package contained useful articles worth coming for and brought out a big crowd for the early morning.—H. J. W.

A superfluous word page is a nice variation from the more common missing word pages. In each ad insert an additional or superfluous word. When found these words make a complete sentence. Award prizes to those who send in the neatest, nearest or correct answers. —R. B. M.

Some newspapers overlook the most obvious ways of building up classified advertising. But the Houston Chronicle is not one of those newspapers. Here is a sample of the ways they are building classified. "If you are interested in 'Want' Ads and have occasion to use them now and then, The Chronicle has something to give you free of charge that will help you in wording your ads. The Chronicle has published a broadsheet entitled 'How to Word a Want Ad to Make It Pay.'" The advertisement is replete with Want Ad information. It explains in details how to write any kind of a Want Ad, and gives outlines for guidance in the wording of an ad for any classification. If you want one, call at the front counter of The Chronicle office, and it will be yours for the asking." While this is not a new idea, it is a good one, and I have noticed that an increasing number of the country's best newspapers have adopted it during the last year.—J. T.

A San Antonio (Tex.), clothes cleaner advertises that he will present you with a new suit of clothes to take the place of your old suit if you will join his pressing club, having your suit cleaned and pressed once a week for which you will pay him $1.00 per week. Such an unusual offer will attract attention, no matter how it is featured in the advertising columns. Perhaps some cleaner in your town would like to try this idea.—J. T.

One method of attracting attention to classified advertising is to print a street address in small type in the classified columns once a week. The householder at that address is then entitled to run a classified advertisement, not exceeding twenty words, free for one week, the space to be used within ten days. Not only does it cause readers to peruse the columns, but it also affords the winners an opportunity of seeing the value of classified when they use the awarded space.—T.

An editorial on the "neighborhood store," brought in considerable space surrounding from suburban and corner groceries, drug stores, and other lines of business away from the business center.—T.

"You can select any dish to suit your taste from these menus," said one newspaper in leading off a double page of restaurant, cafe and hotel dining room advertisements for the next Sunday.—T.

Canvass the office buildings in your city for classified from attorneys, chiropractors, unusual services, typewriter exchanges, etc., and you'll get real results if you have faith in your pulling power. One such newspaper has found the plan to be excellent, renewing the advertisements weekly.—B. A. T.

Apartment house owners in some cities are now supplying tenants with free daily and Sunday newspapers as a part of the service. Owners in your city would probably contract with you exclusively if the idea were put up to them.—B. A. T.

CIRCULATION BUILDING SUPREMACY

Recently finished our third campaign on the World's Largest Newspaper—The Los Angeles Times. Now busy on the Indianapolis News and Baltimore American — ASK ANY OF THEM!

Employed and endorsed by the leading newspapers of the U. S. A.



HOLLISTER'S CIRCULATION ORGANIZATION
Largest in the United States
300 MERRITT BLDG., LOS ANGELES, CAL.

NEW ORLEANS STATES

ADVERTISING RATES AFTER OCT. 1

12c DAILY FLAT
15c SUNDAY FLAT

Daily over 51,000
Sunday over 63,000

PRESENT RATE
10c D. & S. on 2,000 Lines

Represented by
S. C. Beckwith, Special Agency
New York
John M. Branham Co., Chicago

Success!

Only 20 Weeks Old—and its circulation is more than

170,000

DETROIT
Sunday
TIMES

The Buffalo Territory Offers Big Possibilities To National Advertisers

Twelfth American City; second in New York State, Buffalo, with over half a million people and the surrounding trade area with three hundred thousand more, affords a rich market to national advertisers. The effective medium to capture this desirable market is the big, popular, home newspaper—A. B. C. Net paid 105,958, 80% of English-Speaking Homes.

The Buffalo Evening News
Edward H. Butler, Editor & Publisher
KELLY-SMITH COMPANY
Representatives
Marbridge Bldg. New York, N. Y.
Lytton Bldg. Chicago, Ill.

SMALL COPY, PACKING A PUNCH, SELLS GOODS

(*Continued from Page* 11)

he has found useful in making small copy effective. "People are immensely interested in the things they buy and everything has a certain glamor of romance. They like to know how a piece of merchandise is made, where it comes from and any odd and curious points concerning it and its uses.

"One time I was up in Maine. I had some potatoes to sell through newspaper advertising. Instead of just bluntly offering potatoes for sale for so much, it happened that I was able to tell an interesting story about a gnome-like old man, who resembled a fairy tale character, who had cultivated the potatoes. It led up to why they were especially good to eat. The story of it aroused much human interest and sold the potatoes.

"'Tell something interesting about the merchandise' is my rule number one. We aim to make each little 'ad' short and crisp, each one a story, and each one written in very clear simple English. We endeavor also to make the headline tell practically the whole story, a newspaper device. Here are three:

"'ABOUT ONE HUNDRED KINDS OF INK' (this was by actual count).
"'WE FIX UP FOUNTAIN PENS.'
"'FASCINATING NEW DOLLS.'

"In connection with our advertising for Johnson's Bookstore, we have to boil the essence of a new book's appeal into two or three sentences, but to arrive at those sentences ye have probably gone through the larger part of the book. It's real work to write a small 'ad' that's effective.

"We work closely with our clients. Sometimes we get the clerks together and get ideas for copy from them which helps us keep the advertisements fresh. We use plain, readable type and keep wholly away from zig-zag, puzzling layouts and italics. We avoid fancy borders. We employ a trade-mark or slogan only when it contributes to the effectiveness of what we have to say. The 'ads' always appear in preferred position, which prevents them from being buried and makes them 'stick out.'"

This advertising has made a list of firms, many of which would not otherwise be consistent advertisers, regular users of space and many have grown from small to good-size space buyers. One of the most prominent is True Brothers, jewelers.

Through continual hammering away in small spaces, in the Springfield and surrounding town newspapers, the firm has secured the reputation of being undoubtedly the outstanding quality jewelry house of western New England and one of the most notable stores in the country. Any newspaper would welcome the amount of its advertising now.

A piece of copy reproduced here shows the store's 21st anniversary full page rotogravure advertisement in the Springfield Republican, an "ad" which would do credit to the largest metropolitan store. True Brothers believe strongly in rotogravure space.

Associated with Mr. Munn is David J. Buckingham, formerly a reporter on the Springfield Union, and the firm is now known as the Munn-Buckingham agency.

In other cities where there is no agency of this nature—and the agency which specializes in small retail accounts is a rarity—there is an unusual opportunity for the newspaper advertising manager and his co-oworkers to "carry on" along the lines suggested in this article. There is a large field for newspaper-trained men with a gift for clear, concise English who would like to build up a clientele on such accounts.

The small space advertisement deserves the respect of all in the newspaper business. Writing it often is an art.

N. Y. AD CLUB RAISING $100,000

All Members Join in Movement to Assure New Home Building

The New York Advertising Club is going right along perfecting plans for a new club building. Since last April, when the membership in a special meeting amended the by-laws sufficiently to empower the board of directors to proceed seriously toward the selection of the best plan which will permit the Club to enter into larger and better headquarters, the building committee has been earnestly at work going over many propositions submitted to it, ranging from projects beyond the club's ability to finance to projects which really are within its means.

The membership, at the same time, has been accumulating a building fund toward the goal of $100,000. Over $35,000 is already at hand and invested in Government securities pending a decision on the new project. This fund is being accumulated on the equitable and convenient method of $8.33 by each resident and non-resident member toward one membership certificate of $100. The club as a corporation must bind its contracts by substantial payment.

"Experience has shown that the construction of similar buildings in other parts of the country, and financing the same, have been worked out by club contributions of around one hundred or hundred and fifty thousand dollars," said Treasurer H. H. Charles to EDITOR & PUBLISHER this week. "Our building committee feels that we can very satisfactorily finance larger headquarters probably involving a total cost of about $500,000, with an aggregate payment from the club of not more than $100,000."

SUN PAPERS EXPANDING

Adjoining Buildings Bought Sextuple Press to Be Installed Shortly

The second floor of the A. S. Abell Company building, formerly occupied as editorial rooms by the Baltimore Sun and Evening Sun, has been remodeled and will be used by the classified advertising and the advertising art departments of the paper.

The buildings adjoining at 9 and 11 West Baltimore street have been bought at a cost of $150,000 and will ultimately be remodelled for the use of the paper.

Work of remodelling the basement has begun, to make room for a new double sextuple press, which will be placed on its foundations in February, giving the paper four double sextuple presses. The foundation for this press is being built so that the fifth press, which it is expected will be needed soon, can be added without difficulty.

SUPPLIES and EQUIPMENT for NEWSPAPER MAKING

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.

BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

Newspaper Plant Equipments
Established in 1912

PECKHAM MACHINERY CO.
MARBRIDGE BLDG, 34th & Bway
NEW YORK CITY

24-page Straightline Web, with 25 h. p. motors, press erected on your foundation $12,500.00
64-page multi-color, 22 in. cut off, erected $17,500.00
2-16 page Tabloid size webs $3,000.00

Get our List No. 27—16 pages.

Take It To
POWERS
Open 24 Hours out of 24
The Fastest Engravers on the Earth
Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

Newsprint
DOMESTIC—
CANADIAN—
ROLLS and SHEETS
CONTRACT and SPOT
Direct Mill Connection
Beaver Pulp and Paper Co.
8 West 40th Street
NEW YORK

Huber's
ROTOGRAVURE
INKS
Are now made in our new Rotgravure factory. A better ink at the same price.
HUBER'S Colors In use since 1780
J. M. Huber
Main Office
65 W. HOUSTON ST., NEW YORK
It Pays to Huber-ize

NEWSPAPER PRESSES For Sale

Four Scott 32-page presses now printing the Kansas City Journal-Post.

Two Duplex Sextuples now printing the New York Tribune. Also one 16-page Potter press which formerly printed The Elkhart (Ind.) Truth.

For particulars apply to

R. HOE & CO.
504-520 Grand Street
New York, N. Y.
7 Water St. Boston, Mass.
827 Tribune Bldg. Chicago, Ill.

Everything in
Steel Equipment
for the
Composing Room
We are now located in our New Factory at
3724 S. Rockwell Street
Chicago
With approximately 50,000 square feet of space and the best equipment of metal working machinery in the country, we are now in position to give you prompt service as well as goods of the very highest quality.
Chicago Metal Mfg. Co.
3724 South Rockwell Street
Chicago, Ill.
Phone, Lafayette 5754

2ND HD. PRESSES FOR SALE

HOE—OCTUPLE PRESS 22¼" column.
HOE—SEXTUPLE PRESS With Extra color—21¾" column.
HOE—SEXTUPLE PRESS Black only—21¾" column.
HOE—SEXTUPLE PRESS Black only—21¾" column.
HOE—4-DECK PRESS 20" column.
HOE—20-PAGE PRESS 21" column.
POTTER—3-DECK 24-PAGE PRESS—20 to 22" column.

We also have a number of Goss Presses of various sizes available

LET US KNOW YOUR WANTS

THE GOSS PRINTING PRESS COMPANY
1535 SO. PAULINA ST.
CHICAGO, ILL.

Introduction to Employer and Employee

SITUATIONS WANTED

A WORD for advertisements under this classification. Cash with order. For unemployed one insertion (adv. not to ed 50 words) FREE.

ess Manager
s to get in touch with small daily need- new pep and push. Fifteen years' ex- nce building papers. Would consider g small interest. Address A-655, care r & Publisher.

lation Manager,
33, experienced, desires to locate in al West. Not afraid of long hours, work, competition or tough propositions. llent business and personal references. , Editor & Pubilsher.

lation Manager
inside and outside experience would to connect with some good newspaper e South or Southwest. Address A-695, r & Publisher.

lation Manager
s opening after January 1st. Efforts of two years shows nearly 3,000 daily cir- ion gain, together with big decrease in lation expense. Familiar with all details; promotion work. Address A-654, care r & Pubilshre.

lation Manager
ountry circulation manager open for on. Four years' experience on metro- n daily. In last position forced com- r to suspend publication. Thoroughly nded in all phases of circulation building promotion. Age thirty-one, private l and university education; unmarried, go anywhere. Wire or write Advertiser, eland Ave., Chicago.

lation or Advertising Manager
eighteen years' success on circulation advertising. High class references former employers, in large as well as fields. Desire connection in Central, or East January first. Address Box , Editor & Publisher.

ified Advertising Manager
for immediate connection. Six years' ience, including two years special classi- advertising promotion work. Prefer cky, Ohio or Indiana. If you want money and a larger volume from your fied department, I can give them to References. Box A-659, Editor & sher.

ified Manager or Salesman,
ears old, Scotch descent, now commer- and sales manager of small concern in e wishes to return to America. Prefer ger paper up to thirty thousand. Take ing anywhere, original salary no object ding hard work is justly and promptly ded. Refer Basil L. Smith, Philadel- Advocate, Stamford, Conn. N. S. Syme, A-692, Editor & Publisher.

t Newspaperman,
eks interesting connection. He has seen e, both here and abroad, with such cations as the Chicago Tribune, Christian e Monitor, Detroit Free Press, London Herald and New York Call. Has done ting, re-writing, copy reading, state and n correspondence, dramatic and literary ism. Has specialized in political and reporting of national and international cter. Available at once for service in arge city. R. R., Box A-678, Editor & sher.

a Good Man
thirteen years' experience in publishing— necessarily an editor, advertising man- salesman or circulation manager—wants —not a "position"—on newspaper or small publication. Principal experience in is editorial capacities on class publica- now general utility man on newspaper. s to make last change. Can do almost ing; will go anywhere—big cities barred. salary immaterial (if sufficient for); future all-important. Address A-693, r & Publisher.

RUTH, IMPORTANCE AND IN- TEREST WILL DOMINATE

(Continued from page 6)

the present appearance of news- s. The success and wide popularity e Illustrated News shows that there definite demand for pictures. Its cir- on is partly to be explained by the ded conditions of the New York sub- . It is almost impossible to read s of the ordinary size. The tabloid e paper will never be, however, the e. The apparent inability of the on picture paper to duplicate the feat

SITUATIONS WANTED

Manager, Editor or Managing Editor
Aged 49. Managing editor city of 200,000 eight years. Manager in towns up to 50,000 ten years. Doubled net earnings of one paper in six months. Highest references. Address A-660, Editor & Publisher.

Newspaper Composing Room Foreman
Thoroughly trained make-up and printer; at present head make-up on 22 machine plant making three editions daily, six on Sunday. Would like to correspond with publisher needing composing room foreman. Address A-642, Editor & Publisher.

Position As Circulation Manager
Live wire, married, with twenty years' experience in all branches of circulation work wants immediate engagement. Address J. W. S., 108 E. Borden Ave., Syracuse, N. Y.

Reporter
with two years' experience on five large dailies in the South, would like to locate with daily paper in New York State. Western part preferable. Also have experience on sporting desk. Best of references. State salary when answering. Address A-690, Editor & Pubilsher.

Secretarial Position Wanted
by woman of ten years' experience as editor's and publisher's secretary in New York and Chicago. Familiar with the various branches of newspaper work. Reference, former employers. Any large city agreeable. Address A-663, Editor & Publisher.

Unusual Type of Newspaper Executive Available
Correspondence with the address given below will bring publishers in touch with an executive of more than usual attainments. Thoroughly schooled in business management, advertising and circulation building and an editorial writer of ability as well. An ideal man as business manager or assistant to publisher in a large organization or general manager of a smaller paper. An excellent opportunity for publisher of a medium sized paper to secure experienced editorial writer who can also handle other ends of the business thus making a considerable saving. References from worth while sources including a former Cabinet member and nationally known advertising man. Absolutely irreproachable business and personal record. At present employed and never once idle in nearly twenty years' experience. Address Box A-670, Editor & Publisher.

Wanted
To join with newspaper organization in small but progressive city where there will be opportunity to realize on the experience of years on large city newspapers as feature writer, telegraph, city and news editor. East or southeastern territory preferred. Am looking for opportunity to make permanent connection and eventually buy into desirable proposition. Address A-680, care Editor & Publisher.

WANTED
Copies of EDITOR & PUBLISHER of the issue of October 7, 1922. Will pay 25 cents per copy for limited number. Write before mailing copies. A-677, Editor & Publisher.

of its metropolitan predecessor dispells the possibility of the supremacy of pictures over news.

The future paper, representing true democracy, will be the product of varied personalities. Individuality. He was thinking of the World and its present staff. No, he did not think there ever would be a return to personal journalism. He had been forced to submerge his individuality and personality on one paper. Personal journalism had been buried in the dismal past.

Papers would tend to become more non-partisan. Definite economic, social and political units would lessen their control of editorial policies. The Villard plan of continued stress of ideas and repetition of thoughts in the editorial page is not advisable. It is the paper's duty to express its opinion on the questions of the moment. Had the World continued its appeal for the direct election of the President in 1916 for an extended length of time, a great number of important and vital problems would have been crowded out of the editorial columns.

Clemenceau had said that "newspapers are written by the readers." "That is true of French papers, but not of the American, and there is little chance of it being the case in the future. An unsuccessful journalist is one who tries to please everyone. Was it not a foregone conclusion in 1920 that Harding would be elected? and Hylan in 1921?" We did not support them.

We talked of Broun and F. P. A. and Van Raalte. One of my professors in the School of Journalism had selected Mr. Swope as one of the four great journalists of modern times. He said he would not quarrel with the selection, but thought Joseph Pulitzer's name should certainly be on the list. The Alice of Wonderland way of beginning at the beginning and ending at the end is the best method of writing a news story. Papers will always make mistakes. If science cannot achieve the absolute truth, it is too much to expect editors to attain it. The great task of the reporter is to strip the veneer from the truth.

And then we turned to Nicholas Murray Butler's indictment of present-day journalism. "It elevates superficiality to the plane of an occupation."

"Suppose a mouse should run along here. Perhaps it will only scare some women. Perhaps it will find its way into a hole. Perhaps it will overturn the milk can and start a fire, destroying half the city. Perhaps it will gnaw the rope which entangles the lion. Who knows and who can tell but time? Truth, importance and interest are my replies to Dr. Butler. Few can tell the ephemeral from the permanent. There will always be news that the people want to read and what the people ought to read. The World tries to print both," concluded Mr. Swope.

When we bid good evening, I knew that there was much I had lost. He had talked rapidly and thought rapidly. But I had gained considerable and had learned to know much of a man who was shaping the future of American journalism.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Advertising Solicitor and Copy Writer
young man of clean personal habits, experienced as newspaper advertising solicitor and copy writer. Must come well recommended. Reply in detail regarding experience, starting salary, etc. W. M. Fuller, Advertising Manager, Elkhart Truth, Elkhart, Ind.

Wanted
Editor-news writer for Ohio countyseat Republican weekly. Young man experienced in country office preferred. Address A-685, care Editor & Publisher.

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order.

$350,000 Mid-West Daily
in 75,000 city can be purchased. Wire National Newspaper Bureau, 203 So. Dearborn St., Chicago.

Daily Newspaper for Sale
In progressive West Texas city of over 10,000; circulation over 2,000; no competition; paying job plant in connection; net assets equal over $33,000; including appraised plant of $25,000 and accounts receivable of $8,000; no good will or circulation value included in assets; gross income will equal over $80,000 this year; now operated on large city scale which necessitates a large overhead; present management not satisfied with this year's net profit of about $2,500; new management with experience on small dailies can reorganize and reduce overhead thereby increasing profits; good advertising rates with plenty of advertisers to draw from. This is an exceptional opportunity for someone with the cash and able to make deal immediately; $25,000 cash will buy the assets, good will and circulation; assets will positively invoice $35,000 with only $2,000 indebtedness. If you have the cash and are ready to talk business, write R. B. W., 112½ West 9th St., Fort Worth, Texas.

For Sale
Controlling interest in midwestern paper. With stock goes executive position. $20,000. Half cash. A-684, Editor & Publisher.

Newspaper Opportunity
Old morning daily in live California city. Owners wish to sell and retire. Address Room 710, Hearst Building, San Francisco, Cal.

Wanted
To buy or lease a good daily in a good town. Box A-683, Editor & Publisher.

CORRESPONDENTS

Washington News
Furnished on mail or telegraphic request by Washington Intelligence Bureau, 402 Munsey Bldg., Washington, D. C.

Sales Appraisals

NEWSPAPER PROPERTIES

PALMER, DE WITT & PALMER 225 Fifth Ave., New York

Unusual Opportunities

Daily & Weekly NEWSPAPERS

TRADE PAPERS

HARWELL & CANNON

Newspaper and Magazine Properties

Times Building, New York

Established 1910

WE CONNECT THE WIRES

HAVE YOU an opening for a news and feature writer who can write? We have the man. Now covering big assignments for middle western daily, turning out reams of copy, full of word pictures in short sentences. Getting $3000 and worth more. Under 30, college and travel trained, fit and ready. Ask about our No. 2088-B.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.



Talented, experienced, and highly efficient men, each a specialist in his own line, ready to solve your problems.

STARR SERVICE CORPS
UPBUILDERS of NEWSPAPERS
BROKAW BLDG—42ND and BROADWAY
NEW YORK

Printers' Outfitters
Printing Plants and Business bought and sold, American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

The Autobiography of
JAMES S. DAVIS
U. S. SECRETARY OF LABOR
Is an Inspiring and Dramatic Story
From Immigrant Boy to Cabinet Member
Immediate Serial Release
WIRE FOR COPY
The McClure Newspaper Syndicate
373 Fourth Avenue, New York City

PICTURES
An exclusive feature story of 250 words with two- or three-column layout of pictures in mat form, mailed fresh six days a week. Ask for samples.
UNITED FEATURE SYNDICATE
N. A. HUSE, General Manager
World Bldg. New York City

(By Science Service)
Means:
INTERESTING
READABLE
ACCURATE
RELIABLE
POPULAR
SCIENCE
NEWS STORIES
in
THE DAILY SCIENCE NEWS BULLETIN
Write or wire for territory and rates.
SCIENCE SERVICE
1115 Connecticut Ave.
Washington, D. C.

Million Dollar Hearst Features
The World's Greatest Circulation Builders
International Feature Service, Inc.
New York

HUNCHES

Managing editor and city editors are always on the lookout for news; and, feature ideas that can be used locally. Editor & Publisher will pay $1 for each hunch published under this head. The fact that the hunch is not being worked successfully in your city does not bar it from thi department. Address your contributions to the Hunch Editor. *When they appear, clip them and mail them in and receive payment. Unavailable hunches will not be returned.*

EDITORS of the Chicago Herald and Examiner sat in nightly conference over the usual run of big stories several weeks ago. The city editor told of a story he had "doped out" for the next edition—a mongrel dog had been chased by police to the edge of Lake Michigan and had leaped into the water, a suicide, rather than be captured.

"Say, we ought to do something for these plain, ordinary, everyday dogs," came suddenly from the managing editor. "I can't remember when any recognition was given unpedigreed dogs, but they stand for something everyone has a heart interest in."

And so was born the idea that culminated, less than three weeks later, in a huge boy-dog parade down Michigan boulevard, across the Loop and through La Salle street.

The parade was followed by a final show for unpedigreed dogs in which fourteen mongrel champions were selected. Out of the parade and show thousands of Chicagoans who lined the streets and followed to Grant Park got a real thrill that brought back long-gone memories.

Here is how the idea developed:

A reporter was assigned as "dog editor" with instructions to line up the Boys' Brotherhood Republic, a local self-governing body with 800 boy members, and give shows in every section of Chicago. This was done. Merchants of the West, North and South sides, bankers and business men donated the prizes.

Boys of 17 or younger were allowed to enter unpedigreed dogs. They sent in entry blanks printed in issues of the Herald and Examiner.

Before the shows, the boy owners, proud of their pets, flocked to the newspaper studios for pictures. A prize of $25 was offered by the paper for the best 100-word-or-less essay on "Why My Dog Is a Prize Winner." The boy scribes wrote stories that were truly human.

At the preliminary shows first place prizes were given and final contestants selected for the big show downtown. Dogs were judged in such classes as "Best all 'round dog," "Most gentle dog," "Dog with the loudest bark," and "Dog with longest tail."

Mayor Thompson of Chicago proclaimed October 14 oncial Boy-Dog Day and called on all good citizens to honor the unpedigreed dog.

The parade preceding the final showing was the big feature. The Firemen's Band and a detachment of mounted police was at its head.

Small boys with large dogs rode astride a red fire truck; final contestants marched with signs showing the type of dog each owned; a small army of boys followed with their unpedigreed dogs "just to get in the motion pictures."

Despite rain, the fact that the plan was new in Chicago, and various minor difficulties, the event "went across" and cost the Herald and Examiner less than $100.

Worth-while prizes were given in the finals. Boys received radio outfits, cameras, watches, etc. The owner of the "Champion Unpedigreed Dog" received a huge loving cup from the Elks.

The boys worked hard and faithfully. For example, in "Loudest Barking" tests boys were detected giving their pets a surreptitious third degree. They craved noise—and got it in volume.

One of the show judges, Juvenile Judge Victor P. Arnold of Chicago, was sufficiently impressed to issue a statement that "if every boy had a dog there would be little work for my court."—F. E. H.

Spite fences? The officials having charge of the building permits and those receiving complaints regarding health generally know about them, the latter getting complaints about air and sunlight being shut off. In every spite fence there is a human interest story of revenge.—H. D. K.

"Girls! Were you ever deceived by a man?" is a dollar-a-letter contest started by The Chicago Tribune. "How did you catch him at it? Did another girl tell on him and did she have anything to do with it? Did everybody in town hear about it, too? Tell all about it."—H. D. K.

In the olden days the high school students were wont to call St. Patrick's day a non-school day. The habit has fallen off 95 per cent since 1917. Get some high school graduate of the olden days and have him tell of "them days that are gone forever."—W. F. P.

Where'd all those beer bottles get to? Interview your brewers or former brewers.—W. F. P.

Is the water supply in your town low? If so, interview the Mayor and other notables. Get opinions as to whether it might not be better to sell beer, provided the ale is not poisonous.

The English have a new game, "Beaver," which has been quite lately introduced into this country. The game is based on the number of beards you meet, the score being kept as in tennis, and points made by shrieking, "Beaver!" at the first glimpse of a wayfarer thus adorned. The Boston papers think that their fair city will yield more points to contestants than in, probably, any other large American city. Have you many of the fringe decorations in your city? Meantime, the pleasant outdoor sport of spotting the hirsute, which for some months past has kept London on the grin, has reached this country by way, one reads in a New York newspaper, of Canada. Will we have intercity "beaver" matches? Will you back your city for the national championship?—R. M. C.

At Queen's University, one of the three leading universities in Canada, the students are more numerous in the medical department than in any other. The young men are passing up science courses in order to take up a better paying profession. Has the prohibition act anything to do with this?—F. D. V. L.

Is Santa Claus as popular with the kiddies as he was with those children of a generation ago? The opinions of the youngsters themselves would certainly be worth reading. —F. D. V. L.

What do Americanized aliens in your city think of current affairs in their own country? When you get a story from Athens or some other foreign points, get in touch with some local subject of that country and get his or their views. It makes a good sidelight.—B. A. T.

Building and buying of homes is practically constant, but many persons who are desirous and in a position to make a down payment are unaware how to get about it, or that a home can be financed with a small down payment. Explain the various procedures in a story, the data for which can be secured from bankers, loan associations, realtors, etc.—B. A. T.

Who were the great men in your city or town half a century ago? What were their vocations and professions, their physical and mental characteristics, and what was their outstanding achievements for the community?

A search of articles of this nature that has been running in the St. Thomas (Ontario, Canada) Times-Journal makes exceptionally good reading. Authentic information may be obtained from the municipal archives, while that of a more personal nature can be secured from the oldest residents. Brief biographies of some of the great women of the past may also be worked into the series.—L. B. B.

An investigation of courthouse records in an Iowa city and county disclosed that girls are marrying at an earlier age now than heretofore. These records showed that three marriage licenses were issued in one week to couples between 20 and 22 years. Three other couples secured licenses and the brides-to-be gave their ages as only 17 years. In 22 other instances the prospective brides were less than 20 years, but more than 17 years old. Then don't forget the other extreme. A couple got a license in the county in which these records are and the husband-to-be gave his age as 75 years and his prospective bride was 62 years old. Work both extremes and you have a whale of a story.—C. S., Jr.

In Detroit, Mich., there are 1,300 gasoline filling stations, or one station to approximately 7,700 persons. The total number of gallons sold daily is 390,000, at a cost of $82,000 a day, or $30,000,000 a year. How many filling stations in your ctiy? How much money is spent daily and yearly by automobile owners in your city for gasoline? What day particularly is the largest amount of gas sold? Is it on Sundays and holidays?—C. S., Jr.

"LAUGH WITH LEACOCK"
Every Week in a Series of
ILLUSTRATED ARTICLES
Selected from the Great Humorist's Writings with a Special View to Popularity with Newspaper Readers.
Starting Sunday, Jan. 7, 1923
(Or Saturday, Jan. 6)
METROPOLITAN NEWSPAPER SERVICE
Maximilian Elser, Jr., Gen'l Mgr.
150 NASSAU ST. NEW YORK

BROOKLYN EAGLE
BALTIMORE AMERICAN
DETROIT FREE PRESS
DES MOINES CAPITAL
KANSAS CITY STAR
PITTSBURGH PRESS
ST. PAUL PIONEER PRESS
among others have ordered
Review of the Year
(4, 5 & 6 col. size)
THE INTERNATIONAL SYNDICATE
213 Guilford Ave., BALTIMORE, MD

America's Best Magazine Page
Daily and Sunday
Newspaper Feature Service
241 WEST 58TH STREET
New York City

WIRE NEWS
For Evening and Sunday Newspapers
International News Service
11 Spruce St., New York

The
Pittsburg Press
Daily and Sunday
Has the Largest
CIRCULATION IN PITTSBURG
MEMBER A. B. C.
Foreign Advertising Representatives
I. A. KLEIN
50 East 42nd St., New York
544 Fort Dearborn Bank Bldg., Chicago
A. J. NORRIS HILL, Hearst Bldg., San Francisco

Tell Your Story in—

EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK NUMBER

"It's As Necessary As Ink"

It Will Live and Work for You Every Day During 1923

This book answers 50,000 questions about the newspaper and advertising business and is indispensable to the

National Advertiser—Advertising Agent—Publisher—Special Representative—Editor—Equipment Manufacturer

Contents of the International Year Book Number will include:

——Names of publishers, editors, managing editors, city editors, general managers, business managers, advertising managers, circulation managers, mechanical superintendents of the daily newspapers of the United States and Canada, including more than 20,000 names, with titles.

——Circulation and advertising rates of the daily newspapers of the United States and Canada.

——and hundreds of other facts and statistics that can be found in no other single volume.

NOTE: All advertisements appearing in the regular issue of EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK NUMBER (out in January) will be carried in the permanent cloth-bound edition without additional charge.

RESERVE YOUR SPACE TODAY—BY WIRE

EDITOR & PUBLISHER
World Building
NEW YORK CITY

RESULTS

vs.

Mere Quantity

A leading New York Specialty Shop, desirous of information as to which newspapers were most generally read by the class of customers trading at their store, prepared a questionnaire which was circulated to all who could be reached. The definite results were not divulged to us, but we were informed that hereafter the bulk of their advertising would go to The Globe and The ——. These two newspapers were found to lead all others as newspapers read by women customers interested in announcements of this store.

This shop appeals to women of the middle class and above—the greatest purchasing power in any community, and those most responsive to printed advertising appeal. The merchant in question showed the outcome of his investigation to another merchant in another line, with the result that the second merchant is also sold on The Globe and The ——.

To the national advertiser at distant points the buying of advertising is often too largely a matter of mere quantity of circulation or of rate.

The New York Globe's advertising rates, based primarily on cost of production, are fair in comparison with those charged for space in mediums of equal value per unit of circulation.

The Globe invites any prospective advertiser to consult any of its present advertisers.

The Globe takes pride in the fact that its advertisers are pleased customers. It does not merely peddle advertising space. It sells results.

THE NEW YORK GLOBE

Member A. B. C. JASON ROGERS, *Publisher* *Member A. B. C.*

LORENZEN & THOMPSON, Inc., Special Representatives
New York Chicago Detroit St. Louis San Francisco Los Angeles

MAGNIFICENCE IN NEWSPAPER BUILDING

EDITOR & PUBLISHER

1884 — The Oldest Publishers' and Advertisers' Journal in America — 1922

Issued every Saturday—forms closing at ten P. M. on the Thursday preceding the date of publication—by the Editor & Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Branch Telephone Exchange, Beekman 4330. Charter Member Audit Bureau of Circulations.

Copyright, 1922, by The Editor & Publisher Company, James Wright Brown, president and editor.

Vol. 55. No. 31 —Second Section NEW YORK, SATURDAY, DECEMBER 30, 1922 By Mail in Advance $4, U. S. A.; $4.50, Can.; $5 For. Pages I to XXIV





COL. R. R. McCORMICK

THE Chicago Tribune commemorated its seventy-five years of active life by announcing on its birthday, June 10, last, prizes of $100,000 to architects for plans of a new building:

> "—to adorn with a monument of enduring beauty this city, in which the Tribune has prospered so amazingly.
>
> "—to create a structure which will be an inspiration and a model for generations of newspaper publishers.

The competition was conducted under the rules of the American Institute of Architects and more than 1800 members of that profession from every part of the world responded and designs were submitted by two hundred.

The first prize of $50,000 was awarded for the design submitted by John Mead Howells and Raymond M. Hood, associates, of New York. The story of the achievements of the Tribune as a newspaper are retold in the advance from a room over a grocery store, shown below, to the tower of dignified magnificence at the right.









CAPT. JOSEPH MEDILL PATTERSON

THE new structure will be named the Tribune Tower and will occupy a plot of ground 100x135 feet on North Michigan Boulevard, immediately in front of the present Tribune Plant, shown below.

The second prize award was won by the design submitted by Eliel Saarinen, of Helsingfors, Finland. His associates in preparation were Dwight G. Wallace and Bertell Grenman, of Chicago.

Mr. Saarinen's design, shown at the left, was received during the closing days of the competition and created a sensation. Mr. Saarinen was an entrant in the Hague Peace Palace competition and the winner of the second prize with a design that, like this one submitted to the Tribune, had that touch of northern Europe that gives an architectural individuality.

The winners in the Tribune competition were announced on December 3rd.

Nothing that has ever before been done by a newspaper has attracted wider attention among the lovers of enduring beauty than the unusual method adopted by the Tribune to mark a passing birthday.



TRIBUNE TOWER will rise from the ground to a height of 400 feet. In compliance with the building laws of Chicago, the structure will be occupied to a height of 260 feet. That height comprises twenty-one stories. The rest, 140 feet, is for inspiration, not alone for the men and women who make the Tribune, but for all the builders for a greater future who pass that way.

Only a few years ago the modern downtown building of the Tribune, at the corner of Dearborn and Madison, shown below, was considered a wonder achievement in newspaper building and has been visited by newspaper owners from every part of the world.

Now it is to be pushed aside by this greater structure that is to cost $7,000,000. Several of those millions will be spent for beauty—beauty that typifies progress toward higher ideals.

The third prize of $10,000 was won by the design submitted by William Holabird and Martin Roche of Chicago, and shown at the right.





ALL NATIONS WERE REPRESENTED



EDITOR & PUBLISHER presents these designs with its regular monthly Mechanical Number as service to the many publishers who are constantly seeking exterior beauty as well as interior practicability in the future homes of their dreams, for it must be remembered that this was a contest for beauty and monumental inspiration. *The design below was submitted by Louis Lott of Dayton, Ohio.*



ASIDE from the three grand prizes, totalling $80,000, ten prizes of $2,000 each were made in allotments to ten recognized American architects, who were invited to enter the competition and who did enter. This was done by the Tribune in order to assure the interest of the foremost American architects. *The design shown above were submitted by Kenneth McDonald, Jr., and Maurice Couchot, of San Francisco.*



IN STUDYING the design which won the first prize, it will be observed that, using the architectural phrase, the building has been "stepped back" from only one side. This occurs at a height of 200 feet and preserves on the boulevard side and north and south sides the effect of a nearly square tower, lifting its mighty bulk to a height of 400 feet. *Below we have the design of Felix Cabarrocas, of Havana, Cuba.*



IN STUDYING these designs from many nations, one is struck by the effect that the outstanding architectural structures of each nation has had upon the minds of the men here striving for the greatest beauty possible in modern buildings. There is a touch that makes architecture from each nation differ and it was never better exemplified than in the designs submitted for the Tribune Tower. *Above is a design submitted by Louis Bourgeois, Francis E. Dunlap and Charles L. Morgan, of Chicago.*

WHILE 140 feet of the prize-winning design has been given over entirely to the Tower of Inspiration it will be noted that the structure has not been treated as a building and a tower—it is not one thing set on top of another. It is a unit and as such will stand as a Gibraltar on this new and growing avenue of commerce. *Below we have a design submitted by Thomas J. George, of New York City.*





THE Tribune Tower will climb into the air naturally, carrying up its main structural lines, binding them together with an open parapet. Military Gothic is the style of this new home of the Tribune, and it is the general opinion that it has never been better defined. *Above we have a design by Otto Hoffman, of Austria.*

THE progress of the Chicago Tribune during its seventy-five years is the history of the great Middle West. In it we find the story of the growth of our nation from an uncertain infant to a sure and secure giant. *Below we have the design submitted by Edmund S. Campbell, of Chicago.*





THE first home of the Tribune was a single room over a grocery store in a building at the south-west corner of Lake and LaSalle streets. The first edition of 400 copies was pulled on a Washington hand press, worked by one of the editors, on June 10, 1847. It's a long journey from that home to the new structure that will grace Michigan Boulevard. *Above we have the design submitted by Pierre La Bourgeois, of Nancy, France.*



THE population of Chicago when the first Tribune appeared was only 16,000. Joseph Medill, who was later to become its great editor, was still practicing law in Coshocton, Ohio. Joseph K. C. Forrest, James J. Kelly and John E. Wheeler were the Tribune originators. Before the paper was a month old, however, Kelly had withdrawn to enter the more profitable leather business. *Above we have the design submitted by Hugh G. Jones, of Montreal, Canada.*

THOMAS A. STEWART assumed the editorship in those early days and in that first year the Tribune bought the plant and equipment of the "Gem of the Prairie." *Below we have the design submitted by A. Hamilton Scott and John A. W. Grant, of Edinburgh, Scotland.*





IN 1851, Whig politicians purchased the share of Mr. Scripps. He and William Bross one year later founded another paper. General William Duane Wilson representing the new ownership was installed as Editor. An evening issue was started but was short-lived. *The design below was submitted by Ralph Thomas, Walker & McKenzie, Voorhees & Gmelin, of New York City.*



IN 1848 Forrest withdrew from the Tribune and his third interest became the property of John L. Scripps. Two occurrences that year make it a memorable one. On May 22nd, fire destroyed the Tribune property and publication was suspended for two days; December 6th, the Tribune installed the first telegraphic news service in the West. *Above we have the design submitted by D. H Burnham & Co., Chicago.*

ON JUNE 18, 1855, Joseph Medill secured a third interest in the Tribune property, and Dr. Chas, H. Ray a fourth interest. The name of the purchasing firm then became Wright, Medill & Co. *Below we have the design submitted by Joseph Schwartz, of Luxemburg.*





THE Tribune was only eight years old when Joseph Medill became the guiding force in it. He was then thirty-two and remained the guiding force for forty-four years, but to the end he had young colleagues. *Above we have the design submitted by Charles H. Bebb and Carl F. Gould, of Seattle.*

IT IS a notable fact that the spirit of youth has always guided the Tribune and even when the grandsons of Medill took up their work they were not so old as he was when he went West to do his big work in the world. *Below we have a design submitted by William T. Gregory and B. R. Saunders, of London, England.*





THE Tribune was not Joseph Medill's first venture in journalism. He had successfully established the Cleveland Leader before journeying West, where he met Dr. Ray, and brought to him a letter of introduction from Horace Greeley. It was Greeley who urged this young man to embark in journalism in Chicago. *Above we have a design submitted by Andrew N. Rebori, of Chicago.*



JOSEPH MEDILL went to Chicago and became editor of the Tribune in 1863, following his purchase of the stock of Dr. Ray. Scripps had left the Tribune two years earlier when he was appointed Postmaster of Chicago by Lincoln. *Below we have the design submitted by N. N. Spencer & Son, of Chicago.*



IN 1858, the Tribune absorbed the Democratic Press. That brought into the firm Deacon William Bross and John Locke Scripps again. For two years the paper was known as the Press and Tribune, but then reverted to Chicago Tribune. *Above we have a design submitted by John Wynkoop, of New York.*



THUS it was in 1863, Medill, Cowles and Bross founded the original Tribune family, which grew to include Horace White. This "family" survives today through direct descendants. *Below we have the design submitted by George F. Schreiber, of Chicago.*



ALFRED COWLES had accompanied Medill from Cleveland to Chicago, where he served the young publishing firm as bookkeeper and was later to buy into the property. *Above we have the design submitted by Arthur Frederick Adams, of Kansas City.*

OF THE early group that made the Tribune, Medill was a great builder. He believed his a great work, and under his guiding hand the Tribune became a part of the life of the growing city. *Below we have the design submitted by Ernesto Fuchs, Guadalajara, Mexico.*

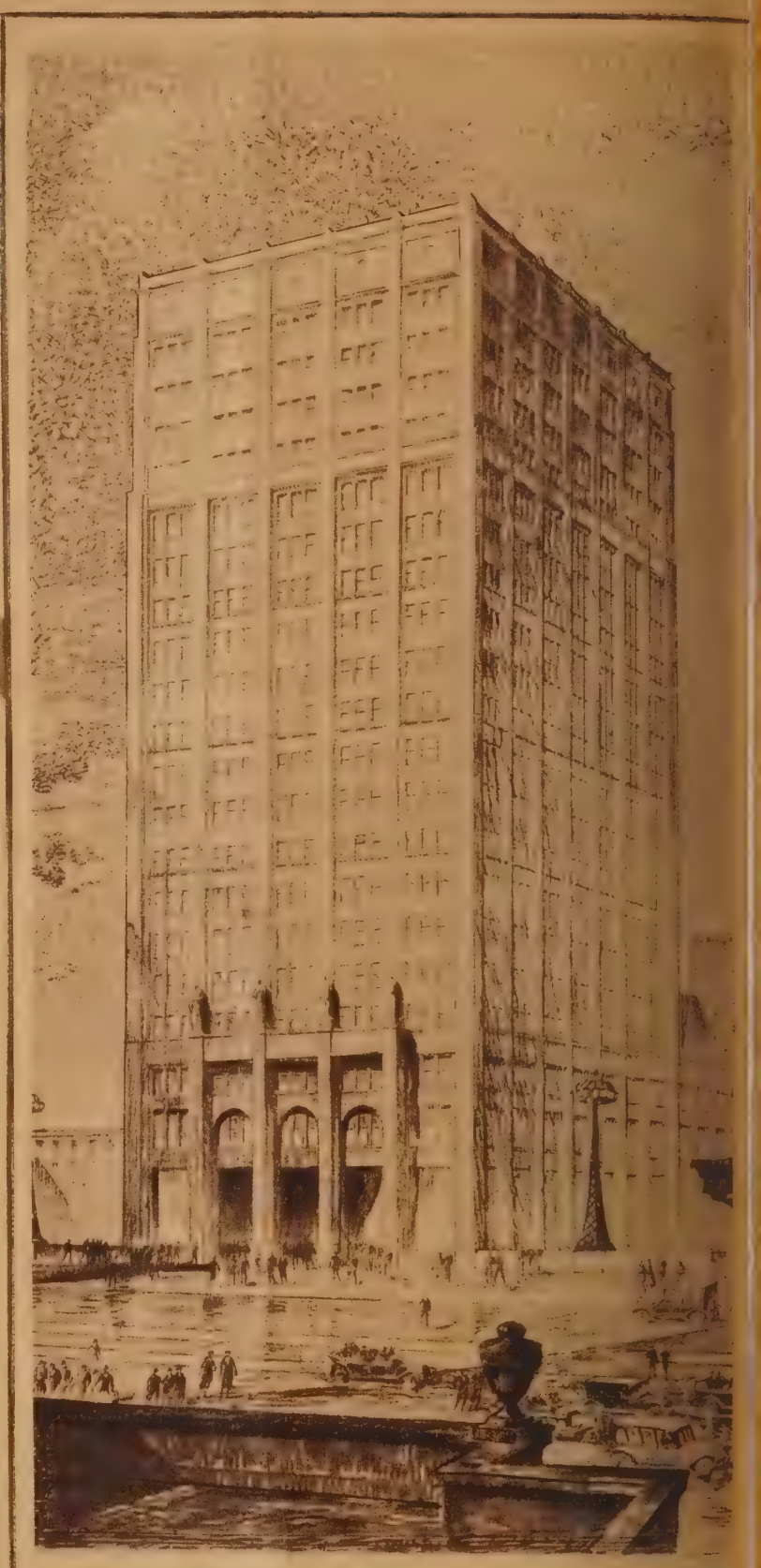




ON OCTOBER 8 and 9, 1871, Chicago was swept by fire. The Tribune's credit the day before was said to have been good for more than $100,000. On October 11, the business manager had to borrow $64 from personal friends to buy paper with which to resume publication on October 12. *Above we have the design submitted by Lippincott & Billson, of Melbourne, Australia.*

ON OCTOBER 9, 1872, the Tribune was again published from its old location, but in a new building. It had survived with others the greatest trial that had befallen an American city. *Below we have the design submitted by Lippop, K. Jankowski, of Warsaw, Poland.*





"WHAT'S THE NEWS?" were the last words of Joseph Medill, who died March 16, 1899, at San Antonio, Texas. He was succeeded by his son-in-law, R. W. Patterson, who had been acting as general manager of the paper. *Above we have the design submitted by Hermann Herter, Zurich, Switzerland.*



WILLIAM BROSS' lost active contact with the Tribune while serving as Lieutenant-Governor of the state of Illinois from 1865-1869. It was in the latter year that the Tribune moved from 51 Clarke St., where it had been published for many years, to a four-story building of Joliet marble at Dearborn and Madison. *Below we have the design submitted by Olaf Boye, Crawford Jensen, and L. W. Wilhelmsen, of Christiania, Norway.*



ALTHOUGH Scripps ceased his active connection with the Tribune in '61, he did not sell his interest until '65, when Horace White purchased it and assumed the editorship. White continued in that capacity until 1874, while Medill gave much of his time to the proceedings of the Illinois Constitutional Convention and as Mayor of Chicago. *Above we have the design submitted by Frederick Stuhmke, of Berlin, Germany.*



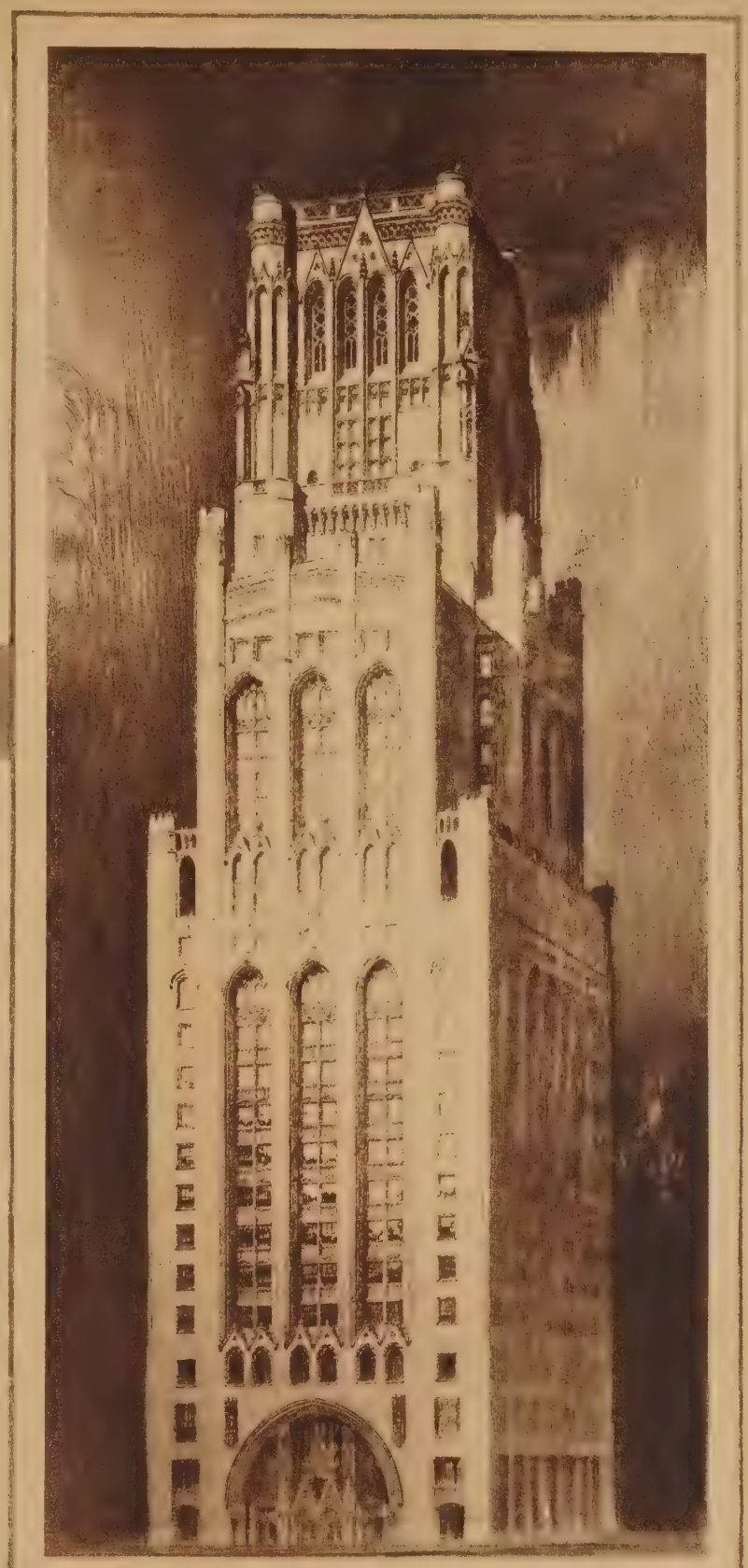
R. W PATTERSON died in 1910. He had been president and editor-in-chief of the Tribune since the death of Joseph Medill. Shortly after, Medill McCormick, now United States Senator and grandson of Joseph Medill, who had been acting as publisher, severed his connection with the newspaper. *Below we have the design submitted by James Gamble Rogers, of New York City.*



FREE TRADE probably caused the break between Mr. White and Mr. Medill and caused the former to leave the Tribune and placed Mr. Medill in complete charge in 1874, following a tour of Europe. *Above we have the design submitted by Bertram G. Goodhue, of New York City.*

R. R. McCORMICK, a brother of Medill McCormick, was made treasurer of the Tribune in 1909, and his cousin, J. M. Patterson, was made secretary the same year. In 1914, they assumed complete control as editors and publishers. *Below we have the design submitted by Lucian E. Smith, of New York City.*





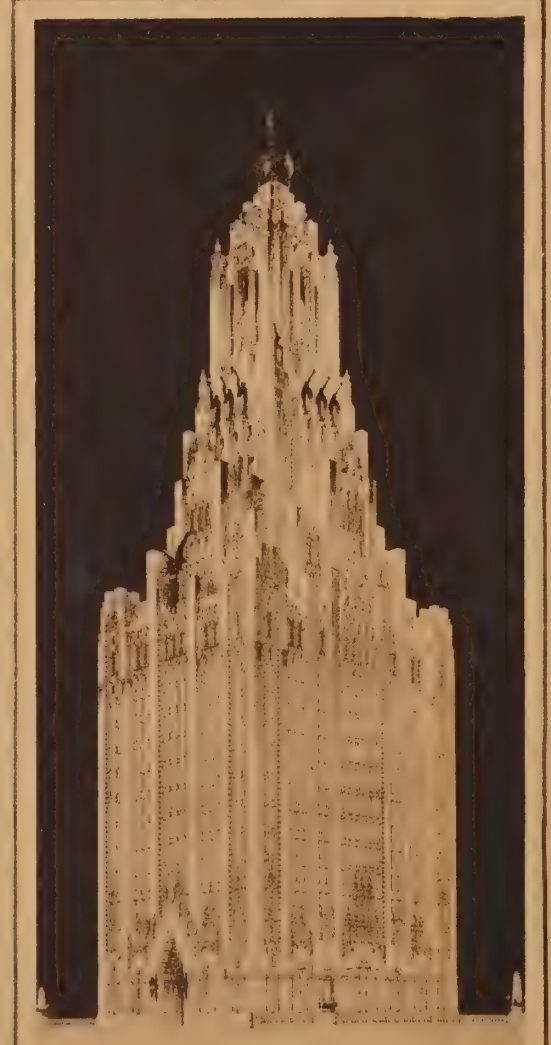
WHILE R. R. McCormick and Joseph Medill, Patterson were absent in military service during the World War, William H. Field was in charge. Today the Tribune is building for the future. *Above we have the design submitted by Schmidt, Gordon and Martin, of Chicago.*













America (upper left)
Architects: B. H. & C. N. Whinston, of New York City.

America (upper right)
Architects: Alfred Fellheimer & Stewart Wagner, of New York City.

Japan (center)
Architect: Richard Yoshijiro, of Mine.

America (lower left)
Architect: Albert J. Rousseau, of Ann Arbor, Michigan.

Hungary (lower right)
Architect: Prof. Dr. Ing Lechner Jeno, of Budapest.

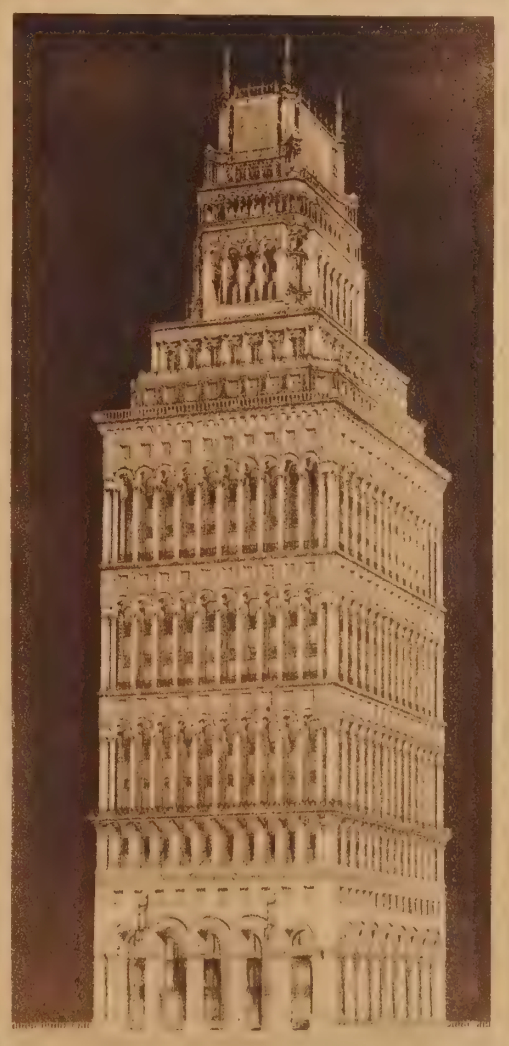












America (upper left)
Architect: Guy Lowell, of Boston.

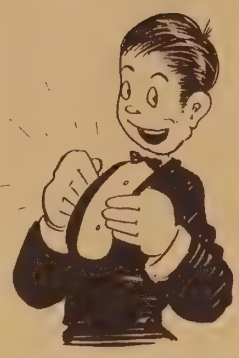
America (upper right)
Architect: Frank Fort, of New York City.

America (center)
Architect: Claude Bragdon, of Rochester, New York.

America (lower left)
Architects: Butler & Corse, of New York City.

America (lower right)
Architects: Henry Horn Bostel & Eric Fischer Wood, of Pittsburgh, Pa.













America (upper left)
Architect: Jarvis Hunt, of Chicago.

Hungary (upper right)
Architects: Lechner Loraud & Kautzky Tivadar, of Budapest.

France (center)
Architect: Barry Hammond Dierks, of Paris.

Holland (lower left)
Architect: L. Bode, of Amsterdam.

America (lower right)
Architect: Alfred Morton Githens, of New York City.













Scotland (upper left)
Architects: Hutton & Taylor, of Glasgow.

America (upper right)
Architects: Hewitt & Brown, of Minneapolis.

Holland (center)
Architects: Meischke & Schmidt, of Rotterdam.

America (lower left)
Architect: Benjamin Wistar Morris, of New York City.

America (lower left)
Architect: Peter J. Weber, of Chicago.



Italy—Architect: Prof. Giuseppe Boni of Rome



America—Architects: Weeks and Day, San Francisco



Belgium—Architect: Jules Vanden Hende, Ghent



America—Architects: Shaw and Hepburn, Gordon Allen, associates, New York



Serbia—Architect: Nicolas Wassilieff, Belgrade



America—Architect: Walter Dabney Blair, New Y

THIS ISSUE: FRANKLIN WAS FIRST OF ALL A HUMAN BEING.

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1923

SUITE 1117 WORLD BUILDING, NEW YORK

Original second class entry—The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the act of March 3, 1879. Published every Saturday.

[Copyright, 1922, by The Editor & Publisher Company, James Wright Brown, president and editor.]

ol. 55. No. 33 NEW YORK, JANUARY 13, 1923 By Mail in Advance $4, U. S. A.; $4.50, Can.; $5 For. 10c Per Copy

Essentials of Successful Advertising

"Reader Interest" is one thing;
"Reader Confidence" is another thing

The first may bring extensive circulation, but the second is essential to make that circulation effective from the advertisers' standpoint.

Its approximately 400,000 circulation—about 1,200,000 daily readers— 94 per cent concentrated in Chicago and its suburbs, proves that The Chicago Daily News has "reader interest."

Its year-in and year-out leadership in advertising among Chicago daily newspapers proves that it has circulation effectiveness from the standpoint of advertisers — reader confidence translated into buying action.

In a word all the essentials of successful advertising that can exist in one medium, are found in

THE CHICAGO DAILY NEWS

First in Chicago

MOST OF IT COMES FROM OUTSIDE

NEW ENGLAND, owing to its density of population, is compelled to buy three-fourths of its food supply from other states.

Today its total population is nearly 7,500,000. This fact, together with the fact that 85 per cent of these are inland population, with more than half of the people living in thirty-six cities, makes one readily see that food campaigns meet with unfailing success in this territory.

The wise food advertiser realizes that NEW ENGLAND is a bigger buyer **outside,** in proportion to its size, than any similar territory.

It is the most highly organized, densely populated and wealth accumulating section of the country and the well-paid and prosperous industrial workers make it a coveted market.

The NEW ENGLAND market has a stupendous aggregate buying power. This territory offers the greatest market and greatest field for intensive advertising through daily newspapers.

This list of daily NEW ENGLAND newspapers will move every day an enormous volume of merchandise to the consumer, if you will do your part and use adequate advertising space to develop this market.

These Papers Will Introduce You to the Right People

MASSACHUSETTS—Population, 3,852,356

	Circulation	2,500 lines	10,000 lines
**Attleboro Sun .....(E)	4,805	.0275	.0175
†Boston Sunday Advertiser(S)	424,104	.55	.55
†Boston Globe .....(M&E)	274,607	.45	.45
†Boston Globe .....(S)	321,871	.55	.55
Boston Telegram .....(E)	145,113	.20	.20
†Boston Transcript .....(E)	36,423	.20	.20
**Fall River Herald.....(E)	13,405	.035	.035
*Fitchburg Sentinel .....(E)	10,739	.05	.035
Greenfield Recorder .....(E)	3,625	.0175	.0175
**Haverhill Gazette .....(E)	15,216	.055	.04
**Lynn Item .....(E)	16,132	.06	.04
*Lynn Telegram News.(E&S)	16,886	.05	.05
†Lowell Courier-Citizen and Evening Leader(M&E)	20,635	.06	.06
**New Bedford Standard-Mercury .....(M&E)	31,489	.08	.08
**New Bedford Sunday Standard (S)	25,006	.08	.08
†North Adams Transcript.(E)	9,334	.0375	.03
**Salem News .....(E)	20,879	.09	.07
**Taunton Gazette .....(E)	8,268	.04	.03
†Worcester Telegram-Gazette (M&E)	72,733	.24	.21
*Worcester Sunday Telegram (S)	42,741	.18	.15

MAINE—Population, 768,014

†Bangor Daily Commercial(E)	14,703	.05	.04
†Portland Press Herald(M&S)	22,208	.07	.06
**Portland Express .....(E)	26,294	.10	.07
**Portland Telegram .....(S)	28,658	.10	.07
†Waterville Sentinel .....(M)	5,886	.035	.025

NEW HAMPSHIRE—Population, 443,683

†Keene Sentinel .....(E)	3,316	.03	.02

RHODE ISLAND—Population 604,397

	Circulation	2,500 lines	10,000 lines
Newport Daily News....(E)	6,171	.035	.03
Pawtucket Times .....(E)	24,401	.07	.06
**Providence Bulletin .....(E)	58,738	.135	.135
†Providence Journal ....(M)	32,837	.08	.08
**Providence Journal .....(S)	54,568	.12	.12
**Providence Tribune .....(E)	21,364	.10	.09
Westerley Sun .....(E&S)	4,561	.025	.025
†Woonsocket Call .....(E)	12,959	.04	.04

VERMONT—Population, 352,428

*Barre Times .....(E)	6,532	.03	.02
Bennington Banner .....(E)	3,021	.0125	.0125
†Brattleboro Daily Reformer. (E)	3,021	.025	.015
Burlington Daily News...(E)	7,183	.04	.04
**Burlington Free Press..(M)	11,441	.05	.05
Rutland Herald .....(M)	9,437	.04	.04
†St. Johnsbury Caledonian-Record .....(E)	3,366	.0214	.015

CONNECTICUT—Population, 1,380,631

*Bridgeport Post-Telegram (E&M)	43,033	.145	.14
*Bridgeport Post .....(S)	18,395	.085	.08
*Hartford Courant ... .(D)	29,780	.08	.07
*Hartford Courant .....(S)	48,600	.10	.09
**Hartford Times .....(E)	43,672	.12	.12
**Meriden Record .....(M)	6,699	.045	.025
†Middletown Press .....(E)	7,561	.03	.025
†New Haven Register..(E&S)	34,427	.10	.09
**New London Day.....(E)	10,687	.06	.045
†Norwich Bulletin .....(M)	11,663	.07	.05
**Norwalk Hour .....(E)	4,953	.03	.03
*Stamford Advocate .....(E)	8,351	.0375	.03

Government Statement, April 1 1922.
*A. B. C. Statement, April 1, 1922.

**A B. C. Statement, October 1, 1922.
†Government Statement, October 1, 1922.

The Cleveland Newspaper Situation—d

The PRESS

Leads All Cleveland Daily Newspapers

THE PRESS is First in Cleveland. Not only is The Press first in local advertising, but in total paid advertising as well.

The following 1922 figures pertaining to the Cleveland Newspaper situation reveal the clear-cut and outstanding supremacy of The Press as the dominant medium of Cleveland. Below are six day figures.

Daily	Local Advertising Lines	Total Advertising Lines
The PRESS	8,579,032	12,800,354
Plain Dealer	5,490,240	11,154,402
The News	6,815,200	9,327,094

These statistics indicate that The Press carried 1,645,952 more lines of advertising than The Plain Dealer and 3,473,260 more than The News during 1922.

In local advertising alone The Press carried 3,088,792 and 1,763,832 more lines than The Plain Dealer and The News respectively.

These figures point unmistakably to the fact that most advertisers prefer The Press.

ALLIED NEWSPAPERS, Incorporated

PUBLISHERS DIRECT REPRESENTATIVES

New York Chicago Cleveland
Cincinnati St. Louis Atlanta San Francisco

MEMBER AUDIT BUREAU OF CIRCULATIONS

The Scripps-Howard Newspapers
Including the Scripps-McRae League

The CLEVELAND PRESS

DOMINATES GREATER CLEVELAND

$114,881,040 in Building Operations

Philadelphia's

record breaking total for 1922

SHATTER BUILDING RECORDS

Operations Here in 1922 Valued at $114,881,040

The building boom in Philadelphia during 1922 shattered all records of the last decade for construction.

Figures of the Bureau of Building Inspection show that since last January the total number of permits issued was 14,476, covering 22,588 operations, at an estimated value of $114,881,040.

Against this record increase the building during 1921 had a total value of only $42,540,780, for which 12,673 permits were issued, covering 14,651 operations.

The structures built this year included more than 8,800 two-story dwellings, the largest number of residences erected since the war.—(The Philadelphia Bulletin, Dec. 30, 1922.)

With this vast addition to its buildings—and every indication that the big programme will continue in 1923—Philadelphia, the third largest market in the United States, offers greater opportunities than ever before to manufacturers of all kinds of goods.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads--

"In Philadelphia nearly everybody reads The Bulletin"

The Bulletin

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in America.

Net paid daily average circulation for the year 1922—493,240 copies a day.

NEW YORK
Dan A. Carroll,
150 Nassau Street.

CHICAGO
Verree & Conklin, Inc.
28 East Jackson Blvd.

DETROIT
C. L. Weaver,
Verree & Conklin, Inc.
117 Lafayette Blvd.

SAN FRANCISCO
Allen Hofmann,
Verree & Conklin, Inc.
681 Market Street.

LONDON
M. Bryans,
125 Pall Mall, S. W. 1.

PARIS
Ray A. Washburn
5 rue Lamartine (9)

(Copyright 1923, Bulletin Company)

Total Circulation of This Issue: 6,500

EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten P. M. on the Thursday preceding the date of publication—by the Editor & Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Telephone Exchange, Beekman 4330. Charter Member Audit Bureau of Circulations.

ol. 55 NEW YORK, JANUARY 13, 1923 No. 33

RANKLIN WAS FIRST OF ALL A HUMAN BEING

rinter, Publisher and Publicist, He Was Distinguished Always For Common Sense—Where Emerson Would Have Hitched Wagon to a Star, Franklin Would Have Looked for New Axle Grease

By JAMES MELVIN LEE

I Colonial times the New Printing Office in Philadelphia was near the rket. It was a small one-story semiached structure with three windows ing the street. A sign just over the es read—B. FRANKLIN, PRINTER. As the watchman made his rounds I nder what he thought as he gazed at s sign dimly visible because of a near- street lamp. What tales the men of a r generation must have told about the rs when as school boys they called at s shop to buy a small slate, primer, or n book. It was at this shop that my y of Philadelphia, fastidious in her te, bought a very fine grade of toilet p, advertised as having been imported m abroad, sold by the proprietor's e, but doubtless manufactured by his her in Boston. To this shop came the siness man to get his ink powder, his d glasses with brass heads, and his vter stand "proper for offices and nting houses." From this shop came sibly the most important newspaper of day, The Pennsylvania Gazette.

But these were the days when men and men danced the minuet. Had this proetor in his knee breeches, as he left his ss to wait upon customers, any mesge for the printers of today? Did he ve any imprint upon American journaln? What kind of man was Benjamin anklin. the printer?

First of all, I want to speak of the little nanac that came from his shop. What luence did it have? Let its publisher ll about it for he knows:

n 1732 I first published my Almanack, ler the name of *Richard Saunders:* it was ntinued by me about twenty-five years, comnly called *Poor Richard's Almanack.* I envored to make it both entertaining and use; and it accordingly came to be in such dern that I reaped considerable profit from it, ding annually near ten thousand. And obving that it was generally read, scarce any ghborhood in the province being without it, considered it as a proper vehicle for conveyinstruction among the common people, who ght scarcely any other books; I therefore led all the little spaces that occurred between remarkable days in the calendar with verbial sentences, chiefly such as inculcated dustry and frugality as the means of procurf wealth, and thereby securing virtue; it ng more difficult for a man in want to act ays honestly, as, to use here one of those verbs, *It is hard for an empty sack to stand right.*

The paper for this almanac, Franklin is not too proud to bring to his shop on wheelbarrow. Never did he allow his ide to run ahead of his purse.

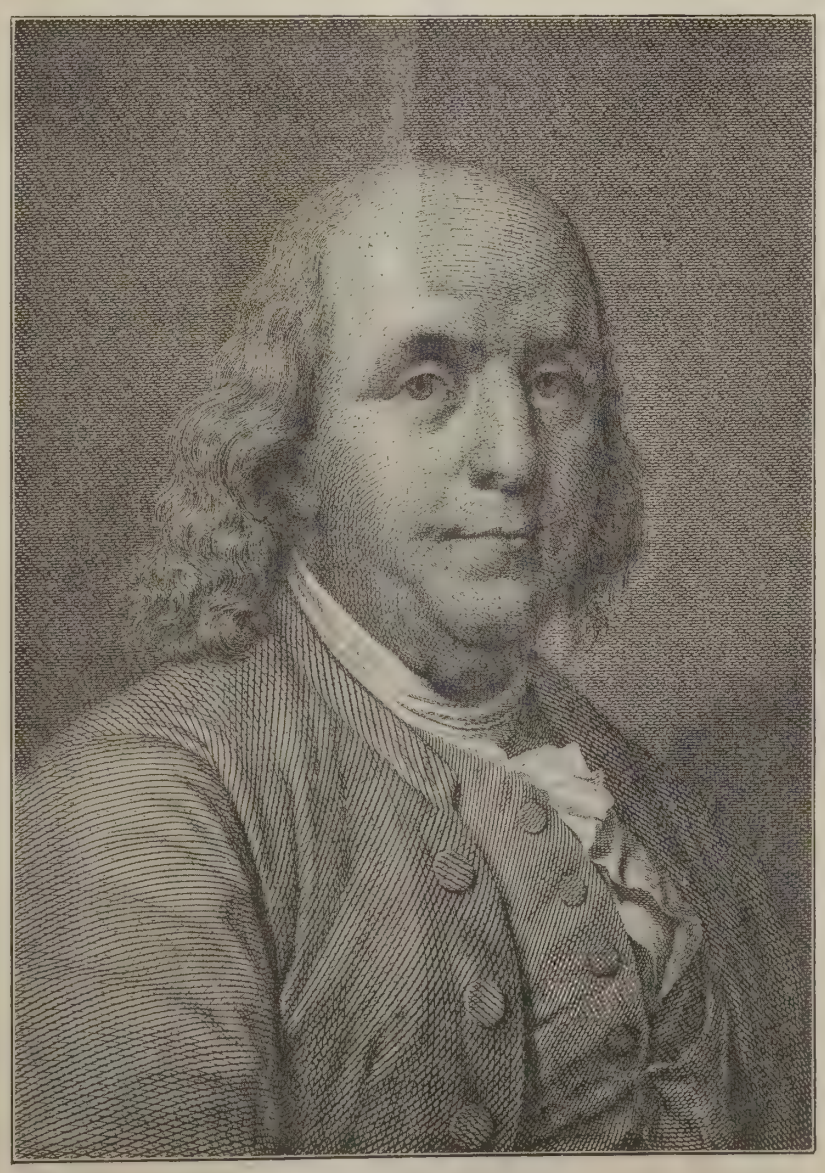
Publishers have their troubles with ion labor, as the news columns of EDIR & PUBLISHER have repeatedly told. certain amendment to the Constitution ll attracts considerable attention in the ess. I leave it to the reader to judge ether these words from Franklin when became a journeyman printer in Lonn have a present day message:

At my first admission into this printing-house took to working at press, imagining I felt a nt of the bodily exercise I had been used to America, where press-work is mixed with mposing. I drank only water; the other rkmen, near fifty in number, were great zzlers of beer. On occasion, I carried up l down stairs a large form of types in each nd, when others carried but one in both nds. They wondered to see, from this and veral instances, that the *Water-American,* as they called me, was *stronger* than themselves, who drank *strong* beer.

Watts, after some weeks, desiring to have me in the composing-room, I left the pressmen; a new *bien venu* or sum for drink, being five shillings, was demanded of me by the compositors. I thought it an imposition, as I had paid below; the master thought so too, and forbade my paying it. I stood out two or three weeks, was accordingly considered as an excommunicate, and had so many little pieces of private mischief done me, by mixing my sorts, transposing my pages, breaking my matter, etc., etc., if I were ever so little out of the room, and all ascribed to the chapel ghost, which they said ever haunted those not regularly admitted, that, notwithstanding the master's protection, I found myself obliged to comply and pay the money, convinced of the folly of being on ill terms with those one is to live with continually.

The ethics of journalism is today a frequent topic of discussion where newspaper men gather. Did the proprietor of this New Printing Office do anything to advance ethical standards of the trade at which he worked? Franklin, himself, thus answers this question:

In the conduct of my newspaper, I carefully excluded all libelling and personal abuse, which is of late years become so disgraceful to our country. Whenever I was solicited to insert anything of that kind, and the writers pleaded, as they generally did, the liberty of the press, and that a newspaper was like a stage-coach, in which any one who would pay had a right to a place, my answer was, that I would print the piece separately if desired, and the author might have as many copies as he pleased to distribute himself, but that I would not take upon me to spread his detraction; and that, having contracted with my subscribers to furnish them with what might be either useful or entertaining, I could not fill their papers with private altercation, in which they had no concern, without doing them manifest injustice. Now, many of our printers make no scruple of gratifying the malice of individuals by false accusations of the fairest characters among ourselves, augmenting animosity even to the producing of duels; and are, moreover, so indiscreet as to print scurrilous reflections on the government of neighboring states, and even on the conduct of our best national allies, which may be attended with the most pernicious consequences. These things I mention as a caution to young printers, and that they may be encouraged not to pollute their presses and disgrace their profession by such infamous practices, but refuse steadily, as they may see by my example that such a course of conduct will not, on the whole, be injurious to their interests.



BENJAMIN FRANKLIN

Did Franklin have a competent assistant in his printing office? Of this assistant he says:

We have an English proverb that says, *"He that would thrive, must ask his wife."* It was lucky for me that I had one as much disposed to industry and frugality as myself. She assisted me cheerfully in my business, folding and stitching pamphlets, tending shop, purchasing old linen rags for the paper makers, etc., etc.

Had Franklin any time for other duties besides those of his office? Did he forget his old mother up in Boston? It is from a letter to her that we learn about his habits:

I read a great deal, ride a little, do a little business for myself, now and then for others, retire when I can, and go into company when I please; so the years roll round, and the last will come, when I would rather have it said *He lived usefully, than He died rich.*

Because Franklin read a great deal he was probably the best informed man of his time. His editorial comments about the economic questions of the day were the ablest printed in America, but this is a many-sided Franklin in another field of journalism. He was printer, publisher, proprietor and, strange as it may seem, he was cartoonist as well. For his Gazette, he made the first cartoon to appear in an American newspaper. The occasion was a memorable one. The Governor of the New York Colony had issued on December 24, 1753, a call for a meeting in Albany of the British Colonies on June 14, 1754. Rumors of a possible war with France were not without some foundation. The union of the colonies was most desirable. To supplement his editorial appeal, Franklin printed on May 9, 1754, a cartoon which represented a snake cut into eight pieces; each part represented a colony. Under the cartoon Franklin put the caption: "Join or Die."

But the influence of this cartoon was not limited to the Pennsylvania Gazette. It was copied by such contemporaries as the New York Gazette, the Boston News Letter, the Boston Gazette, the New York Mercury, etc. Comments about it were printed in other newspapers. At the time of the Stamp Act it appeared again. It was of Franklin's cartoon thus reprinted, that James Rivington in his New York Gazeteer on August 25, 1774, said:

On the Snake, depicted at the Head of some American News Papers.

Ye Sons of Sedition, how comes it to pass,
That America's typ'd by a SNAKE—in the grass?
Don't you think 'tis a scandalous, saucy reflection,
That merits the soundest, severest Correction,
NEW-ENGLAND'S the Head too;—NEW ENGLAND'S abused;
For the *Head of the Serpent* we know *should be* Bruised.

(*Continued on next page*)

The most important issue of Franklin's Pennsylvania Gazette was that published just before the Stamp Act took effect. The first page is reproduced by way of illustration to tell its own story. On an inside page of this Doom's Day number between mourning lines appeared the following editorial:

We are sorry to be obliged to acquaint our Readers, that as the most UNCONSTITUTIONAL ACT that ever these colonies could have imagined, to wit, The STAMP ACT, is feared to be obligatory upon us, after the First of November ensuing (the FATAL TO-MORROW) the Publishers of this Paper, unable to bear the Burthen, have thought it expedient to stop a while, in order to deliberate, whether any methods can be found to elude the chains forged for them, and escape the insupportable Slavery: which, it is hoped, from just Representations now made against that Act, may be effected. Meanwhile, we must earnestly request every Individual of our Subscribers, many of whom have been long behind hand that they would immediately discharge their respective Arrears, that we may be able not only to suport ourselves during the Interval but be better prepared to proceed again with this Paper, whenever an Opening appears for that Purpose which we hope will be soon.

This issue is remarkable because it is the last one in all probability published under Franklin's imprint. A notice at the top of the third column announces the dissolution of the partnership of Franklin and Hall. Later the Gazette was published by others.

Franklin was interested in many other publications. He bought out a German newspaper in Philadelphia. Learning his trade in the printing office of his brother, James Franklin, publisher of the New England Courant, he had, when his brother had been forbidden to publish the paper, assumed the duties of the publisher, in order to avoid a suspension of the Courant. Benjamin Franklin later assisted James in starting a paper in Rhode Island. He was continually assisting Ben Mecom in starting printing offices. Mecom had married Franklin's favorite sister. Such assistance to his brother and his brother-in-law in starting printing offices shows one of Franklin's best sides for he was continually called upon to render financial assistance to his relatives. Franklin was ever willing to help an apprentice to start in business. In this way he came to have an interest in a string of newspapers so that his influence as a Colonial publisher was by no means limited to the Pennsylvania Gazette.

Franklin, however, was not the founder of the Pennsylvania Gazette. It was started by Samuel Keimer on December 24, 1728, under the longer title, The Universal Instructor in all Arts and Sciences; and Pennsylvania Gazette. When Franklin became connected with the paper with number forty on October 2, 1729, he shortened its title to the Pennsylvania Gazette. In place of reprints from English books and periodicals he put live news items mixed with little comments of his own. Circulation began to increase. In 1744, Franklin took in David Hall as partner. This partnership lasted until the issue shown in the illustration—a period covering eighteen years. During this period the Pennsylvania Gazette became the best edited and certainly the most successful financially of all Colonial newspapers published at that time in America. The Gazette, which later had the distinction of being the oldest newspaper in the United States, put out its last issue on October 11, 1815. Its plant was sold and its press and its type found their way to the various printing offices in Philadelphia.

Franklin's achievements, after he retired from active journalism, are too well known to deserve even passing mention. Economist, scientist, philanthropist, statesman, though he was, he continued to think of himself first as a printer. His epitaph, which he wrote himself, clearly indicates how he wished to be regarded by future generations:

The Body of
Benjamin Franklin, Printer,
(Like the cover of an old Book,
Its contents worn out,
And stript of its lettering and gilding)
Lies here, food for worms.

Yet the work itself shall not be lost,
For it will (as he believed) appear once more
In a new
And more beautiful edition,
Corrected and amended
By its Author.

Because Franklin is so often referred to as an atheist and an agnostic, I want to conclude with Franklin's motion for prayers in the Constitutional Convention of 1787:

Mr. President,—The small progress we have made, after four or five weeks' close attendance, and continual reasonings with each other, our different sentiments on almost every question, several of the last producing as many noes as ayes, is, methinks, a melancholy proof of imperfection of the human understanding. We indeed seem to feel our own want of political wisdom, since we have been running all about in search of it..... In this situation of this assembly, groping, as it were, in the dark to find political truth, and scarce able to distinguish it when presented to us, how has

(*Continued on page* 14)

October 31, 1765. NUMB. 1923.

The PENNSYLVANIA GAZETTE

Containing the Freshest Advices, Foreign and Domestic

NOW in the Press, to be speedily published, in one Volume Octavo, neatly bound and lettered, and sold by DAVID HALL, in Philadelphia, and JAMES PARKER, in Burlington;

The HISTORY of the COLONY of NOVA CÆSARIA, or NEW-JERSEY:

Containing an Account of its first Settlement, progressive Improvements, the original and present Constitution, and other Events, to the Year MDCCXXI.

With some Particulars since, and a short View of its present State.

By SAMUEL SMITH.

WANTED,

AN honest, sober industrious Man, that writes a tolerable good Hand, that is willing to do the different Sorts of Business about a Shop, he may hear of a Place by applying to WILLIAM FORSTER of Burlington County, in New-Jersey.

N. B. Before he enters in the Service, he must be well recommended by Persons of Credit for his Honesty, as the Keys will at Times be intrusted in his Hands, if he is 40 or 50 Years of Age, it will no Objection, but must be a single Man. 6 t w.

BY Virtue of a Writ of Fieri Facias to me directed, will be sold by public Vendue, on Wednesday, the 20th Day of November next, at the House of Auley M'Auley, in the District of Southwark, at 3 o'Clock in the Afternoon, three Tenements, and Lots or Piece of Ground, thereunto belonging, situate on the South Side of Christian-street, in the District of Southwark, containing in Front on the said Street 55 Feet, and in Length or Depth 80 Feet, more or less, late the Estate of John Wayne, deceased, seiz'd and taken in Execution by

WILLIAM PARR, Sheriff.

BY Virtue of a Writ of Venditioni Exponas to me directed, will be sold by public Vendue, on Thursday, the 21st Day of November next, at the House of Andrew Hook, in Kensington, at Three o'Clock in the Afternoon, a certain Lot of Ground, situate in Kensington, beginning at a Stake on the North Side of Prince street, thence extending along Sassafras street 100 Feet to a Stake, thence by Land of Anthony Palmer 435 Feet 8 Inches, thence by Palmer's Land aforesaid 100 Feet to a 30 Feet Street, called Prince Street, thence along the said Street 435 Feet 8 Inches to the Place of Beginning, containing one Acre of Land, with a wooden Frame Tenement thereon erected; late the Estate of Joseph Claitcourne, seized and taken in Execution by

WILLIAM PARR, Sheriff.

BY Virtue of a Writ of Venditioni Exponas to me directed, will be sold by public Vendue, on Saturday, the 23d Day of November next, at the London Coffee house, at 3 o'Clock in the Afternoon, a certain two Story Brick House and Kitchen, and Lot of Ground thereunto belonging, situate on the West Side of Front street, in the District of Southwark, containing in Front on said Street 19 Feet, and in Length or Depth 62 Feet, bounded Southward by a House and Lot of Susannah Wildridge, Northward and Westward by Ground of William Robinson; late the Estate of the said William Robinson; seized and taken in Execution by

WILLIAM PARR, Sheriff.

BY Virtue of a Writ of Levari Facias, to me directed, will be sold, by public Vendue, on Monday, the 25th Day of November, at Two o'Clock in the Afternoon, at the House of John Dunn, in New Providence, A certain Messuage, Plantation, and Tract of Land, situate, lying and being in Providence Township, in the County of Philadelphia, containing 203 Acres of Land, bounded by Lands of the honourable the Proprietaries, Henry Vandersluice, and the River Schuylkill; late the Estate of Samuel Richardson, seized and taken in Execution by

WILLIAM PARR, Sheriff.

Gloucester County, October 24, 1765.

FIVE POUNDS Reward.

WHEREAS a certain Man, who called himself Richard Cox, born in the North of England, and speaks very much in that Dialect, is about 5 Feet 10 Inches high, well set, had on a light coloured twilled Linen Coat, a light coloured Cloth Waistcoat, a striped Shirt, an old Pair of Leather Breeches, black ribbed Yarn Stockings, Pinchbeck Buckles in his Shoes, wears grey Hair, tied behind, being at the House of the Subscriber, in Waterford, in the County of Gloucester, and Western Division of the Province of New-Jersey, did, on the Night of the 23d inst. take from the Subscriber's House, 10 Pounds and an Half of Worsted, a French Buccaneer Firelock, and a large black Dog. Whoever takes up the said Richard Cox, and secures him in the common Goal of the County of Gloucester aforesaid, shall have the above Reward, paid by HUGH MIDDLETON. * 1 w.

Just imported in the Philadelphia Packet, Captain Budden, the Royal Charlotte, Captain Holland, and other last Vessels from London and Liverpool, and to be sold by

SAMUEL SANSOM, junior.

In Front-street, between Market and Arch streets, opposite to Coombe's Alley,

A Neat Assortment of MERCHANDIZE, suitable for the Season. * 1 w

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To be SOLD by

WILLIAM MORRIS, Jun.

At his Store in Chestnut-street,

AN Assortment of dry Goods, which he will sell on the lowest Terms, for Cash or short Credit. Also Rice, South Carolina Soal Leather, in whole or Half Hides, Beaver, Tallow, Pink Root, and a Parcel of Carolina Oranges. 4 1 w.

ALL Persons indebted to the Estate of James Gaddis, late Post Rider from Philadelphia to Annapolis, deceased, for Carriage of News-papers, are desired to pay the same to Mr. Samuel Mears, the present Rider, who is impowered to receive the same by

MARTHA GADDIS, Executrix.

ALL Persons indebted to the Estate of William M'Coy deceased, are desired to make speedy Payment to the Subscriber, living in Philadelphia; and those that have any Demands against said Estate, are also desired to bring in their Accounts, that they may be adjusted, by JOHN GALBRAITH, Executor. 4 1 w

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Just imported in the Philadelphia Packet, Captain Budden, from London, and to be sold by

RANDLE MITCHELL,

At his Store in Water-street, near Walnut-street, lately kept by USHER and MITCHELL, on the lowest Terms, for Cash, or short Credit,

BROADCLOTHS, nape, red and white flannels, striped linceys, cotton ditto white and spotted swanskins, blankets, calamancoes, striped and plain cambletts, single and double worsted damasks, cross barred shifts and nonpareils; great variety of Mecklenburgs, dove on durants and ratteens; black, blue, green and cloth coloured everlastings, mourning crapes, shalloons and durants, womens long cloth cloaks, childrens red Morocco leather shoes, buttons and hair, great variety of ribbons, black taffeties, all wide black perfians, womens silk mitts, black and blue satin peelings, black, white and pink narrow perfians, silk laces, gimps, silk romals, 6 and 5 qr. muslins, 22 nail, 3 qr. 7 eighth, 7d. wide, and 7d. and 5 eighth cotton and linen checks, 3 qr. and 7 eighth Scotch check variety of check and kenting Scotch handkerchiefs; variety of tapes and garterings; cambricks and lawns, Irish linens, 6 and 7 qr. tablecloths, long and pistol barrs, octavos and cotton chints, pins, and great variety of needles, horse whips, 3 qr. and 7 eighth striped tickens, ravens duck, Russia drilling; a good assortment of cutlery and hardwares, copper tea kettles, sad irons, nails, A C steel, pipes in kegs, sweet oil, currants in small casks, carry combs, brass and iron candlesticks, with sundry other goods.

N. B. All persons indebted to the partnership of Usher and Mitchell, are again desired to discharge their ballances; particularly such as are indebted for twelve and eighteen Months. 1 w.

JOSEPH PEMBERTON hereby informs the Public, that he has opened an Evening School, between Second and Third streets, on the North Side of Race-street, for the teaching Vulgar and Decimal Arithmetick, Book-keeping, Mensuration of Superficies and Solids, Gauging, Surveying, Navigation, and the Use of the Globes, on which each Case in Navigation may be demonstrated, and made easy and familiar to the weakest Capacity. 6

To be SOLD, by

ABRAHAM CARPENTER,

At the Upper End of Front street, Philadelphia,

ABOUT 80 Hogsheads, both White and Black-oak, and a few Setts of Hogsh. Tierces; also 300 Bread Barrels, newly made. 6 w

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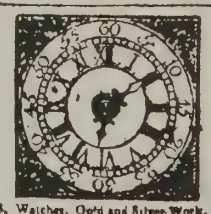
Gloucester County, October 31, 1765.

WHEREAS James Whitall, late of the County of Gloucester, deceased, did purchase 200 Acres of Land of John Reading deceased, by Deed, dated the Seventh Day of June, 1701; These are to desire any Person or Persons, who have purchased any Part or Parcel of the said Land of the said James Whitall, or of his Son Job Whitall deceased, to inform James Whitall, the Grandson of the said James Whitall, and Son to the said Job Whitall, in order that he might not take up the said Land again, if already sold by either of them; which will be very kindly taken by me JAMES WHITALL. 4 1 w.

Philadelphia, October 31, 1765.

THIS is to acquaint all Persons indebted to the Estate of Mr. Peter Keen (late of the Northern Liberties) deceased, either by Bond and Judgment, Bond, Note, or Book Debt, that they are desired to make immediate or speedy Payment, that I may be enabled to answer the Bequests of the last Will of the said Peter Keen. And all Persons having any Demands against the said Estate, are desired to bring in their Accounts, that they may be settled and paid by me

3 1 w. REYNOLD KEEN, the acting Executor



CLOCKS, Watches, Gold and Silver-Work, made, mended and sold by JOHN WOOD, at the Sign of the Dial, the Corner of Front and Chestnut-streets.

NOTICE is hereby given, that the Subscribers, Owners of the Marshes, called Kilcus Hook Marshes, in Lower Penn's Neck, in the County of Salem, and Province of New-Jersey, intend to Petition the Honourable House of Assembly of said Province, at their next Meeting, for an Act to enable them to bank and drain the said Marshes, and for supporting and maintaining the same. Edmund Weatherby, Charles Green, William Mecum, Allen Congleton, David Alexander. 8 1 w.

Northampton County.

THERE was committed to this Goal, on the 23d of July last, a Negroe, who calls himself Jack; he is very remarkable as he is burnt under his Left eye, which makes it look bigger; he says he ran away from Maryland from one Thomas Kitchby. Whoever is the Owner of said Negroe, is hereby desired to come and fetch him away, and pay the Cost, before the First of December next, otherwise he will be sold for the same.

JACOB BACKMAN, Gaoler.

N. B. This is the second Advertisement. 9 1 w.

STrayed away last June, a Much Cow, cattery of a deep red Colour, no Mark put on her, save that one of her Ears was a little slit by a Dog's tearing it, a small Head, and the Horns pretty upright, and a very long Tail. Whoever brings her to John Buckingham, at the Livery Stable, in Race-street, Philadelphia, or gives such an Account of her, as the Owner may have her again, shall have Fifteen Shillings Reward, and reasonable Charges, paid by said JOHN BUCKINGHAM, or FRANCIS ALISON. 3 1 w.

AS the Partnership of FRANKLIN and HALL, Printers of this Paper, is now very near expired, a Settlement of the Accounts betwixt them is become absolutely necessary, there being a very considerable Number of Sums, both great and small, due to said Partnership, and many of them of a long Standing, this serves earnestly to request all Indebted to them to make speedy Payment, otherwise they will be under the disagreeable Necessity of taking such Measures as cannot be pleasing to any Party. Such, in particular, as are at a Distance, need not attend, or pay, their Arrears to those who may be impowered to receive the same, and thereby not only prevent that Trouble which cannot be longer delayed, but greatly oblige their very humble Servants, FRANKLIN and HALL.

Philadelphia, October 31, 1765.

NOTICE is hereby given that we, the Subscribers, impowered Messieurs HUNTER and GLASSELL, Merchants in Fredericksburgh, Virginia, to collect in all the Debts due to us in that Colony for the Pennsylvania Gazette; and as those Gentlemen are furnished with the Accounts, it is hoped proper Regard will be paid to this Advertisement by those concerned, in paying to them their respective Balances, for which their Receipts shall be sufficient Discharges. And as the Partnership of the Subscribers is now very near expired, they are obliged to give this further Notice, that if those indebted do not discharge their Accounts directly, Suits will be immediately commenced by

FRANKLIN and HALL.

ALL Persons indebted to DAVID HALL in the Book Stationary Way, are once more requested to pay. As whereas sundry Persons have been many Years in Arrears with said Hall, and paid no Regard to the different Notices given them to come and discharge their respective Debts; this therefore to serve to inform such, that if they do not immediately pay off, Method must be taken, which will not be agreeable.

For KINGSTON, in JAMAICA,



The SHIP CLARENDON, JAMES CARR, Commander,

A fine three decked Ship, and has an excellent Accommodations for Passengers. For Passage apply to ALEXANDER LUNAN, or said Master.

Also to be sold by said Lunan, at his Store, on Mr. Hamilton's Wharff, Jamaica Rum, very old Lemon Sirrib, Muscovado Sugar, in Hogsheads and Barrels, French Indico, dry Codfish, pickled Salmon, Carolina Oranges, by the Barrel, Havana Snuff, Leather, and a very likely Negroe Wench, with her Child, about three Months old, fit for Town or Country Business.

Wanted by said Lunan, a Quantity of Peale or Calivances.

CAME to the Plantation of Joshua Lippincott, of Evesham in the County of Burlington, and Province of West-Jersey, on the 10th Day of August last, a young bay Horse, or a dark brown Colour, has neither Brand nor Ear mark, paces and trots, and has a short Tail, with some white Hairs in the Root of the Tail, about 14 Hands high, and 3 Years old last Spring. The Horse has never been fairly broke, if any at all. The Owner coming and proving his Property, paying Charges, may have him again. 4 1 w. JOSHUA LIPPINCOTT

SIX DOLLARS Reward.

STRAYED from William Shipley's Place, near Schuylkill Lower Ferry, a light-built bay Horse, with a brown List on his Back, about four Years old, near 14 Hands high, a natural Pacer, but will trot sometimes; he was advertised in this Paper near three Months since by John Abraham. Whoever takes up the Horse, and brings him to William Shipley, at the upper End of Second-street, shall receive the above Reward, and reasonable Charges.

N. B The above Place is to be Let

Hunterdon County, ff. Trenton, October 26, 1765.

PURSUANT to an Act of General Assembly, lately passed intituled, "An Act for the Relief of insolvent Debtors," Robert Rutherford, and Hugh M'Can, now confined in Trenton Goal, hereby give Notice, that they intend to take the Benefit of the said Act, in order to their Discharge; and the Judges of the Supream Court, for the Province of East and West New-Jersey, have appointed Tuesday, the 26th Day of November next for the Creditors of the above insolvent Debtors to meet at the City of Perth-Amboy, to shew Cause, if any they have, why an Assignment of the said Debtors Effects should not be made, and said Debtors discharged, according to the Form and Effect of the said Act, &c.

PROPOSALS for PRINTING by SUBSCRIPTION,

A new Piece, intituled,

The COMPENDIOUS ACCOMPTANT:

Containing NEW and EASY RULES for computing, in a concise Manner,

I. THE Value of any Quantity of Goods, or Merchandize, &c.

II. Interest upon Notes, Bonds, &c. when partial Payments are made after the Principal falls due.

Also new, safe and short Ways for reducing current Money in Sterling, and the Contrary, at any of the general Rates of Exchange.

To which are added, the most concise Method of measuring of Work performed by Sawyers, Masons, Joiners, Painters, &c. And the shortest Ways of Gauging and Ullaging Casks by the Pen.

By H. HOWARD, Jun.

The whole will be comprised in a small Octavo Volume, elegantly printed upon a good Paper, and neatly stitched in blue.

The Conditions will be One Dollar for each Book; Five Shillings of which to be paid at the Time of subscribing, and the Remainder when the Book is delivered.

Subscriptions are taken in by JONAS GREEN, at the Printing Office, in Annapolis; and DAVID HALL, at the New Printing Office, in Philadelphia; and by the Author, at the Sign of the Red Furnace. 6 1 w.

Dooms Day Number of the Pennsylvania Gazette. The first page was given over entirely to advertisements, one of which announced early dissolution of the partnership of Franklin and Hall.

923 PROMISES NEW AUTO ADVERTISING RECORDS

ew York Show Barometer Indicates Most Intensive Selling Industry Has Ever Known—20% Newspaper Space Increase in 1922 Promises to Be Topped by 25% This Year.

By JAMES T. SULLIVAN

NLESS there is a blowup between Turkey and England, which will ke the World War seem like a match npared to the tue of Liberty, cording to ie motor peo- just back m abroad, the rspapers and gazines will ap from the otor industry s year money ough to show a d profit, and e enough left r to redeco- e their struc- es, get new uipment, etc.



JAMES T. SULLIVAN

There will be millions of lines and llions of dollars sent all over the coun- to the papers and magazines. Why? cause 1923 is going to be the most osperous year the manufacturers have own. It is a far different story this nuary from a year ago, and two years o. Then the makers were "trying" to optimistic. It was a difficult task. It not so today. This week's advertising ls its own story of optimism.

Full pages in the papers at show time ve been so rare that the papers did not nsider making any special provision for em. This year they are getting com- on. The Chicago show, starting Janu- 29, will outdo New York, it is ex- cted in this regard. The New York ty papers all showed a gain daily and nday by anywhere from 10 per cent up. d some of the big copy will go rough into smaller cities.

Every big city in the country had an crease of from 10 to 20 per sent, on e average, in the automobile display by the past year. For 1923 judging, what some of the executives say now, ere will be a gain in lineage anywhere om 15 to 30 per cent in newspaper, or actically 50 per cent covering two ars—a good evidence that the country s come back.

Even though some 2,500,000 vehicles ere turned out in 1922—a new produc- on record—there are dealers today roughout the country who are down to e and two cars; some have none; and e majority have not enough of the osed models that so many people are nting after. Last year the dealers re- sed to stock up on cars, and when the g spring rush came along they were ort. So they got rid of their used rs in good shape, and with the new ies that came along they made money. For the first time in many cities the alers began working out plans for sell- g used cars at a profit. They cut out e wild trading to a big extent. They arned something about business meth- s. The owner of an old car was not le to have one dealer outbid another d get a fictitious price. Stabilizing was e plan.

Then the buying became more general roughout the country until today there e not many bad spots, and such as are ft are not very wide in area. This eans that factories have been able to ntinue along on a good production sis without the executives worrying out slowing up conditions. Nor were ere a lot of drastic cuts to make the inds of the buyers chaotic. In fact me prices are going up.

Entering the 1923 year, with the im- tus of 1922 to carry them along, the akers feel prosperity in the air. They ve an idea that the country will be rried at full speed this year to pre- re for the Presidential 1924 campaign. he idea of trying to sell the public on e idea of not changing the Republican lot will mean a lot for business. The y of slowing down things—to go back the Mark Hanna days and the full dinner pail rainbow when soup kitchens dotted all the big cities—can never be put over again.

So much for general conditions. Then there are the buyers. During the war there was a two-year period of non-production. Then came the cars made of what was on hand, not material the makers would have picked out. The first era kept a lot of buyers off the market. The second condition gave many people cars, which were not 100 per cent right. Then there were the pre-war cars, that have been standing up fairly well, but are fast going into the discard. These all tended to send people out to buy. And the totals ran up and up. Yet the demand was not filled.

Dealers came to New York this week full of confidence. Many of them have decided to stock up this winter. The bankers are not so diffident as they were. Therefore you can go to the makers at the hotels and they will show you a lot of orders that will take care of production at the factories 100 per cent through the Spring. Then the usual Spring demand and show orders everywhere will carry them into Summer. Last year they found there was no August slump, and very little drop in buying at the holiday season.

All this being so, the makers and dealers are going to advertise. The plans have been mapped out for Spring by many of them. And the way they spread out their stories at New York was a revelation. The Sunday papers carried a lot of big copy. Some of it was new. There were very few small advertisements. The absence of accessory copy was noticeable. All week the copy kept pouring in. That the newspapers out of town now look to New York as the barometer was shown by the number of men, and the big advertisements they placed. These newspaper advertisements showed that throughout the country there were substantial gains everywhere in display motor copy. The only slow up was in some of the classified "used car" copy.

That the public will buy cars with greater discrimination means increased advertising appropriations. There is more competition than ever. The older makes must tell their stories, for the newer ones will have a lot to say, and the day of selling solely on prestige has gone.

Go down the list of the organizations, big and little, and one finds the plan generally accepted to use good slices of the 1922 profits in 1923 advertising. They seen to have a freer rein at the present from banking influences checking expenditures.

General Motors has prospective budgets ready for all its lines now. Cadillac will be more generally advertised; Buick, Oldsmobile, Oakland, Chevrolet and G. M. C. truck are going to be found in the papers for the next six months very generally in addition to what may be used in a number of cities at show time.

Just as an illustration of how things develop Chevrolet has a new type copper jacketed motor coming along, for those who want it, and it will mean new copy, additional stuff to tell about it.

Willys Overland will spend a lot of more money this year. It has now acceptances from hundreds of dealers, who have asked for newspaper advertising, and they will use at least 2,500 papers, big and little. If the dealers pile up their acceptances it will mean curtailing on some of the magazine copy. In past years the dealers were not much interested, as a general thing, in newspapers.

Studebaker has a new plan for 1923. Instead of a 50-50 basis, with the dealers getting the copy and picking the papers, the factory is allowing dealers so much per car. The copy will be placed by the factory and all the cost will be billed through the agency. The Spring schedule is now ready and the lineage will run higher than a year ago.

Nash is now ready to follow its plans of starting a consistent schedule month after month once the two National shows are covered. The copy will alternate, with now and then a real message in big space, between the smaller style that has made the name so familiar. And Mr. Nash, having his eye on Lafayette, it means that copy which was missing in 1922 will reappear.

Jordan has not made up his Spring schedule. The ideas are all ready, but Mr. Jordan wishes to imbibe a few newer ones, or generate additional original ones as a result of the show. The Jordan show copy will go into some of the smaller show cities until February ends. Then the regular schedule will get a start, and there will not be much of a letup during the year.

Hudson-Essex has such an appeal, because the two cars fill different classes, that they are continually in the public eye. They ran their copy very big through 1922, and the plans for 1923 call for more copy in large sizes.

Maxwell-Chalmers will go along through 1923 with a schedule somewhat increased over 1922, and, where conditions warrant it, the copy will be more frequent. The new Maxwell, since a year ago, has been a wonderful seller.

Cleveland-Chandler is another of the combinations that have gone over through intensive consistent copy. Instead of sticking to one and two papers in a number of cities, the list will be lengthened out and the schedules will be divided.

Hupmobile, ending a year of wonderful prosperity, is ready with its copy, which, by the way, is so arranged that any dealer may select something to fit any season, and he has it far enough ahead. Therefore, it is not so much a case of new schedules as it is continuity to meet conditions. But it will increase, due to dealers being more prosperous.

Peerless is now swinging into another year under its new regime, and with a car that is being widely talked about, the factory has decided that it is well to do some more newspaper advertising. The factory has had no dealer campaign, following a national plan, but there is talk of some "50-50 copy" now.

Packard will be heard from soon with some copy on a "50-50" basis for dealers. The car being oversold meant a slowdown in advertising, but now it will catch up with orders and go through with new copy.

Pierce-Arrow did some very fine advertising last year for cars and trucks. And the dealers reported a remarkable business everywhere. So the factory will continue the campaign in 1923 on a "50-50" basis.

Gardner is coming bigger than ever and it has a campaign mapped out for several full pages. This may be changed to half-pages, run more frequently.

Marmon went into the papers larger than ever during 1922, and will do the same this year.

Dort, with its new six, had three schedules in 1922, and even though one is just ended now, another will start shortly.

Rickenbacker is now going into the papers with a dealers' campaign, and the car is selling so well the advertising will be accepted by the dealers.

W. C. Durant is breaking into the limelight with something new every month. His Star meant good copy; so did the Durant; the Flint will call for a lot more, and the new Princeton is already being heard from in the papers.

Franklin begins its spring schedule a week from Sunday throughout the country with full-page copy, in addition to what will go into Chicago. It has a large campaign under way. And another schedule will follow later.

The new organization handling the National and a lot of other motor products will put over some big copy when the plans now being completed are all set. The 11-column start at New York showed what the executives had in mind.

Dodge Brothers will continue its plan of using its same size copy month after

(*Continued on Page 37*)

Cars Exhibited at the New York Automobile Show

American	Dort	Lexington	Peerless
Anderson	Durant	Lincoln	Pierce
Apperson	Earl	Liberty	Pilot
Auburn	Elcar	Kissel	Premier
Bailey	Elgin	Locomobile	R. & U. Knight
Buick	Essex	McFarlan	Rauch-Lang
Cole	Franklin	Marmon	Reo
Columbia	Gardner	Maxwell	Rickenbacker
Courier	Gray	Mercer	Roamer
Cadillac	H. C. S.	Mitchell	Rotary Six
Case	Handley-Knight	Moon	Stanley
Chalmers	Hatfield	Nash	Star
Chevrolet	Haynes	National	Stearns
Cleveland	Hudson	Noma	Studebaker
Crawford	Hupmobile	Oakland	Stutz
Dagmar	Jewett	Oldsmobile	Velie
Davis	Jordan	Packard	Westcott
Dodge	King	Paige	Wills-St. Claire
Dorris	Lafayette	Paterson	Willys-Knight

N. Y. Show Week Lineage

TOTAL automobile show advertising carried by the New York newspapers up to Wednesday night and Thursday morning issues was estimated at 560,812 agate lines, of which 209,168 lines was in evening papers and 348,644 in morning papers. It was divided approximately as follows:

MORNING PAPERS

Times	96,636 Lines
Tribune	71,520 Lines
Herald	66,964 Lines
American	59,880 Lines
World	53,644 Lines

EVENING PAPERS

Sun	57,033 Lines
Globe	38,487 Lines
Journal	36,665 Lines
Post	34,204 Lines
Mail	27,810 Lines
World	14,969 Lines

No Sunday advertising is included in the above totals, which in several cases exceeded the lineage for the entire show week in 1922.

COAL SHORTAGE OPENS NEW AVENUES TO PRESS FOR PUBLIC SERVICE

Brooklyn Standard Union's Method of Securing Relief for Its Community from Fuel Famine Brings Quick and Satisfactory Results

By JOSEPH J. EARLY

General news editor, Brooklyn Standard Union.

NO more convincing demonstration of the power of publicity could be evidenced than that which brought about the collapse of the recent Brooklyn coal famine. This demonstration, which saved many thousands of Brooklynites from actual distress, was accomplished in one week's intensive publicity. It was the result of the driving genius of R. F. R. Huntsman, publisher of the Brooklyn Standard Union, whose name has been familiar one to readers of EDITOR & PUBLISHER for many years.



R. F. R. HUNTSMAN

The crusade to banish the coal famine was initiated on Saturday, December 30, by the publication of a box appeal to the people of Brooklyn to tell the exact facts about their trouble in securing coal. This appeal, written by Mr. Huntsman, was the result of reports from all the district men connected with the Standard Union that great trouble was experienced in securing coal. These neighborhood reporters informed their office that woman and children were going to the coal yards and bringing away small supplies of coal in baby carriages and wash boilers, while others were visiting the coal offices in droves and making piteous appeals for even a few hundred pounds of coal.

During this time the State Fuel Administrator was issuing statements that the situation was in hand while the local district administrator's office was credited with shutting the doors of the office in the faces of the frantic applicants on the ground that there was no coal.

Recognizing that an emergency existed and that the only hope of securing relief was by a broad campaign of publicity, Mr. Huntsman wrote the following notice which appeared upon the first page of the Standard Union on Saturday, December 30, and Sunday, December 31.

IF YOU ARE WITHOUT COAL WRITE TO THIS NEWSPAPER

If the Fuel Administrators and your coal dealer are doing their full duty you should not be without coal.

You should not be compelled to buy soft coal or substitutes at the cost of anthracite.

Your regular coal dealer ought to be able to supply your needs.

If he refuses to do so, write the facts to The Standard Union.

If you know of others who are in distress, communicate by letter only with this office.

If you have been charged an outrageous price for the delivery of fuel, give names and dates.

The people of Brooklyn are entitled to fuel in sufficient quantities to prevent distress or serious inconvenience.

If you know of others who have received preference over you because of favoritism, or "pull" or the degrading use of money, notify The Standard Union.

This newspaper cannot supply coal to those needing it, but it CAN see to it that those whose duty it is to care for this community shall perform their full duty in this crisis.

Be reasonable, be just and you will be helpful.

Tell us the facts.

Write the word COAL on your envelope.

The response which followed indicated that all the reports of distress were more than well founded. By Tuesday several hundred letters had been received and Mr. Huntsman published the following:

THE COAL SITUATION

A deluge of letters has come to The Standard Union from suffering citizens of Brooklyn who have no coal.

While it is physically impossible to even read all of them to-day, every communication will be given fair consideration, and effort will be made to relieve the distress which the letters indicate exists to-day.

Those in authority must answer for the disgraceful situation which confronts Brooklyn in regard to the coal situation.

The following letter, one of the first to be opened, is representative of hundreds of others received from those who are suffering in a community which should be among the first to command respect of those in authority:

515 Sixty-first Street,
Brooklyn.

Brooklyn Standard Union,
Borough of Brooklyn.

Gentlemen: Kindly publish the enclosed letter for the benefit of the public and oblige yours very truly,

JOHN MAHONY.

30th December, 1922.

No coal in a two-family eighteen-room house. Three people sick. Fuel Administrator notified of conditions Dec. 6, Dec. 20, Dec. 22.

What has he been doing doing since?

Coal ordered at Burns Coal Co., Oct. 1, when I purchased the property. Can't even get one ton. Three truck loads delivered in one cellar in December by same company; about 15 tons. Why can't I get one?

Why not look after the wants and welfare of our own citizens first? If the Fuel Administrator wants his paw greased, why doesn't he openly say so? We want coal! Is this so-called Fuel Administrator an American citizen? Will we American citizens have to go to England or Canada to winter, or will we have to freeze to death to make a few more millionaires of fuel grafters? Why talk of race suicide and increasing the good American race, when a few of our so-called leading citizens employ every means of decreasing what we have got?

JOHN MAHONY.

For the next several days more than a page was given over to letters from suffering citizens, who wrote their names and addresses as evidence of good faith. A sample letter is as follows:

NO COAL, BIRTH EXPECTED

TO THE EDITOR OF THE STANDARD UNION:

Would you be kind enough to advise me in regard to coal. I ordered coal from Burns Brothers five months ago. Burns Brothers have furnished me with coal for the past two years. They have promised to fill my order from day to day for the past five months. As my daughter is about to become a mother, would you kindly advise me where I can get some coal?

I will appreciate any interest you may take in the matter. Thanking you, I remain

Respectfully yours,
MRS. J. ABDALLAH,
800 Church Avenue.

Skeptics laughed at the idea that a newspaper could provide coal. They said it was a silly thing to exploit the needs of women and children in a publicity stunt.

If there was a shortage they asked: "How could the Standard Union provide coal?"

"What would happen if all these unfortunate people could not secure any relief?"

But Mr. Huntsman kept up his sledge hammer blows for another day before he answered the skeptics, by effective service for his Brooklyn community. Then he moved in several directions at once.

He sent a member of the Standard Union staff to see the State Fuel Administrator, William H. Woodin, 165 Broadway, Manhattan, and urged the State Administrator to read some of the letters telling the facts concerning the actual distress and asked him if he wanted more proof that a public emergency existed in a community of two million souls.

The representative had an hour's conference with Administrator Woodin and announced at the end that he would turn out the whole force of the State Administration towards relieving the dangerous conditions in Brooklyn. He also agreed to urge the National authorities to rush 72,000 tons of coal to the city of New York to relieve the situation at once. He also promised to investigate every complaint written to the Standard Union and gave Mr. Huntsman authority to publish the following:

WOODIN'S PLEDGE

State Fuel Administrator William H. Woodin today made this pledge to The Standard Union to provide coal to all homes where an emergency exists:

"Every written complaint received from Brooklyn will be investigated immediately. Fully 200 complaints were investigated yesterday in Brooklyn. Report of the conditions found in these cellars will be given to the press tomorrow.

"Every consumer whose condition can be characterized as an emergency will receive some coal within forty-eight hours of the time the verified report on his or her condition reaches this office.

" 'Emergency' means no coal in the cellar, or illness in the family, with the supply of coal so low that two or three days' delay might result disastrously.

"These investigations were made because of the many published complaints coming from Brooklyn. The action of the Fuel Administrator will be guided by the veracity of the statements made in the complaints.

"The Fuel Administrator will continue to investigate complaints from Brooklyn.

"Consumers are urged to complain only when actual necessity requires, because of the amount of work involved in the investigations. Investigations have shown, in many instances, that there is no emergency, and the time spent in going over these useless complaints only takes away from the actual needy ones.

"Where investigation shows that there is coal in the cellar of the complainant that should be in the cellar of a neighbor, the Administration is going to carry out the letter of the law."

Another statement made just as the fight was won, by Mr. Huntsman was as follows:

AN AROUSED BROOKLYN PUBLIC

Wrongs are righted when the people of Brooklyn are thoroughly aroused.

They are aroused now over the disgraceful coal conditions here.

Thousands of Brooklyn homes are without adequate warmth; probably yours is one.

Read what others have written on page three of this issue regarding their struggle to secure fuel.

Their story and your story will arouse such a storm of protest that those in authority and those responsible for suffering and sickness in this community will understand that present conditions will no longer be tolerated in Brooklyn.

Furthermore, the coal grafter, whenever he is found, must answer to the law.

If you cannot secure coal, write the facts to The Standard Union. Let the light of publicity in upon this scandalous and burdensome and un-American state of affairs.

It is unthinkable that this community of more than two million souls may be taken by the throat with impunity, and without punishment for the "hold-ups."

Your protest and the protest of thousands of other decent citizens of Brooklyn will produce results which will astonish you.

If you do not wish your letter published we will respect your wishes; but give us the facts. Truth always prevails.

Before Administrator Woodin announced his willingness to co-operate with the Standard Union another representative was sent to Philadelphia to call upon Judge Edward W. Parker, director of the Anthracite Bureau of Information, with headquarters at 437 Chestnut street, Philadelphia. Judge Parker was the man who signed orders to rush coal here and the appeal was made to him to relieve the distress in Brooklyn. Judge Parker disclaimed responsibility for the coal famine in Brooklyn. He insisted that large quantities of coal had been sent to New York City.

"How do I know there is a shortage in Brooklyn," exclaimed Judge Parker at one stage of the interview. "I have only your word for it."

"Here is the proof," declared the Standard Union representative, displaying two issues of the Standard Union carrying pages of letters from mothers urging relief. "These letters from women tell the story better than I can." Parker spent the next half hour r the letters over and at the end interview promised immediate reli Brooklyn.

One week to a day after the firs lication of the request to the citiz Brooklyn for information the Sta Union was able to publish the pledge State Administrator Woodin guar ing an adequate supply of coa Brooklyn.

The coal famine in Brooklyn an end. Approximately 42 thre four-column cuts were used reproc lines of coal cars on the water fro in out-of-the-way sections of Bro indicating that there was coal in B lyn for immediate needs. All to columns of articles were used to telling the story and reproducing t ters. The final climax came whe Brooklyn Bureau of Charities, one most famous philanthropic organiz in the city of New York, rallied support of the Standard Union w offer to supply coal in small qua to all persons who had no money for it. Thus in seven days by pu a community crisis which threaten lives and comfort of many thousa persons was ended by one of the intensive publicity campaigns ever ducted in the city of New York.

FORM BRITISH U. P. L WITH CRANDALL CH

New Service for English and Can Papers Has Rights to United Pr and Dominion News and Di- rect British Cables

Organization of the British U Press, Ltd., under the control and agement of C. F. Crandall, formerl tor of the Montreal Star, was anno this week.

The new service takes over th clusive rights to the United Press ciations in the British Empire. headquarters of the new organi will be in Montreal. Mr. Crandall, dent and managing director of the ish United, is proprietor of the Do News Bureau and is well known newspaper men throughout the E having been organizer and manag the last Imperial Press Conference, toured Canada in 1920.

Mr. Crandal gave EDITOR & PUB ER the following statement on the organization this week:

"The British United, of which president and controlling shareholc a British company whose purpose supply a specialized, but comprehe news service for British newspaper in Great Britain and in the Domi The basis of this will be the servi the United Press, for which we ha quired exclusive rights within the E Empire, subject to existing contract the Dominion News Service, of British cables for Canadian papers. fundamental services will be ext and developed as conditions require

"As soon as I complete the Car organization I am going to Engla open offices there and particularly t prove direct cable and wireless fac between Canada and the old count both directions.

"We do not propose to compete existing services, such as the Car Press or Reuters' in the gatherin distribution of local news, but rath supply an informative and authori special service of general news, pre particularly for British and Canadia pers.

Mail to Print Edition on Lin

The London Daily Mail, Januar announced that beginning in Feb an Atlantic edition of the paper w published on board the Cunard plying between England and New and other North Atlantic ports. paper will absorb the daily bulletin i at present by the Cunard company will be edited aboard by experi newspaper men. A special radio se will supply the latest news.

THEY ARE ALL IN THE DAY'S NEWS



What are you kicking about? Here is Miss Carol Rickart (left) who has suffered from blindness from birth, but has not let that interfere with her climb in life. Not only is she a sophomore in the Department of Industrial Journalism at Kansas City Agricultural College, but she is working her way through. Her income is derived from writing verse, which is being printed in a string of Mid-Western dailies.



Now it's Miss Belle McCord Roberts (right), editor and publisher out on the Long Beach (Cal.) Telegram. It's the same job her father held from 1904 until his death last January. With S. S. Conklin she acquired complete control of the paper on its 18th birthday, December 24 last.

There's a joke in this picture but you will have to find it. Harold B. Hinton (below), editor of the New York Times' pictorial section, has sailed for Paris where he will open an office for Wide World Photos. He was accompanied by Mrs. Hinton.



em men! There is nothing more rare good reporter. Now Edwin C. Hill, star has shined brightly on the New un, later the Herald, has put on his d hat and walked into office of Fox as director of their news reel. He on the Indianapolis Sentinel, joined rnal, moved on to the Cincinnati Com- Tribune, and was finally discovered Lord.

Now we're going to have a British U. P., and the new sign is going on the office door of C. F. Crandall (below) up in Montreal.





Photo by International.

Do you remember when they celebrated Queen Victoria's jubilee in 1837 and the event was marked for William E. Gladstone by the Presentation of a testimonial from the American people in recognition of his services in securing passage of the Home Rule Bill for Ireland? In the photograph we have seated left to right: Joseph Pulitzer, of the World, who conceived the idea of the testimonial; Mrs. Gladstone, Mr. Gladstone, Col. Richard Walters, then editor of the Walla Walla States nan, who represented the Pacific Coast at the presentation; standing, E. Campbell Allison, at that time only American editor of a London paper, the Courier; Herbert Gladstone, Herbert Shayne and C. C. Shayne, New Yorkers. This picture was made at Gladstone's home at Hawarden. Male members of the delegation were presented with silver mounted holly walking sticks by Mr. Gladstone.

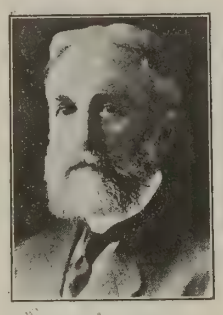


CURTIS CO. EXCLUSIVE AGENCY SYSTEM HELD WITHIN THE LAW

Supreme Court Rules Sheet Did Not Violate Clayton Act in Contracts by Which Dealers Handled Its Magazines and No Others—F. T. C. Can Only Gather Evidence

WASHINGTON, D. C., Jan. 10, 1923.

ENGAGEMENT of competent agents, obligated to devote their time and attention to developing their principal's business to the exclusion of all others, has long been recognized as "proper and unobjectionable," the United States Supreme Court decided this week in overruling the complaint of the Federal Trade Commission against the method pursued by the Curtis Publishing Company in the wholesale distribution of its publications—the Ladies' Home Journal, Saturday Evening Post and Country Gentleman. The technical action of the Supreme Court was to affirm the judgment of the Third Circuit Court of Appeals which had declined to sustain the Trade Commission's complaint and order that the procedure of Curtis Publishing Company constituted "an unfair method of competition."



CYRUS H. K. CURTIS

The principles involved in the court's decisions are far-reaching and have an effect more or less on all business contracts, upholding, as they do, where nothing else is involved, the right of business concerns to execute so-called "exclusive" arrangements with wholesale agents. The clause of the Curtis Publishing Company's contract as finally objected to by the Trade Commission and submitted to the courts, is as follows:

"That without the written consent of the publisher, he (the dealer) will not * * * * act as agent for or supply at wholesale rates any periodicals other than those published by the publisher (the respondent named in the complaint)."

Originally the clause in the Curtis contract objected to by the Trade Commission is its first complaint issued July 5, 1917, was as follows:

"That the district agent hereby covenants and agrees ..... to refrain hereafter from wholesaling to boys or dealers (and from attempting to influence any Curtis agent to sell) any periodicals other than those published by the Curtis Publishing Company..... without first obtaining the approval of the publishers (Curtis Publishing Company)."

Before the testimony had been completed in the first complaint the publishing company altered its contract, but, according to the Federal Trade Commission, retained "a covenant therein identical with that in the contract which was made the subject of the original complaint.

Thus the Commission held that the two clauses quoted above were virtually the same and constituted "unfair competition."

Asserting that the contract complained of by the Federal Trade Commission was one of agency and not of sale, and, therefore, not prohibited by the Clayton act, the court, in an opinion rendered by Justice McReynolds, declared that "the evidence clearly shows that the respondent's agency contracts were made without unlawful motive and in the orderly course of expanding business."

"It does not necessarily follow," continued Justice McReynolds, "because many agents had been general distributors, that their appointment and limitation amounted to unfair trade practice.

"Effective competition requires that traders have large freedom of action when conducting their own affairs. Success alone does not show reprehensible methods, although it may increase or render insuperable the difficulties which rivals must face. The mere selection of competent, successful and exclusive representatives in the orderly course of development can give no just cause for complaint, and when, standing alone, certainly affords no grounds for condemnation under the statute."

The evidence in the case, the court held, did not show that the Curtis Publishing Company "intended to practice unfair methods or unduly suppress competition or to acquire monopoly."

The court divided upon the question of the jurisdiction of the lower courts in acting upon the Commission's findings of fact, Chief Justice Taft and Justice Brandeis dissenting.

The majority opinion referring to the taking of material evidence in the Third Circuit Court of Appeals, which had not been presented by the Commission, and asserting that "the ultimate determination of what constitutes unfair competition is for the court and not for the Commission," held "that the court must inquire whether the Commission's finding of fact are supported by evidence. If so supported, they should be conclusive."

Chief Justice Taft, in behalf of himself and Justice Brandeis, submitted a dissenting opinion expressing "doubt" as to the soundness of that ruling, contending that where it develops "there is not substantial evidence to support additional findings necessary to justify the order of the Commission complained of, the court need not remand the case for further findings." The court, Mr. Taft insisted, did not have power to make itself a fact-finding body. He explained that he registered the "doubt" because he considered it of "high importance" to comply scrupulously with the intention of Congress that the Federal Trade Commission be made the fact-finding body.

The case upon which the ruling was made has been long drawn out. In 1899 the Curtis Publishing Company began the organization of its own distributing agents. Contracts were made to handle Curtis publications exclusively except as in the company's judgment it saw fit to permit the agents to handle other publications. The company's idea was not to prevent an agent from making additional profit providing there was no interference with the company's business.

The contract was enforced to the letter when the Curtis company found that rival organizations were seeking to utilize its selling organization. A competitor company, the Pictorial Review, applied for an injunction in 1917. Judge Hand, in the U. S. District Court in New York, decided that the contention that unfair practices were being pursued were without foundation and the petition for injunction was dismissed.

The Federal Trade Commission then instituted complaint and after lengthy hearings ordered the Curtis Publishing Company to cease and desist from writing and enforcing its contracts. Appeal was taken to the Circuit Court of Appeals and the Commission, overruled, in turn took the case to the Supreme Court.

The contract of the Curtis company, which was the subject of the Commission's original complaint, was worded as follows:

DISTRICT AGENCY AGREEMENT

Form JDA3-a

What The Publishers Will Do.

WITNESSETH, that the Publishers hereby covenant and agree;

1. To appoint the said Party of the Second Part as District Agent for THE SATURDAY EVENING POST, THE LADIES' HOME JOURNAL and THE COUNTRY GENTLEMAN, in and for the City of ....., State of ....., for the period hereinafter described, to commence either with THE SATURDAY EVENING POST and THE COUNTRY GENTLEMAN dated ....., 19.., and with THE LADIES' HOME JOURNAL for the month of ..... 19.., or with later issues, at the option of the Publishers (this contract must be accompanied by one of the Company's order-blanks stating the number of copies desired of each of these issues):

13. To refrain hereafter from wholesaling to boys or dealers (and from attempting to influence any Curtis agent to sell) any periodicals other than those published by The Curtis Publishing Company, and to refrain from furnishing any other publisher or his agent with the names and addresses of any Curtis agents, *without first obtaining the approval of the Publishers.*

The following contract with the above formed the basis of the Commission's amended complaint:

DISTRICT AGENCY AGREEMENT

Form JDAS

AGREEMENT, Dated ....., 19.., between The Curtis Publishing Company (hereinafter called the Publisher) and ..... (hereinafter called the District Agent).

WITNESSETH, That the District Agent is hereby appointed agent for the sale of the following publication of the Publisher, viz.; The Ladies' Home Journal, The Saturday Evening Post and The Country Gentleman for the following territory, viz.;

upon the following terms and conditions:

1. Commencing with the issues of The Saturday Evening Post and The Country Gentleman dated ..... and with The Ladies' Home Journal for the month of..... ....., or with later issues at the Publisher's option, the Publisher will supply and consign to the agent such stock of the above publication as the Publisher finds the District Agent requires from time to time, provided the requisitions therefor are sent by the District Agent according to the schedule issued by the Publisher, at times sufficiently in advance of publication to effect the proper delivery thereof, and provided such requisitions specifying the desired number of copies of each publication are sent upon the printed requisition blanks of the Publisher, and provided the District Agent has faithfully and punctually kept, up to the time of each requisition, the terms and conditions of this agreement. The title of said publications shall remain with the Publisher until they are sold by the District Agent. The said publications are to be forwarded by the Publisher to the District Agent (transportation charges prepaid) by mail, express or freight, at the option of the Publisher, at times intended to effect delivery to the District Agent one day before the authorized publication dates as fixed from time to time by the Publisher.

2. The District Agent will supply to boys and dealers copies of The Saturday Evening Post and of the Country Gentleman at the net wholesale rate of three (3c.) a copy for sale at five cents (5c.) a copy, and copies of The Ladies' Home Journal at eleven cents (11c.) a copy for sale at fifteen cents (15c.) a copy, and will make deliveries of each of the said publications early in the morning of the authorized publication day thereof. All retail sales made by the District Agent shall be only at the prices of five cents (5c.) a copy for The Saturday Evening Post and for The Country Gentleman and fifteen cents (15c) a copy for The Ladies' Home Journal. All sales must be for cash or at the risk of the District Agent.

3. The District Agent agrees that he will at his own expense provide a suitable place and appliances for the sale and the distribution of the said publications; that he will use all reasonable efforts and devote the necessary time for promoting the sale of said publications and supplying the demand therefor; that *without the written consent of the Publisher* he will not display, deliver or sell any copies of any one of said publications before the authorized publication date as specified in the printed requisition blanks, or dispose of any copies of said publication in the territory of any other District Agent or Special Agent of the Publisher, or act as agent for or supply at wholesale rates any periodicals other than those published by the Publisher, or directly or indirectly furnish to any other publisher or agent the names and addresses of the persons to whom the Publisher's publications are sold or delivered, or allow any one to stamp, paste or otherwise place on or in any of the Publisher's publications or any part thereof any advertising matter, except that he may stamp his name as agent thereon and may insert circulars intended solely to increase the single-copy sale of the said publications.

4. The District Agent shall, subject to the direction and the control of the Publisher, train, instruct and supervise such adequate force of boys within his district as has been or shall be organized by or under the instructions of the Publisher for the purpose of distributing the said publications.

P. S. Collins, general business manager of the Curtis Publishing Company, pointed out to EDITOR & PUBLISHER that the doubt expressed by Chief Justice Taft and Justice Brandeis, "is not on the merits of the case itself, but as to the phraseology of one sentence in the majority opinion because of its possible interpretation and its general application."

The dissenting opinion by Chief Justice Taft, referred to by Mr. Collins, in full as follows:

"The sentence in the majority opinion which makes me express doubt, is that discussing my duty of the Court in reviewing the action of the Federal Trade Commission when it appears that there are material facts not reported by the Commission. The opinion says:

" 'If there be substantial evidence bearing to such facts from which different conclusions reasonably may be drawn, the matter may be and ordinarily, we think, should be remanded to the Commission as the primary fact finding body—with instructions to make additional findings. But, from all the circumstances, it clearly appears that in the interest of justice the controversy shall be decided without delay the Court has full power under the statute so to do.'

"If this means that where it clearly appears that there is no substantial evidence to support additional findings necessary to justify the order of the Commission complained of, the Court need not remand the case for further findings, I concur in it. It is because I bear the construction that the Court has discretion to sum up the evidence pro and con on issues undecided by the Commission and itself the fact finding body, that I venture deference to question its wisdom and correctness. I agree that in the further discussion of the evidence, the reasoning of the opinion of the Court would seem to justify the view that it does not find in the evidence sufficient support additional findings by the Commission justifying its order. I only register this doubt because I think it of high importance that we should scrupulously comply with the manifest intention of Congress that the Federal Trade Commission be made the fact finding body, and that the Court should in its rulings respect the Board's character as such and not substitute its views of the facts where there is room for conflict in the evidence.

"I am authorized to say that Mr. Justice Brandeis concurs with me in this."

SUPREME COURT A... BANS PRICE FIXI...

Mishawaka Woolen Manuf... Co., However, Wins Modifi... of Trade Commission Or... in Beechnut Case

WASHINGTON, D. C., Jan. ... United States Supreme Court a... day, in a decision rendered on t... plaint of the Federal Trade Co... against the Mishawaka Wooler... facturing Company, refused to ... the right of a manufacturer to ... enforce the resale prices on his ... It did, however, modify the ... Trade Commission's order to ... with the limitations imposed ... Beechnut case decision, rendered ... 3, 1922, when the Supreme Cou... by a vote of 5 to 4 the Feder... Commission's authority to or... Beechnut Packing Company to ... desist from carrying into effe... called Beechnut policy by co-... methods, in which the company ... distributors, customers and agen... took to prevent others from obt... products at less than the pri... nated:

"1. By the practice of repor... names of dealers who do not obse... resale prices,

"2. By causing dealers to be ... upon the list of undesirables pu... who are not to be supplied with ... of the company unless and until t... given satisfactory assurances of t... pose to maintain such designated ... the future.

"3. By employing salesmen or ... assist in such plan by reporting ... who do not observe such resale pr... giving orders of purchase only ... jobbers and wholesalers as sell at ... gested prices and refusing to g... orders to dealers who sell at ... such prices, or who sell to oth... sell at less than such prices.

"4. By utilizing numbers and ... marked upon cases containing the ... ucts, with a view to ascertaining t... of the dealers who sell the c... products at less than the suggeste... or who sell to others who sell at ... such prices, in order to preve... dealers from obtaining the produc... company.

"5. By utilizing any other ... co-operative means of accomplish... maintainence of prices by the com...

The court in the Beechnut c... The facts showed that the Beec...

(*Continued on page 33*)

'UNT ADVERTISING TIED UP WITH DAILY SPACE IS MOXIE METHOD

rsemobile One of Frank M. Archer's Many Spectacular Inventions—Special Mail Work Dropped in Favor of Newspaper Displays—Timeliness Essential

By HAMMOND EDWARD FRANKLIN

OWDS stopped to stare.

Something out of the ordinary ·ly was happening in the little western Pennsylvania city. Even people in automobiles slowed down to have a look at the strange sight.



ANK M. ARCHER

It was the queerest kind of a horse which had ever entered the city.

A large, white, lifelike thoroughbred, saddled and bridled, stood out from the midst of the eddying group of ogling ıfolk. Upon the animal, which a :r examination showed to be of wood, mounted the driver.

stead of dangling the reins, however, young man's hands held a steering el which protruded from the horse's . The horse was built on a shining mobile chassis, which bore the words :ie. It was the Moxie Horsemobile, combined horse and automobile which traveled many thousand miles and ersed more than a dozen states to e people talk about the soft drink, :ie.

his represents but one of the scores tunts which have been staged by the :ie Company of Boston and New k, one of the pioneer manufacturers ıe use of stunt advertising. The sigant thing is that the company has ıd that paid newspaper space is the t powerful force which can be used ıake its stunts a complete advertising ess.

Does stunt advertising pay?" is a ıtion which many advertisers have d. From the experience of the :ie Company, it would appear that its intended to take the place of spaper advertising or as a bid simply free publicity do not obtain a frac- of their real advertising value, but n backed by large and continuous spaper lineage they have an effect ch is a great promoter of sales.

r. Augustin Thompson, a physician Lowell, Mass., first produced Moxie placed it on the market 50 years ago. old in a small way for a number of 's, gradually increasing. As adver- ıg was applied to exploiting it, its ket widened and it developed a ıme which has been growing ever e, frequently taxing the capacity of New York and Boston laboratories. ɔrder to control the quality, the com- y has always done its own bottling ead of selling its syrup to bottlers. .s now sold from Canada to South olina and westward beyond the sissippi for a distance. In time, it lanned to make it a national beverage ıew plants become erected.

'o appreciate the many fascinating ns of advertising the company has put work, it is necessary to have a close- of its vice-president, Frank M. her, who has proven a genius at orig- ing methods which start tongues wag- g favorably. A Maine boy who has to make his own way, he has regis- d an unusual success. The advertis- done is given his closest attention.

The Moxie Company was one of the to use automobiles. It built its own l one blew up. Then it bought of ɔmobile manufacturers. In those days never a car becomes stalled, a crowd ıld surround it and shout derisively, t a horse!"

or many years a beautiful wooden te horse stood in a Boston harness saddle store. Mr. Archer had admired it for a long time. One morning there was a for sale sign on it. Mr. Archer sent an associate with instructions to purchase it at any cost. Much to his surprise, he was able to get it for $35. He had it mounted on an automobile chassis by his assistants. He was warned it was freakish and foolish and would hurt Moxie.

The very day the Moxie Horsemobile came into existence, a film company took



The Moxie horsemobile has traveled many thousands of miles and traversed more than a dozen states to make people talk about the product it represents. The sensation created wherever it goes is capitalized to the fullest extent by the Moxie Company in paid-for advertising space in the local papers.

pictures which it sent all over the world. The odd vehicle, advertising Moxie, in seven years has been through 14 states and back. It has been made the subject of countless newspaper advertisements. And it has completely demonstrated whether or not stunt advertising pays, at least for the Moxie Company. A patent was granted Mr. Archer by the government for it.

"We regard as the first essential the making of an honest product," Mr. Archer said when interviewed for EDITOR & PUBLISHER. "Next we place honest treatment of workers, whom we never call help but who are Moxie associates, jobbers, dealers and the public. After that, we place advertising.

"Of all forms of advertising, we consider that in newspapers the best. It is superior to all other forms. We have long since given up direct-mail sales promotion in favor of newspaper space. When we want to get a message over to our 250,000 dealers, we address a letter to them in paid newspaper display space. It is read by them and their clerks, as well. The latter would not see direct-mail matter.

"Through the use of the newspapers, our 700 jobbers also are kept posted on what we are doing to help them make sales. Recently a letter addressed to dealers appeared in 200 newspapers. It also was read by millions of people and helped sell them Moxie.

"Through newspaper advertising we are able to get over an idea quickly and to capitalize interest in current news happenings. For instance, Doug and Mary Fairbanks came to New England, where one of our plants is located. We tied up with their popularity, which is worth millions, by spending $25,000 in newspaper space while they were there. We were able to show them in a photograph with our famous Moxie boy cutout which appears at all of our dealers' stores and at the Bathing Beauty Show at Nantasket Beach on Saturday afternoon.

"The Moxie Girl must in every way be a fitting companion to the Moxie Boy; must have beautiful eyes, beautiful hair and have unquestionable character and deportment qualifying her to appear in every publicity feature that is consistent for a lady to appear in. The age limit is set at about thirty years, and —qualifications being equal—a business lady would be given preference.



Through newspaper advertising the Moxie Company is able to get over an idea quickly and to capitalize interest in current news happenings. Here are two good examples of copy used.

"Representatives of the Moxie intelligence department will be at Nantasket next Saturday in the endeavor to find Miss Moxie, and moving pictures will be taken of the contestants. As a special souvenir of the occasion 500 bathing caps will be distributed by the Moxie Company.

"THE MOXIE COMPANY"
"By F. M. ARCHER."

Practically every advertisement is signed by Mr. Archer. Through paid advertising, Mr. Archer was able to tie up with a contest receiving wide newspaper publicity, and be associated with Florence Ziegfeld, the theatrical producer, as judge. Although no advertising signs are allowed at the beach in question, the Moxie Company gave away Moxie bathing caps which fairly dotted the beach without any difficulty. The account has been handled for years by Wood, Putnam & Wood Company, Boston agency.

Each year the company takes off all of its automobiles for a day to convey destitute children to the beach in an outing. It asks all of its dealers to co-operate. The following copy appeared this year:

"On June eighth, we will deliver nothing but truckloads of laughing boys and girls, wholesale orders of gladness and joy, and whatever sunshine and fresh air we may have on hand. All deliveries will be made f. o. b. Nantasket Beach and back again.

"This is the situation: In 1908, the Boston Automobile Retail Dealers' Association organized the first of these annual outings. Like all really good ideas, it has grown and prospered. Founded upon motives of kindness, humanity and the love of little children, the annual children's outing has received each year more and more generous support from the public under the guidance of a great-hearted man—Chester I. Campbell. And since the beginning the Moxie Company has never failed to supply big Moxie trucks, automobiles, attendants and drivers to make this day a happy one for as many children as possible.

"Mr. Campbell tells us that we have more than done our part in carrying the 19,288 children, 2,206 attendants and 3,023 drivers who have taken part in the previous outings. But this year the demands will be greater than ever. Mr. Campbell expects to care for a minimum of 2,406 children. To do this, he has secured the services of 231 attendants and hopes to have a tremendous procession of 650 motor cars and trucks.

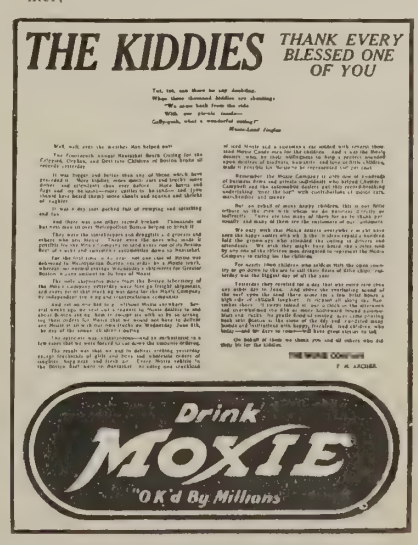
"We are going to help him. For this one day we are going to ask Moxie dealers everywhere to humor us and help us give the little boys and girls of Boston, who seldom see the broad ocean and clean sands of the open shore, one big day brimming over with joy. They can do it by merely ordering their supplies of Moxie ahead, so that we will not have to ship a case on June 8th."

The names of Moxie men who will be welfare managers for the trip is given. It is brought out that plenty of Moxie candy and the drink itself will be on hand for all.

This human copy shows up the Moxie business in a light which brings a favorable reaction from the public and the army of dealers as well as from within the circle of employes.

Popular songs might well envy the distribution given to the copyright Moxie song, of which the chorus follows:

"Moxie, oh Moxie, me for you—
I don't know what I could do without you.
As a drink your a hummer, in winter or summer,
There's something so pleasant about you.
Oh, you stand the test, for you are the best;
I'll send all the rest down the line.



(Continued on page 41)

ADVERTISING ACTIVITY OF OLD FIRMS BEST SIGN FOR 1923

Co-operative Advertising Promises to See Great Development, with Emphasis on Education Rather Than Building Up Specific Brands

WHILE new advertisers appear to be coming from all sources, but the most encouraging development at the start of the year 1923 is that many old and firmly established concerns are recognizing the necessity of trademarking advertising and merchandising their products in a modern manner.



F. J. Ross

This is the view of F. J. Ross, president of the F. J. Ross Company, of New York, on the advertising outlook for 1923, expressed to EDITOR & PUBLISHER. Besides, Mr. Ross believes the new year will see many former advertisers coming back in activity again and a great development in co-operative advertising. He offers as suggestions for newspaper help to the advertiser and the advertising agent that merchandising service be standardized, if possible, through the efforts of the Bureau of Advertising of the A. N. P. A., and that the practice of giving department stores absurdly low rates, and making up on the national advertiser, be corrected, where possible.

Mr. Ross says:

"The outlook is good. The advertising business, like the steel business, the shoe business, the transportation business, is simply one thread in the whole business or economic fabric. The surest way to read the future of the advertising business, I believe, is to read the general business or economic barometer. This barometer seems to indicate 'fair weather' for 1923.

"When 1923 is past, I think we will be able to call it the most nearly normal year American business has had since before the war. As advertising is part of, and inseparable from the business fabric, advertising should enjoy more nearly normal conditions than for many years past. It takes the same kind of dollars, exactly from the same general sources, to pay advertising bills, as it does to pay steel bills, leather bills, or railroad bills. The man whom we expect to pay advertising bills has to draw his dollars out of the general business fabric. The condition of that fabric, its relation to his business, his relations to his banks, who in turn are inseparable from the business fabric, all determine his ability to make expenditure, whether for advertising or any other needs of his business.

"I have never preached the gospel that the best time to advertise is when business is bad. I don't believe it as a basic principle, and the exceptions simply prove the rule. The best time to advertise is when business is good and purchasing is done freely. It is easiest then to divert to your product more than a normal share of the business it would probably get.

"1921 and the spring of 1922 were very hard times with the rank and file of business concerns, whether advertisers or non-advertisers. Red ink figures were a 'bug bear.' Few business men expected that the last nine months of 1922 would show the degree of recovery which we have all been so glad to see.

"Many concerns that have advertised in the past, or want to begin advertising, have halted their advertising plans in order to restore first the financial soundness of their companies. Many also have not been fully convinced of the permanence of this year's return to prosperity and have been cautious. With most of the important economic factors indicating fair weather ahead, confidence is gaining, while balance sheets are being restored to balance.

"The trends of advertising for 1923, I believe, while undoubtedly numerous, come down to three that are principal—

"The most important of those will be the trend of former advertisers to get back on to an adequate advertising basis.

"The next most important trend will be that of old companies and new that will for the first time adopt advertising as a policy.

"The third most important trend will be the development of co-operative advertising.

"The last trend is due not so much to economic conditions as it is to what many industries have learned about the value of co-operative advertising. They have learned this by studying the few notable examples of success in this field of advertising. In the last few years much pioneering has been done in the field of co-operative advertising. Some of these pioneer industries have passed out of the pioneer stage and are settling down to co-operative policies which they have proved to be money-making policies.

"Appropriations for 1923 are in a great many cases being increased, due to returning confidence and to the improved financial condition of the advertiser. All advertisers accept the principle that there is plenty more business for them to get if they will go after it. It costs money to go after business. There is usually a considerable interval between the time when a company goes after new fields, and the time when those fields are on a profitable basis. Therefore, the interval is distinctly a period of investment of capital, without return for such company. Only their shortness of money or the cost of getting money deterred many companies in 1922 from going after new fields.

"The argument we are using in selling our plans for next year are based as nearly as we are capable of stating them on lessons learned from economic conditions, past and present, and by the indications for the future, as pointed out by the best minds on economics. In special cases, there are special factors to be considered. New forms of competition are springing up, either in the form of new products seeking to replace old ones, new habits among consumers brought about by such influences as the automobile, the parcel post, and new methods of distribution, as effected for example by the growing chain store business.

"New advertisers appear to be coming from all sources, but the most interesting development that we observe is that of many old and firmly established concerns, that have found it necessary to trade-mark, advertise and merchandise in a modern manner.

"Our opinion of the value of newspaper advertising is very high. The trend toward its greatly increased use is explained by many substantial reasons. For many advertisers, it is distinctly the most flexible medium they can use. It enables them to put their advertising pressure where they have distribution. It also enables them to get a very close tie-up with their dealers.

"The newspapers also is a quick acting medium, and wherever quick action is the paramount consideration, the newspaper has 'invincible claims. The past couple of years have brought conditions wherein for many companies, quick action was indispensable. This condition, I think, is at the bottom of the marked increase in newspaper advertising. It is interesting to note that other forms of local media show the same reactions to fundamental conditions, as does also the direct-by-mail form of advertising.

"You ask how the newspaper can be made more effective for all.

"I have two suggestions—

"A small proportion of newspapers conduct highly efficient merchandising departments. A large proportion of newspapers appear to be going through the motions of conducting such a department merely to meet competition, but without putting heart or brains into such work.

"If the newspaper publishers find that the operating of such departments is sound policy, then I believe that the rank and file of newspapers should adopt such a policy and carry it out earnestly. I believe that the A. N. P. A., through one of its organizations—probably the Bureau of Advertising—should take steps which would lead to the standardizing of merchandising service, educate such papers as do not render this service efficiently now, how to do so.

"My other suggestion I am not so hopeful of. The practice of the newspaper in giving to the department store, a rate out of all proportion, results in the foreign advertiser standing the gaff. For instance, when a newspaper will sell to a department store at 6 cents a line, the same space it sells to the foreign advertiser at 30 cents a line, it is either selling the first at a heavy loss, or the second at an unfair profit.

"There is a point at which the cost of white space stops. At some point above that, the rate to the department store should be fixed. Rates on smaller quantities of space used by foreign advertisers, or small local advertisers, should be fixed according to a logical scale. These ratse should then be held the same to practically all classes of advertisers and regardless of whether they are local or foreign advertisers.

"The discrepancy between local and foreign rates is both unsound and unfair. The advertiser who buys through his agency, or if he chooses, buys direct, pays a higher rate to most papers than he does if he gets his local dealer to buy the space for him. This system does no good whatever to anybody concerned and works many hardships.

"Returning to the department store matter, the excessive lowness of the rate which the store secures, leads it to an excessive use of space which in many newspapers makes it difficult for the foreign advertiser, who pays two, three, and four times as much per line to get a showing for his advertisement.

"This general subject will be very hard to remedy, but it is worth the effort, and if the effort be made, it can be remedied. Some distinguished newspapers have already proved that it can be done.

"Throughout many industries there are today associations busily engaged in correcting abuses of long standing. Astounding progress has been made in many fields. Concerted and earnest effort in the newspaper field to modernize many business practices within it, would be met with a very warm welcome by thousands of those many advertisers and advertising practitioners on whose money and efforts the 'flow of gold, to the newspapers so heavily depends.

"In saying this, I am not unmindful of much that has already been accomplished for the betterment of advertising and business practices in the newspaper field."

Advertising of the California Fruit Growers' Exchange, which co-operatively markets oranges, grapefruit and lemons under the "Sunkist Brand" trademark, will be increased 60.5 per cent for 1923, forecasting that co-operative advertising will become more widely the rule throughout business, with emphasis on education rather than building up specific brands, according to Paul S. Armstrong, advertising manager of the exchange. "In as far as we are able to judge, and from our experience in buying space and making reservations in various advertising media, it would seem to us that the volume of advertising for 1923 promises to be larger than the year just closing," Mr. Armstrong states.

"In our own case, our appropriation will be 60.5 per cent greater in 1923 than in 1922. This is partly due to a larger crop and partly to an increased assessment per box, which was recently authorized by our board. We believe that this is the general tendency to Pacific Coast food accounts due to a realization that this increased advertising program is necessary to successfully market the commodities which are being produced here in increasing volume each year.

"We think that the business men of the country generally realize that business methods are tightening up, and that the producers or manufacturers who will be successful in the next few years will be those who give close attention to every detail of their business, and particularly to their marketing program, because it is quite evident that in the case of many commodities the production facilities are geared up to a point where it will tax marketing ingenuity to the utmost to dispose of the output even though the buying power of the country remains fairly constant.

"We observe a very definite tendency toward increased advertising of co-operative groups. In this we refer not only to co-operative organizations of producers in agriculture, which in reality are business organizations where each stockholder is a producer rather than merely an investor, and which are operated similarly to the well organized manufacturing businesses, but also to trade and producing groups where the production and sales may be handled by various units operating independently, with the advertising conducted for and under the combined management of the group as a whole.

"Advertising up to this point in the United States has been essentially competitive, its motive being to promote a brand, or to secure business from some other company engaged in producing the same commodity with not much thought given to enlarging the basic market. This to our mind is one of the big things which the co-operative type of advertising has contributed. In our own case, for example, the primary purpose of our advertising is to increase the total consumption—to extend and enlarge the use for the commodity generally with only secondary consideration given to the supremacy of our brand as compared with competitors. Co-operative trade groups, such as we find in lumber, laundry machinery, coffee, and other industries which are constantly organizing for the promotion of their commodity as a whole, are lending a new power and significance to advertising in our opinion.

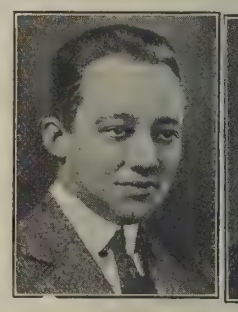
"It is in the educational rather than competitive aspect that advertising can be of the greatest service to the country, serving as it does in this use to raise the standard of living, increase the scope and enjoyment of the individual and at the same time build a market for the enlarged productive capacity of which this country is capable."

U. P. OFFICERS ASS NEW DUTIES

Ferguson Vice-President in Ch News, Earnist for Business, K for Europe and Miller for S. A.

Additional changes in the e personnel of the United Press tions, resulting from the election A. Bickel to the presidency of ganization were announced this

Fred S. Ferguson has been vice-president in charge of the n C. Earnist, vice-president in ch business; Ed L. Keen, vice-presi in charge in Europe, and Jam



FRED S. FERGUSON



L. C.

Miller, vice-president in charge i America.

Under the new organization Baillie is news manager of the Press; Robert J. Bender, news of the United News, and James Furay, foreign editor.

Mr. Ferguson, who is now in of the services of the United United News and United Financi up from the ranks in the Unite having held bureau posts both country and abroad. After serv cub on the Indianapolis News, h the U. P. in 1908. Before g Europe as war correspondent American armies he was news



ED. L. KEEN



JAMES I.

of that organization. He did work as a correspondent both front and at the Peace Conferen turning to the United States, Mr son took charge of the Unite and developed the night servic present scope.

Like Mr. Ferguson, Mr. Ear come up from the ranks, but as a in both the news and business ments. Mr. Earnist joined the San Francisco in 1908, after his tion from the University of Ca Later he was bureau manager Angeles and afterwards Pacifi business representative. From t Mr. Earnist was transferred to where he was first Middle Weste ness representative and later in of news as well as business in th tory. In 1919 he was transferred York and made news manage years ago he left the news sid come business manager.

Ed L. Keen is one of the bes foreign correspondents both in and America, as he has had a v varied experience in foreign fiel received his early newspaper tra the Cincinnati Post and saw foreign service in 1898, when to Cuba for the old Scripps-McR Association. Later he went to th pines and covered the capture naldo by Funston. In 1900 he

(*Continued on page 20*)

922 RECORDED GAIN IN PUBLICATIONS

rease Only Five, But It Is First Turn of Tide Since 1916—Greatest Loss Last Year Was Among Country Weeklies

The total number of newspapers and er periodicals in the United States l Canada increased last year as shown the accompanying tables prepared by W. Ayer & Son. The increase was all, being just five publications, but it icates that the tide has begun to turn. ere has been a decrease in each year ce 1916.

The American Newspaper Annual Di- tory for 1917 showed a total of 24,868 olications. Of these 23,387 were in United States, and 1,481 were in nada. This year shows 20,856 in the ited States and 1,502 in Canada.

The high water mark in the United tes was in 1916, when 23,387 publica- ns were counted. In Canada it was in 4, in which year she had 1,557 papers. e decrease in numbers began in each ntry immediately after its entrance the war, and the United States now 2,531 fewer publications than in 1916, decrease of something over ten per t.

The loss in the United States last year only 31 publications, which is in- siderable when compared with 1918, ing which year 1,178 fell by the way- e. Canada, which had lost nearly ten cent of its papers by the end of 1918, gained for several years and is now hin 55 of its highest record.

The class of publication which lost st was the country weeklies.

Weekly papers in the United States in 5 numbered 16,165. Of these about 50 were country weeklies, which this r muster about 2,250 fewer than in 5, a loss of about 16 per cent.

Dailies, in which class there have been nerous consolidations in the past few rs, are 143 less in number than in 5. Most of the other classes have reased, the increase being due, in part, the resumption or replacement of ny trade, class, scientific and technical lications which suspended during the

The reason for the large decline in ntry weeklies are fairly well known. draft, the high cost of materials, opportunities and larger financial re- ns offered by industrial establishments tended to divert the energies of many ntry publishers into other lines of ness, and their newspapers were con- dated with neighbors or simply sus- ded. The loss in weeklies during the year was only a little over 100 and ncrease in their numbers this year is bable.

Whether it will reach its previous ord for a long time is problematical. ore the war many communities had two or more newspapers which frequent- ly had a hard struggle to maintain them- selves. These have been replaced through consolidation by one strong paper mak- ing good returns to its publisher, and any new rival endeavoring to plant itself in such a community would probably find it pretty hard to get a footing.

CHANGES IN READING NEWSPAPER DEAL

McCormick Buys Telegram—Will Consolidate with Herald and Take Afternoon Field—Perry & Jones in Morning

William McCormick, editor and pub- lisher of the Reading (Pa.) Times-Her- ald, on January 6 concluded arrangements whereby he has bought the Telegram por- tion of the News-Times and Telegram, which, it was announced last week, had been acquired by John H. Perry and Richard Lloyd Jones. Under the new arrangement Mr. McCormick will on March 1 consolidate the Telegram with the Herald, which he has owned for over 26 years, and will publish it as the Her- ald-Telegram, an afternoon paper, under his editorship and ownership.

Mr. McCormick made the following statement to EDITOR & PUBLISHER re- garding the new transaction in Reading:

"On Saturday, the day your paper was issued, I made a new announcement in regard to my plans. I found the way open for me to buy the Telegram half of my Herald-Telegram, and thus to hold the evening field. The Perry syndicate had bought the News-Times and the Telegram. It was my intention to take my Herald to a new establishment and to run an evening and a morning Herald. When I found I could get the Telegram, I did so, and then announced that the Herald-Telegram would be my own after March 1, and would be issued under my editorship and ownership. The News- Times, the morning end of the paper, will after March 1 be issued by the Perry- Jones syndicate.

"The general understanding is that the Perry-Jones people will issue a morning and evening paper. This has been changed. They will issue the morning paper and I will issue the evening paper."

Marion Tribune Adds Sunday Paper

The Marion (Ohio) Tribune, an after- noon newspaper, has added a Sunday edition and has changed from Associated Press pony service to A. P. leased wire service.

World Herald Building Show

The Omaha World-Herald has leased the Omaha auditorium for the week of March 12 to 17, inclusive, and will con- duct a building show.

TABULATED STATEMENT

Showing the number of newspapers and periodicals of all issues published in the United States, Territories, and Dominion of Canada; the number of towns in which newspapers are published, and the number of towns which are county seats.

STATES, TERRITORIES AND CANADIAN PROVINCES	No. of Towns where Papers are issued.	No. of Towns which are County Seats.	ISSUES. Daily.	Tri-Weekly.	Semi-Weekly.	Weekly.	Fortnightly.	Semi-Monthly.	Monthly.	Bi-Monthly.	Quarterly.	Miscellaneous.	Total—all issues.
NEW ENGLAND STATES													
Connecticut	66	10	34		6	82		1	15	1	3	3	145
Maine	57	14	12	2	2	62		1	12	4	3	2	100
Massachusetts	184	22	82	2	4	324	1	5	124	5	38	4	589
New Hampshire	54	9	14	1	1	61	1	2	12	1			93
Rhode Island	16	5	12		2	20			14				48
Vermont	62	12	10			68	1	1	5				85
	439	72	164	5	15	617	3	10	182	11	44	9	1060
NEW YORK													
New York	472	61	192	7	25	964	31	45	755	33	76	16	2144
MIDDLE ATLANTIC STATES													
Delaware	12	3	8			25			4		2		34
District of Columbia	1		7		1	26		4	64	4	19		125
Maryland	58	23	15		3	95	1	3	37	11	15	3	183
New Jersey	171	21	40		4	254		4	43	5	8	1	359
Pennsylvania	413	67	192	5	27	634	3	12	233	12	54	8	1180
	655	114	257	5	35	1034	4	23	381	32	98	12	1881
SOUTHERN STATES													
Alabama	122	70	22		6	149	1	5	15		3		201
Arkansas	159	87	36	2	7	210	1	6	13		3		278
Florida	119	59	33		9	141		2	22		1		208
Georgia	196	149	30	2	9	221	1	6	51	2	3		325
Kentucky	148	109	32		19	180	2	3	18	1	4	2	261
Louisiana	103	60	15	1	2	138	1	4	26	2	1	1	191
Mississippi	130	90	15	1	5	141	1		8	1			172
North Carolina	165	80	40	1	29	176	1	3	28	1	9	2	290
South Carolina	78	45	17	4	11	92		3	17	1	3		148
Tennessee	126	81	17		6	180	1	6	30	1	17	1	259
Texas	549	221	113	1	30	686		11	69	2	5	1	918
Virginia	131	65	31	1	9	148	1	2	35		2	2	231
West Virginia	92	55	30		5	136	1		12		1		185
	2118	1171	431	13	147	2598	11	51	344	11	52	9	3667
MIDDLE WESTERN STATES													
Illinois	609	103	155	5	31	874	9	38	671	7	27	8	1828
Indiana	317	92	130	2	18	375	1	7	71		8	1	613
Michigan	374	81	67	4	15	444	2	3	83	3	6	1	628
Ohio	368	88	155	7	36	527	11	12	151	5	22	1	927
Wisconsin	328	71	54	1	5	431	2	4	72	6	3	2	580
	1996	435	561	19	108	2651	25	64	1048	21	66	13	4576
WESTERN STATES													
Colorado	186	60	40		10	274		1	33	1	2		361
Iowa	524	101	53	7	20	627	3	12	54	5	6	3	790
Kansas	421	103	67	1	8	523		5	31		3	1	639
Minnesota	445	85	47		9	612	2	11	64	4	6		755
Missouri	412	113	74	2	17	594	7	20	101	5	9	2	831
Montana	162	54	18		2	198		2	11	1			232
Nebraska	381	91	25	2	11	480	1	5	25		2	1	552
New Mexico	59	27	6		2	81		1	4		1		95
North Dakota	212	50	9		3	247	1	2	6	2	1		271
Oklahoma	327	77	60	2	12	408		7	23	1	4		517
South Dakota	251	63	16		1	309	2	6	13		5		352
Wyoming	64	23	8		4	83			2				97
	3444	847	423	14	99	4436	16	72	367	19	39	7	5492
PACIFIC SLOPE STATES													
Arizona	39	14	20	1	3	44		2	5				75
California	364	57	166	8	27	504	2	12	174	6	9	3	911
Idaho	101	43	13	1	6	113		1	3		1	1	139
Nevada	24	16	8	6		24		1	2				41
Oregon	141	36	33		5	183		2	29	1		1	254
Utah	61	22	7	3	4	70	2	1	14	1	1		103
Washington	183	39	38		7	244	1	6	48	1	3		348
	913	227	285	19	52	1182	5	25	275	9	14	5	1871
OUTLYING TERRITORIES													
Alaska	15	4	7	2		11			1				21
Canal Zone	4		5			8		1	3				17
Hawaii	6	4	9	3	4	15		2	11				44
Philippines	7		20		3	10			13		3	4	53
Porto Rico	8	4	12		2	9		1					24
Virgin Islands	3		5			1							6
	43	12	58	5	9	54		4	28		3	4	165
CANADIAN PROVINCES AND NEWF'L'D													
Alberta	109		6		2	124	1	2	6				141
British Columbia	49		14	3	3	54		3	21				98
Manitoba	71		5		2	91		7	28		1		134
New Brunswick	14	6	8	1	9	19		1	9				47
Nova Scotia	33	17	13	1	3	44	1	2	7				71
Ontario	260		42	4	10	356	2	9	136	3	8	3	573
Prince Edward Island	2		2			6							8
Quebec	48		21		1	100	3	5	87	1	4	1	223
Saskatchewan	167		6	2	2	175			2				187
Yukon	1		1			1							2
Newfoundland	6		3			9			4		2		18
	760	23	121	11	32	979	7	29	300	4	15	4	1502

For summary of totals see table below.

SUMMARY AND COMPARATIVE STATEMENT

	New England States.		New York.		Middle Atlantic States.		Southern States.		Middle Western States.		Western States.		Pacific Slope States.		Outlying Territories.		Total for United States and Territories.		Canada and Newfoundland.		Total.		Increase or Decrease.
TOWNS AND COUNTY SEATS.	1922	1923	1922	1923	1922	1923	1922	1923	1922	1923	1922	1923	1922	1923	1922	1923	1922	1923	1922	1923	1922	1923	1923
No. of Towns in which Papers are published	436	439	467	472	650	655	2076	2118	2007	1996	3446	3444	899	913	44	43	10025	10080	755	760	10780	10840	*60
No. of Towns which are County Seats	69	72	64	61	107	114	1155	1171	431	435	839	847	229	227	12	12	2906	2939		23	2906	2962	*56
NEWSPAPERS.																							
Daily	171	164	202	192	253	257	434	431	559	561	424	423	288	285	51	58	2382	2371	135	121	2517	2492	—25
Tri-Weekly	4	5	6	7	8	5	12	13	19	19	12	14	19	19	5	5	85	87	9	11	94	98	*4
Semi-Weekly	14	15	32	25	34	35	147	147	108	108	99	99	55	52	7	9	496	490	36	32	532	522	—10
Weekly	621	617	967	964	1038	1034	2563	2598	2718	2651	4506	4436	1195	1182	52	54	13660	13536	973	979	14633	14515	—118
Fortnightly	5	3	28	31	4	4	11	11	26	25	15	16	8	5			97	95	5	7	102	102	
Semi-Monthly	13	10	38	45	26	23	69	51	70	64	69	72	27	25	3	4	315	294	33	29	348	323	—25
Monthly	183	182	357	755	346	381	332	344	1021	1048	362	367	258	275	25	28	3262	3380	255	300	3517	3680	*163
Bi-Monthly	7	11	29	33	32	32	10	11	23	21	13	19	4	9			118	136	2	4	120	140	*20
Quarterly	48	44	79	76	95	98	58	52	65	66	35	39	11	14	3	3	394	392	16	15	410	407	—3
Miscellaneous	10	9	20	16	13	12	6	9	13	13	7	7	4	5	5	4	78	75	2	4	80	79	—1
Total of all Issues	1076	1060	2136	2 44	1849	1881	3642	3667	4622	4576	5542	5492	1869	1871	151	165	20887	20856	1466	1502	22353	22358	*5

* Increase — Decrease.

NOTE:—About 11,500 of the 14,515 weekly papers are country and small town newspapers. The rest are religious, agricultural or class publications or city weeklies.

FRANKLIN WAS FIRST OF ALL A HUMAN BEING

(*Continued from Page 6*)

happened, sir, that we have not hitherto once thought of humbly applying to the Father of Light to illuminate our understanding? In the beginning of the contest with Britain, when we were sensible of danger, we had daily prayers in this room for the Divine protection. Our prayers, sir, were heard,—and they were graciously answered. All of us who were engaged in the struggle must have observed frequent instances of a superintending Providence in our favor. To that kind Providence we owe this happy opportunity of consulting in peace on the means of establishing our future national



First American Cartoon, engraved by Franklin for his Pennsylvania Gazette, 1754.

felicity. And have we now forgotten that powerful friend? or do we imagine we no longer need its assistance? I have lived, sir, a long time, and the longer I live, the more convincing proofs I see of this truth, that God governs in the affairs of men. And if a sparrow cannot fall to the ground without his notice, is it probable that an empire can rise without his aid? .....I therefore beg leave to move—

That henceforth prayers, imploring the assistance of Heaven and its blessings upon our deliberations, be held in this assembly every morning before we proceed to business; and that one or more of the clergy of this city be requested to officiate in that service.

Benjamin Franklin had that rare gift of seeing things clearly and of seeing as a whole. The charge has never been brought against him that he lacked common sense. Emerson would have you hitch your wagon to a star but Franklin would leave his press to find some new kind of axle grease to make the wheels turn more easily. It is barely possible, to say the least, that the last quotation from him has a message for international conferences in order that, with apologies to the Great Book, "The wicked cease their troubling and the weary be at rest."

JOURNALISTS, ADVERTISERS AND PRINTERS HONOR FRANKLIN

THE year 1923 marks the 200th anniversary of the beginning of Benjamin Franklin's career as a newspaper publisher. This year is also the bicentenary of "Poor Richard's" immortal pilgrimage from New England to New York and Philadelphia.

The 217th anniversary of Franklin's birth, January 17, will be celebrated through the United States and in other parts of the world to a larger extent than ever before, particularly by newspaper, printing and advertising organizations.

The most extensive celebrations are planned by New York City and Philadelphia. The center of activity in New York will be at the Franklin statue, on old "Newspaper Row," at the junction of Nassau street, Park Row and Spruce street.

The issue of the New England Courant for February 4th to 11th, 1723, first carried Franklin's name as a publisher. The National Editorial Association, at its 1922 convention at Missoula, Montana, voted to commemorate this event. President John Brimblecom will come to New York from Newton, Mass., and will lay a floral wreath, in the form of a quill pen in an ink well, on the statue as the N. E. A.'s tribute, in accordance with the following resolution:

"Whereas, The year 1923 will mark the 200th anniversary of the active entry into journalism, as publisher of the New England Courant, of Benjamin Franklin, America's most distinguished editor, publisher and printer; and

"Whereas, The journalistic fraternity of America holds in deep appreciation the heritage of Benjamin Franklin's memory and desires whenever possible to pay homage to it; therefore, be it

"Resolved, That it is the sense of this convention of the National Editorial Association that observance of this important anniversary should be made by the newspaper fraternity of America generally; that meetings should be held by state and sectional associations on or about January 17, 1923, the anniversary of his birth, or on about February 4, 1923, the 200th anniversary of the date on which his name first appeared as a publisher;

"Resolved, further, That the attention of the newspaper fraternity be called to the importance and significance of American journalism, these dates to and that it be recommended that on them editorial reference to the life and achievements of Benjamin Franklin be made in all American newspapers and periodicals."

The National Publishers' Association's wreath will be in the form of its official emblem, an eagle opening a book in his claws, the initials N. P. A. being featured. H. N. Swetland of the United Publishers Association, president of the N. P. A., will place this garland.

"Truth," with the initials A. A. C. W., will symbolize the interest of the Associated Advertising Clubs of the World.

The Sphinx Club and the American Association of Advertising Agencies will lay wreaths of an advertising character.

A flowered composing rule will be presented by the New York Employing Printers Association. John Clyde Oswald, editor of the American Printer, is chairman of this association's Franklin committee.

The United Typothetae of America and the New York Club of Printing House Craftsmen will likewise show their interest in their "Patron Saint."

The American Library Association and the American Booksellers Association will give book-shaped wreaths, symbolizing: "Franklin Made Books, But Books Made Franklin." Franklin is the father of the circulating library system now in vogue in America.

The National Association of Book Publishers' Wreath will bear the numbers 1723-1923. Major George Haven Putnam will present it.

The exercises are under the auspices of the New York City Chapter, Daughters of the American Revolution, and will be broadcasted. The exercises will be featured by a pageant illustrating the most notable events in Franklin's life.

The Daughters of the American Revolution urge that Franklin Birthday meetings be held annually throughout the country, especially in the schools.. No



Courtesy of Royal Electrotype Company

Benjamin Franklin's Philadelphia Printing Office, Near the Market.

attempt, however, is anywhere being made to have January 17 either a national or state holiday.

The convention of the Associated Advertising Clubs of the World last June in Milwaukee voted to commemorate these two bicentenaries, as well as Franklin's birthday.

All organizations in the A. A. C. W. have received the following message from Earle Pearson, A. A. C. W. educational director:

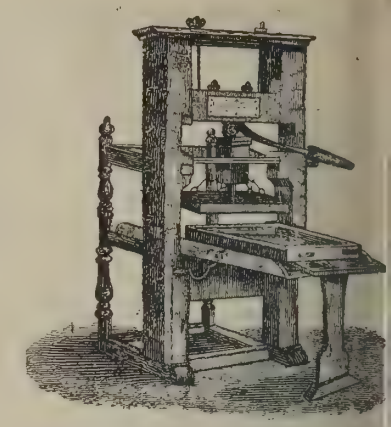
"We trust you are making plans to observe Franklin's birthday the week of January 17, as suggested in resolutions passed by the convention of the Associated Advertising Clubs of the World at Milwaukee last June.

"Franklin was a printer, publisher, scientist and an engineer. He was a city planner, an inventor, a lover of books. He promoted the establishment of the first public library, was one of the founders of the University of Pennsylvania; he advocated the building of pavements and the lighting of streets at night. He introduced music into the early Colonial homes. He was interested in fire protection. He was an early advocate of life insurance. He was an exhibition swimmer and was said to have been the first American athlete. He was the greatest slogan writer of his day. He made enough money to retire at forty and gave the remainder of a long and busy life to the service of his country, becoming one of the greatest statesmen of all time.

"If you have in your midst a lawyer, editor, doctor, minister, author, publisher, printer, scientist, educator, librarian, statesman, or sucessful business man who has made a study of the life of Franklin, you have material for this special anniversary program.

"Franklin stood for the principles that make for sound sucess in all these lines of endeavor. It is well that we pay tribute to his memory and it will add to our usefulness as business men and as citizens to study these great fundamental teachings, these stabilizers of business that Franklin advocated two centuries ago."

A movement has just been inaugurated in Philadelphia to move and preserve one of Franklin's homes there which would otherwise be torn down to help make way for the new Delaware River bridge. The Poor Richard Club will hold its annual dinner on the evening of January 17 and is also planning to have Franklin's famous epitaph in Franklin's own handwriting, reproduced in bronze, placed on or by Dr. Franklin's grave, Fifth and Arch streets.



Wooden press, once pulled by Franklin

In Philadelphia, the University of Pennsylvania will also hold exercises on the campus.

The Franklin Memorial Movement which had its birth in New York City has already attained international proportions. The Federation of the French Alliances will help show the Franco-American love for Franklin, especially on February 6, the anniversary of the signing in 1778 of the Treaty with France which Franklin consummated.

The Sulgrave Institution, which has done so much for the memory of George Washington, is already doing a lot to honor Franklin. Libraries in many cities will have Franklin exhibitions obeying resolutions adopted by the American Library Association Convention.

According to the Daughters of the American Revolution, however, Franklin's memory deserves most honoring because of "Poor Richard's" unselfish patriotism.

In connection with the Franklin birthday celebration in New York, a movement has been started to erect a memorial to Franklin in Washington, D. C. It was advocated in a resolution adopted by the Sons of the Revolution in the State of New York, December 4, 1922, at their annual meeting.

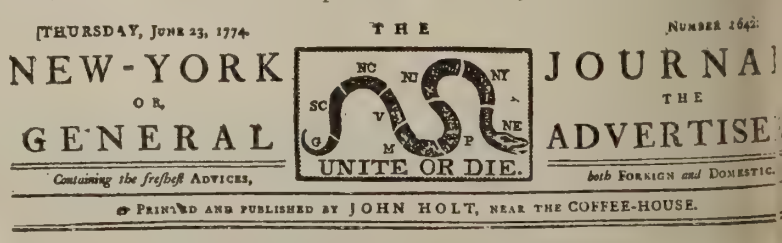
In Boston, which was the scene of Franklin's early youth and which saw the beginning of his career as a newspaper publisher, the celebration is expected to be similar to the one held in New York City.

A specially designed Franklin Stamp will be issued by the Post Office Department on Franklin's birthday to usher in Thrift Week. Third Assistant Postmaster-General Glover has also announced that a special "Thrift Message" will be sent to all post offices. Franklin will be featured throughout the country by the Department as the first Postmaster General.

Franklin's birthday will be observed in Cincinnati, Ohio, with special ceremonies, at which James M. Cox, editor of the Dayton News, will be the principal speaker.

At Washington, D. C. there will be a program at the Franklin statue on Pennsylvania avenue. Leading patriotic organizations will take part, representatives of the Postoffice Department will honor Franklin as the first Postmaster General. Secretary of the Navy Daniels will be the speaker.

The day will also mark the open-



Franklin's Snake Cartoon in the title of Holt's Journal.

of National Thrift Week, January 17, which, incidentally, will be observed at various points around the world this year. A program is planned at Jerusalem, the Holy City, and in several cities in China. In Honolulu, a city-wide celebration will be held under the auspices of a strong representative committee

And in Baltimore

The advertising lineage of the Sunpapers

1922---29,016,436
1921---27,056,462

GAIN---*1,959,974*

And in circulation---

(Average net paid for 12 months.)

DAILY	SUNDAY
1922—229,158	1922—158,714
1921—215,697	1921—150,881
Gain 13,461	Gain 7,833

—all of which seems to indicate that all you need is a good newspaper.

EVERYTHING IN BALTIMORE REVOLVES AROUND

THE SUN

MORNING EVENING SUNDAY

JOHN B. WOODWARD
Times Bldg., New York.

GUY S. OSBORN
Tribune Bldg., Chicago.

RENEW PRINTERS' SCALE IN SAN FRANCISCO

Also in Racine and for Pressmen in Grand Forks—Cut Stereo Pay in Seattle—Raises in Chattanooga

Typographical scales have been renewed in new contracts between newspaper publishers and unions in San Francisco and Racine, Wis. An increase has been granted to the Burlington (Vt.) typographical employes and to pressmen in Chattanooga. Stereotypers' pay was cut in Seattle and several adjustments were made in the Chattanooga stereotype contract. Grand Forks (N. D.) pressmen received an increase. Details of the new contracts follow:

TYPOGRAPHICAL

San Francisco—Contract runs from December 19, 1922, to January 1, 1924, renewing the old scale as follows: Night work, foremen, $60.50; journeymen, $51.50; assistant foremen, $54.50; ad room heads and proofreaders, $54.50; head linotype machinists and machinist-operators, $54.50; day work, foremen, $6 a week less than night scale; other classes, $3 under night scale. Night machine tenders apprentices, $19.55 night, $17.25 day. Apprentices get one-third to two-thirds of journeymen's pay. Machine learns, night work, $20.70 to $38.10; day work, $18.90 to $34.50. Hours remain at 45 hours per week, day or night. A separate local arbitration agreement provides for arbitration of differences on a subsequent contract. Differences under the present contract are to be settled by a joint standing committee and local arbitration.

Racine, Wis.—Contract effective from October 1, 1922, to September 30, 1923, renewing the scale of $45 for night work and $42.50 for day work. Apprentices receive from $17 to $38.25. The 48-hour week stands. A separate arbitration contract provides for arbitration of all differences, including those relative to a new contract.

Burlington, Vt.—Contract effective from December 31, 1922, to December 31, 1925, raising wages $1 from $36 to $37 for night work and from $33.50 to $34.50 for day work. Foremen receive $45, assistant foremen, $43, and Machinists, $37. Apprentices receive one-half to three-fourths of scale.

PRESSMEN

Chattanooga, Tenn.—Agreement effective from November 6, 1922, to September 6, 1925, increasing journeymen's pay from $33 to $35. Apprentices whose pay ranged from $12 to $21 now receive from $15 to $24. Hours remain at 42 for night work and 48 for day work. Local arbitration is provided for all differences.

Grand Forks, N. D—Agreement is effective from December 15, 1922, to December 31, 1925, succeeding arrangement by which old scale continued since expiration of old contract September 1, 1920. The scale renewed follows: Men-in-charge, $43; journeymen, $39.20; helpers, $21 to $30 nights and $18 to $27 days. Local arbitration is provided for all differences. Hours remain at 48 per week.

STEREOTYPERS

Chattanooga, Tenn.—Agreement effective from November 6, 1922, to November 6, 1924, providing a scale of $40 for foremen and $35 for journeymen. The previous scale was $36 for foremen and $30.99 for journeymen. Hours remain at 48. Apprentices now receive $21 to $40. Their pay was formerly fixed by the foreman.

Seattle, Wash.—Agreement effective from June 21, 1922, to December 31, 1923, with a scale for night work of $49.50 and for day work of $46.50, a reduction of $1.50 from the previous scale. The contract provides that if the publishers reduce or increase the typographical scale during the life of the stereotypers' contract, members of the latter union will automatically receive the same pay as the typographical employees. Seven and one-third hours constitute a day's or night's work, the old scale calling for the 44-hour week, day or night.

HORIZONTAL RAISES IN NEW YORK

Job Press Wages Increased to Level of Two Years Ago

The New York job printing industry this week completed adjustment of pressmen's and paper handlers' scales, the following arrangements having been ratified by employers and the unions involved:

Cylinder pressmen (Union No. 51)—$50 a week—increase of $6.

Press assistants and feeders (Union No. 23)—$40.50 weekly to September 1, 1923—increase of $4; $42.50 after September 1, 1923—total increase of $6.

Job pressmen and feeders (Union No. 1)—$40 weekly to September 1, 1923—increase of $4; $43 weekly after September 1, 1923—total increase of $7.

Paper handlers—$34 weekly to September 1, 1923—increase of $3; $35 weekly after September 1, 1923—total increase of $4.

Wages paid to members of these unions were reduced last year as follows:

Cylinder pressmen, $6; press assistants and feeders, $6; job pressmen and feeders, $6; paper handlers, $4.

Compositors wages are and have been on the basis of $50 a week. Two successive arbitrations by the book and job employers have failed to reduce their scale. The cylinder pressmen demanded the restoration of their pre-war advantage in wages over the typographical workers, or a scale of $51 a week, but compromised when the employers offered $6, bringing their scale on a par with that of Typographical Union No. 6. Other press crafts wages followed the rise of the cylinder press pay. The increases average 11 per cent.

I. T. U. "44" Assessment Cut

The International Typographical Union, beginning the first financial week in February, will reduce its assessment for the establishment of the 44-hour week from 5 per cent to 3 per cent. The assessment, levied at 10 per cent in May, 1921, was cut to 7 per cent late that year and to 5 per cent on March 4, 1922. In the December number of the Typographical Journal, it was set forth that 5,684 men were still on strike and that with receipts of $12,493,195.53 since May, 1921, the union had expended on the 44-hour week fight $12,236,874.33. Receipts from this source in November, 1922, were $527,736.58, of which $466,452.04 was expended.

END CONTRACT WITH MAILERS

Louisville Publishers Notify Union Men Will Work as Individuals

Louisville newspapers have notified their mailers that they will not make another contract with local Union No. 16, following failure to agree on renewal of the old contract, which expired October 28, 1922. The union proposal for renewal called for increased wages, shorter working hours, and extension of jurisdiction over other work, and the publishers considered it so drastic as to render negotiations fruitless. Their determination to employ their mailers as individuals solely on ability and to reward meritorious work, while making no change in the wage scale at present, was expressed in the following bulletin, posted last week:

"The contract between Louisville newspapers and Mailers' Union No. 16 expired October 28, 1922. The contract provision for a subsequent period of not to exceed 60 days during which negotiations for a succeeding contract might be carried on has also expired. On October 16, 1922, Mailers' Union No. 16 presented a proposal for a new contract containing provisions for increased wages, and shorter working hours, as well as extension of jurisdiction over other work, the entire proposition being so drastic that in our opinion negotiation was useless.

"We have maintained contractual r for some years with Mailers' Union N Louisville being one of the 30 cities d out of 251 cities in the United Stat ploying other union crafts. Conditions ployment have operated against reward dividual effort or ability, and we have p scale for journeymen to men performi work of unskilled labor.

"From this date our mailing rooms conducted in such manner as will most ensure economy and efficiency. Men employed as individuals solely on their in accordance with our judgment; no f an efficient employ will be dismisse continues to render satisfactory servic it is our desire that all such members mailing forces remain and give us their co-operation. We feel confident those w will find the new conditions more satis than those under which we have been ope For the present the wage scale will changed, but a plan will be worked out will accord recognition to the skill, in and fidelity of the individual employe, principle of employment is not possible Mailers' Union law."

In view of the recent referendum International Typographical Union fa joint strike action with the mailers, d ments in Louisville are awaited with inte

Raise for Lynn Printers

Lynn (Mass.) Typographical U Local 120, has accepted the new scale and working agreement pro by the daily newspapers for me employed in newspaper comp rooms. The scale carries an crease of $3.50 a week over 1922, the work week to remain the sam hours. The scale will be $41.50 fo work and $45.65 for night workers.

News Is Detroit's Leader In Automotive Advertising

TO reach Detroit, the heart of the automotive industry, automotive advertisers have chosen The Detroit News first and foremost. Local automotive advertisers in particular, because they know the field best, have shown a marked preference for The News. As a result The Detroit News in 1922 published a grand total Daily and Sunday of ,049,314 lines, a lead exceeding

60,000

Agate Lines

over its nearest competitor. The choice of The News as the automotive medium of the world's automotive center shows that Automotive advertisers realize that thorough coverage is as essential a sales force in their business as in any other.

Show Number, January 21

Practically every automobile owner reads The Detroit News. Its Automobile Show Number of Sunday, Jan. 21, will be Detroit's guide to the exhibits. With its great circulation of more than 240,000—greatest Sunday circulation in Michigan—it enables you to direct practically everyone interested to your exhibit. Reserve space in The Detroit News Show Number Now.

The Detroit News

Greatest Circulation Daily and Sunday in Michigan

"Always in the Lead"

REG'LAR FELLERS

by Gene Byrnes

The Los Angeles Express is the new paper this week.

Furnished full page matrices, black alone, black and red, and black and three colors; or, as the first page of a printed comic section.

HERALD-SUN SYNDICATE, 280 B'way, New York City

OVER A MILLION DOLLARS

MORE than one million dollars was the sum total of the holdings of those investors who asked the opinion of The Wisconsin News-Sunday Telegram FINANCIAL INFORMATION BUREAU during the past nine months. An overwhelming appreciation of

A Service to Reader and Advertiser!

Readers of these great Milwaukee newspapers have a priceless advantage over other investors. They can get expert counsel and advice on their personal investment problems, free. Warnings against unwise investments have saved many of our readers from the loss of their savings.

Advertisers find this same audience more responsive because it is alert to attractive offerings. And that's what pays out in the long run—or short drive.

During November and December the Wisconsin News and Sunday Telegram printed over 50,000 lines of financial advertising.

FINANCIAL INFORMATION BUREAU

THE DAILY WISCONSIN NEWS

CHARACTER ACCURACY SUNDAY QUALITY ENTERPRISE
Milwaukee Telegram
AN AMERICAN PAPER FOR THE AMERICAN PEOPLE

HOLLAND SEES 1923 AS RECORD TRADE YEAR

A. A. C. W. President Optimistic at Joint Washington Meeting of National Commission and Third District Clubs

By Sam Bell

(*Washington Correspondent of* Editor & Publisher)

Washington, D. C. Jan. 11.—If the advertising prospect of 1923 is fulfilled, the business will set a record for future years to shoot at, L. E. Holland, president of the Associated Advertising Clubs of the World told more than 100 advertising men gathered in Washington, Tuesday and Wednesday, for simultaneous conventions of the National Advertising Commission and the Third District of the Associated Advertising Clubs of the World.

"We are certainly going to set a new record that will have many years to shoot away at before we ever equal it," asserted Mr. Holland, referring to the outlook for the new year. "That is true particularly for wide-awake illustrative advertisers. Of course that is my line, and for it I am willing to predict a great year."

Mr. Holland and other speakers addressed a joint session of the two organizations Wednesday. Delegates to the meeting of the National Commission voted to receive into the organization representatives of the advertising men of the photo-engraving industry and the Public Utilities Advertising Association, increasing the number of business and industrial groups represented on the commission from 21 to 23.

The upshot of the meeting of the Third District delegates was to perfect a new organization to plan for the District's convention in Atlantic City in June. Officers elected were: F. X. Wholley, Washington, president; P. E. Hotze, Jr., Richmond, treasurer, and Norman Parrott, Baltimore, secretary. Committees were named as follows: Convention, Joseph Schick; program, Howard Cone; publicity, Kemper Cowing, women's committee, Mrs. J. K. Bowman.

The address of Dr. Julius Klein, chief of the Bureau of Foreign and Domestic Commerce of the Department of Commerce, attracted considerable attention, particularly regarding his views on American advertising abroad.

"A great many foreign magazines carrying American advertising, in fact largely supported by American advertising, are full of anti-American propaganda," said Dr. Klein. "There is a discrepancy here that you and I don't like to see. There should be a better understanding between the offices of the advertising men abroad and the agents of the Department of Commerce regarding the placing of advertising."

Dr. Klein said the great mission of advertising was to convince the consumer that through its use the cost of distribution of commodities could be reduced and more just relations established between production and consumption.

"We don't know enough about the distribution of commodities," continued Dr. Klein. "The cost of selling a product is as much as all of the cost of production and preparation. If advertising can prove it has a definite part in this problem it will become a greater force in the economic life of America than it is now."

Rev. Dr. Christian F. Reisner, president of the Church Advertising Association and an advocate of newspaper advertising for the advance of church work, spoke with great emphasis upon the advantages to be obtained by churches in placing copy with the newspapers.

"I believe the time will come," he said, "when it will be essential that every church or religious sect be drawn into some sort of newspaper advertising."

Bernard J. Mullaney, manager of the Industrial Relations & Publicity Department of the Peoples Gas Light & Coke Company, of Chicago, declared that advertising employed in performing its natural and obvious functions, "is a major economic force." A serious handicap under which advertising struggles as an economic force, he said, was the tendency to "oversell" it. Too often, he asserted, there is disposition to make use of it in fields and enterprises where it cannot possibly win and where its inability to win can be forecast is the problem, is adequately stated.

"Advertising does not perform miracles," he said, "and to give the impression it does, gives it a black eye."

Feminine copy was the subject of a talk by Mrs. Katherine Mahool, vice-president of the Women's Advertising Clubs, and Charles Henry Mackintosh, a member of the National Advertising Commission and formerly president of the Associated Advertising Clubs, addressed himself to direct-mail advertising as a follow-up to retail copy.

Other addresses were made by George W. Hopkins, general sales manager, Columbia Graphophone Company; Herbert S. Houston, publisher of Our World; Edward S. La Bart, director of publicity for Wilson & Co., and E. Allen Frost, general counsel of the Poster Advertising Association.

The advertising exhibit shown at the Milwaukee convention of the Associated Advertising Clubs was brought to Washington intact and displayed at the meetings. A showing also was made of the work of the Department of Commerce in advertising and merchandising.

VIGILANCE BODY TRAILS GIANT OIL SWINDLE

(*By Telegraph to* Editor & Publisher)

Atlantic City, N. J., Jan. 11.—That a noted Arctic explorer is at the head of an oil promotion company in Texas which by the sale of worthless stock has defrauded the public of approximately $30,000,000 within the past few years, was the official statement made today by the national executive committee of the Associated Advertising Clubs of the world.

The committee, composed of 20 business executives from all parts of the country, representing 50 clubs with a total membership of 25,000 met here to take action vitally affecting the entire organization.

This particularly concerned the activities of the national vigilance committee of the association, formed to combat fraudulent stocks selling operations and other fake schemes involving newspapers and other advertising.

The explorer at the head of the company in question is internationally known, it was declared by Carl Hunt, of New York, manager of the A.A. C. W.

"The company," he said, "is located in Fort Worth, Texas, and was formed by the consolidation of 75 defunct concerns, the capitalization of which aggregates more than $150,000,000. Within two weeks the A. A. C. W. Clubs will issue a printed statement exposing this company and giving the names of the persons backing in it. Criminal prosecution will be made.

The A. A. C. W., by formal resolution, today inaugurated an intensive campaign against all such swindling operations, which, it was declared, have victimized the general public, particularly widows and others dependent upon the income of property and money, to the extent of $600,000,000 within the last year.

"We view with alarm," the motion reads in part, "the fact that the loss reported has grown, in a few years, from $250,000,000 to the present figure, and we recognize that in most cases these frauds live upon the ignorance of people unvoiced in business. And we believe that the failure to curb such operations is a serious contributing cause to public unrest."

The executive committee calls upon Congress, all other legislative bodies and all law-enforcing officials to co-operate and to proceed with greatest vigor to curb this growing menace to the nation. The national vigilance committee, by publication of investigation results, achieved by sending formal signed reports to all newspapers, will also strenuously oppose fraudulent operations.

"We strongly urge all newspapers and other periodicals to open their columns to a full discussion of this situation," the motion concludes, "particularly toward warning the public and commending public officials who do their duty toward the suppression of such operations."

It was pointed out by the committee that many persons who were victimized became bitter toward the state and national government which had failed to protect them and became an easy convert to radical theories.

In line with this effort the executive committee resolved they inaugurate a "peaceful invasion of all religious bodies in order that they may be strengthened in their fight on evil."

All of the associated clubs will give the churches full co-operation as advertising men so as to bring to "all elements of society the gospel of truth and right doing, the spread of moral teachings and the developing of a conscience that shall save the world from misery and ruin caused by selfishness and greed."

The national convention of the A. A. W. will be held in Atlantic City June 3 to 7 inclusive, and there will be an advertising exhibition in connection with it. John Logeman, of Chicago, chairman of the committee in charge, announced that another monster exhibit, twice as large as any previous, would be staged in New York some time during the latter part of the year.

Twenty foreign countries will be represented, said Mr. Logeman, "and we are planning to make this display something that will be long remembered. It will serve to let everyone know what progress has been made in advertising throughout the entire world."

The proposed exposition is designed to emphasize the striking success of advertising by firms which have made fortunes through it, illustrating the methods and policies for the benefit of those who desire, through advertising, to discover and develop their market.

Lou E. Holland, president of the A. A. C. W., presided at the meeting of the executive committee here and spoke each evening in connection with the campaign against fraudulent stock selling, the keynote of the meeting. Edward Schy, head of the vigilance committee and a former U. S. postal inspector, with George W. Hopkins, vice-president of the Columbia Phonograph Company of New York, also addressed the meeting.

Largest Circulation
10,408

The circulation statement of the PASSAIC DAILY NEWS to the government for the six months period ending September 30, 1922, shows the greatest circulation ever attained for a similar period by any Passaic daily newspaper.

DAILY NEWS
Passaic, New Jersey

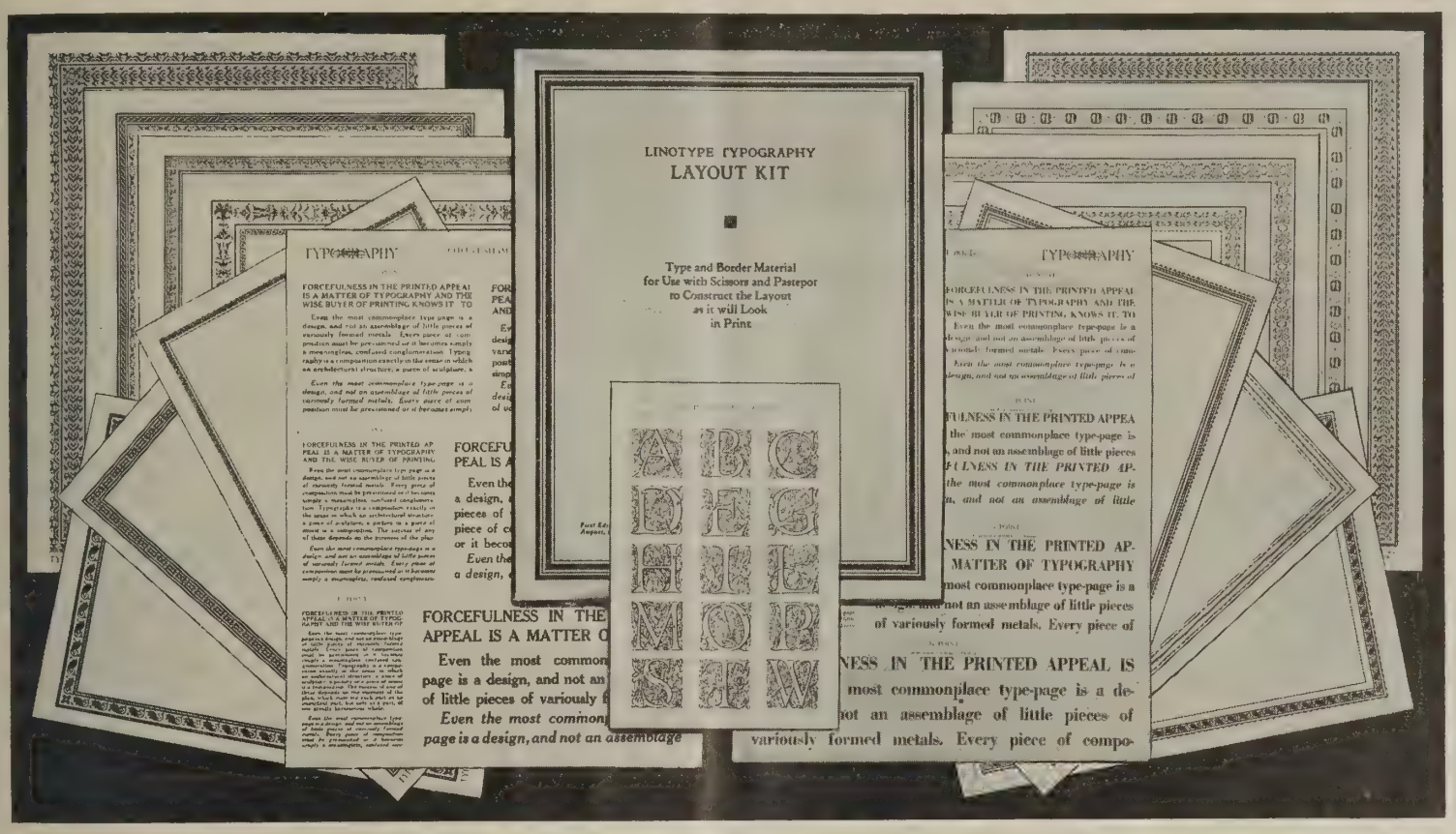
A dominating State
a dominating Paper

OHIO is a dominating State; practically no undeveloped land; a State evenly balanced between mining, manufacturing and farming. The most perfectly balanced State in the Union! Try out your new products, or your old products with new features, in Ohio.

And in Cincinnati, the most typically Ohian of all the cities, you have a dominating newspaper, the TIMES-STAR. It offers you a reader supremacy that has been increasing for the past fifteen years. The TIMES-STAR goes into four out of every five Cincinnati homes.

The TIMES-STAR offers the most economical and most effective medium through which the full purchasing power of this market can be reached. Local and national advertisers have testified to this fact by using more display space in the TIMES-STAR for over fifteen years than in any other Cincinnati paper, including those with Sunday editions.

CINCINNATI TIMES-STAR
CHARLES P. TAFT, *Publisher* C. H. REMBOLD, *Manager*
Member of Audit Bureau of Circulations



A Help to the Advertising Department

The Linotype Typography Layout Kit

The Layout Kit contains 72 loose sheets of typographic material—borders, spots, initials and type matter of many faces and sizes—intended to be cut and pasted up into layouts that show just how the finished ad will look in type.

To the advertiser the Layout Kit is both a convenience and a revelation as to the results that can be secured very economically with Linotype decorative material.

To the newspaper it is practical economy because it furnishes the advertiser a means of laying out his ads in a way that will be exact and readily understood.

There are several ways in which the Newspaper Advertising Department can make use of this idea:

It can use the Kit itself to lay out special ads and design special typographic treatments for its customers.

It can purchase a number of Kits for distribution to its customers.

It can get up its own Layout Kit, showing just the material available in its own plant, and distribute that to its customers.

The Layout Kit is designed solely as a convenience for Linotype users and is sold at the nominal price of $1.00.

MERGENTHALER LINOTYPE COMPANY
Department of Linotype Typography
461 EIGHTH AVENUE, NEW YORK

Composed entirely on the LINOTYPE *in Benedictine*

ALASKA TO FEATURE AT 11TH JOURNALISM WEEK

State Press Association Will Be Guest of Department of Journalism, Washington University, January 18 to 20

The Washington State Press Association will be the guests of the School of Journalism, University of Washington, during the 11th annual Journalism Week to be held at the university January 18, 19 and 20. Alaska and Alaskan products will be the feature of the meetings, which will close with an Alaska banquet on Saturday night.

The program announced for the three-day session is as follows:

Trade Journals and Class Publications

Thursday Morning

Value of Trade Advertising—W. W. Woodbridge, advertising manager, West Coast Lumberman, Seattle.

Better Make-up—Prof. Robert W. Jones, School of Journalism, University of Washington.

Selling Space and Soliciting Trade and Class Paper Advertising; Salary vs. Commissions—Round Table. Led by John H. Reid, editor, Seattle, University District Herald.

Thursday Afternoon

Cutting Down the Printing Bill—Prof. Fred W. Kennedy, School of Journalism, University of Washington. With general discussion of printing problems by members of the Association.

Ad Copy for Trade Journals—Round Table led by T. Johnson Stewart, editor, the Seattle Northwestern Merchant.

Business and Executive Session.

Advertising and Daily Newspapers

Thursday Morning

Better Results from and for National Advertisers—H. G. Stibbs, advertising manager, Carnation Milk Products Company, Seattle.

Co-operation Due the National Advertiser—Frank S. Baker, editor, Tacoma Ledger.

Thursday Noon

Luncheon with the Seattle Advertising Club, University Commons.

Thursday Afternoon

Flat and Sliding Rates for Advertising—C. B. Blethen, editor and publisher, Seattle Times.

What Is Foreign Advertising?—J. G. Kelly, editor, Walla Walla Bulletin.

Psychology of Advertising—Prof. William A. Russell, School of Business Administration, University of Washington.

Thursday Night

Annual Smoker.

Weekly Newspapers

Friday Morning

Business Office of the Country Weekly—Louis J. Ball, Managing-Director Vernon (B. C.) News.

High School News and Annuals—A. S. Hillyer, editor, Sunnyside Sun.

Shall We Accept Out-of-town Competitive Advertising?—Sol H. Lewis, editor, Lynden Tribune.

Economic Fundamentals of Advertising—Dean Stephen I. Miller, School of Business Administration, University of Washington.

Friday Afternoon

Looking 'Em Over (Critical Review of State Newspapers).

Editorial—Dr. M. L. Spencer, director, School of Journalism, University of Washington.

Make-up—Prof. Fred W. Kennedy, School of Journalism.

Advertising—Prof. Robert W. Jones, School of Journalism.

Reception to Visiting Newspaper Women at the Home of President and Mrs. Henry Suzzallo.

Friday Night

Executive Session of the State Press Association.

Saturday Morning

Publicity and News—George M. Allen, Toppenish Review and Tribune.

One-Man Shop Problems—W. H. Murray, editor, Withrow Banner.

Keeping Up Revenue in the Printing Department—N. Russell Hill, publisher, Davenport Times-Tribune.

Newspapers and Our State Tax Problems—Prof. Frank J. Laube, School of Business Administration, University of Washington.

Saturday Afternoon

State Press Association Problems.

Saturday Night

Alaska Banquet

U. P. OFFICERS ASSUME NEW DUTIES

(*Continued from Page* 12)

the Boxer uprising. Later he served as San Francisco and Washington bureau manager of the U. P. before being named New York manager in 1910. In 1911 he was sent to London as general European manager. Mr. Keen directed the foreign staff of the U. P. throughout the war and the Peace Conference.

Mr. Miller is an Indian by birth and was educated at Stanford University. He has been responsible for the successful administration and development of the U. P. in South America during the last four years. He first went to South America in 1911 and in 1918 was made Buenos Aires manager of the U. P. In 1920 he was made general manager of the U. P. in South America.

Mr. Miller recently completed a seven months' tour of Europe and the United States in the interest of the U. P. South American service.

PEW ON LEAVE OF ABSENCE

Shor and Faris in Charge of I. N. S. Headquarters

G. G. Shor, of the Hearst general management, is temporarily in charge of the International News Service. M. Koenigsberg, president of the I. N. S., informed EDITOR & PUBLISHER that Marlen E. Pew, who has been editor and general manager of the I. N. S. since July, 1919, has been given a two-months' leave of absence.

E. Barry Faris, who left the I. N. S. as news manager on December 27 to become news efficiency expert with the Hearst general management, has been associated with Mr. Shor at New York headquarters since Mr. Pew went on leave of absence. Mr. Pew, who has not been at his office since January 5 declined to discuss the matter with EDITOR & PUBLISHER.

Ervin Wardman Improved

Ervin Wardman, vice-president of the Sun-Herald Corporation, publishers of the New York Herald and the New York Sun, has been ill at his home in New Rochelle, N. Y., and is reported to be getting better.

Wheaton Held in $20,000 Bail

Edward F. Wheaton, president of the Commerce Advertising Company, 1819 Broadway, New York, was held in $20,000 bail by Magistrate H. Stanley Renaud on January 8 for action of the Grand Jury. Mr. Wheaton is charged with the theft of $2,500 on September 1 last.

CIRCULATION NEWS

R. J. FORD, for the last year in charge of the circulation drive of the Springfield (Mass.) Republican, and formerly with the staffs of the Boston Herald and Springfield (Mass.) Union, is again in charge of the classified advertising department of the Springfield Republican.

Arthur E. Ball, formerly in charge of the classified department of the Springfield (Mass.) Republican, has been transferred to the Holyoke (Mass.) office of that paper.

More than 200 carriers of the Portland Oregon Journal were the guests of that newspaper at a dinner during the holidays. David H. Smith, circulation manager of the Journal, was toastmaster, and the chief address was delivered by George L. Baker, mayor of Portland.

Donna Cona Will Increase Output

The Donna Cona Paper Company, according to dispatches from Montreal dated January 8, has completed financial plans for increasing its newsprint output from 30,000 tons per annum to 60,000 tons. The estimated cost of the new construction is placed at close to $900,000. In the Province of Quebec the company controls 585,440 acres of timber, said to contain approximately 4,250,000 cords of spruce pulpwood. It is understood that the bonds are to be marketed in Canada and the United States.

WITH THE SPECIALS

JOHN J. McCONNELL, who has been manager of the Chicago office of P. McKinney & Son, newspaper representatives, for the last three years, was made a partner in the firm on January 1. He will continue to have charge of the Chicago office.

The Atlantic City (N. J.) Press-Union is now represented in the eastern and western national field by the Kelly-Smith Company, New York and Chicago.

Frank A. Walty, western manager of the American Association of Foreign Language Newspapers for the last four years, has resigned to organized his own business as a representative for foreign language papers in Chicago.

W. C. Reick Getting Better

William C. Reick, publisher of the New York Journal of Commerce, who was taken ill about 10 days ago with an attack of indigestion, is reported to be making marked improvement at his home in New York.

Shifts to the Afternoon

The Hibbing (Minn.) Daily News has changed from a morning to an evening newspaper.

The St. Regis Paper Company

and the

Hanna Paper Corporation

NEWSPRINT

Daily Capacity 425 Tons

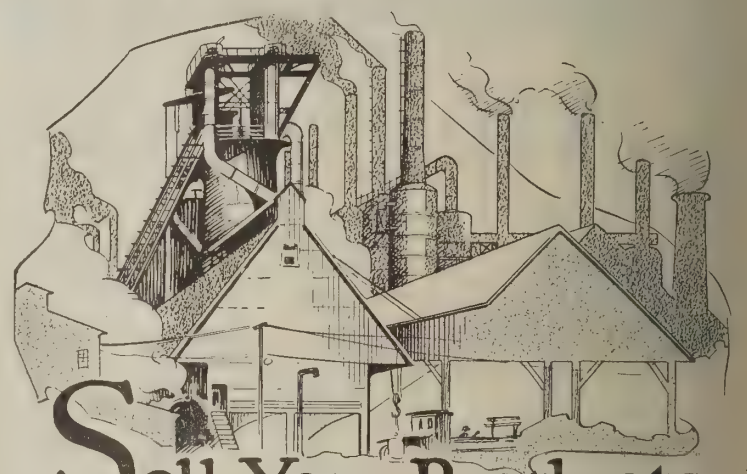
WE SOLICIT YOUR INQUIRIES

GENERAL SALES OFFICE

30 East 42nd St., New York City, N. Y.

Chicago
643 McCormick Bldg.

Pittsburgh
1117 Farmers Bank Bldg.



Sell Your Products to the Homes of YOUNGSTOWN'S 49,000 Prosperous Steel Workers

THEY earn large wages. They enjoy the most modern comforts. They'll buy any article of merit. They spend a large part of this territory's billion-dollar payroll. Are you getting your share of their business? The VINDICATOR blankets this entire territory and will put your story into their homes.

Cover YOUNGSTOWN with

The Vindicator

Daily and Sunday

Youngstown, Ohio.

LACOSTE & MAXWELL,
Representatives,
Monolith Building, New York.
Marquette Building,
Chicago, Ill.



THE SEATTLE TIMES DOMINATES FIELD

Western City Supports Her Only Home-Owned and Home-Operated Paper

Here Is the Seattle Record for 1922 by Months:

JANUARY

Column Inches

SEATTLE TIMES 66,127

Morning Competitor:

Locally handled business 48,150

Business in Hearst Weekly Supplement, circulated with morning paper 2,964

51,114

Evening Competitor: 29,641

FEBRUARY

Column Inches

SEATTLE TIMES 59,497

Morning Competitor:

Locally handled business 43,093

Business in Hearst Weekly Supplement, circulated with morning paper 3,549

46,642

Evening Competitor: 26,965

MARCH

Column Inches

SEATTLE TIMES 78,912

Morning Competitor:

locally handled business 54,526

Business in Hearst Weekly Supplement, circulated with morning paper 4,503

59,029

Evening Competitor: 35,885

APRIL

Column Inches

SEATTLE TIMES 80,735

Morning Competitor:

Locally handled business 57,609

Business in Hearst Weekly Supplement, circulated with morning paper 5,765

63,374

Evening Competitor: 35,056

MAY

Column Inches

SEATTLE TIMES 77,303

Morning Competitor:

Locally handled business 51,498

Business in Hearst Weekly Supplement, circulated with morning paper 3,814

55,312

Evening Competitor: 33,837

JUNE

Column Inches

SEATTLE TIMES 71,641

Morning Competitor:

Locally handled business 46,040

Business in Hearst Weekly Supplement, circulated with morning paper 3,524

49,564

Evening Competitor: 31,206

JULY

Column Inches

SEATTLE TIMES 71,916

Morning Competitor:

Locally handled business 48,999

Business in Hearst Weekly Supplement, circulated with morning paper 2,522

51,521

Evening Competitor: 31,229

AUGUST

Column Inches

SEATTLE TIMES 69,945

Morning Competitor:

Locally handled business 45,708

Business in Hearst Weekly Supplement, circulated with morning paper 2,007

47,715

Evening Competitor: 30,830

SEPTEMBER

Column Inches

SEATTLE TIMES 72,920

Morning Competitor:

Locally handled business 49,624

Business in Hearst Weekly Supplement, circulated with morning paper 2,941

52,565

Evening Competitor: 32,530

OCTOBER

Column Inches

SEATTLE TIMES 82,987

Morning Competitor:

Locally handled business 56,657

Business in Hearst Weekly Supplement, circulated with morning paper 3,569

60,226

Evening Competitor: 34,135

NOVEMBER

Column Inches

SEATTLE TIMES 80,671

Morning Competitor:

Locally handled business 54,161

Business in Hearst Weekly Supplement, circulated with morning paper 3,796

57,957

Evening Competitor: 37,625

DECEMBER

Column Inches

SEATTLE TIMES 79,398

Morning Competitor:

Locally handled business 56,927

Business in Hearst Weekly Supplement, circulated with morning paper 2,958

59,885

Evening Competitor: 36,932

Totals for the Year 1922

	1921 Column Inches		*1922 Column Inches*	*Gain Column Inches*	*Loss Column Inches*
The Times	**855,963**		**892,052**	**36,089**	
Morning Competitor		**Morning Competitor**			
Locally Handled Business.671,851		*Locally Handled Business..612,992*			
Business in Hearst Weekly Supplement, circulated with morning paper 20,164	**692,015**	*Business in Hearst Weekly Supplement, circulated with morning paper.... 41,912*	**654,904**		**37,111**
Evening Competitor	**416,052**		**395,871**		**20,181**

PERSONAL APPEARANCE IS CLASSIFIED MAN'S SILENT ASSISTANT

Carelessness in Dress a Stone Around His Neck—Los Angeles Herald Issues Publication for Automobile Advertising Department and Increases Rate Twice

By C. L. PERKINS

Executive Secretary National Association Newspaper Classified Managers.

ONE of the truly important factors in superior classified salesmanship is personal appearance. The man who craves to argue the negative of that statement just doesn't realize how good he can be. Dress can be his silent assistant or a stone around his neck.

A salesman may be ever so concise in presentation, clever in discussion, logical in argument, forceful in closing, and still mire in the bog of careless appearance. He may even be the star salesman of his department—but he is only 75 per cent efficient if his manner of dress and habits of personal care are below the proper standard of his job.

Persons of a certain stubborn stamp are fond of saying, Clothes don't make the man. In a sense they are right, but a man's character determines the nature of his attire and conversely his dress indicates his character.

Careless appearance unfailing and positively indicates carelessness as a component characteristic. No confidence is placed where carelessness is known to be.

The carelessly groomed salesman is handicapped from the instant he enters his prospect's presence. His approach is poor, for the prospect has either tagged him as untrustworthy before the introduction, or gives him an attention divided between clothes and classified advertising.

Even when a sale is made in such a case the buyer retains a doubt of his own wisdom and will not remain sold.

He figures that a man who is careless of his own person is careless in his service, and also careless of the truth. The salesman who cannot win and retain the buyer's confidence cannot be good.

Careful appearance, well grooming, mean simply making up for the character played—dressing the part. To overdress—foppishly—is more offensive than careless shabbiness. The salesman's dress and grooming should be so naturally appropriate that they are inconspicuous. Otherwise they detract the prospect's attention from the salestalk.

Clothes may not make the man, but they publish his character for all to read, and they may break him.

* * *

THE Los Angeles Herald, C. B. Nissen, classified advertising manager, is now issuing a monthly publication from its classified department, called News of the Row. It is printed on good stock in newspaper style with four columns to a page. The page size is 10½x14, and the number of pages four.

The first page of the first issue contains personal notes about people in the used car automobile business. Page two is devoted to a column of humor, a cartoon, and an article entitled Straight from the Shoulder, by the Want-ad Manager. This deals with the subject of classified automobile copy. This editorial contains a reprint of an article recently published in EDITOR & PUBLISHER, describing the advertising of the Chicago Cadillac Co.

Page three and four contain reproductions of half a dozen promotion advertisements that are to appear in the Herald during the coming month. The value of this promotion is pointed out to the dealers.

Mr. Nissen says: "The object is to show the automobile advertiser the promotion matter that will run the coming month, and give him an idea of what the Evening Herald is doing to promote used car sales through Want-ads. I have tried setting our promotion ads in advance and sending used car dealers proofs of them, but find they simply lay them to one side and forget all about them.

"I thought possibly by getting up a little paper, having my salesmen in auto row pick up a few personal items about the men who place advertising and having it illustrated by a good artist, they would take enough interest in it to save it long enough to get my message.

"Since issuing this first copy I have had many favorable comments and think it will be a good investment."

* * *

IN order to prevent advertisers, having blind advertisements, from making needless telephone calls or trips to the office, the Passaic News prints daily at the beginning of its classified columns a list of the box numbers for which there is uncalled-for mail.

* * *

THE Los Angeles Herald has issued a new rate card effective January 1st. The new rate is 27 cents per line for one time and graduates down to 17 cents on 26-time insertions. This is the second increase put through by classified manager, C. B. Nissen, in the last seven or eight months, again proving that rates do not determine classified volume.

* * *

W. T. BUCK, for the past two years circulation manager of the Greenville (S. C.) News, has resigned to become the circulation manager of the Augusta (Ga.) Chronicle. A. F. Ballentine, for eight years circulation manager of the Greenville Piedmont, succeeds Mr. Buck on the News. Mr. Ballentine has been prominently identified with the Circulation Managers' Association of the Carolinas and has been successively a director, vice-president and president of the association.

* * *

THE Rockford (Ill.) Register-Gazette termed the week ending January 13 as Classified Week. In a page advertisement promoting it, they give the following as the reason for the special week: "During the year 1922 the Register-Gazette carried 57 per cent more classified advertising than during 1921, an increase of over 325,000 lines. This tremendous growth in want advertising demonstrates the popularity and result-producing power of Register-Gazette dependable Want-ads. We have set aside next week to be known as classified week. And because want advertising is used by everyone, we are asking you to celebrate with us."

During this week the Register-Gazette offered to run all Want-ads placed for three days for six days. In addition to giving six insertions at the price of three a free theater ticket was given to each advertiser paying for his advertisement at the time of insertion or within six days.

Press Palace for Philadelphia Exhibit

The directors of the Sesqui-Centennial Exhibit to be held in Philadelphia in 1926, as recently announced, includes a Palace of the Press, which will not only pictorialize the growth of modern newspapers and periodicals, but also serve as a center for visiting correspondents. In this building the daily paper of the exhibit will have its offices and be published.

Tampa Tribune Cuts Sunday Price

The Tampa (Fla.) Tribune, which recently raised its Sunday edition price to 10 cents, returned to the former five-cent level, Sunday, January 7. Lowered cost of print paper is given as the cause for the reduction.

Adds Weekly Auto Section

The Salt Lake Tribune, Utah, has added a weekly in the automobile section called the Sunday Motorist.

CONFERENCE WON'T GIVE

Votes Unanimously to Continue for Postal Reduction

The American Publishers' Confe at a committee meeting held in York, January 6, voted unanimous continue to work for reduction of se class postage rates. The meeting called by A. C. Pearson, national c man of the Conference, and those ent included S. E. Thomason, Paul terson, P. S. Collins, Wallace Ode B. Palmer, Jesse H. Neal and Fred W. Hume.

Mr. Pearson reviewed the Confer experiences of the past month and a number of suggestions offered b ganizations that are members of the ference and others.

S. E. Thomason, chairman of the committee of the American News Publishers' Association, outlined a ble plan for immediate action, whi will take under advisement and at a later date. A similar activi was employed through state chairm the chemical pulp question will be sidered in applying any efforts i future on the second-class problem was proposed that a meeting be again within the next thirty days this plan will be more clearly outli

Among the suggestions offered wa working out of a complete transport proposition based strictly on ex rates as compared with postal This work will go ahead, which in will prove the inconsistencies of claims which have been made as to by the Post Office Department in dling second-class matter.



INTERTYPE

Standardized and interchangeable typesetting machines for all composition, from 5-point text up to full width 36-point bold, and 60-point bold condensed, on slugs up to 42 ems wide. *See our full page next week.*

INTERTYPE CORPORATION
General Offices: 805 Terminal Building, Brooklyn, N. Y.

Again First in the World In Advertising

For the second consecutive year, the LOS ANGELES TIMES has printed more advertising than any other newspaper on earth, its volume for 1922 reaching the colossal figure, 26,795,244 agate lines.

1922 Honor Roll

—The newspapers carrying the most advertising in their respective cities for 1922, with volume in agate lines.*

LOS ANGELES TIMES	**26,795,244**
Chicago Tribune	26,213,757
Detroit News	25,701,255
New York Times	24,141,116
Baltimore Sun	22,985,326
Washington Star	21,659,650
St. Louis Post-Dispatch	19,881,120
Columbus Dispatch	19,582,553
Philadelphia Inquirer	18,211,200
San Francisco Examiner	16,906,694
Indianapolis News	16,400,198
Milwaukee Journal	16,266,970
New Orleans Times-Picayune	15,454,043
Oakland Tribune	14,650,650
Minneapolis Journal	14,264,769
Portland Oregonian	14,505,260
Cincinnati Times-Star	12,650,508
Seattle Times	12,488,728
Buffalo News	12,406,521
St. Paul Pioneer Press-Dispatch	12,327,364
Houston Chronicle	12,073,782
Omaha World-Herald	11,261,257
Louisville Courier-Journal	9,079,771

*—Where newspapers publish both morning and evening editions, they are credited with whichever edition carried the most advertising.

This achievement, significant of vast equipment, multitudes of workers and millions spent in wages and materials, is a tribute to the policy which THE TIMES has pursued for over two generations:

That since Southern California is inherently a Zone by itself, with sharply-defined boundaries, special climate and many sectional interests and occupations, any Southern California newspaper can best serve both readers and advertisers by focusing its energies on this one wonderful region.

Adherence to this policy has made the LOS ANGELES TIMES the compelling business force in the richest area on earth, winning the corresponding prize, World Leadership in Advertising.

Los Angeles Times

FIGHT FARMER CONTROL IN OKLAHOMA

State Press Association Condemns Arnett Plan as Socialistic—Will Also Make Effort to Revise Libel Laws

(*By Telegraph to* EDITOR & PUBLISHER)

OKLAHOMA CITY, Okla., Jan. 10.—The Arnett plan of newspaper ownership, which is branded as a socialistic idea and not in keeping with good newspaper principles, was condemned and its use rejected by the Oklahoma Press Association at the association's mid-winter meeting here January 5 and 6. Seventy-five state newspaper publishers attended the two-day meeting.

The discussion of the Arnett plan occupied an entire morning session. J. C. Nance, editor of the Marlow Review, presented the plan, led the discussion and suggested the action of the association.

The Arnett plan is a proposal of co-operative newspaper ownership drawn up and sponsored by Eugene Arnett, an Oklahoma insurance man, to give farmers a part in the management of papers published in their communities. Another part of the plan is the publication of a column to be furnished by Arnett. The plan was rejected on the grounds that it smacked too strongly of Socialism.

The Association also condemned the request of former Governor J. B. A. Robertson, whose term expired January 8, that the ninth session of the Oklahoma legislature enact more stringent libel laws. The trend of the session was that the present libel laws already are too drastic as compared with those in other states and that any stricter laws would tend to limit the press in upholding public welfare.

E. S. Bronson, editor of the El Reno American and secretary of the Association; Bert Hodges and Jesse Kerd, were named as members of the legislative committee, with Hodges as chairman.

Elmer V. Jesse of Mangum, president of the Association, instructed the legislative committee to oppose any attempt to suppress free speech and to interfere with the freedom of the press.

W. D. Little, of the Ada News, addressed the Association on "Cut Price Competition." He said the greatest price cutters operated outside the large cities. "In the large cities printers and job work solicitors co-operate in keeping prices at a profitable level. But when the solicitors go into the country towns they apparently accept jobs at any price offered," he said.

The first day, Miss Grace E. Ray, instructor in the School of Journalism at the University of Oklahoma, addressed the editors on "Other Folks' Opinion of Us," in which she outlined the influence of the press in a community.

By a unanimous vote the delegates passed a resolution endorsing John A. Anderson, of Snyder, editor of the Kiowa County Democrat, and former president of the Press Association, for appointment as chairman of the State Board of Affairs under the new administration.

Some of the speakers were: E. M. Evans of the Durant News, Ed. A. Ingram of the Kingfisher Press, Marshall L. Smith of the Hominy Publishing Company, F. A. Garrett of McAlester and Bert Hodges.

Richard Elam of the Pawhuska Capital and the Ardmore Press, E. S. Bronson, E. K. Gaylord of the Daily Oklahoman, James C. Nance, and Elmer V. Jesse were initiated into Sigma Delta Chi honorary journalistic fraternity, after public pledging ceremonies.

The next meeting of the Association will be held in May, when officers will be elected.

State Journal Has $20,000 Fire

The plant and building of the Reno, Nevada, State Journal were damaged by fire on January 4, causing a loss estimated at $20,000. Several employees of the plant narrowly escaped injury due to the rapid spread of the fire. Pending repairs to the building and equipment, the Journal will be published in the plant of the Reno Evening Gazette.

T. E. DAMM HEADS AD POST

T. T. Williams Made First Vice-Commander at Annual Meeting

Theodore E. Damm, of the Joseph Richards Company, New York advertising agency, was elected Commander of Advertising Men's Post 209 of the American Legion at the annual meeting January 9. The other officers elected were first vice-commander, E. T. T. Williams, E. T. T. Williams & Associates; 2nd vice-commander, Milton M. Fisher, Redfield, Fisher & Wallace; 3rd vice-commander, Guy W. Bolte, Cheney Brothers; adjutant, Paul C. Hunter, Educational Advertising Company; treasurer, George A. Little, Joseph Richards Company; historian, Charles Ford, Sackheim & Scherman; chaplain, R. B. Alexander, Woman's Home Companion; sergeant-at-arms, Stanley I. Clark, Joseph Richards Company.



THEODORE E. DAMM

The following members were elected to serve on the Executive Committee with the newly elected officers: Herbert W. Moloney, San Francisco Call Post; Birge W. Kinne, American Agriculturist; Walter T. Leon, Cupples & Leon; N. C. Van Tassel, American Legion Weekly; William F. Barnaby, Worthington Pump & Machinery Corporation. The Post will hold its next meeting January 16th at Brown's Chop House, with W. D. M. Simmons, advertising manager of the Underwood Typewriter Company as the speaker. A. H. Deute, general sales manager of The Borden Company, will be the speaker January 23rd.

N. Y. World Overseas Changes

John L. Balderston has been appointed chief British correspondent of the New York World, succeeding James M. Tuohy, who, while retiring from active work after more than a quarter-century of service, will continue to be a contributor to the World. Joseph W. Grigg has been made London manager of the World Bureau and will be associated with Mr. Balderston in the British capital.

Hyatt Consolidates Ad Department

The Hyatt Roller Bearing Company has consolidated its advertising department at its factory in Newark, N. J. Philip C. Gunion, who has been advertising manager of the Industrial Bearing Division of this company, is in charge of all advertising under this plan.

PRINTED COLOR COMICS

—Full of *Color Life* and *Color Harmony.*
—Perfect in Registry.
—We Print Better Colored Comic Sections for Publishers Everywhere.

Write for Details.

EMERGENCY MATS

Feature Pages That Save Time and Money.

7 or 8 COLUMNS 20" or 21"
ILLUSTRATED.

Write for Proofs —Today.

WORLD COLOR PTG. CO.
Est. 1900 St. Louis
R. S. Grable, Pres.

CANADA PAPERS DROP U. S. DIFFERENTIAL

Relic of Time When No U. S. National Advertising Went Across Border Discarded by 20 Ontario Dailies July 1

TORONTO, Ont., Jan. 6.—Twenty daily newspapers in Ontario, Canada, which had retained a differential in commissions paid to United States and Canadian agencies in favor of the latter have decided jointly to abolish that survival of early days when Canadian accounts were infrequent and United States business almost a total stranger. These papers are:

Brantford Expositor.
Brockville Recorder-Times.
Chatham News.
Chatham Planet.
Fort William Times-Journal.
Guelph Herald.
Guelph Mercury.
Kingston British Whig.
Kingston Standard.
Kitchener Record.
Niagara Falls Review.
Owen Sound Sun-Times.
Peterboro Examiner.
Port Arthur News-Chronicle.
St. Catherines Standard.
St. Thomas Times-Journal.
Sault Ste. Marie Star.
Stratford Beacon.
Stratford Herald.
Woodstock Sentinel-Review.

The Windsor Border Cities Star independently took similar action, making its reduced rates of commission and cash discount effective November 1, 1922.

The commission will not exceed 1[illegible] per cent and no publisher will give [illegible] cash discount to exceed 5 per cent on th[illegible] net. The new rate will apply on an[illegible] after July 1, 1923, on all contracts eithe[illegible] new or renewal made after date of thi[illegible] notice. For example; a contract mad[illegible] in January shall earn the existing com[illegible] mission on all advertising inserted befor[illegible] July 1, 1923; after that date the commis[illegible] sion shall be 15 per cent and the cas[illegible] discount not more than 5 per cent on th[illegible] net.

As a matter of policy, the executiv[illegible] committee of the Canadian Daily News[illegible] papers Association has approved a recom[illegible] mendation of the advertising policy com[illegible] mittee that the differential should be abol[illegible] ished and has endorsed the action of On[illegible] tario publishers in establishing a unifor[illegible] rate of commission for all advertisin[illegible] agencies.

Using A. A. C. W. Church Ads

Twelve churches of various denomina[illegible] tions of Elizabeth, N. J., are using i[illegible] paid space, on Saturdays, Series No. [illegible] of advertisements issued by the Churc[illegible] Advertising Department of Associate[illegible] Advertising Clubs of the World. Th[illegible] Council of Churches, Dayton, Ohio, al[illegible] began to use this series the first of Jan[illegible] ary.

Bend Bulletin in New Quarters

The Bend (Ore.) Bulletin recent[illegible] moved into new quarters. The paper [illegible] the same time installed a new press a[illegible] changed from six to seven columns [illegible] the page.

The Ludlow of Today

Gives You All-Slug Make-up

ALL-SLUG forms have many advantages. The typefaces are all new for every job and there is no distribution to follow. By re-casting each line, multiple forms may be had without electrotypes, and a trade shop can sell made up forms out of the shop.

Quick to Make Up—Quick to Make Ready

Bigger units to work with are faster and less subject to error. Slugs do not pi and are easy to justify. They handle like cuts.

All new typefaces make clean, bright forms that are a pleasure to work with. No second hand materials enter into the make-up.

The low quads of Ludlow forms are a striking advantage. They are 12 points lower than printing surface, and cannot smudge.

Quick make-ready on the press comes from all new faces. There are no low or broken letters and general accuracy in height to paper hastens the job.

No pull-outs of letters can occur with an all-slug form—such as the figure 1 from a price of $127 or even $12. This saves embarrassment to advertiser and printer.

Standing forms may be kept a year or more without impoverishing the cases and they will not be found in a pied and picked condition when needed.

Changes for reprints are easily made without any patching of plates. New slugs may be cast and old ones thrown out.

Distribution of used forms is abolished for good. New type on slugs is quicker and cheaper than distribution of old worn types.

NO DISTRIBUTION
"Before the installation of the Ludlow machines I was compelled to employ extra men on Sunday to distribute display type for use on Monday. Since their installation I have done away with this non-productive work."—El Paso (Texas) Herald.

SAVES TROUBLE
"The foreman of our composing room said, the day after Christmas, 'If we had been obliged to use hand set type I guess we would have been in a lot of trouble.'"—Salem (Mass.) Daily News.



Ask us on your letterhead for illustrated literature

Ludlow Typograph Company
2032 Clybourn Avenue, Chicago
Eastern Office: World Building, New York City

LUDLOW QUALITY SLUG COMPOSITION ABOVE 10 PT.

OHIO FIRST

The State of Ohio is one of the most fertile trade territories in the United States, 50% of the population is gathered in 21 cities of more than 25,000 each.

Each city has its own home daily newspaper, no other paper will do and no other paper can sell your merchandise in these cities.

Ohio's 1922 crops were the greatest in the history of the state.

Ohio's manufacturing output for 1922 was the greatest in its history.

Prices paid for Ohio's 1922 products were the highest in the history of the State.

Ohio people realize that Ohio-made money should be kept in Ohio as much as possible—and that by spending their own money in their own community they are helping to build their town.

Manufacturers wishing to increase distribution in Ohio find ready and willing co-operation locally, and find that it pays handsomely.

You can get a tremendous leverage for your goods by obtaining the co-operation of these daily newspapers together with the local merchants they serve.

		Circulation	2,500 lines	10,000 lines
**Akron Beacon Journal	(E)	35,785	.10	.10
**Akron Times	(E)	21,416	.06	.06
**Akron Sunday Times	(S)	21,439	.07	.07
†Bellefontaine Examiner	(E)	4,536	.0179	.0179
†Cincinnati Enquirer	(M&S)	72,270	.17-.35	.17-.35
†Columbus Dispatch	(E)	75,116	.15	.14
Columbus Dispatch	(S)	74,654	.15	.14
Columbus, Ohio, State Journal	(M)	50,124	.12	.13
Columbus, Ohio, State Journal	(S)	29,206	.12	.13
Conneaut News Herald	(E)	3,094	.017	.0179
†Dover Daily Reporter	(E)	4,537	.02	.02
†Ironton Irontonian	(M)	3,170	.0179	.0179
†Kenton Democrat	(E)	2,400	.014	.014

		Circulation	2,500 lines	10,000 lines
*Lima News and Times-Democ't	(E&S)	16,083	.07	.05
*Lima Republican-Gazette	(M&S)	10,270	.035	.035
†Middletown Journal	(E)	5,117	.025	.025
†Newark American-Tribune	(E)	6,890	.025	.025
†Portsmouth Sun and Times	(M&E)	16,481	.06	.06
†Portsmouth Sun-Times	(S)	11,140	.04	.04
Steubenville Gazette	(E)	8,437	.04	.04
**Toledo Blade	(E)	100,317	.27	.25
†Toronto Tribune	(E)	1,096	.011	.011
**Youngstown Vindicator	(E)	24,787	.07	.07
**Youngstown Vindicator	(S)	24,351	.07	.07

Government Statement, April 1, 1922.
*A. B. C. Publisher's Statement, April 1, 1922.
**A. B. C. Publisher's Statement, October 1, 1922.
†Government Statement, October 1, 1922.

HOOKER OF SPOKANE DIES AT 75

Appendicitis Fatal to Chronicle President—E. T. W. Gillespie of Stamford Advocate and E. S. Crane of Elizabeth Dead

(*By Telegraph to* EDITOR & PUBLISHER)

SPOKANE, Wash., Jan. 10.—On the eve of his 75th birthday anniversary, Thomas Hooker, business manager of the Spokane Chronicle, died last night from an appendicitis operation. He came to Spokane 34 years ago from New Haven, Conn. He had been business manager of the paper 30 years and president of the Spokane Chronicle Company for five years. He was a member of the Associated Press and a former president of the Washington State Press Association.

He was at his office until three days before his death and known as one of the most active business men for his age, an ardent golfer and a sport enthusiast.

Augustus S. Crane, editor and publisher of the Elizabeth (N. J.) Daily Journal, died January 9 at the Overlook Hospital, Summit, N. J., after an illness of seven weeks. He underwent an operation to relieve an inflammation of the liver on New Year's Day. Mr. Crane was born in Elizabeth in 1858. He started newspaper work as a boy, publishing the Jersey Boys' Companion, an amateur monthly.



AUGUSTUS S. CRANE

In 1875 Mr. Crane entered the employ of the then recently established Daily Journal as an office boy at $2.50 a week. Before he was of age Frederick W. Foote, editor and owner of the paper, died, and Mr. Crane became the business manager. A few years later he became its publisher. In 1903 he became president and treasurer of the Journal corporation, which offices he continued to hold until the time of his death. Some years ago Mr. Crane purchased the controlling interest in the Journal. His son, Frederick Lea Crane, is the assistant business manager of the Journal.

Edward Thomas Wright Gillespie, president of Gillespie Brothers, Inc., publishers of the Stamford (Conn.) Daily Advocate and formerly for many years editor of the paper, died January 9. Mr. Gillespie, who was 81 years old, had had several attacks of angina pectoris and suffered an attack last Saturday. Pneumonia later developed. He was born in Ireland in 1841, and came to the United States and settled in Stamford in 1860.

Mr. Gillespie began his connection with the Advocate in 1862, when he assumed the editorial management of the paper. At the time of his death Mr. Gillespie was one of the oldest active newspaper men in Connecticut.

Obituary

WILLIAM H. WINTON, aged 76, friend of James Whitcomb Riley, the poet, and for 25 years connected with the business office of the Rochester (N. Y.) Post Express, died January 3. In 1877, while connected with the Indianapolis Journal, Mr. Winton gave James Whitcomb Riley the first money the poet ever received for his work, a check for $15. He was at various times assistant editor of the Kingston Freeman, assistant editor of the Omaha Republican, and advertising manager for the Indianapolis Journal. His first work in Rochester was with the Evening Times.

HORACE F. HUBBARD, aged 73, formerly connected with the editorial staff of the Cincinnati Times-Star, died January 5 at the Ohio Masonic Home in Springfield after an illness of several months.

A. DAVID GILCHRIST, city hall reporter for the Fall River (Mass.) Evening News, died January 6 following being struck by an automobile.

CHARLES A. DIENER, aged 53, for 18 years foreman of the engraving department of the Reading (Pa.) Eagle, was found dead in his home on January 1. He had been in ill health for more than a year.

E. H. WOODWARD, editor and publisher of the Newberg (Ore.) Graphic from 1890 to 1921, died at Newberg December 26.

JAMES L. MCCOWN, an employe of the Portland (Ore.) Oregonian since 1860, died December 27.

ROBERT SCHILLING, aged 79, former newspaper publisher of Wisconsin, who retired from active business 10 years ago, died December 26.

FRANK Q. STUART, a former editor of the Des Moines (Ia.) Leader, also of the Homestead, a farm paper, died in San Francisco January 1.

REV. WILLIAM THEODORE JUNGK, aged 71, editor of Der Friedensbote, the national organ of the Evangelical Church for 27 years, died in St. Louis on January 2.

MRS. MARY DIANA WILLIAMS WEST, aged 79, mother of Frank West, member of the city staff of the Richmond (Va.) News Leader, and of Harold E. West, of the editorial staff of the Baltimore Sun, died January 3.

FREDERICK C. CRAWFORD, aged 61, formerly of the staff of the New York World and the Washington Post and for many years Washington correspondent for the World, died at his home at Hagerstown, Md., January 4, after a long illness.

W. E. ATKINSON, newspaper man of Gilman, Ill., committed suicide recently by throwing himself into a lake at Clermont, Fla., after drinking iodine.

MRS. ALICE ADAMS RUSSELL, daughter of Oliver Optic, the famous author, died on January 2.

BOYD S. LEEDOM, a pioneer newspaper man of Nebraska, died January 6.

W. T. GRAVES, former editor of the Riverton (Iowa) Review, died recently at Red Cloud, Neb.

RICHARD HINES, JR., at various times city editor, marine editor and sports editor of the Mobile Register anl later managing editor of the old Mobile Item, died January 4.

MISS CORA BELLE BICKFORD, aged 65, for 30 years a teacher in the public schools, society editor of the Biddeford (Me.) Journal, and correspondent for several other papers, died January 3.

J. M. MORRIS, aged 81, who had published newspapers at Boonville, Bunceton, Tipton, Sarcoxie and Ash Grove, Mo., died at Tipton, Mo., December 29.

C. L. FELMLEY, aged 53, died January 4. He was former editor of the West Penn Press and the Tarentum Times.

JERRY F. CRONIN, manager of the Al Fresco Advertising Company, St. Louis, Mo., died December 31.

GEORGE W. MARTIN, aged 80, retired newspaper publisher and editor and father of Harry T. Martin, of staff of the San Diego Union, died at his home in San Diego, Cal., January 3. For more than 40 years he was in newspaper work in various cities, including Marysville, Mo., St. Joseph, Mo., Fort Scott, Kan., Jackson, Tenn., and Urbana, Ill. The late Charles H. Martin, who was city editor of the Chicago Record-Herald at the time of his death in 1909, was his son.

JAY O'BRIEN, aged 17, reporter for the Kenmore (N. Y.) Record, and correspondent of Buffalo newspapers, was killed instantly on January 7 when he was struck by an automobile while crossing a street near his home. Police who investigated the accident said the driver of the car was on the wrong side of the street. Two persons who were in the car were held for the grand jury under $5,000 bail. Mr. O'Brien was the son of Morris O'Brien of the Rochester Telegram. The young journalist was to have moved to Rochester Wednesday.

WILLIAM H. MATHER, for 21 years telegraph editor of the Chicago Tribune, died in Chicago January 10. Mr. Mather, who was born in Madison, Mich., on August 27, 1857, began h newspaper career as a printer's appre tice.

FREDERICK MARTIN, aged 56, a memb of the New York World advertisi staff for 24 years, and for many ea in charge of public utilities advertisin died January 6.

LON V. STEPHENS, 64 years old, fo mer Governor and State Treasurer Missouri, died January 10 in St. Lou Born at Boonville, Mo., December 1858, he was educated at Washington a Lee University, and on leaving colle learned the printer's trade. Later he b came editor of the Boonville Advertis

GERRITT VISCHERS, aged 70, for mo than 30 years editor of De Standar Grand Rapids, Mich., and more recen connected with Holland (Mich.) Grondwet, both publications in the Dut language, died January 7. He came the United States 45 years ago.

JOHN JOSEPH BARRETO, formerly wi the advertising department of the Sat day Evening Post and president of Ce Barreto & Cecil, Inc., advertising agen New York and Richmond, Va., died Richmond January 7. His death will interrupt the operation of the agen The majority stock is held by John Cecil and James M. Cecil.

JAMES DUNN, aged pioneer Utah new paper man and a publisher at Too many years, died recently.

EDWARD M. MCGOWAN, aged 69, stereotyper on the New York Ameri for 25 years, died January 4.

Memorial to Sam Foss

A campaign is being made for fu with which to build a "friendly cent building to be connected with a n church edifice of the Park Avenue M. Church, West Somerville, Mass., a memorial to the late Sam Walter F poet and newspaperman. The "cent will be known as "The House by Side of the Road," the title of his known poem. He was editor of Yankee Blade and for seven years an torial writer on the Boston Globe.

Drops Afternoon Edition

The afternoon edition of the Hav (Cuba) Diara de la Marina has b discontinued.

LEDGER SYNDICATE

NEWS AND FEATURE SERVICES

Maintain Prestige—Create Circulation—Attract Advertising

NEWS SERVICES:

(Via leased wire or laid down in New York, Washington, Chicago, Dallas, Seattle or San Francisco)

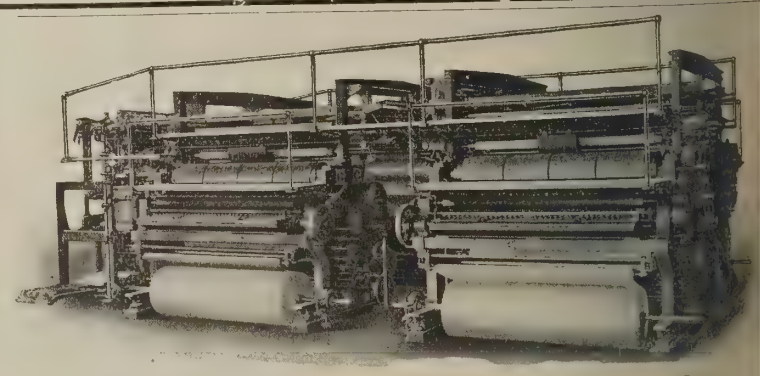
PUBLIC LEDGER COMBINATION NEWS SERVICE.
PUBLIC LEDGER FOREIGN NEWS SERVICE.
PUBLIC LEDGER DOMESTIC NEWS SERVICE.
PUBLIC LEDGER BUSINESS NEWS SERVICE.

FEATURE SERVICES:

FEATURE PAGES IN MAT: Daily—Human Interest Page. Weekly—Personality Page, Special Feature Page, Science Page, Short Story Page, Fashion Page. DAILY HOME PAGE FEATURES: "The Dorothy Dix Talks," "The Eternal Question," by Felice Davis; "Broadcasts," by Lora Kelly; "A Daughter of Eve," "The Latest" (Paris Fashions), "Home Cooking," by Queen Victoria's cook; "As Woman to Woman," "Dreamland Adventures." DAILY PERSONALITY FEATURE: "Three Minutes with a Headliner," by Frederick L. Collins. COMICS: "Somebody's Stenog." (Hayward), Daily Strip and Weekly Page; "Rufus McGoofus" (Cunningham), Daily Strip; "The Sassiety Kollum" (Bach), "That's Different" (Bach), "Dumb-Bells," The Crossing Cop (John). CARTOONS: Sykes' Daily; "The Human Zoo" (C. D. Batchelor), Daily; "Follies of the Passing Show" (Hanlon), Weekly. FICTION: Daily and Weekly Detective and Mystery Serials; Hazel Deyo Batchelor's Daily Love-Problem Serials; Daily and Weekly Short Stories. RADIO FEATURE: "Radio in the Home" (Daily). MIDGET FEATURES of stick length: "Milady Beautiful," "Love Nots," "Things You'll Love to Make," "Things for Boys to Make," "The Housewife's Idea Box," "What's What," "After-Dinner Tricks," "The Home in Good Taste," "How to Save When Shopping," "Favorite Recipes of Famous Women," "Sharpening Up Your Memory," "Pam's Paris Postals," "The Children's Hour," "History of Your Name," "Who-Why-What-When-Where?" "Daily Fun Hour," "Can You Tell?" "Correct English." SPORTS FEATURES: "The Sportfolio," "Wise Tennis Tips" (Tilden). PUZZLES, CUT-OUTS, TRICKS and MAGIC.

LEDGER SYNDICATE

INDEPENDENCE SQUARE PHILADELPHIA, PA.



This Scott Double Quadruple "MULTI-UNIT" PRESS

is used by

The Sacramento Bee
The Fresno Bee

and

The Los Angeles Express

CALIFORNIA

and many other newspapers. They are more than satisfied with them and if you wish further information ask the publishers who operate them.

SCOTT PRESSES NEVER FAIL YOU

WALTER SCOTT & CO. Plainfield, New Jersey
NEW YORK 1457 Broadway
CHICAGO 1441 Monadnock Block

PENNSYLVANIA

The buying power and responsiveness of the Pennsylvania market is second to that of no other state.

Pennsylvania ranks second in population, second in wealth, and second in value of manufactured products.

Eight and two-tenths per cent of the population of the United States is in Pennsylvania.

Total Population	**8,720,017**	**Urban population**	**64.3%**
Native Whites	**7,044,876**	**Rural population**	**35.7%**
Foreign Whites	**1,387,850**	**Number Dwellings**	**1,726,224**
Colored	**284,568**	**Number Families**	**1,922,114**

Pennsylvania has 1,137,100 wage earners who are paid annually $1,741,508,000.

Number Establishments	**27,977**	**Cost of Materials**	**$4,212,347,000**
Capital	**$6,277,268,000**	**Value of Products**	**$7,312,333,000**

This great commonwealth offers the aggressive advertiser a wealthy responsive market. Its dense population, great buying power, and well developed transportation make it possible to market merchandise at a minimum advertising rate.

THESE LISTED DAILIES WILL GIVE YOU LEADERSHIP

	Circulation	2,500 lines	10,000 lines
***Allentown Call ..... (M)	28,009	.09	.09
***Allentown Call ..... (S)	15,118	.09	.09
†Bethlehem Globe ..... (E)	8,528	.04	.04
†Bloomsburg Press ..... (M)	6,507	.029	.029
***Chester Times & Republican. (M&E)	14,331	.065	.05
†Coatesville Record ..... (E)	5,369	.0214	.0214
†Connellsville Courier ..... (E)	6,103	.0179	.0179
***Easton Express ..... (E)	17,241	.05	.05
*Easton Free Press ..... (E)	12,147	.05	.05
***Erie Times ..... (E)	27,648	.08	.08
***Harrisburg Telegraph..... (E)	39,478	.095	.095
***Lancaster Intelligencer and News-Journal ..... (M&E)	21,689	.08	.08
***Oil City Derrick..... (M)	6,686	.04	.035
Pittsburgh Dispatch ..... (M)	54,541	.17	.15
Pittsburgh Dispatch ..... (S)	63,767	.22	.18
†Pottstown Ledger ..... (E)	1,654	.014	.014
Pottsville Republican and Morning Paper ..... (E&M)	14,500	.055	.05
Scranton Republican ..... (M)	32,180	.12	.10
†Scranton Times ..... (E)	37,148	.12	.10
***Sharon Herald ..... (E)	5,002	.021	.021
†Sunbury Daily Item ..... (E)	4,109	.021	.018
***Warren Times-Mirror ..... (E&M)	8,056	.036	.036
***Washington Observer and Reporter ..... (M&E)	15,553	.06	.05
†West Chester Local News..... (E)	10,768	.03	.03
**Wilkes-Barre Times-Leader .... (E)	22,061	.08	.05
†York Dispatch ..... (E)	16,726	.045	.045
†York Gazette and Daily..... (M)	16,452	.045	.045

*A. B. C. Publishers' Statement, April 1, 1922.
***A. B. C. Publishers' Statement, October 1, 1922.
†Government Statement, October 1, 1922.
**A. B. C. Statement, 3 mos. to Sept. 30, 1922.

報知新聞



The Hochi's Magnificent New Building Just Completed in the Heart of Tokyo

THE HOCHI SHIMBUN

Japan's Oldest Evening Newspaper
With Large Morning Edition

TOTAL PAID CIRCULATION LARGEST IN TOKYO

The Hochi Shimbun was established in 1872 by the late Marquis Okuma, and continuously since that early date has lent all its influence to the support of its great founder's lofty ideals.

In the foreign news field the Hochi has built up a service which is unexcelled, and which has earned for it many readers who are intensely interested in persons and events abroad. This interest has been found to exert considerable influence on their taste in the purchase of imported commodities and undoubtedly has increased their consumption of products from abroad.

Advertising Rates

Per line.....	Y	1.25
Per Column..	Y	170.00
Per inch....	Y	12.50
Per page....	Y	2,000.00

The Hochi Shimbun

TOKYO, JAPAN

NEWS OF ASSOCIATIONS AND CLUBS

PUBLISHING

GARDNER E. CAMPBELL, of the Wakefield Daily Item, January 8 was elected president of the Massachusetts Press Association. The Association met for its annual session at the Hotel Vendome, Boston, in the afternoon and, following a dinner there, attended the theatre. Other officers chosen were: Vice-presidents, Walter D. Allen, Brookline Chronicle; L. E. Chandler, Palmer Journal; W. J. Hefferman, Spencer Leader: secretary, Carl F. Prescott, Weymouth Gazette; auditor, Ralph C. Metcalf, Belmont Citizen; treasurer, Robert S. Osterhout, Hudson News; historian, Alexander Starbuck, Waltham Free Press-Tribune.

Frank C. Bowker, city editor of the Boston Transcript, was recently elected editor-in-chief of the Boston Newspaper Club at its thirty-eighth annual election. Joseph C. Smith, of the Boston Globe, was the retiring officer. Lawrence L. Winship, of the Globe, was elected managing editor; William U. Swan, of the Transcript, reporter, and William H. Randall, of the New York World, perpetual devil. William D. Sullivan, city editor of the Boston Globe, was the only charter member present.

The National Conference of Business Papers Editors will hold a meeting in Washington, D. C., January 15. The members will be the guests of the technical staff of the Bureau of Standards at luncheon and will visit the bureau divisions to see them in operation. At 4:30 P. M. they will be addressed by Director Durgin of the Division of Simplified practice and at 6:30 o'clock will be hosts to Secretary of Commerce Hoover at dinner in the Cabinet Room of the New Willard Hotel. R. H. Condit, of the American Machinist, New York, is in charge of arrangements.

Viscount Burnham, proprietor of the London Daily Telegraph and president of the Empire Press Union; Dr. Wroblewski, the new Polish Minister to the United States; and Albert Thomas, twice French Minister of Munitions, are announced as the speakers at the next dinner of the Association of Foreign Press Correspondents in the United States which will be held at the Hotel Brevoort, New York, January 19.

John T. Bourke, writer on the Cleveland News-Leader, was re-elected president of the Ohio Legislative Correspondents' Association at its meeting in the State House, Columbus, January 1. Other officers elected were: Vice-presidents, J. H. Galbraith, Columbus Dispatch; W. C. Howells, Cleveland Plain Dealer; and treasurer, W. C. Confrey, Scripps-Howard league.

The annual meeting of the Connecticut Editorial Association will be held at the Stratfield Hotel, Bridgeport, Conn., January 20.

E. B. Clark was chosen commander of the National Press Club Post of the American Legion at the annual election held this week. Other officers elected, most of them active or former Washington newspaper men were: Capt. J. J. Craig, U. S. M. C., senior vice-commander; Brig. Gen. Amos K. Fries, junior vice-commander; Paul J. McGahan, adjutant; Earle Godwin, finance officer; Frank Connolly and John Connolly, color bearers, and Col. J. M. Heller, sergeant-at-arms.

Miss Martha Coman, president of the New York Newspaper Women's Club, and for a number of years on the city staff of the New York Herald, has resigned to become editor of the Scarsdale (N. Y.) Inquirer, a weekly newspaper, succeeding Miss Alma Earl Olsen. On leaving the Herald, Miss Coman was presented by her associates with a handsome gold vanity case. In addition to her work as editor of the Scarsdale Inquirer, Miss Coman will contribute a weekly Sunday story to the New York Morning Tel graph. A surprise dinner was tender Miss Coman by the New York New paper Women's Club on January 13. S continues as president of the club.

The Minnesota Editorial Associati will hold a meeting at St. Paul Februa 16 and 17.

The Des Moines (Iowa) Press Cl was organized at a meeting held at D Moines December 28. Headquarters ha been established in the "Dutch Room" the Wellington hotel. W. C. Jarnag managing editor of the Des Moines Ca tal, was elected president. Other office of the club elected were William Burk Des Moines Register, first vice-presider Norbert Gainey, Des Moines Regist second vice-president; Warren L. Ba sett, Associated Press, secretary, a Charles Grahl, treasurer.

The mid-winter meeting of the Virgi Press Association will be held at t Virginian Hotel, Lynchburg, January and 23.

Friends of American Writers held good-fellowship dinner at the Auditori Hotel, Chicago, January 11. Walla Bruce Amsbary, poet of the Kankake Bessie Williams Boynton, interpreter poems, and Helen Webb Clippert, colo tura soprano, furnished the program entertainment.

Charles F. Flynt, president of t Kennebec Journal Publishing Compa was recently chosen president of t Maine Daily Newspaper Publishi Association at their annual meeting h in Augusta. Other officers are: vi president, Arthur G. Staples, edit Lewiston Journal; treasurer, W. Read, Bangor News: and secretary, H. Dow, Portland Express-Advertis

The Iowa Press Association will h a meeting at Des Moines February 8 and 10.

The annual meeting of the Oregon E torial Association will be held at Ho River next July. Among other featu of the proposed entertainment on t occasion will be a climb up Mount Ho

The Northwest Missouri Press As ciation will hold its meeting slated December 15 and 16 on January 12 a 13.

Correspondents and staff press rep sentatives who are attending the l legislative assembly at Pierre, S. D., h organized a press association headed Walter Travis of the Yankton Press a Dakotan as president and Garrett Bre enridge, secretary of the state univers alumni and formerly staff man for Sioux Falls Argus-Leader as secreta

George C. Lucas has joined the st of the National Publishers' Associat and organized a traffic bureau as service to members in matters of tra portation and distribution. Mr. Lu served with various railroads through the west for 20 years and in 1912 ca to New York as director of traffic the Southern Pacific, where he remai until 1917. For the past five years has worked on the shippers' side of problem and has been with the Natio Industrial Traffic League and Shipp Conference of Greater New York.

The Newspaper Club of New Y has accepted the resignations of Willi A. Thayer, Arthur C. Clarke, Andr W. Ford as directors, Stanley Prenosil as recording recretary, Wood Cowan as chairman of the committee. All withdrawals were cau by pressure of other duties. Electi to fill the vacancies will be held month.

The Newspaper Mens' Benevo League, Inc., of New York, has elec the following officers: John J. O'Conn Times, president; Forrest R. Traff Commercial, first vice-president; John Lindley, Herald, second vice-preside Joseph A. Butler, World, third vice-pr ident; Miles Bath, City News Asso

secretary-treasurer; C. E. Seelig, une, assistant secretary-treasurer. anized eight years ago with the ob- of providing social intercourse among active working newspaper men of York and at the same time provid- death benefit insurance at a nominal the league desires to extend its bership to active newspaper or trade r workers. The dues of fifty cents nth provide a death benefit of covered by a blanket policy in Metropolitan Life Insurance Com-

ADVERTISING

BERT ARMSTRONG, advertising manager of the Armstrong Clothing pany, was elected president of the r Rapids Advertising Club January Frank French was made vice-presi- ; H. J. Rowe, secretary, and John anek, treasurer.

e League of Advertising Women, York, will hold their regular month- nner at the Advertising Club January The League's annual dinner-dance is held March 20 at the Hotel Penn- nia.

e Technical Publicity Association of York held a dinner meeting at the inery Club January 12. Louis Bal- former secretary of the Direct Mail ciation, spoke.

e Detroit Adcraft Club is to carry membership campaign during Janu- two thousand sales promotion and tising men of the city acting as ting members.

e Advertising Club of Los Angeles ecently purchased a $25,000 site for bhouse for which building plans are made.

e Pilgrim Publicity Association of n is offering $100 in prizes for the posters advertising at the Boston mobile Show.

course of study in advertising is now planned for the younger men of City by the Sioux City Advertis- lub. An open meeting will be held e club January 17 in observance of rthday of Benjamin Franklin.

SCHOOL NOTES

commemorate its 50th anniversary the college daily paper at Har- The Crimson is going to publish a bound, 250-page book which will the history and development of the sity daily. Plans are being made ld a banquet and general celebra- n addition. The paper was found- January 24, 1873, under the name e Magenta, magenta being the Har- color at that time. When the col- color was changed to crimson in the college daily's title was altered

Department of Journalism, Uni- of Kansas, has just issued a news which it is sending to all former ts in the department.

issues of the Prairie du Chien) Courier were recently edited by ts who are taking the course in lism at the University of Wis-

Medill Journalists, a student or- tion to promote the professional ts of its members in the Medill of Journalism of Northwestern rsity, held its initial dinner at Restaurant, Chicago, recently.

bulletin of the American Associa- f Teachers of Journalism will be hed in Minneapolis, Minn., through- e coming year, according to R. R. v, head of the department of jour- at the University of Minnesota, was elected secretary and treasurer association at its annual meeting short time ago at Evanston, Ill.

er Files Bankruptcy Schedule

R. Mosher Company, Inc., dealers lvsprint paper at 51 East 42nd street, New York, filed schedules in bankruptcy January 11, listing liabilities of $148,431 and assets of $116,014, main items of which are: Accounts, $51,367; notes, $33,386; cash, $17,777; unliquidated claims, $7,202. Principal creditors are G. B. Hewitt & Brothers, Inc., $16,439, partly secured; Bedford Pulp and Paper Company, $20,899; Dennison-Pratt Paper Company, $17,572; Northern Paper Mills, $17,130; Oswego Falls Corporation, $13,435; Scroon River Pulp and Paper Company, $18,211; and Flambeau Paper Company, $9,782.

NOTES OF THE NEWS SERVICE AND SYNDICATES

J. BART CAMPBELL has resigned as chief of the Capitol staff of the International News Service to become news manager of the Washington Press Service, a recently organized syndicate designed to supply small newspapers unable to maintain their own correspondents in Washington, with local news. Campbell, who has been with the International News Service for six years, came to Washington from Philadelphia, where he was connected with the Inquirer and the old Evening Telegraph.

C. T. Gheen is the newly appointed Pacific coast traffic chief for the Consolidated Press, and has established himself in San Francisco. He was formerly southern division chief in Washington, D. C.

Bruce Boreham, of the editorial staff of the Winnipeg Tribune, has joined the Ottawa bureau of the Canadian Press, Ltd.

J. F. B. Livesay, manager of the Canadian Press, Ltd., with headquarters at Toronto, has been visiting the western offices of the C. P. He recently spent a week in Winnipeg.

Charles E. Kloeber, Associated Press correspondent at Vienna, has been transferred to Constantinople, succeeding James Mills, who has returned to the London staff.

Allan Quinn, of the Omaha bureau staff, the Associated Press, has been transferred to Kansas City.

Hiram K. Moderwell of the Chicago Daily News foreign staff of correspondents, has cut short his visit in the United States to return to Europe.

C. Colton Bingham, for the past several months sales director of the C-V Newspaper Service, has been appointed general manager of the service.

Millard H. Cannon has taken charge of the Associated Press wires for the El Dorado (Ark.) Daily News, succeeding Mark Hanna Moon, resigned.

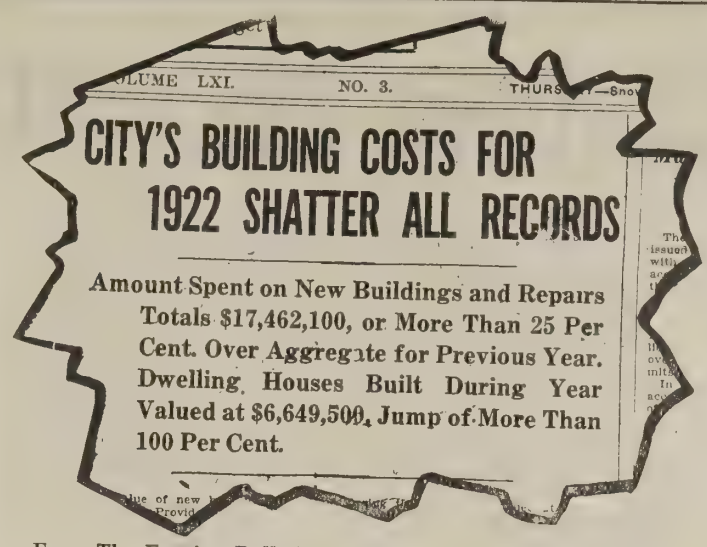
John A. Cejnar, night editor of the Omaha (Neb.) bureau of the Associated Press, was injured January 1 when the automobile he was driving overturned. His injuries were not serious.

FIRE PROVES A BOON

Two-Day Lay-Off in Gary Brings Circulation Increase

The recent fire which swept the plant of Gary (Ind.) Post-Tribune caused no other inconvenience than the loss of about two days' business. Everything in again running along as before. In fact the publishers report: "The two days' partial lay-off demonstrated to a large number of Gary people that it is almost impossible for them to get along without a daily newspaper. Our circulation was higher after the blaze than it was before. Our loss was about $25,000, all of which was covered by insurance."

The Post-Tribune has purchased the Calumet Press, a large commercial printing plant in Gary. However, the two institutions will be run separately with H. Ray Snyder, formerly of the Post-Tribune, as manager. The new owners plan to develop one of the largest printing plants in Northern Indiana.


VOLUME LXI. NO. 3. THURS...—Snow

CITY'S BUILDING COSTS FOR 1922 SHATTER ALL RECORDS

Amount Spent on New Buildings and Repairs Totals $17,462,100, or More Than 25 Per Cent. Over Aggregate for Previous Year. Dwelling Houses Built During Year Valued at $6,649,500, Jump of More Than 100 Per Cent.

From The Evening Bulletin, Providence, R. I., January 3, 1923

This figure breaks all records for a single year's building since the city was incorporated, and represents an increase of more than 25 per cent. over the combined value of construction work for the previous year. On new building alone the increase was much greater.

Dwelling houses head the list of 1922 construction values. The value of dwellings for which permits were issued during the year is placed at $6,649,500, whereas the value of dwellings erected in 1921 was less than one-half that amount.

The 1923 Outlook

for building in Rhode Island is equally promising. With hundreds of new homes constantly being erected and old ones modernized, this market offers excellent opportunities to manufacturers and distributors of building materials, hardware supplies, furniture, electrical, gas and all kinds of household appliances.

This rich field is completely covered by Rhode Island's great newspapers,

The Providence Journal
(Morning and Sunday)
and
The Evening Bulletin

For many years the people of this State have read them as "their" newspapers. The news columns have been their source of information—the advertising columns, their guide to reliable merchandise.

Providence Journal Co.
Providence, R. I.

Representatives
CHAS. H. EDDY CO.
New York Boston Chicago
R. J. BIDWELL CO.
San Francisco Los Angeles

LEADING THE LIST

In a city and nation where class circulation means everything, where American advertisers in the ordinary newspaper buy waste circulation among Japanese whose purchasing power is low, The Jiji Shimpo leads all. With a monthly subscription rate of Y1.10, *The Jiji is the highest-priced newspaper in Japan.*

THE JIJI SHIMPO

時事新報

Is the newspaper of prosperous, ambitious Japan—a young nation, newly-endowed with means for enjoying the goods of the West. Her most progressive sons and daughters, eager to learn more of America and all America has to give Japan, read The Jiji Shimpo. Not only on account of its superior presentation of domestic and foreign news, but because it carries the bulk of foreign advertising appearing in Japan, The Jiji is the favorite of the class the American advertiser must reach.

The Jiji's New York representative, Mr. J. P. Barry, will gladly discuss the opportunities of the Japanese market, which he has studied at close range.

New York Office:
JAPAN ADVERTISER SUITE
Equitable Bldg., 120 Broadway

THE JIJI SHIMPO

Cables: "Jiji Tokyo" Bentley Code

TOKYO, JAPAN

Morning and Evening Editions

"In Japan, the Buyers Read the Jiji"

TIPS FOR AD MANAGERS

Alexander Agency, Webster Bldg., Chicago. Sending out contracts for Johnson Mantel Company.

Anfenger-Jacobson Company, Board of Education Bldg., St. Louis. Using 136 lines, 8 and 9 times and 63 lines, 8 and 9 times in farm papers for E. Myers Lye Company.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Placing account for the Scranton Lace Company, Scranton, Pa. Placing orders with some Canadian newspapers for Carters Ink Company, Cambridge, Mass. Making 3,500 line contracts for Nu-Shine Company.

Baker-Robinson Company, Campeau Bldg., Detroit. Placing account for American Electrical Heater Company, Detroit.

J. D. Bates Advertising Agency, 292 Main street, Springfield, Mass. Sending out contracts for the Kibbe Company, candy manufacturers, Springfield.

George Batten Company, 381 4th avenue, New York. Placing account for Esmond Mills, Esmond, R. I.

Wilbur Beach & Associates, 25 Broad street, Chicago. Sending out orders and contracts for Puritan Mortgage Company.

Dave Block, Inc., 110 East 42nd street, New York. Placing account for Art Metal Construction Company, Jamestown, N. Y., steel office furniture.

A. T. Bond, 20 Central street, Boston. Placing additional contracts for Whitehouse Coffee.

Boston News Bureau, Kilby street, Boston. Placing a large amount of financial and industrial advertising in newspapers.

Brandt Advertising Agency, Tribune Bldg., 7 South Dearborn street, Chicago. Sending out contracts for additional space on Boncilla Laboratories. Planning bathing suit campaign in Chicago and vicinity far Delson Knitting Mills. Getting out new schedules for a campaign in Chicago and vicinity for the Cadet Bluing Company.

Burnet-Kuhn Advertising Company, 605 North Michigan avenue, Chicago. Sending out contracts and orders for the New York Daily News. Issuing orders and contracts on Chicago Tribune.

Cammeyer Shoe Company, 47 West 34th street, New York. Making 5,000 line yearly contracts direct.

Campbell-Ewald Company, General Motors Bldg., Detroit. Placing account for Hyatt Roller Bearing Company.

Churchill-Hall, 50 Union square, New York. Placing orders with some Middle West newspapers for Boston Woven Hose & Rubber Company, Cambridge, Mass.

Collins-Kirk, Inc., 400 North Michigan avenue, Chicago. Placing account for Kerney Manufacturing Company, Chicago.

Collins-Kirk, 400 North Michigan avenue, Chicago. Making 2,800-line contracts for James S. Kirk & Company.

Constructive Advertising Company, State street, Springfield, Mass. Placing advertising in a list of radio magazines for the Alden-Napier Corporation, Springfield, manufacturers of radio parts.

Coolidge Advertising Company, 1216 Grand avenue, Des Moines, Iowa. Planning newspaper campaigns for H. & H. Cleaner Company, Des Moines, and Beaver Valley Milling Company, Des Moines. Preparing farm paper campaign for Erick Bowman Remedy Company, Owatonna, Minn.

Critchfield & Co., 337 West Madison street, Chicago. Issuing schedules on Fitzpatrick Brothers, cleansers. General contracts and orders issuing on Holland Furnace Company.

J. H. Cross Company, 1500 Locust street, Philadelphia. Placing account for U. S. Industrial Alcohol Company, 27 William street, New York.

Hoops Advertising Company, 9 East Huron street, Chicago. Placing account for Paige-Detroit Motor Car Company.

Arthur M. Crumrine Company, 43 West Long street, Columbus, Ohio. Again placing copy with newspapers in selected sections for Pure Oil Company, 74 Broadway, New York, Tiolene motor oil and Purol gasoline, Columbus.

Dake-Johanet Advertising Agency, 251 Kearny street, San Francisco. Renewing their newspaper contracts for Bealmann Tablets.

D'Arcy Advertising Company, International Life Bldg., St. Louis. Making 5,000-line contracts for the Coca Cola Company.

George S. DeRouville, Albany County Savings Bank Bldg., Albany, N. Y. Making 2,500-line contracts for Jacques Capsule Company.

Dillard-Jacobs Company, Candler Bldg., Atlanta. Making yearly contracts for the Georgia Farms Company.

George L. Dyer Company, 42 Broadway, New York. Making yearly contracts for National Newark & Essex Bank Company. Making 1,400-line contracts for the Products of Standard Milling Company.

Erwin Wasey & Co., 58 East Washington street, Chicago. Have issued contracts to some Pennsylvania papers on Mohawk Condensed Milk.

R. A. Foley Advertising Agency, Terminal Bldg., Philadelphia. Placing new schedule with newspapers for Liggett & Myers Tobacco Company, New York.

Charles H. Fuller Company, 623 South Wabash avenue, Chicago. Making 3,000-line contracts for Charles H. Fuller Mail Order Customers.

Gardner-Glen Buck Company, 1627 Locu street, St. Louis, Mo. Placing advertising f B. Lilienfeld Brothers Company, Corina ciga Chicago.

Goode-Berrien Company, 19 West 44th stre New York. Renewing some newspaper co tracts for George P. Ide Company, collars a shirts, Troy, New York.

Grandin, Dorrance, Sullivan, 130 West 42 street, New York. Placing orders with new papers in selected sections for Studebak Company, Automobiles, South Bend, In Preparing large newspaper list for the Harr burg Shoe Manufacturing Company, Harrisbu Pa. Planning campaign for the Kellogg Ma facturing Company, Rochester, N. Y. Ma facturers of Kellogg engine driven tire pum

Charles C. Green Advertising Agency, West 37th street, New York. Making tra deals with newspapers for Hotel Astor, Bro way and 44th street, New York. Placing counts for M. Honer, Harmonica, 114 E. 16th street, New York; Uncan Safety H Cutter Corporation, 300 Madison avenue, N York, and Wizard Company, electrical goo 85 5th avenue, New York.

Green, Fulton, Cunningham, Free Press Bld Detroit. Handling the accounts of Auto S cialties Manufacturing Company, Dreadn shock absorber, St. Joseph, Mich.; and Ha thorne Paper Company, Kalamazoo, Mich.

Groesbeck, Hearn & Hindle, 350 Madi avenue New York, have secured accou of The Connecticut Instrument Compa Stamford, Conn., manufacturers of radio h phones; Alexander Mirroscope Company, P Chester, N. Y., manufacturers of automo accessories, and Wm. Gardner & Co., 1 Bro way, New York, naval architects.

Stanley E. Gunnison, Inc., 30 Church str New York. Placing account for United Re Candy Stores, Happiness in Every Box, N York.

E. W. Hellwig Company, 299 Madison aver New York. Making 10,000-line contracts McKesson & Robbins.

Hicks Advertising Agency, 52 Vander avenue, New York. Placing account for Blume Import Company, New York, impor of toilet requisites.

Hoops Advertising Company, 9 East Hu street, Chicago. Placing account for Pa Detroit Motor Car Company.

Hopper Advertising Agency, 110 West street, New York. Reported to be plac account for Cereal Meal Corporation, bre fast foods, St. Louis.

H. E. James Agency, 120 West 42nd str New York. Again placing schedules newspapers for Dr. Earl S. Sloan Compa Sloan's Liniment, New York.

Wylie B. Jones Agency, 107 Chenango str Binghamton. Making 3,000-line contracts S. C. Clark Enterprises.

Lord & Thomas, Wrigley Bldg., Chic Making 1,000-line contracts for Brunsw Balke, Collender Company. Using some r gravure sections on California Fruit Grow

F. J. Low Company, Inc., 15 West street, New York. Placing orders with n papers in various sections for Fruit Auc Company, 205 Franklin street, New Yo

Theodore F. MacManus, 82 Hancock ave east, Detroit. Making 1,000-line contracts the Hupp Motor Car Corporation.

McJunkin Advertising Company, 5 S Wabash avenue, Chicago. Orders and contr issuing on A. Stein & Co.

Robert M. McMullen, 522 5th avenue, York. Renewing contracts for Standard ing Company.

Morse International Agency, 449 4th ave New York. Making some additional n paper contracts for Booths Hyomei Comp Ithaca, N. Y.

C. F. W. Nichols Co., 20 East Jackson b Chicago. Issuing contracts and orders on adian Pacific Railways.

Osten Advertising Agency, 25 East Jac blvd., Chicago. Using Eastern metropo papers on Berlitz School of Languages.

Daniel E. Paris, Inc., 80 Boylston st Boston. Placing account for W. F. Y Inc., Springfield, Mass.

Paris Medicine Company, St. Louis. ing direct 1,000 lines of reading matter 5,000 lines display.

Patterson-Andress Company, 1 Madison nue, New York. Placing account for L Portland Cement Company.

Porter Eastman Byrne Company, 22 Monroe street, Chicago. Have secured ac of the Burlington Basket Company.

Prather-Allen Advertising Company, West 4th street, Cincinnati. Making 2,00 contracts for the Kenton Pharmacal Com

John W. Queen, Franklin Savings bldg., Boston. Preparing to place news advertising of the various shows to be this season in Mechanics Building, B Among them are Home Beautiful and Automobile Show.

H. E. Remington Advertising Company East Erie street, Chicago. Making contracts for Remington Typewriter.

Roberts & McIvinche, 30 North Dea street, Chicago. Preparing a list on Peabody & Co., Troy, N. Y., for daily papers for 1923. Also getting out cop Bernard Hewitt Company.

Ruthrauff & Ryan, 404 4th avenue, New and Chicago. Placing orders with newsp in various sections for Street & Smith,

s, Seventh avenue and 15th street, New Placing 56 lines, 12 times with some tern newspapers for United States Com- Burtone, Ravenswood, West Virginia.

rauff & Ryan, 225 North Michigan blvd., ro. Making 2,000-line contracts for the Toilette Company.

A. Sandlass, 217 West Saratoga street, tiore. Making yearly contracts for ir Tar.

Wm. Sheets, Ind., Central Bldg., Seattle. g account for J. W. Kobi Company, t, Golden Glint Shampoo.

man & Lebair, 120 West 32nd street, York. Placing orders with some West- newspapers for Sternau Corporation, Canned Heat, 9 East 37th street, New

Brewer Smith, Advertising Agency, 43 nt street, Boston, Mass. Sending out for new newspaper campaigns for T. n & Sons Company, makers of Slikum, n's Lemon Cream, and Noonan's Hair e.

hwestern Advertising Company, Con- al Bldg., Oklahoma City. Making 4,300- ntracts for Hofstra Manufacturing Com-

ford Company, 10 Arlington street, Bos- Placing orders with some New York apers for Cambridge Rubber Company. radio boots, Cambridge, Mass., and uane street, New York.

k Advertising Company, 29 East Madi- reet, Chicago. General orders and con- issuing on Santa Fe Railway.

rum & Shafer, 14 East Jackson blvd., go. Reported to be placing orders with apers in Central and Middle Western for McMahon & Wood, Plantation Pan- Flour, Valparaiso, Ind.

ling Products Company, have purchased illips Magnesia Company, and will place ising in the near future.

art-Davis Advertising Agency, 400 North gan avenue, Chicago. Making 4,200-line cts for Wrigley's.

Valter Thompson Company, 242 Madison e, New York and Chicago. Placing ac- for the Chicago, Burlington & Quincy, ern Pacific and Great Northern railroads. apers in the Northwest will be used arch. Placing orders with some Can- newspapers for Lamont, Corliss & Co., extracts, 131 Hudson street, New York. making contracts with newspapers in d sections for Thermoid Rubber Com- brake lining, Trenton, N. J. Renewing newspapers' contracts for Horlick's Milk, Racine, Wis. Making 2,910-line cts for Scholl Manufacturing Company.

y-Parry Company, LaFayette Bldg., elphia. Making 5,000-line contracts for ational Proprietaries.

ed Medical Company, 224 North 10th Philadelphia. Will hereafter place ac- direct.

derhoof & Co., Ontario & St. Clair , Chicago. Planning national campaign e Nachman Springfilled Company, Chi- manufacturers of automobile and fur- springs. Orders and contracts going n Fortune Macaroni.

Patten, Inc., 50 East 42nd street, New Again placing orders with newspapers merican Tobacco Company, 111 Cigar- 111 5th avenue, New York.

Advertisers Service Corporation, 220 42nd street, New York. Handling ad- ing of United Hotels Company of Amer- Charles Marchand Perfume, American Polish, Tarpon in Florida, Takamine Brush, Review of Reviews, Scribner's, r's and McKinley Stone.

Chemical Company, Greensboro, N. C. ding list for Vick.

lenzurgh-Kennedy, 171 Madison avenue. ng out twice a week orders for H. n & Sons.

le Advertising Agency, Peoples Life Chicago. Reported to have secured the ing accounts: American Hominy Com- Chicago; Peerless Wire & Fence Com- Motor Utilities Company; Ivo San atories, Cleveland, Ohio, Cyphers in- or Company, Buffalo, N. Y.; Interstate Company, brooders, Tipton, Ind., and te Silver Black Fox Ranch, Muskegon,

es Advertising Company, 141 West 46th New York. Has released extensive aper campaign for Southern newspapers, ing newspaper in six cities in the East Vest for the Anderson Motor Company, Hill, S. C.

iams & Cunnyngham, 111 5th avenue, York. Again placing orders with news- for the American Tobacco Company, Strike cigarettes, 111 Fifth avenue, New

iams & Cunnyngham, 6 North Michigan e, Chicago. Taking over contracts for n Oil Company.

d, Putnam & Wood, Oliver Ditson Bldg., . Placing account for L. M. Garrity ny, hair wavers, Boston. Placing orders Southern newspapers for McCormick & anquet tea, Baltimore, Md.

First Newspaper Day Jan. 18

e first newspaper day to be held at University of Southern California is uled for January 18, when news- writers and publishers from vari- parts of Southern California will Among those scheduled to speak James B. Gibson, editor, Anaheim d; Justus Craemer, editor, Orange News; Cromble Allen, Ontario Report; J. J. Penny, publisher, Long Beach Telegram; L. O. Hammond, circulation manager, Redlands Facts; E. Harbison, San Bernardino Sun, and E. P. Clark, editor, Riverside Sun. Among the subjects which the visiting newspaper men will discuss are the mechanics of a newspaper, getting the news and how to write it, the business side of the newspaper, a talk on advertising, and editorial policies.

HAGERSTOWN HERALD-MAIL SOLD

Whipple, Baylor and Hager Retire—Take Control January 17

The Hagerstown (Md.) Morning Herald and Daily Mail have been sold by the trustees of the estate of the late Lewis T. Byron to Lewis T. Byron, Jr., J. Frank Ridenour, J. Vincent Jamison, Jr., Joseph W. Byron, 2nd., William P. Lane, Jr., and Max Von Schlegel. The new owners, who will constitute the new board of directors, will take possession of the papers January 17. All of them are of Hagerstown, except Mr. Von Schlegel, who is publisher of the Martinsburg (W. Va.) Journal.

Major C. E. Whipple, general manager of the papers; C. Neill Baylor, editor of the Herald, and J. Garvin Hager, associate editor of the Mail, have sold their stock to the new owners. It is understood the new board will sell $75,000 worth of preferred stock in the company and acquire the real estate in which the newspaper plants are housed. W. P. Lane, Jr., will be the new president of the company.

This is the second time in the past few years these papers have changed hands. Vernon N. Simmons, former owner of the Herald, sold out to the company headed by Lewis T. Byron, with Messrs. Whipple, Baylor and Hager as shareholders, and about two years ago that company purchased the Daily Mail from the William T. Hamilton estate.

BAN RESIDENCE ADDRESSES

St. Louis Ordinance Hits Dealers Who Use Them in Advertising

St. Louis, Jan. 8.—A new ordinance with respect to advertising now in effect in St. Louis makes it unlawful for dealers to use private residences as a blind in offering merchandise. The practice among certain dealers in St. Louis in the sale of pianos, phonographs, and automobiles especially has been to advertise by giving the address of a residence and declaring that the article is on a forced sale. Many people imagine that such sales provide bargains. The ordinance follows:

ORDINANCE 32093.

"Be it ordained by the City of St. Louis, as follows:

"Section One. It shall be unlawful for any person, firm, partnership, corporation, association, trust, or any employee thereof, engaged in the business of selling goods, wares, merchandise, securities, service or real estate to advertise the sale of the same unless it shall be stated in the advertisement of such sale, clearly and unequivocally, that said person advertising such sale of goods, wares, merchandise, securities, or real estate is a dealer in the same; provided, however, that the advertisement of the sale of any goods, wares, merchandise, securities, service or real estate in such form as to make it plainly apparent therefrom that the person so advertising is actually engaged in the business of selling such goods, wares, merchandise, securities, service or real estate as a business, shall be deemed a sufficient compliance with the terms of this ordinance. Any person violating the provision of this ordinance shall be deemed guilty of a misdemeanor and upon conviction thereof shall be punished by a fine of not less than twenty dollars nor more than five hundred dollars for each offense.

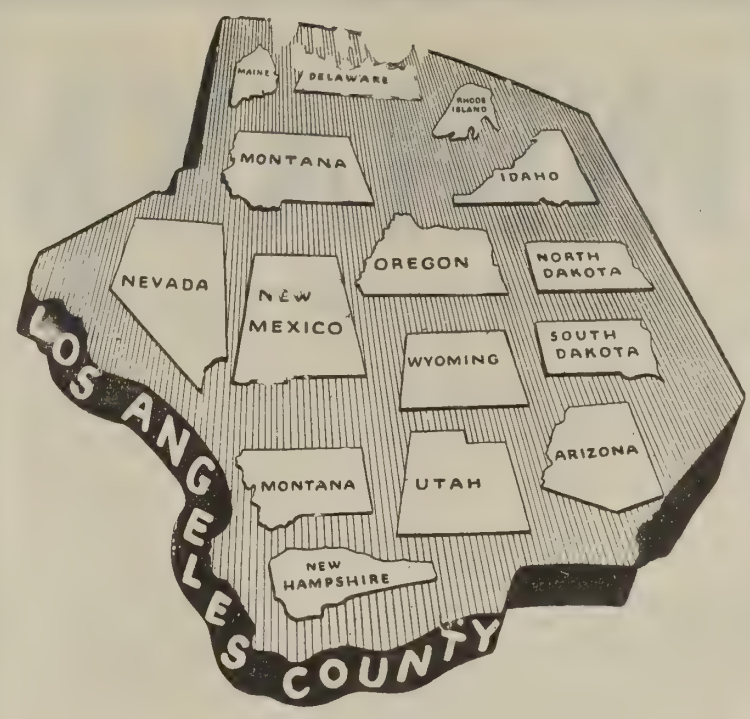
"Approved December 4, 1922."

Book Workers to Exhibit

The fourteenth annual exhibition of the Guild of Book Workers will be held January 10-13 at the Art Center, 65 East 56th street, New York. It will consist of the work of members, such as paper, illuminations, bindings, tools, book plates, etc.

Norfolk's Runschau Suspends

Die Westliche Runschau, Norfolk, Neb., a German newspaper published there since 1908, has suspended publication.



1920 Population

Arizona	334,162	New Hampshire	443,083
Delaware	223,003	Oregon	783,389
Idaho	431,866	Rhode Island	604,397
Maine	768,014	South Dakota	636,547
Montana	548,889	Utah	449,396
North Dakota	646,872	Vermont	352,028
New Mexico	360,350	Wyoming	194,402
Nevada	77,407		

LOS ANGELES COUNTY.....936,438

Your Responsive Audience

Los Angeles County
and the immediate back country
has nearly a million
and a half population
an audience peculiarly
responsive to advertising

This audience has $789,886,000
deposits in the banks
It has $272,080,258 income
from agricultural production

It has $179,011,185 income
from mineral production
It has property assessed
at $1,687,174,848

It owns its own homes
in larger proportion
than any other section
of the United States
More of its homes are
electrically lighted
and equipped with
electrical
labor-saving conveniences
than elsewhere

Los Angeles is a trade center
supplying an empire
which is rapidly expanding
in population and productivity
Here is an unequaled market
rich in resources and
vigorous in its activities

Los Angeles has the Sunday Examiner
with 300,000 circulation
1,000,000 readers
reaching one out of every
two persons in this city
and its rich back country

This great circulation
is an educational force
a compelling energy
carrying the message of manufacturers
to nearly a million persons
fifty-two times a year

The popularity of The Examiner
is evidenced by its
rapidly increasing circulation

The Los Angeles Sunday Examiner now has over 300,000 circulation

Los Angeles Examiner

Broadway at Eleventh—Los Angeles

Offices: New York, 1819 Broadway. Tel. Col. 8342.
Chicago, 915 Hearst Bldg. Tel. Main 5000.
San Francisco, 571 Monadnock Bldg. Tel. Garfield 3858.

INDIANA

Gives You a Potential Market Unsurpassed

Any national advertising campaign must include Indiana. It is right in the heart of things—commercially and geographically.

It is a state of good, live towns, only a few miles apart. All leading transcontinental railroads cross its borders with branches to all corners of the State. Over 2,000 miles of electric railroads cover the State.

It offers you the best means of reaching that market—the newspapers of Indiana, all of them substantial, enterprising papers, highly thought of by their readers and advertisers.

This State is productive territory for every National Advertiser and many are depending more and more upon these daily newspapers.

When you buy advertising in the Dailies mentioned below, you deal in known quality and quantity—they are the undisputed leaders in business getting.

Use Them to Tell Your Message to Indiana

	Circulation	Rate for 5,000 lines
†Decatur Democrat (E)	3,165	.025
**Evansville Courier (M)	24,668	.06
**Evansville Courier (S)	22,571	.06
†Fort Wayne Journal-Gazette (M)	23,490	.07
†Fort Wayne Journal-Gazette (S)	26,080	.07
†Fort Wayne News-Sentinel (E)	32,492	.08
†Gary Evening Post and Tribune (E)	9,125	.05
*Indianapolis News (E)	115,634	.20
†LaPorte Herald (E)	3,768	.025
***South Bend News-Times (M) 9,702 (E) 10,669	20,371	.06
***South Bend News-Times (S)	18,464	.06
††South Bend Tribune (S) 19,500 (E)	17,603	.055
**Terre Haute Tribune (E&S)	22,818	.06
**Vincennes Commercial (M&S)	5,453	.03

†Government Statements, October 1, 1922.
*A. B. C. Publishers' Statement, April 1, 1922.
**A. B. C. Publishers' Statements, October 1, 1922.
***A. B. C. Publishers' Statements, 3 mos. ending Sept. 30.
††Publishers' Statement.

NEW YORK LINEAGE A 6 PER CENT GA FOR 1922 OVER 1921

Corrected Figures for 1920 Put That Year a Shade Ahead Last Year's Record of 160,628,884 Lines—December Se New Mark—Total Pages 13 Per Cent Ahead of 1921

TOTAL advertising in New York City newspapers—160,628,884 lines—during the year 1922 set a higher total than any which had previously been recorded, but corrected figures compiled by the New York Evening Post statistical department for the year 1920 place that period's volume at 161,759,369 lines, or seven-tenths of one per cent ahead of last year's record. The gain of 1922 over 1921 was 8,946,119 lines, or approximately 6 per cent. Eleven newspapers showed gains over their 1921 totals, the other six running behind. Eight newspapers finished 1922 ahead of their 1920 totals and nine ran ahead of their 1919 volume.

As expected, December's lineage another new mark for the month, as October and November. The Decer increase of 1,060,028 lines is accou for in part by five Sundays in against four in 1921. The month's was 14,471,986 lines, all but four of seventeen papers listed showing g over the previous December.

With a gain of 6 per cent in lin the total pages used during the yea creased from 144,556 to 164,098, an vance of 13 per cent, slightly below rate of increase during the early mo

Comparative totals for each newsp for December and for the year follo

DECEMBER, 1922-1921

Pages, 1922	Pages, 1921		Percentage of total space	1922	1921	Gain	L
1,272	1,034	American	6.7	974,750	845,940	128,810	..
1,214	1,022	Brooklyn Eagle	9.2	1,335,418	1,160,280	175,138	..
560	484	Brooklyn Times	2.3	326,856	301,120	25,736	..
372	412	*Commercial	1.4	199,842	233,898	.....	34
1,166	874	*Evening Journal	8.2	1,187,612	1,099,744	87,868	..
524	500	*Evening Mail	3.9	571,170	575,916	.....	4
540	594	*Evening Post	2.6	369,668	460,792	.....	91
664	620	*Sun	6.2	892,912	755,706	137,206	..
546	558	Evening Telegram	3.9	566,228	548,868	17,360	..
820	664	*Evening World	5.9	848,998	833,038	15,960	..
586	552	*Globe	4.9	713,038	679,988	33,050	..
1,052	968	Herald	7.3	1,062,096	1,005,230	56,866	..
944	912	News (Tabloid)	2.3	329,784	345,448	.....	1
696	622	Standard Union	5.0	729,390	626,752	102,638	..
1,542	1,380	Times	14.2	2,058,834	1,853,932	204,902	..
1,004	904	Tribune	6.2	891,426	881,068	10,358	..
1,236	1,040	World	9.8	1,413,964	1,204,238	209,726	..
14,738	13,140	Totals	....	14,471,986	13,411,958	1,060,028	..

DECEMBER, 1922-1916

	1922	1921	1920	1919	1918	1917	1
American	974,750	845,940	837,856	972,416	750,514	862,133	79
Brooklyn Eagle	1,335,418	1,160,280	1,018,576	969,024	743,529	706,412	77
Brooklyn Times	326,856	301,120	308,904	†.....	†.....	†.....	†
Commercial	199,842	233,898	283,288	310,640	117,576	150,190	14
Eve. Journal	1,187,612	1,099,744	1,043,290	956,528	785,960	713,164	74
Eve. Mail	571,170	575,916	586,434	559,788	334,635	461,524	45
Eve. Post	369,668	460,792	659,726	460,554	369,602	372,181	41
Eve. Sun	892,912	755,706	817,382	890,070	566,192	456,333	56
Eve. Telegram	566,228	548,868	500,922	791,602	687,392	647,197	63
Eve. World	848,998	833,038	981,688	879,558	509,347	520,092	50
Globe	713,038	679,988	728,834	775,034	535,203	482,635	51
Herald	1,062,096	1,005,230	1,047,030	703,748	571,862	549,697	67
News (Tabloid)	329,784	345,448	210,408	.....	.....	.....	..
Standard Union	729,390	626,752	734,444	687,852	489,623	475,392	48
Sun	‡.....	‡.....	‡.....	702,386	344,900	332,646	39
Times	2,058,834	1,853,932	1,177,524	1,887,110	1,285,516	1,127,009	1,09
Tribune	891,426	881,068	906,200	893,114	434,446	396,258	46
World	1,413,964	1,204,238	1,153,542	1,476,001	1,186,265	1,041,648	1,06
Totals	14,471,986	13,411,958	13,596,048	13,915,425	9,712,562	9,294,511	9,71

YEARS, 1922-1921.

Pages 1922	Pages 1921		Percentage of total space	1922	1921	Gain	L
13,926	11,172	American	7.0	†11,211,662	10,355,214	856,448	..
13,528	12,048	Brooklyn Eagle	9.6	15,382,124	13,687,818	1,694,306	..
6,280	4,942	Brooklyn Times	2.2	3,474,612	3,441,258	33,354	..
4,656	4,598	*Commercial	1.6	2,627,136	3,003,364	.....	37
11,204	8,394	*Evening Journal	7.3	11,789,500	10,885,820	903,680	..
5,930	5,638	*Evening Mail	3.7	5,938,340	6,263,922	.....	32
5,980	6,554	*Evening Post	2.4	‡3,878,688	5,574,897	.....	‡1,69
7,666	6,648	*Sun	6.0	9,620,816	8,200,724	1,420,092	..
6,844	6,598	Evening Telegram	4.3	6,862,302	6,648,488	213,814	..
8,056	7,098	*Evening World	5.4	8,673,406	8,927,348	.....	25
6,676	5,898	*Globe	4.6	7,306,734	7,220,590	86,144	..
12,282	11,206	Herald	7.4	11,947,256	12,100,740	.....	15
10,316	8,422	News (Tabloid)	2.1	3,348,350	2,761,148	587,202	..
7,896	7,344	Standard Union	4.8	7,785,230	6,915,482	869,748	..
17,506	15,540	Times	15.0	24,142,222	21,652,613	2,489,609	..
11,004	10,424	Tribune	5.9	9,396,416	9,522,745	.....	12
14,348	12,032	World	10.7	17,244,090	14,520,594	2,723,496	.
164,098	144,556	Totals		160,628,884	151,682,765	8,946,119 Net Gain	.

*No Sunday edition.
†248,628 lines American Weekly, July 1 to December 31, 1922, not included.
‡Classified Advertising Department Evening Post discontinued during the year.

YEARS, 1922-1916

	1922	1921	1920	1919	1918	1917	1
American	11,211,662	10,355,214	10,869,294	10,820,642	8,954,915	9,300,672	9,33
Bklyn. Eagle	15,382,124	13,687,818	13,403,456	11,445,058	8,542,714	9,088,947	9,37
Bklyn. Times	3,474,612	3,441,258	¶3,067,986	†.....	†.....	†.....	†
Commercial	2,627,136	3,003,364	3,461,694	2,862,008	1,841,547	1,861,185	†
Eve. Journal	11,789,500	10,885,820	9,985,090	9,579,660	7,183,506	7,236,696	7,08
Eve. Mail	5,938,340	6,263,922	6,441,770	4,824,119	4,174,098	4,888,576	4,94
Evening Post	3,878,688	5,574,897	5,628,471	4,490,629	3,783,959	3,847,922	3,75
Evening Sun	9,620,816	8,200,724	8,958,858	8,421,293	5,427,009	5,416,317	5,72
Eve. Tele'gm	6,862,302	6,648,488	7,538,530	9,192,795	7,806,620	7,775,630	7,12
Eve. World	8,673,406	8,927,348	9,789,770	7,907,884	4,922,253	5,318,622	4,92
Globe	7,306,734	7,220,590	8,056,835	8,395,112	5,267,659	5,470,140	5,92
‡Herald	.....	.....	§614,200	8,734,682	6,595,075	7,309,298	7,76
Herald	11,947,256	12,100,740	‖11,421,037	.....	.....	.....	.
News(tabloid)	3,348,350	2,761,148	**1,335,936	.....	.....	.....	.
Stand. Union	7,785,230	6,915,482	8,596,922	7,141,268	5,528,955	5,549,711	5,59
‡Sun	.....	.....	§792,854	6,573,236	3,604,733	4,131,699	4,08
Times	24,142,222	21,652,613	23,447,395	19,533,642	13,497,525	12,509,587	11,59
Tribune	9,396,416	9,522,745	10,197,262	8,138,022	4,170,812	4,644,931	4,42
World	17,244,090	14,520,594	18,152,009	17,819,269	14,754,242	13,741,045	12,76
Totals	160,628,884	151,682,765	161,759,369	145,879,319	106,055,622	108,090,978	104,41

News started Sunday edition May 1, 1921.
†Figures not recorded.
‡Sun and Herald combined into Sun-Herald, Feb. 1, 1920.
§January 1 to January 31, inclusive. ‖February 1 to December 31, inclusive.
¶March 1 to December 31, inclusive. **May 1 to December 31, inclusive.

L THEIR ACTS LEGAL ENGRAVERS AVER

ployers and Union Answer Charges y Trade Commission in New York Case, Denying That Body Has Jurisdiction

ASHINGTON, D. C., Jan. 10.—Allega- s contained in the complaint of the eral Trade Commission against the to-engraving industry of New York, g the Commission's intention of in- igating an agreement of employers employees to maintain a uniform scale prices for photo-engraving products, denied in answers filed with the mission by the Photo-Engravers' rd of Trade of New York, Inc., and New York Photo-Engravers' Union 1.

oth the organizations assert they are aged in no practice in violation of the which the Commission has been ed upon to administer and contend no agreement has been made be- en them which in any sense is illegal.

pecifically the Photo-Engravers' rd of Trade denies that the work hoto-engravers constitute "products" he sense used by the Trade Commis- or that a substantial portion of the k is transported in interstate com- ce and subject to consideration by the de Commission.

t is denied," says the answer of the loying group, "that the officers, di- ors or members of the said Photo- ravers' Board of Trade of New k, Inc., adopted or maintained a dard scale or uniform price for any ose in conflict with law; said re- dents further state that the so-called dard scale was adopted solely and ex- ively as a basis for computing the of value of the services rendered by members of the Board of Trade to respective customers and as means romoting fair dealing between the bers of the said Board of Trade and respective customers; and that the does not constitute a uniform price ement in fact or in effect, but is simp- nd solely a basis from which the bers of the Board of Trade are ac- med to quote to their respective cus- rs discounts varying with the con- ns surrounding each order."

is further stated that the sole pur- of the agreements entered into from to time by the Board of Trade and New York Photo-Engravers' Union 1 of the International Photo-En- ers' Union of North American "has and is solely to insure proper work- conditions, fair working competition, nonious relations between employer employee * * * that said agree- ts have not been designed or intended any ulterior or illegal purpose what- er, and they have not in any way and never been used for the purpose of ng competition in interstate com- e.

he agreement between the Board of le and the said union has not resulted ne withdrawal of members of the n from the shops or plants of the oyers who are not members of the Board of Trade. In fact a large er of photo-engraving plants have and are in actual operation in the of New York, the owners of which s are not members of the Board of e, and at which plants there are en- d members of the said Union."

ch of the organizations in its indi- al answer acknowledges that a cer- selling base was in operation at one but did not result from any agree- or conspiracy. This so-called base not been operative, however, since h 15, 1921. Discussing the so-called g base from its standpoint the an- of the Photo-Engravers' Union

he said selling base was adopted after a most careful and scientific of all the conditions in the trade, upon actual experience of the em- rs and employees engaged in the -engraving industry, and such a sell- ase for photo-engravings was de- clared valid and legal by Mr. Justice Mulqueen of the Court of General Sessions of the City of New York, in criminal prosecution instituted by the District Attorney of the County of New York against the Photo-Engravers' Board of Trade, and it was only after said decision that the union adopted its selling base."

Both organizations maintain that engravings are products of "an agreement for work, labor and services and more in the nature of an art or process," than "an article or commodity of common use."

No date has been fixed by the Trade Commission for a hearing.

SUPREME COURT AGAIN BANS PRICE FIXING

(*Continued from page* 10)

tem went "far beyond the simple refusal to sell goods to persons who will not sell at stated prices," which in the Colgate case was held to be within the legal right of the producer, the system disclosed "necessarily constituting a scheme which restrains the natural flow of commerce and the freedom of competition in the channels of interstate trade, which it has been the purpose of all the anti-trust acts to maintain."

The Beechnut decision reversed the judgment of Federal Circuit Court of Appeals in New York, which had set aside an order of the Federal Trade Commission requiring the Beechnut Company to desist from its methods of reselling its products. The Trade Commission condemned the plans as an unfair method of competition.

Referring to the powers of the Trade Commission the court, in the Beechnut decision said: "If the Beechnut system of merchandising is against public policy because of 'its dangerous tendency unduly to hinder competition or to create monopoly,' it is within the power of the commission to make an order forbidding its continuation."

The Supreme Court in the Beechnut case, also, modified, on the ground that it was "too broad," the original order of the Trade Commission, which provided that "the Beechnut company, its officers, directors, agents, servants and employees cease and desist from directly or indirectly recommending, requiring or by any means bringing about the resale of Beechnut products by distributors, whether at wholesale or retail, according to any system of prices fixed or established by respondent and more particularly by any or all of the following means:

"1. Refusing to sell to any such distributors because of their failure to adhere to any such system of resale prices.

"2. Refusing to sell to any such distributors because of their having resold respondents' said products to other distributors who have failed to adhere to any such system of resale prices.

"3. Securing or seeking to secure the co-operation of its distributors in maintaining or enforcing any such system of resale prices.

"4. Carrying out, or causing others to carry out, a resale price maintenance policy by any other means."

The justices dissenting from the majority of the court in the Beechment decision were Holmes, McReynolds, McKenna and Brandeis. Opposing views were read by Justices Holmes and McReynolds, in which the practices of the Beechnut Packing Company were defended and held to be entirely legal. Justice Day delivered the court's opinion in the Beechnut case.

Chief Justice Taft, in announcing the action of the court in the Mishawaka Company's case, said the Solicitor General in his brief conceded that the order of the commission, affirmed by the 7th Circuit Court of Appeals, was broader than the decision in the Beechnut Packing Company case, which the Circuit Court of Appeals followed in dismissing the woolen company's case.

The Mishawaka case has attracted wide attention in the national advertising field during the year as offering another hope that the Supreme Court might legalize in some form the rights of manufacturers to set and maintain the resale and retail prices of their products.

IOWA

Iowa Enjoys the Highest Per Capita of Wealth and the Lowest Percentage of Illiteracy

This condition is permanent because her wealth is based on agriculture.

The approximate value of farm products and live stock produced last year in Iowa amounts to the enormous sum of

$1,750,000,000

Iowa's progressive people are mainly engaged in intensive agricultural pursuits.

The average value per acre of plowed lands is $205.00 There are no congested districts. There are no good sections and ordinary sections. It is all good.

Iowa has never known a crop failure.

This means that money pours into Iowa banks and her people's pockets.

An advertising appropriation, judiciously divided among Iowa's dominating newspapers listed below, can be made to pay a substantial dividend.

The Time to Prove IOWA'S Responsiveness is NOW

	Circulation	Rate for 5,000 lines
**Burlington Hawk-Eye .....(M)	10,387	.035
**Burlington Hawk-Eye .....(S)	13,163	.035
†Cedar Rapids Gazette.....(E)	21,131	.06
**Council Bluffs Nonpareil.....(E&S)	15,521	.05
**Davenport Democrat & Leader.. ...(E)	14,361	.06
**Davenport Democrat & Leader.....(S)	17,401	.06
†Davenport Times .....(E)	23,896	.07
**Des Moines Capital.....(E)	60,696	.14
**Des Moines Sunday Capital.....(S)	28,858	.14
*Iowa City Press-Citizen .....(E)	6,320	.035
†Mason City Globe Gazette.....(E)	11,096	.035
**Muscatine Journal .....(E)	7,863	.035
*Ottumwa Courier .....(E)	13,186	.05
**Waterloo Evening Courier.....(E)	15,080	.05

*A. B. C. Statement, April 1, 1922.

**A. B. C. Statement, October 1, 1922.

†Government Statement, October 1, 1922.

EDITORIAL



OUR SECRETARY OF SECRECY

THE United States Government is a going concern doing business with other nations on a stupendous scale never before reached in the history of the world and this business is being carried on in a manner that is keeping more than a hundred million people—each personally involved, each personally endangered—in complete ignorance of its operations.

Never before has the Department of State shown such contempt for the rights of the people in matters of international intercourse that endanger the future peace and prosperity of this nation and the world. Secret diplomacy—plaything of the devil and agency of war, rapine and greed—rules supreme.

This is not a partisan issue. It is an American issue in which more than a hundred million people are being led around the edge of a volcano as completely uncertain of their steps as if they were blindfolded.

Certainly Secretary Hughes scored the biggest beat of this young year when he recalled the correspondents after they had been dismissed empty-handed from the regular State Department conference to tell them that the Administration had found it expedient to recall American troops from Germany. Only 48 hours before, "high authority" had informed the correspondents that such action was not contemplated, not to be thought of. Yet there is evidence that it had been determined several days before either announcement was made. The newspapers beat the country on the news only by the fact that they had the first chance to be bewildered.

Nor has the corps of correspondents any reason to thank "high authority" for the news it had given the country on America's intention to take a greater interest in world affairs.

The press has told the country what "high authority" has permitted to become known, after days in which endless guesses and hot air stories under Washington date lines had thoroughly confused the people as to the Administration's intentions in foreign affairs.

The press has done its best with the equivocal, double-edged information that has been vouchsafed and it has seen itself denying under banner headlines the very facts that it asseverated the day before. It had been a thoroughly humiliating period for editors and correspondents and the time has come to call for a new deal.

A good way to begin would be by discontinuing the present useless so-called weekly question-and-answer conferences that Secretary Hughes holds with the Washington newspaper corps. They are a waste of busy newspaper men's time and seem to have developed the country's leading false rumor factory. Even the Secretary made this charge at a recent meeting.

America's hands have been kept too clean in international dealing in the past to use them now merely as a screen to whisper behind; the American people are too proud of their principles and ideals to have them whispered—they want them shouted from the house-tops so the whole world can hear.

It might be a high road that Secretary Hughes is traveling, but somewhere on it he is going to need the other hundred million and if he cannot see the necessity of preparing them now with a few facts, then the press of the nation should train the guns of public opinion on him and force the issue.

If necessary, Secretary Hughes must be given to understand that this is a government of all the people even in international affairs.

BUSINESS will applaud the Supreme Court's decision this week that the Curtis magazines violated no law by keeping their sales agents exclusively engaged in their own service. That part of the decision reflected plain common sense applied to a statute whose application has long been in dispute. The decision can be usefully applied by comparatively few commercial organizations, but it served a good purpose in establishing that a firm's relations with its agents, so long as they do not aim at monopoly or restraint of trade, are the concern of nobody but the parties to the contract.

AN AMERICAN'S CREED

COMPILED BY CHAS. W. MILLER
Vicksburg News

IN the days of the Prophets, of the Savior, His Disciples, even to this day, the people have been admonished to give thanks to God for His manifold blessings. In all these years man has known that "every good and every perfect gift comes from the Father of all." Each and every man and woman has a God-given talent; whatever talent we have, is a gift from God. He gives us a brain which is capable of reproducing in our mind's eye a review of all we have passed through from the days of childhood to old age; a brain to conceive the manufacture of divers things; some to cure the physical ailments of man, surgeons who can perform wonderful operations on the human body and every invention that has been made. Then, why not give thanks to Him daily, and exemplify His teachings, to Love thy neighbor as thyself, and show practical kindness in every form of need?

OFF TO A FLYING START

1922 LIVED up to its promise. It set new marks in advertising for the newspaper fighters of 1923, marks that a few years ago would have seemed beyond the wildest dreams of the most optimistic believer in newspaper advertising. Its successor in the procession of the years starts with prospects of equalling, perhaps bettering, the record made during the past twelve months. Business has forgotten the old joke about the necessity of a Hades as a refuge for departed commerce. The uncertainty that marked January of a year ago is totally absent as trade floats along on the crest of a wave of industrial activity that has never been equalled.

Automobile men at the first of the national shows in New York this week look forward to a year in which more cars will be made and sold than was considered possible only a year ago. They also see new makes entering the field for a taste of its prosperity and the severest kind of competition. That bodes well for the newspapers. Competition creates new advertisers, some of whom are bound to prosper and continue using the newspaper to spread their message. Lineage in New York newspapers is far above that during previous exhibitions and there is promise that the regular campaigns to start in the Spring will continue the flood of selling copy in the daily press.

At the take-off, then, 1923 looks like a year which will be marked by general prosperity throughout the nation, free spending, increasing wages and higher prices for the necessities of life. When the peak of this activity will come it would be rash to guess. Normally it might be expected to run through most of the year and to precede a period in which post-war deflation could continue its interrupted course. But with Europe a powder magazine in the vicinity of a bonfire, it is futile to talk of normal business conditions anywhere in the world. American business is putting its best foot forward, hoping for the best and preparing for it and not crossing any bridges of trouble until they appear dead ahead. Probably that is the best way to travel in a world enveloped in fog.

BENJAMIN FRANKLIN entered on his newspaper career just 200 years ago, through a printer's apprenticeship. He left the craft half a century later, died a printer, and the craft was much the richer for his association with it. His feet were always on solid ground, his eyes sometimes above the clouds, but his philosophy is rooted deep in the eternal life of the race.

WHO'S SINISTER NOW?

PITY Mr. Steenerson! He shouldn't have stir up the newspaper and periodical publishers allusions to sinister propaganda in their fi for relief from war-time postal burdens. He shoul have trusted to memory alone when he said that U Sam was losing more than $30,000,000 a year on h dling second class matter. Rather should his n have projected itself back to the Spring of 1917 t to the dour jobless Spring of 1922. If it had, Steenerson might not now be called a "sinister pr gandist" and convicted by his own words.

Mr. Steenerson should have recalled the old days when Messrs. Burleson and Kitchin vented t spleen against the press by putting the present rageous scheme of rates on the statute books u cover of a host of war tax measures. In those Mr. Steenerson did NOT believe that the Governm was losing millions on carrying newspapers and ma zines. He DID believe that the Burleson clique using obsolete and lying figures to establish that po charges fell far short of paying costs on carrying lications. Mr. Steenerson didn't hesitate to dec that the Post Office officials didn't know what were talking about. And he clinched all his po

Mr. Steenerson—in 1917, mind you—took 4,000,0 000 pounds of mail as the total carried in the prev year. He declared that the Post Office paid the ways $60,000,000 for carrying this total—roughl cent and a half a pound. With that he placed 1917 statement of Mr. Burleson that the Depart was making a profit of 20 per cent on the pa post, the transport of which cost 3 cents a po Then he took the figure advanced by Burleson, Ki et al. of 5½ cents a pound as the average co handling second-class matter, and showed that it taken from a report of an investigation 10 before 1917. He pointed to the immense reduc in the pay to the railways for transporting mail blue-tag freight shipment of magazines, the mail bags, half as heavy as the 1907 vintage gigantic increase in the volume of mail between and 1917—from 1,200,000,000 pounds to 4,000,00 pounds—and the transfer of much of the handli periodicals from the Post Office to the publishe

His conclusion was that it cost no more to tran periodicals than the parcels post and that it tainly cost less than 2 cents a pound in 1917. comments were that "those gentlemen who for and years advertised to the world that the Goverr was being robbed of $80,000,000 should reflect t is unfair," and that "statements made here as graft of $80,000,000 or $90,000,000 are gross exag tions, unworthy of anybody who makes the stater

That was Mr. Steenerson in 1917. He talked mon sense—in vain—to politicians whose thoug postal matters were befuddled by general ignc and ingrained hatred for the press which sav proclaimed that ignorance. Most of them have been retired from Congress. Unhappily, Mr. St son has fallen into disfavor at home, and it appear, into the habits of thought that mark opponents of six years ago.

Today Mr. Steenerson condemns as "sinister p ganda" the very thoughts, almost the very wor uttered when the present postal charges wer ceived in hate and brought forth in prejudice.

He was right in 1917. He is not right toda is not thinking of the United States now, but Steenerson, out of a job after March 4 unle gods find him another desk in Washington Steenerson can stay in Washington if his posta mission can get a million dollars to investigate class mail until 1924. They've spent two yea $300,000 already and reported "progress."

But the million can't be had if the papers ge they want first and a jobless Congressman w little trifles like pre-election promises or six-y statements bar him from changing his mind new opinion adds a chance of life to the posta mission. The people and the publications can g They will, too, unless they convince the Steen that triple pre-war postal rates can't be used vide million-dollar do-nothing commissions fo gressional cripples and that when the new speak for themselves and their readers, politici parties which don't listen are in for trouble.

PERSONALS

RANK P. GLASS, who recently purchased a half interest in the St. is Star from John C. Roberts and i- son, Elzey Roberts, was formally comed to St. Louis, January 5, at a heon held jointly by the St. Louis vention, Publicity and Tourist Bu-; the St. Louis Hotel and Restau- Men's Association; and the Down- Improvement Association at the el Jefferson.

illiam A. Thomson, director of the eau of Advertising of the American spaper Publishers' Association, and s Barbara Buxton of St. Paul and vidence, R. I., announced their en- ement January 11. No date has been for the wedding.

illiam Barnes, president of the Al- Evening Journal and former chair- of the Republican State Committee, Mrs. Maud Fiero Battershall will be ried at Greenwich, Conn., January 17.

. M. Peterson, assistant publisher of Springfield (Mass.) Union, recently t three weeks in California, combin- business with pleasure.

harles H. Hastings, publisher of the n (Mass.) Daily Item, recently was elected clerk and director of the Es- Trust Company, of that city.

. L. McTavish, formerly assistant to F. Herman, publisher of the Saska- n Star, the Regina Post and the dsor (Ont.) Border Cities Star, was pointed editor-in-chief of the Winni- Evening Tribune January 1. Mr. Tavish started newspaper work on the awa Journal 12 years ago, and for past 10 years has been connected with man publications.

S. Boyd, manager of the Moncton B.) Daily Times, recently celebrated 40th year in newspaper work.

IN THE EDITORIAL ROOMS

OWELL J. LEYSHON, for a num- ber of years city editor of the Knox- (Tenn.) Journal and Tribune, is city editor of the Knoxville Sen- el. Stuart Towe succeeds him on the rnal and Tribune.

. C. Smith, formerly on the Atlantic rnal, is now on the Detroit Times y desk.

. C. Forrey has recently joined the roit Times copy desk staff.

aymond Priest, formerly Detroit eau manager for the United Press sociations, is now on the Detroit Times y desk.

illiam A. Curley, managing editor the Chicago Evening American and mber of the advertising staff, left this k for a pleasure trip to Pinehurst, C.

enry G. Spaulding, telegraph editor the Chicago Daily News, returned to desk after a long illness.

eorge P. Stone, special writer on the icago Daily News, and Mrs. Stone a new son born January 5.

. C. Norlander, assistant city editor the Chicago Journal, returned to work past week after undergoing an oper- n on his throat.

aurice S. Harman, of the news staff the Hagerstown (Md.) Herald, and . Harman are the parents of a ghter born recently.

ou M. Kennedy, sports editor of the tland (Ore.) Telegram, is recovering n the effects of a major operation has confined him to a Portland ital for several weeks.

va Mahoney, of the editorial depart- t of the Omaha World-Herald has en elected president of the Omaha V nen's Press club.

arvey Deuell, former day city editor the Chicago Tribune, who has been New York, returned to the Tribune.

H. P. Mountain, an English newspaper man, has recently become a copy reader on the telegraph desk of the Cleveland Plain Dealer.

Robert Snad, Jr., for several years connected with the Cleveland Plain Dealer, has returned to that paper as a special writer in the Sunday department after several months spent in Pasadena, Cal.

Bruce Cotton, of Boston, is now local copy reader for the Cleveland Plain Dealer.

Ellis Hilton, formerly a copy reader on Cleveland newspapers, has returned to Cincinnati to go with the editorial department of the Commercial Tribune.

D. B. Johnson, until a few days ago connected with the editorial department of the Cleveland Plain Dealer, has resigned to do magazine writing.

Albert E. Harris, night police reporter for the Sioux City (Iowa) Tribune, has been made day police reporter.

Roscoe Taylor, formerly of the Rochester (N. Y.) Post Express, and recently of the Los Angeles Times, has been appointed editor of the Petroleum World, oil trade magazine. Mrs. Taylor was formerly Miss Louise Cunningham of the editorial staff of the Rochester Times-Union.

J. Roy Elliott, financial editor of the Rochester (N. Y.) Times-Union, has returned to his desk from a week's inspection trip of the Porcupine gold mine district of northern Ontario, Canada.

Richard De Courcey, sport editor of the Providence News, has resigned.

Ralph H. Wagner, formerly of the reportorial staff of the Hagerstown (Md.) Globe, and Miss Ethel Hafner are to be married shortly.

George C. Condon, Jr., formerly on the court beat of the Springfield (Ohio) Daily News, is now director of the radio broadcasting station of the Atlanta (Ga.) Constitution.

Harold Hadley, formerly of Denver, is now writing sports for the Omaha World-Herald.

William C. Winder, Jr. has been appointed literary editor of the Salt Lake City Citizen.

F. H. Foster, colored writer of Salt Lake City, has just gotten out a book of fairy tales for children.

Floyd A. Timmerman, member of the Ogden (Utah) Standard-Examiner editorial department, is recovering from an operation for appendicitis at the Dee Hospital of that city.

C. C. McGill, reporter on the Detroit News, has been named a deputy sheriff by George A. Walters, new sheriff of Wayne county, and placed in charge of an accident investigation bureau.

Felix Holt and Charles Drummond have joined the staff of the Detroit Times, going from the Detroit News, where they had been since the purchase of the Journal.

William Dodson, formerly of the news staff of the Baltimore Sun, has joined the Baltimore American.

Harlan Allen has been transferred from telegraph editor of the Jamestown (N. Y.) Morning Post to the western New York desk succeeding Martin Knight who goes to the city staff. Leon F. Roberts, formerly police and court reporter, is now in charge of the telegraph.

George L. Stuckey, formerly on the news staff of the Marion (Ind.) Chronicle, was recently chosen secretary of the Marion Junior Association of Commerce.

William G. Hallberg has returned from Daytona, Fla., where he has been managing editor of a newspaper for several months past, and is now sports editor on the Marion (Ind.) Chronicle.

Frank E. Redmond, formerly a Syracuse (N. Y.) newspaperman, has resigned as associate editor of the National Safety News, Chicago, and is in Buffalo with Associated Industries, Inc.

Edward J. Benthale, formerly of the art department of the New York American, is now in charge of the art department of the Syracuse (N. Y.) Telegram.

Alfred M. Green and S. T. Milliken of the Albany (N. Y.) Evening News have joined the editorial staff of the Syracuse (N. Y.) Post-Standard.

Milford E. Wesp, formerly of the Buffalo (N. Y.) Evening News, is now assistant to the sports editor of the Syracuse (N. Y.) Telegram.

Joseph Adams, for some time correspondent for the Syracuse (N. Y.) Post Standard at Saranac Lake, has joined the local editorial staff.

FOLKS WORTH KNOWING

JOHN T. FLYNN, managing editor of the New York Globe, was unanimously elected president of the New York Press Club, January 8. Mr. Flynn started newspaper work on the New Haven (Conn.) Register, after which he was connected with various other New England papers, including the Hartford Courant and the Worcester Gazette. Then he returned to the New Haven Register as city editor, which post he left in 1919 to go with the New York Globe as real estate editor. Late in 1921 Mr. Flynn was made city editor of the Globe and next appointed managing editor of the paper in January, 1922, succeeding Bruce Bliven. As president of the Press Club, Mr. Flynn succeeds E. Percy Howard, who held the office for eight years.



JOHN T. FLYNN

The other officers elected are: First vice-president, Elias B. Dunn; second vice-president, S. Jay Kaufman, New York Globe; third vice-president, Gavin D. High, the New York Sun. Channing H. Leidy was re-elected treasurer and Caleb H. Redfern was again chosen corresponding secretary.

Sidney W. Dean and John A. Hennessy were elected trustees for three years and Edward E. Pidgeon and Porter Caruthers were elected trustees for two years.

C. W. Hayes, formerly of the Detroit News, is now on the copy desk of the Syracuse (N. Y.) Telegram.

Ross H. Garrigus, for a year city editor of the St. Petersburg (Fla.) Times, has been appointed assistant advertising manager of the Haines Automobile Company, Kokomo, Ind.

Guy W. Seem, who has been writing labor and industrial news for the New York Times during the last year and a half, has resigned from the Times to become Western publicity director for the S. W. Straus & Co., bonds and mortgages. Louis Stark, of the Times staff, has been assigned to take over the labor and industrial news department work.

F. W. Rowse, a reporter on the Montreal Star, is the editor of the Eastern Messenger, a weekly, the first number of which appeared during the past week.

Tip O'Neill, formerly editor of the Lansing (Mich.) Capital News, and later with the Lansing State Journal business department, is now managing editor of the Wausau (Wis.) Record-Herald.

Mrs. Rita Howe Larkin has resigned from the Lynn (Mass.) Telegram-News staff.

Henry F. Duggan, district man for the Lynn (Mass.) Telegram-News, was presented a fountain pen by his political associates when he retired recently after six years' service in the Peabody city council.

Clifford F. Carroll, formerly on the Albany (N. Y.) Knickerbocker Press, is now on the night desk of the Springfield (Mass.) Union.

A. Davis Gilchrist and Miss Fannie B. Durfee, of the Fall River Evening News staff, are in the hospital seriously injured as the result of being struck by an automobile Jan. 1. Gilchrist suffered a compound fracture of the right leg, several broken ribs on the right side, a serious cut on the head and injuries to his back. Miss Durfee has a broken right thigh and a bad wound on the forehead.

Dwight Moody, formerly on the New Bedford (Mass.) Standard, is now on the city staff of the Springfield (Mass.) Republican.

(*Continued on Page 36*)

VISITORS TO NEW YORK

B. H. PEACE, Greenville (S. C.) News.

J. Archie Willis, Greenville (S. C.) News.

George T. Witmarsh, S. C. Beckwith Agency, Chicago.

Keene Abbott, Omaha World-Herald.

Henry Suydam, Washington correspondent Brooklyn Daily Eagle.

The following papers have signed contracts for the Haskin Service for one year:

The Harrisburg Patriot and Evening News
The Knoxville Journal and Tribune
The Bristol Herald Courier
The Lynchburg Daily Advance
The Hagerstown Herald and Mail
The Johnson City Staff

E. A. Davidson, formerly on the Bennington (Vt.) Banner, is now a member of the city staff of the Springfield (Mass.) Republican.

E. A. McFee, formerly city editor of the Springfield (Mass.) Union, has recently become a member of the Springfield (Mass.) Republican city staff.

Lawrence M. Benedict has resigned from the Washington staff of the United Press to become correspondent for the Akron Beacon-Journal and Springfield Sun.

Henry Vance, formerly sports editor of the Birmingham Age-Herald, is now conducting a column on the Birmingham News.

Henry Schaeffer is the new city editor of the Birmingham Age-Herald.

Matthew J. Sweeney, for many years on the news staff of the Albany Knickerbocker Press, has resigned to join the Albany Times-Union.

Elliot Tarbell, who has been with the Spokane (Wash.) Spokesman-Review, has returned to the St. Paul Daily News as general assignment man.

Miss Angela Stoms has returned to the St. Paul Daily News as assistant society editor.

Miss Florentine Michaud, society editor of the St. Paul Daily News, is in a hospital suffering from a nervous breakdown.

Dale Wilson, assistant city editor of the St. Paul Daily News, has left to go on the Milwaukee (Wisconsin,) Journal.

Miles DeV. Stettenbenz, who resigned as night managing editor of the New York World last July to become managing editor of the Philadelphia Public Ledger, has returned to the World as assistant managing editor of the Evening World.

John Ward, a former newspaper man and now of the staff of the Grain Growers Guide, Winnipeg, Man., has been appointed secretary of the Canadian Council of Agriculture with headquarters at Winnipeg, succeeding Norman P. Lambert, also a former newspaperman. Mr. Ward is secretary of the Winnipeg Press Club.

Floyd Timmerman, of the editorial department, Ogden Standard-Examiner, has been removed to his home from the Dee Hospital, following an operation for appendicitis.

Cecil Lamont has returned to the staff of the Winnipeg (Man.) Free Press after six months on the St. Paul Pioneer-Press.

IN THE BUSINESS OFFICE

F. R. DAVIT, formerly advertising manager of the Minneapolis Star, had been made advertising manager of the Milwaukee Sentinel taking the place left vacant when A. B. Cargill was made general manager of the paper succeeding John Poppendieck, Jr., who retired from the Sentinel.

C. N. Butler, general manager of the Salt Lake City Tribune circulation department, has retired and will settle in San Francisco after 33 years with the paper.

Charles H. Albrecht, who has been on the local advertising staff of the Brooklyn Citizen for the past five years, on January 8 became a member of the advertising department of the New York Herald.

James J. Austin, formerly of the advertising staff of the Omaha Bee, has been made head of the advertising service department established the first of the year by the Omaha World-Herald and will give his entire time to promoting better advertising and business development.

F. W. Allsop, business manager of the Little Rock (Ark.) Gazette, recently published a history of newspaper work in Arkansas entitled Arkansas Press for 100 Years and More.

Thomas D. Potwin, who has been for three years editor of the Albany (Ore.) Daily Herald, is now with the advertising department of the Salem (Ore.) Morning Statesman.

William Murray is the new cashier of the Kingston (N. Y.) Daily Freeman, succeeding Miss Marguerite E. Sweeney who was married January 2.

George Rulray is a new member of the Chicago Tribune business survey department in charge of the display windows.

Arthur Olson and Harold McCarthy, formerly of the survey department of the Chicago Tribune, have been transferred to the merchandising bureau of the national advertising section.

Chester McKittrick, formerly of the local advertising department of the Chicago Tribune, has been transferred to the business survey division.

Roger Ferger has been made advertising manager of the Cincinnati Enquirer, succeeding George W. Preston, who has been in charge for the past four years. Mr. Ferger joined the Enquirer staff about a year ago and was placed in charge of classified. Later he assumed charge of the Rotogravure section.

Ed. Aurora who has been on the advertising staff of the Cincinnati Times-Star for the past 18 years has resigned to enter business with his brother in Covington, Ky.

Patrick F. Buckley, for 10 years with the Leslie Judge Company, during seven of which he was western manager, has moved to Cleveland, and will join the Cleveland Plain Dealer advertising department.

A. M. Best, formerly advertising solicitor for the Arkansas Countryman, is now advertising manager of the El Dorado (Ark.) Daily News.

L. J. Conant, who has been manager of the merchandising department of the St. Louis Post-Dispatch for the past year, has resigned.

F. R. Jones has been appointed Middle Western representative of the Jiji Shimpo, Tokyo, Japan, the Japan Advertiser and the Trans-Pacific Magazine, with headquarters at 1032 South La Salle street, Chicago.

WITH THE AD FOLKS

GEORGE L. BROWN has joined the J. C. Penney Company, national organization of department stores at New York, as assistant to the vice-president in charge of sales, George G. Hoag. Mr. Brown was secretary for a year of the Advertising Club of New York, resigning from that position in April, 1922.

Theodore B. Metzger has been appointed advertising manager of the Buffalo (N. Y.) Chamber of Commerce. Mr. Metzger was formerly with the advertising department of the Buffalo Times.

Mrs. Mary Marston Kinsey, at one time on the Omaha Bee advertising staff, has been appointed advertising manager of the Burgess-Nash Company, Omaha.

MARRIED

MISS LISETTE H. STIEL, daughter of George Steil, vice-president of the Magill-Weinsheimer Advertising Company, Chicago, and Richard Moenus were married last week.

Miss Dew Flanery, formerly society reporter for the Hagerstown (Md.) Daily Mail, and Wayne Wilson Haffler were married recently.

Benson K. Pratt, reporter on the Chicago Evening American, and Miss Florence Murdock were married recently.

Vaughn Gaddis, of the credit department of the Omaha World-Herald, and Miss Glades Smith were married December 31.

Miss Juanita Brooks, daughter of Robert Lee Brooks, controller of the South Chicago (Ill.) Daily Calumet, and Keith O'Brien were married recently.

NOTES OF THE AD AGENCIES

WILLIAM JENKINS of the Economist group publications, and Aylwin Lee Martin, account executive of the Eugene McGuckin Company, have formed the firm of Jenkins-Martin Philadelphia Advertising Agency, with offices at 1713 Sansom street.

The Manternach Company, advertising agency, Hartford, Conn., has increased its capitalization from $50,000 to $100,000.

E. T. Howard Company, Inc., New York advertising agency, moved January 1 to 33 West 42nd street.

The Chicago office of Albert Frank & Co., advertising agents, has started the publication of a semi-monthly Business Review, the first issue of which appeared December 16. It covers the field of business conditions in this country and abroad.

H. C. Lenington, formerly secretary of the Dallas Trade League and more recently publicity director for the L. H. Lewis Company, Dallas, Texas, has formed, in association with E. W. S. Shaw, a printing and advertising service at Dallas. Mr. Lennington was at one time manager and editor of the Progressive Merchant, a trade journal of the Dallas market.

The Fred H. Randall Company, Chicago, advertising and sales plans, have moved to the Tower Building, 6 North Michigan avenue.

James T. Wetherall, president of the Jowett Advertising Agency of Boston, is taking a trip through the West, and will spend part of the winter at his estate in California.

W. H. Trump, for more than seven years advertising and associate sales manager of Alexander Brothers, Philadelphia, manufacturers of leather belting, has opened an advertising service office in Philadelphia under his own nar

F. M. Alley, who has been with t Hahan-Rodemberg Company, Sprir field, Ill., has become a partner in t John F. Delaney Advertising Servi Chicago. He will direct sales promoti

W. J. Brons, who has been with t Associated Press and the Internatio News Service at Chicago, has tak charge of the research department of t John F. Delaney Advertising Servi Chicago.

Carl Reimers, recently with Hoy Service, New York, has joined the N York staff of Grandin-Dorrance-Sulliv Inc. He was formerly general sa manager of the Stewart Phonogra Corporation, New York and Toronto.

Allan R. O'Meara has joined the st of Earl Uhl, Inc., advertising, Chica He was formerly with the Osgood Co pany.

Cornelius H. Underwood, forme space buyer for Siegmund Kahn, adv tising agent, New York, has establish own agency in New York under t name of C. H. Underwood, Inc.

Edward H. Smith, recently with t Franklin Automobile Company, Sy cuse, N. Y., has joined the Powe House Company, Cleveland, advertisi agency. Mr. Smith was at one time w Walter B. Snow and staff, Boston a vertising agency.

Robert W. Orr has been appoint manager of J. T. H. Mitchel, Inc., N York advertising agency. He was p viously with the advertising departm of the Philadelphia Evening Bulle and the Dorland Agency, Inc., N York.

Seven Traveling Men

The other Sunday night there were seven traveling men in the Episcopal church of Alpena, Mich., who admitted they had come because of the church's advertisement in the Alpena News.

The publisher obtained the 52 ads offered by the Church Advertising Department and tried to get all the churches to unite in using them. He failed to get them all in line. The Episcopal Church decided to use the series alone.

Now that results are coming, the other churches are "murmuring together."

Every week additional papers engage these ads. Churches Advertisements, Series No. 3. There are 52 pieces of copy about 250 words each. They provide the basis for concrete discussion of an adequate advertising campaign by churches in a town. One London, Eng., paper is using only parts of the ads at the top of its column of religious notices. The St. Cloud, Minn., Times uses the ads in three column eight inch space in good position, space being paid for in turn by local merchants, a different one each week.

Get the ads. Price for use is very low. You can find a way to use them. Address Herbert H. Smith, 518 Witherspoon Bldg., Philadelphia, Pa.

CHURCH ADVERTISING DEPARTMENT

AACW

Editor & Publisher believes it is putting this space to good use by donating i for this series of announcements. Help your local churches.

'he Atlanta Journal
ATLANTA, GA.

Over a Million Lines a Month

luring 1922 carefully sifted
dvertising in The Atlanta
Journal totaled over 12,000,-
00 lines.

Advertising in The
Journal Sells the Goods

KNSAS IS A RICH, RESPONSIVE IELD—TOPEKA, ITS CAPITAL A GOOD "TRY OUT" CITY
They are best covered by the
Topeka Daily Capital
TOPEKA, KANSAS
r Kansas Daily with a General Kansas Circulation
minates its field in circulation, all ues of advertising, news, prestige reader confidence.
pplies market data—does survey —gives real co-operation.
Arthur Capper
PUBLISHER
EMBER A. B. C.—A. N. P. A.

THE
ICKERBOCKER PRESS
(Morning and Sunday)
and
BANY EVENING NEWS
COVERS
ONE BIG MARKET
any, Troy, Schenectady
AND
The Capitol District
ATIONAL REPRESENTATIVE
John M. Branham Co.

Pittsburgh Post
newspaper of charac- integrity and enter- e which has earned confidence of the peo- of the world's greatest strial district.
DAILY and SUNDAY

NEWSPAPER REPRESENTATIVES AT THE AUTO SHOW

FOLLOWING is the registration of newspaper and trade journal representatives at the New York Automobile Show, compiled on Thursday:

American Motorist—Horace F. Pomeroy, C. H. Hites.

Automobile Journal Publishing Co.—L. S. Fisher, C. A. Eldredge, F. G. Macumber, P. J. Hipes, Jack Carpenter, S. M. Kerr.

Automobile Topics—F. W. Roche, C. D. Wight H. M. Porter, Niran Bates Pope, Charles H. Gabriel, Jr., R. P. Sloan, L. D. Horton, Paul L. Roche, W. L. Cook.

Automobile Trade Directory—Floyd A. Noe, Frank S. Zahner, W. R. Cotton, Walter S. Reynolds, Louis Marcus, M. M. Whitfield, Robert E. Baldwin, Walter E. Dexter, E. A. Phelps, J. S. Cortelyou, Robert Wolfers.

Baltimore News and Baltimore American—Frank D. Webb, Dan A. Carroll J. J. Reese, E. D. Free, J. E. Lutz.

Baltimore Sun—W. F. Schmick, H. L. Carpenter, H. H. Willis, B. Kowalewski.

Boston Globe—James T. Sullivan, Lawrence M. Barry, Roger P. Sylvia, V. P. Maloney, Dave Boland.

Rochester Herald—Donald Craigie.

Boston Herald—E. W. Preston, John Dempsey, Robert M. Garland, J. Herbert Dodge, Clifford McIntyre.

Boston News Bureau—F. O. Price.

Boston Post—J. J. McNamara, Louis A. Marchant.

Boston Transcript—Charles F. Marden, H. H. Martin, Ralph Sadler.

Brooklyn Citizen—Wm. E. Schepp.

Brooklyn Daily Eagle—C. H. Karseboom.

Buffalo Courier & Enquirer—A. F. Lorenzen, H. G. Schryver, M. R. Thompson, E. C. Ferguson.

Buffalo Express—W. C. Bates.

Chicago Daily Journal—A. F. Lorenzen, H. G. Schryver, M. R. Thompson, E. C. Ferguson.

Chicago Daily News—H. A. Fletchner, H. G. Schuster, George S. Robbins.

Chicago Evening Aberican—Allen C. Rankin.

Chicago Herald-Examiner—J. D. Galbraith, M. G. Goss, Wilbur L. Arthur.

Chicago Post—Walter Bermingham.

Chicago Tribune—A. L. Jenkins.

Chilton Company—James Artman, Geo. H. Buzby, C. A. Musselman, Geo. D. Roberts, Raymond E. Clark, C. Monroe Smith, Henry L. Hornberger, Horatio Page, Geo. H. Duck, C. K. Brauns, Merle V. Cox, G. Carroll Buzby, Arthur N. Goding, E. H. Croll, L. E. McConnell, W. S. Dietrich, W. S. Young, T. F. Cullen, Albert G. Metz, A. V. Comings.

Christian Science Monitor, Boston—Walter H. Prentiss, George Ira Everett.

Class Journal Co.—H. M. Swetland, W. I. Ralph, A. B. Swetland, E. E. Haight, Clyde Jennings, B. M. Ikert, Neal G. Adair, James Dalton, C. B. O'Neill, F. J. Robinson, W. W. Sheppard, John T. Hoole, R. E. Tuttle, L. P. Sale, H. H. Burke, J. L. Ashbaugh, F. G. Lee, J. S. Hildreth, L. F. Stoll, W. C. Henning, L. G. Wilcox, E. H. Miller, Louis Brookman, R. F. MacVeigh, W. E. Tagney, H. Sonneborn, J. L. Gilbert, E. P. Day, J. Ward Grummon, C. H. Moulton, Geo. E. Quisenberry.

Cincinnati Enquirer—Robert C. Beiser.

Cincinnati Post—Stuart Schuyler.

Commercial Vehicle—Louis Brookman.

Denver Post—A. F. Lorenzen, H. G. Schryver, M. R. Thompson, E. C. Ferguson.

Detroit Free Press—Otis Morse, W. R. MacDonald.

Detroit News—R. H. Burlingame.

Detroit Times—William E. Anderman, George H. Payne, Franklin Payne.

Farm and Home—J. Lewis Draper, W. A. Whitney, J. W. Hastie, D. R. Osborne.

Ferguson Pub. Co.—A. D. Ferguson, H. S. D. Ferguson.

Ford Dealer News—V. J. Farley, L. J. Buckland, E. T. Bailey.

Montreal Gazette—T. H. Frazier.

Indianapolis Star—Carl Weaver.

Los Angeles Evening Express—Frederick Wagner.

Louisville Courier-Journal—Charles C. Swearingen.

Michigan Manufacturer & Financial Record—J. P. FitzGerald.

Minneapolis Tribune—Wm. McK. Barbour, Kingsley H. Murphy, John B. Woodward.

Motor West Pub. Co.—F. Ed Spooner.

Newark Sunday Call—Joseph P. Kennedy, John Beer.

New York American—Duncan Curry, E. C. Wright, A. F. Arthur, R. G. MacMillen, F. H. Gillespie, E. W. Corman, William H. Wilson.

New York Commercial—G. A. Annable.

New York Globe—A. F. Lorenzen, H. G. Schryver, M. R. Thompson, E. C. Ferguson.

Omaha Bee—H. W. King, D. J. Doody.

Omaha Daily News—C. D. Bertolet, E. E. Wolcott, A. K. Hammond.

Philadelphia Evening Bulletin—John M. Ellis, Howard T. Hoode, Dan A. Carroll.

Philadelphia Public Ledger—M. H. Greenwald, S. T. Steen, J. C. Campbell, A. J. Rosenfeld.

Philadelphia Record—C. H. Fehling.

Pittsburgh Gazette-Times and Chronicle-Telegraph—Frank E. Grunagle.

Pittsburgh Post & Sun—W. M. Manning, A. F. Lorenzen, H. G. Schryver, M. R. Thompson, E. C. Ferguson.

Pittsburgh Press—L. Herbert Smith.

Prairie Farmer Publishing Co.—C. P. Dickson.

Providence Journal and Evening Bulletin—J. Cliffe Duncan, Arthur L. Poorman, James P. Hanley.

Providence Tribune—Horace G. Belcher.

Rochester Democrat & Chronicle—Clarence A. Rycraft.

St. Louis Globe-Democrat—F. St. J. Richards, Clyde Fisher, Stephen F. Needham, Grey Sullivan, Joseph R. Scolaro.

St. Louis Post-Dispatch—Gus. U. Klemme.

Scranton Republican—G. A. Somarindyck.

Standard Farm Papers, Inc.—James J. McMahon, W. C. Richardson.

Syracuse Journal—W. Howard Burrill, Jess Fleck.

Tire Rate Book—A. K. Murray, Harry Webster.

Washington Post—S. Grogan.

Washington Times—G. Logan Payne, J. H. Yeoman.

1923 PROMISES NEW RECORD IN AUTO ADVERTISING

(*Continued from page 7*)

month throughout the year all over the country, which is one of the big schedules.

Auburn has been one of the most persistent advertisers, its dealers running repeated first-page advertising, and it will continue.

Reo will be doing more this year than it has for some previous years, and its dealers have been running small copy at their own expense in many cities.

Lexington has decided on a policy of aiding its dealers to a larger extent this year, and its first campaign will follow the show season.

Harry C. Stutz, with a new six, will do a lot more this year than a year ago.

Cole, with its new prices, has inaugurated a campaign now to run through until spring.

Stephens was one of the most consistent advertisers last year, and the results were so good it will be followed by a consistent campaign this year.

Haynes is now working out its spring schedule for dealer co-operation, and it will run for some months.

Paige-Detroit did a lot of advertising due to the new Jewett. And the latter has gone over big. So it will mean larger appropriations for both cars this year.

Velie ended up the year with one of the largest campaigns for a short period 1922 saw. This year the company will spend a lot more money in the newspapers.

R. & V. Knight is going to tell the story of the sleeve valve motor more consistently this year.

Stutz began a campaign early in the year, but it was cut short. This year it will start in again, but continue it along for a lengthy period.

Henry Ford has spent more money in the papers this year, with both the Ford and Lincoln than ever before. And there is another large campaign in the making.

Earl is straightening away with good prospects, and has mapped out a new campaign to be ready shortly.

C. Harold Wills is also getting under way again, and the familiar Grey Goose will reappear in the papers as often as before. Gray was a newcomer with good copy, and now it is going to swing into larger company.

There are a number of new companies coming along that will be added to the list during the year.

And the big tire companies are now ready to break into print because it is inevitable that prices will go up. These, together with the battery advertising, will run the total up more than 25 per cent above 1922.

Apperson, Davis, Westcott, Moon and Dorris are also going to join the colony of those advertising more than a few times annually.

$150,000 Home for Press-Gazette

The Green Bay (Wis.) Press-Gazette will begin the construction of a $150,000 building about May 1.

In Washington
ONE
COMBINATION
Two Newspapers
Morning HERALD
Evening TIMES
ONE RATE
115,000 Circulation

More circulation in Washington than there are homes.

The Washington Times
and
The Washington Herald
G. Logan Payne, Pub.

National Advertising Representatives
G. Logan Payne Co.
Chicago, Detroit,
St. Louis, and Los Angeles

Payne, Burns & Smith
New York and Boston

DRAW READERS
WITH FEATURES
by
Cornelius Vanderbilt, Jr.
Charles Hanson Towne
William Leslie French
MILLICENT'S DIARY
Written by a New York Debutant
THE COMING GENERATION
A page cartoon on Young Americans
By H. C. North and A. H. Palmer

C-V Newspaper Service
350 Madison Avenue, New York City
Washington, D. C. Seattle, Wash.

NEA NEA
News Pictures
News Feature Stories
Sports
Editorial Page
Woman's Page
Comics
Fiction
These features are part of NEA Full Service.
Write for Samples and Rates
NEA SERVICE INC.
1200 W. 3RD STREET
CLEVELAND, OHIO.

Features by
Irvin S. Cobb
Fontaine Fox
Rube Goldberg
Ed Hughes
T. L. Masson
O. O. McIntyre
Frederick Palmer
Will Rogers
Chas. Hanson Towne
H. J. Tuthill
and others
The McNaught Syndicate, Inc.
Times Building, New York

THE
NEW ORLEANS STATES
In two years has *increased*
Daily over 17,000
Sunday over 41,000
Present averages are
Daily over 54,000
Sunday over 77,000
Rate 12c flat Daily
15c flat Sunday
Advertising gain for 1922
1,025,432—Greatest in the South
Represented by
THE S. C. BECKWITH SPECIAL AGENCY
NEW YORK
JOHN M. BRANHAM CO.
CHICAGO

An Accounting and Federal Tax Service for Publishers
References on Application
CLIFFORD YEWDALL
33 West 42nd Street
New York City

THE BOSTON AMERICAN
Is showing two gratifying results of its three-cent price:
It has the Largest Circulation in New England at that price.
It is taking on a Higher Grade of Advertising every month.
QUALITY and QUANTITY Go Hand in Hand.
BOSTON AMERICAN

WHAT OUR READERS SAY

Canada to Entice Our Farmers Away!

TULSA, Okla, January 2, 1923.

TO EDITOR & PUBLISHER: I note, from a story sent to American newspapers last Friday night by the Consolidated Press Association, that the Dominion of Canada proposes to initiate at once an extensive advertising and publicity campaign in the United States to induce settlers with some capital to go to Canada.

I suppose this means that American newspapers will be flooded with stories of Canada. These will be written interestingly and a great many newspapers will publish them. I can think of no greater harm that might arise to a number of our western states than by the publication in any considerable number of newspapers of such publicity.

The American farmer is discontended now. It will not take much to cause him to pack up and move to Canada. We don't want to encourage that. American newspapers, particularly those in the western states, and all newspapers in farming communities, should see that their news departments are aware of the danger that lurks in these Canadian stories and should see that the proper orders are passed all down the line.

If this Canadian campaign is like a great many similar ones, most of the money will be spent to pay press agents who will guarantee publication in the news columns of news which is favorable to Canada, and these press agents will make good too, unless American editors are on the alert. Canada has something to sell. She should ADVERTISE.

VICTOR F. BARNETT,
Managing Editor, Tulsa Tribune.

Who Can Verify Origin of These Excerpts?

PITTSBURGH, Pa., January 6, 1923.

TO EDITOR & PUBLISHER: When one sees a notable quotation, attributed to some person of distinction, he is usually inclined to verify its accuracy. Here are three quotations of great interest to the newspaper profession:

"I would rather live in a country with newspapers and without government than in a country with a government but without newspapers."—THOMAS JEFFERSON.

"Four hostile newspapers are more to be dreaded than a hundred thousand bayonets."—NAPOLEON BONAPARTE.

"The newspaper is parent, school, college, pulpit, theater, example, counsellor, all in one. Every drop of our blood is colored by it. Let me make the newspaper and I care not who makes the religion or the laws."—WENDELL PHILLIPS.

I asked one of the public libraries of Pittsburgh if it would take the trouble to verify these excerpts, if possible. In but one instance, that of Jefferson, was the library successful. In a letter to Edward Carrington, written in Paris, January 16, 1787, Jefferson said:

"The basis of our government being the opinion of the people, the very first object should be to keep that right; and were it left to me to decide whether we should have a government without newspapers, or newspapers without a government, I should not hesitate a moment to prefer the latter."

Maybe EDITOR & PUBLISHER itself, or some of its readers or writers, could verify and place the other two quotations, and would print the facts. It would be of real sentimental value to the profession of journalism if this were done. These paragraphs, especially that of Phillips, embody the loftiest idealism as to the sphere and service of newspapers.

J. S. RITENOUR.

The "Country Editor"

MAPLETON, IA., January 6, 1923.

TO EDITOR & PUBLISHER: I was induced to write the article "Keeping History Straight," by Teasdale Randolph, of the Country Editor, with the understanding the magazine was wholly free from all entangling alliances and was not to be an open forum. I am certain after reading EDITOR & PUBLISHER that this cannot be so.

Check in payment of the article was signed by Thomas Geisweit, secretary, and Clarence N. Cook, treasurer.

EDITOR & PUBLISHER is deserving of much credit for giving publishers the interesting story of the Country Editor.

THE MAPLETON PRESS,
F. M. O'FUREY, Publisher.

Howard Railsback, Author

MOLINE, Ill., January 5, 1923.

TO EDITOR & PUBLISHER: Many of the great men in this country are seldom heard of or from. All men do not acquire greatness by having their lives laid bare in an efficiency publication; in fact, a number of men who have had their lives bared got only a free hair-cut and life.

So we are not trying to heap any greatness or undeserved honor on Howard M. Railsback, director of advertising for Deere & Company; we just want to let you know that he has had published in book form a few of the poems he has written. They are called Songs of the Soil. The book is decorated in good taste, is copyrighted and is in big demand. Mr. Railsback, however, has no intention now of marketing the book. He has received so many calls for certain of the poems which have appeared individually in many publications, that he decided to assemble them under one cover to keep them in order. He has had a few of the books distributed among appreciative friends.

Some of the poems won for the author the praise of Secretary Houston and Secretary Baker during the war, and 100,000 copies of one of the set were circulated by the Vermont Experimental station.

Mr. Railsback, besides directing the writing of copy that sells Deere & Company implements all over the world, is editor of The Furrow, a quarterly agricultural magazine which goes to 2,000,000 farmers, and of Hustling for Business which goes to agents and salesmen.

Mr. Railsback, in his Songs of the Soil, comes close to rivaling the works of James Whitcomb Riley. His songs have the same ring and they make the reader feel just as good.

Thank you.

R. C. BIMSON.

SPECIAL EDITIONS

THE Sandusky Register published its centennial editon of 80 pages in eight sections, including a comic and two rotogravure sections, on December 31.

The Worcester (Mass.) Telegram issued a January Re-Investment number of 12 pages as part of its issue of Jan. 4.

The Cape Girardeau Southeast Missourian December 30 printed a New Year edition of 36 pages in three sections.

The Santa Ana (Cal.) Daily News published its Christmas edition of 12 pages in two sections with the first and last pages printed in two colors.

The Muncie (Ind.) Press December 30 published an Elks special number of 24 pages in three sections.

The Milwaukee Sentinel published its 85th anniversary number in conjunction with its annual Trade Review on January 1.

The Campbellton (N. B.) Graphic commemorated the new year with a special edition of 42 pages, including a double cover in colors.

The Marion (Ind.) Chronicle issued an 8-page Agricultural Section January 3 and the Marion Leader-Tribune also issued a similar edition January 4. Both of these supplementary editions were put on in the interest of the Grant County Agricultural Association.

A Cotton and Silk number was issued on January 2 by the Boston Transcript.

The Springfield (Mass.) Republican included a financial and industrial section in its issue of January 7.

The Waukegan (Ill.) recently issued a New Year Pictorial Review of 114 pages, 15½ by 11 inches, gotten up in magazine style.

The Pomona (Cal.) Progress, December 30, published a 1923 New Year's edition of 46 pages, in six sections.

The Halifax (N. S.) Morning Chronicle issued its New Year's edition of 40 pages, in two sections, on January 1.

Central New York Press Meets

The Central New York Press Association meet today at the Department of Journalism, Syracuse University. Prior to the meeting luncheon was served by the home economics students. The program included an address of welcome by George C. Wilson, head of the Department of Journalism; response by J. C. Peck, the Cazenovia Republican, and an address by John O. Simmons, of the Department of Journalism, as well as 11 five-minute talks.

Express Increase Hearing April 7

The Interstate Commerce Commission has set April 7 for final hearing on the application of the American Railway Express Company for an increase in rates for all commodities. The hearing will be held in Washington. The express company is seeking an increase sufficient to overcome the $13,000,000 deficit which it states was incurred during 1922. Befor the final hearing local ones will be held in New England and Pacific Coast cities.

State Journal Plant Burned

The Reno (Nev.) State Journal had its plant destroyed by fire January 4, with a loss of $25,000.

Westchester County's Greatest Advertising Medium
THE DAILY ARGUS
Mount Vernon, N. Y.
Carried
Over 7,000,000
Lines in 1922
This is the Greatest Amount of Advertising Carried by Any Paper in This Important County

The Buffalo Territory Offers Big Possibilities To National Advertisers
Twelfth American City; second in New York State, Buffalo, with over half million people and the surrounding trade area with three hundred thousand more, affords a rich market for national advertisers. The effective medium to capture this desirable market is the big, popular, home newspaper—A. B. C. Net paid 105,958, 85% of English-Speaking Homes.
The Buffalo Evening News
Edward H. Butler, Editor & Publisher
KELLY-SMITH COMPANY
Representatives
Marbridge Bldg. New York, N. Y.
Lytton Bldg. Chicago

The Pittsburgh Press
Daily and Sunday
Has the Largest CIRCULATION IN PITTSBURGH
MEMBER A. B. C.
Foreign Advertising Representatives:
I. A. KLEIN
50 East 42nd St., New York
76 West Monroe St., Chicago
A. J. NORRIS HILL, Hearst Bldg., San Francisco

LOS ANGELES EVENING HERALD
LEADS ALL LOS ANGELES DAILY NEWSPAPERS IN TOTAL PAID CIRCULATION
Government statement for 6 months ended September 30, 1922
average 145,953 daily
New York
H. W. MOLONEY
604 Times Bldg.
Chicago
G. LOGAN PAYNE
Suite 401, Tower Bldg.
6 No. Michigan Ave.

"The African World"
AND
"Cape-to-Cairo Express"
Published every Saturday in London.

FIRST IN PUBLIC SERVICE

The World.
MORNING EDITION

The World and the Evening World have a combined circulation, daily, of 650,000 for $1.20 per agate line gross, subject to contract discounts. They carry more high class dry goods advertising; are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

Advertise in Newspapers by the Year

The Evening World
Pulitzer Building, New York
...ller's Building, Chicago
Ford Building, Detroit

NEW

...lti-Mailer Adaptation at Installation ...! Maintenance Cost of 4c to 9c a ...scriber a year.

...mail lists of 1,500-5,000. Imprints ...resses direct. Provides for daily ...rection of mail list. Eliminates pre...table complaints. Makes Circulation ...nager independent of Composing and ...ley Rooms. Permits use of time and ...r-saving methods. Gives subscribers ...nitely better mail delivery service. ...te today for details.

Speedaumatic
Company
MANUFACTURING
THE MULTI-MAILER SYSTEM
817-825 WASHINGTON BLVD.
CHICAGO

New Haven Register
is New Haven's Dominant Paper

...culation over 35,000 Average
...ght every night by More New ...en people than buy any other ...0 New Haven papers COMBINED.

New Haven Register
... Julius Mathews Special Agency
...on — New York — Detroit — Chicago

... Papers — (if any) — surpass the
...ENTON ...W JERSEY TIMES
AS
A Food Medium

...cent reader survey indicates that ...ng the housewives of the city our ...-day Food Feature Department— ...ard of four pages devoted to food ...es and news and food advertising ... the best feature carried by the Times
...ulation 30,237 Member A. B. C.
KELLY-SMITH CO.
...bridge Bldg. New York
Lytton Bldg. Chicago

In New Orleans it's THE ITEM

DOLLAR PULLERS

Advertising and circulation managers are always on the lookout for new ideas that will increase advertising receipts and win new circulation. Your idea for increasing advertising or circulation may not appeal to your manager, but it may be just the thing that some other manager wants. EDITOR & PUBLISHER *will pay $1 for each idea printed under this head. The fact that the idea is now being used in your city does not bar it from the department. Address your communication to the* DOLLAR PULLER EDITOR. *When they appear clip them and mail them in and receive payment. Unavailable ideas will not be returned.*

THE San Antonio Express ran a classified section devoted to merchants' suggestions for Christmas presents that could be purchased from them. The "classifieds" were so popular as to create the suggestion that a column or so of such notices for birthday presents might prove profitable to a newspaper and popular with advertisers and readers.—W. H. M.

An Omaha tailor allows a credit of $7.50 for a limited time each year on any old suit or overcoat a patron may bring to his store when he buys a new suit or overcoat. These old clothes he gives to the newspapers to distribute to the poor of the city. It's a good advertising stunt for the tailor and the newspapers get liberal advertising copy.—H. J. W.

Each day, the picture of some school child is printed by the Toledo News Bee. The subject, upon calling at the office, gets theatre tickets for the entire family for a local theatre performance. The lucky ones then write criticisms of the plays they see and monthly cash prizes are awarded to those whose criticism are adjudged the best.—B. A. T.

When "Josephine," who is the most fashionable milliner of Austin, Tex., made arrangements to move her store at the beginning of the New Year, she announced the fact in a way somewhat different from the ordinary. She had herself photographed with her arms full of hat boxes. The picture was made into a two-column cut which was run under the head: "Josephine Is Moving to 912 Congress Avenue." In smaller type below the cut was printed: "The phenomenal values in Millinery and Art Objects which have moved you to buy freely, have moved us to secure new quarters, which are larger than those we moved from. We've moved and are now ready to show you a complete array of the newest in spring hats. It's Your Move Now."—J. T.

Games and plays are essential to the health and livelihood of our children. And children appreciate new games and plays very highly. In order to accommodate the little fellow, why not devote a part of a column to the new plays and games. These games and plays could be sent in by the public, and the newest and best ones selected and published.—B. F. C.

"One of Topeka's finest photographers inserted in one of his advertisements, 'How much you cherish and preserve that old daguerreotype, which is the only likeness in your family of your great-great-grandfather, Your posterity will be more than pleased to be the possessor of a photograph taken of you today. Make appointments now.' This brought in a great amount of trade and incidently many of those who called brought with them their 'tin plates' to see if a copy could not be made from them on paper. The idea worked fine."—J. W. H.

Many high schools have classes in advertising and selling. It ought not to be a difficult matter to arrange to have the students in these classes sell classified advertising space in your paper. The school authorities will be glad of the opportunity to secure for the students practical applications of the theories taught in the classroom; you will secure a corps of enthusiastic solicitors at your usual commission basis of payment; and the students will go into the project with zest because of the novelty as well as the money to be earned.—D. R.

We are running twice a week an automobile directory of seven full columns. Six of these columns are occupied by small display advertisements none smaller that two columns by two inches, and none larger than two columns by eight inches. The copy can be changed but once a month. Nothing new is claimed for this idea, but the kick is in the seventh column. Instead of a long winded story, it is full of small personal news items written along the country paper style. In the current page there were thirty-six items, no two about the same person. This material is gathered and written by the salesman who handles the advertising on the page. After the feature was started a number of advertisers called in by phone without solicitation and reserved space—G. C. C.

A Texas shoe firm advertises: "We believe no shoe on earth can outlast ours—for the money. And just to prove this we make the following offer." Then follows the announcement that they will award a pair of shoes to the person who has worn a pair of their shoes the longest period of time, and a pair of silk hose to the person bringing in the pair of shoes that have been worn second to the longest. This is a little contest that has some point to it. Any shoe dealer would certainly be glad to consider this idea—J. T.

Instead of paying employees' salaries in the form of cash or check, the New York Times began, recently paying all salaries with a special form of identification check. The check, drawn on the 42d Street branch of the Corn Exchange Bank, has, in addition to the usual wording, a dotted line in the lower left hand corner. The person, to whom the check is payable, signs his name on this line when he is presented with the check. When he presents it for payment, he identifies himself by indorsing it.—J. A.

Give envelopes and blanks for bills with the name of the paper on them to your carriers. Encourage them to send these in to their customers on the first of the month. The business-like methods of your carriers will reflect favorably on the paper.—D. R.

In conjunction with a story about the convenience of the installment plan in purchasing articles that require too large a lump sum for many people, secure advertisements from the various stores in town selling on the credit plan.—D. R.

One of the Ford agents of Austin, Tex., is planning a "Ford Day" to be held some time during the early spring. In co-operation with twelve or fifteen other business firms of the city this company is going to offer fourteen prizes for those coming to the city in a Ford on that day. The first prize will be awarded the Ford owner bringing the largest load of people and coming the longest distance. The second goes to the oldest couple driving a Ford to town. The third will be awarded to the two flappiest flappers, bobbed hair and knickers, driving a Ford. The other awards are similar, and altogether, they should bring an array of contestants that will afford a mirthful festivity. The newspapers will no doubt share in the benifits of this stunt as it will take considerable publicity to make it a success.—J. T.

The New York World during the recent holidays mailed a penholder and pencil to each one of its thousands of newsdealers and distributors. Each penholder and pencil with the imprint, "Compliments of the New York World," was dispatched in a specially prepared envelope with an appropriate imprint of holly, commemorative of the Christmas spirit. The hundreds of letters of thanks received and words of commendation from dealers who spoke of it in person, attested to the interest the enterprise evoked.—H.

Almost invariably an Automobile Advertisement quotes the price of the car advertised as F. O. B. Factory. We have found it easy to sell an "Automobile Directory" which does nothing but list the different cars with the "Delivered" price. The space used in this directory by each firm is necessarily small, but the aggregate amounts to considerable; and its advertising value is great because it does what most automobile advertising does not, and that is quote a definite and total price.—G. C. C.

The Fort Worth Star Telegram has sold the slogan "A HOME OF YOUR OWN IN 1923" to the real estate advertisers of Fort Worth who have agreed to feature this slogan in every piece of copy carried by them during 1923. This slogan is more definite than merely the suggestion that everyone own their own home as is featured by some real estate men. Almost everyone plans some day to own their own home but the constant repetition of this slogan "A HOME OF YOUR OWN IN 1923" in every piece of copy carried in the real estate columns of the daily papers will greatly increase the lineage carried by each individual advertisers, benefiting the newspapers, and the slogan itself benefits the advertisers by suggesting that the prospect buy his home in 1923 instead of at some future time, thereby insuring that he will buy while the advertiser may still have an opportunity of selling him and so increase the advertiser's business during the coming year.—L. V.

CIRCULATION BUILDING SUPREMACY

Start 1923 with a Big Gain

1922 CAMPAIGNS
Los Angeles Times 3rd
San Francisco Chronicle
Indianapolis News
Baltimore American
Louisville Herald
Now Conducting
Washington Post
2nd Campaign



HOLLISTER'S CIRCULATION ORGANIZATION
Largest in the United States
300 MERRITT BLDG., LOS ANGELES, CAL.

BY every test of daily circulation The News leads — by volume, by character, by distribution, by reader interest, by proved results for advertisers.

The Indianapolis NEWS

The NEW YORK EVENING JOURNAL has the largest circulation of any daily newspaper in America.

FIRST

The New York Times prints a greater volume of advertising than any other New York newspaper. In 1922 The Times led the second newspaper by 6,898,132 agate lines.

Record for 1922

	Agate Lines
The New York Times	24,142,222
Second newspaper	17,244,090
Third newspaper	11,947,256
Fourth newspaper	10,209,140
Fifth newspaper	9,396,416

The great
TRI-STATE DISTRICT
embracing Western Pennsylvania, Eastern Ohio and West Virginia, offers the advertiser a rich market for his wares.

The Pittsburgh Dispatch
is unquestionably the best medium through which to reach this market most advantageously.

Wallace G. Brooks
Brunswick Bldg., New York
The Ford-Parsons Co.
Marquette Bldg., Chicago

THE MECHANICAL SIDE

O. C. STADDEN is now superintendent of the Bismarck (N. D.) Daily Tribune.

Clark Hollabaugh, an old time machine operator of the Cedar Rapids (Ia.) Gazette, was given a farewell party and presented with a gold pencil by the employees of the plant on January 3. He is leaving to make his home in California.

Henry Munch, stereotyper of the Kingston (N. Y.) Daily Freeman, who was hit December 9 by a skidding automobile and had his leg injured, has resumed his position.

Stephen H. Horgan, dean among photo-engravers, is now associated with the Powers Brothers, New York, in their numerous photo-engraving and kindred enterprises. Their newest enterprise is the manufacture and sale of Xactone Dry Plates, which are sensitive to all colors to a degree heretofore considered impossible.

William Brash, 24 years as head of the Salt Lake City Tribune stereotype department, retired recently. He had been engaged in stereotype work since the earlies 80s.

The Intertype Corporation has recently installed Intertype slug casting machines in the following New York state daily newspaper composing rooms: Gloversville Leader-Republican; Mechanicsville Hudson Valley Times; Amsterdam Recorder and Democrat; Troy Times; and Albany Knickerbocker Press and Evening News.

The Miami (Fla.) Metropolis recently installed a second 16-page Duplex tubular press.

The Albuquerque (N. M.) Herald building on South Third street will be completed on or about March 1.

The Springfield (Mass.) Union has installed eight Model C Intertype machines.

The Moberly (Mo.) Monitor-Index recently purchased the building at 218 and 220 North William street, Moberly, for a permanent home for the paper.

NEW CORPORATIONS

The following new corporations have been chartered to do business in New York State:

Bedford Advertising Agency, Inc., Brooklyn, N. Y., capital stock, $30,000; directors, Abraham Lillienthal, S. Forscher and A. Morris.

The Carhart Advertising Company, Inc., Watervliet, N. Y., capital stock, $25,000; directors, S. J. Carhart, 1285 First avenue, Watervliet, N. Y.; W. K. Lurie, 198 Ontario street, Albany, N. Y., and L. L. Coffey, 1364 Broadway, Watervliet, N. Y.

Carhart & Kingston, Inc., Kingston, N. Y., capital stock, $5,000; directors, S. J. Carhart, 1285 First avenue, Watervliet, N. Y.; E. M. Lester, Rhinecliff, N. Y., and C. L. Carr, 883 River street, Troy, N. Y.

Bailey-Templeton Press, Inc., New York, capital stock, $10,000; directors, M. Butler, J. G. Fruin, J. M. Hanley, 27 Cedar street, New York.

The T. F. Moore Company, Inc., New York, capital stock $1,000; directors, T. F. Moore, 4 West 53rd street; C. D. Reohr, 228 West 71st street, and H. A. Coleman, 651 West 169th street.

Gravure Newspaper Syndicate, Inc., capital stock, $5,000; directors, D. W. Bowles and R. E. Sparrell, 54 Lafayette street, and D. A. Murphy, 630 East 15th street, Brooklyn, N. Y.

The Rayton Press, Inc., New York, capital stock, $10,000; directors, L. A. Wilkinson, D. N. Fields and W. H. Ramsey, 121 Fulton street.

The Kenmore Record Company, Inc., has been incorporated for $15,000 at Buffalo to publish the Kenmore Record. The incorporators are Alson L. Brainard of the Buffalo Evening News, William H. Hyke and Mabel C. Brainard. The Record is now appearing as a weekly.

D. S. Holding Corporation, capital stock, $10,000; directors, L. R. Conklin, 59 Wall street, New York; H. C. Cannon, 1021 Ocean avenue, Brooklyn, N. Y.; and Alyse Powers, Clifton, Staten Island, N. Y.

John P. Fernsler, Inc., capital stock, $600; directors, J. P. Fernsler, 233 Broadway, New York; T. M. Reddy, Montclair, N. J.; and G. C. Williams, 656 West 160th street, New York.

The Malden (Mass.) Evening News has incorporated as the Malden Evening News, Inc., capitalization $15,000. The incorporators are Frank A. Bayrd, Blanche S. Bayrd and Adelaide B. Bayrd, all of Malden.

The Provo (Utah) Daily Herald, which became a daily paper last year, was recently incorporated with a capital of $25,000 in $1 shares. E. C. Rogers is named as president and N. Gunnar Rasmussen as secretary.

Exponent Building New Home

The Clarksburg (W. Va.) Exponent is building a new home, 62 by 150 feet, on Hewes street, between 3rd and 4th streets, with light and air on three sides. The paper will move in within a few months and at that time among the new equipment which will be installed will be a 36-page Goss press of four decks and a color deck.

Miss Roberts Heads Telegram

Miss Belle McCord Roberts, daughter of the late Frank C. Roberts, has become the editor and publisher of the Long Beach (Cal.) Daily Telegram, and is also president of the company. J. K. Penny, business manager of the Telegram since 1904, has sold his interests and is succeeded by S. S. Conklin, who will also be secretary-treasurer of the company.

SUPPLIES & EQUIPMENT
For Newspaper Making

For Sale
24 page Hoe Rotary Press with modern stereotype equipment. Steady producer, excellent printer, rendered surplus by amalgamation. Also models D.S.M. and A. Intertype and Model 5 Linotype and full automatic Cutler-Hammer Control with 30 KW and 3 h.p. motors. D. A. Bean, Kitchener, Ont.

For Sale
Hoe 12-page web press, printing papers six or seven columns wide, 22¾ inches long, either 4, 6, 8, 10 or 12 pages, with stereotype outfit. Good machine at low price. Can be changed to take pages 8 columns wide, 12½ ems if desired. Baker Sales Co., 200 Fifth Ave., New York City.

For Sale
Hoe 16 page press with complete stereotyping equipment. Four linotypes, Model 18, 2 linotypes, Model 8, 1 linotype, Model 20, 1 linotype, Model 5. This and other newspaper equipment was obtained in the purchase of the Norristown Times. Each piece is in excellent condition and was used to get out the Times until January 1, 1923. Will be sold for cash only. Norristown Daily Herald, Norristown, Pa.

Newspaper Plant Equipments
Established in 1912
PECKHAM MACHINERY CO.
MARBRIDGE BLDG, 34th & Bway
NEW YORK CITY
24-page Straightline Web, with 25 h. p. motors, press erected on your foundation $12,500.00
64-page multi-color, 22 in. cut off, erected $17,500.00
2-16 page Tabloid size webs $3,000.00
Get our List No. 27—16 pages.

Printers' Outfitters
Printing Plants and business bought sold, American Typefounders' products, ers' and bookbinders' machinery of eve scription. Conner, Fendler & Co., 96 B St., New York City.

We can increase your busine you want it increased.
You have thought of press clippi yourself. But let us tell you how p clippings can be made a business-bu er for you.
BURRELLE
145 Lafayette St., N. Y. C
Established a Quarter of a Cen

2ND HD. PRESSES FOR SALE
HOE— OCTUPLE PRESS 22¼" column.
HOE— SEXTUPLE PRESS With Extra color—21¾" column.
HOE— SEXTUPLE PRESS Black only—21¾" column.
HOE— SEXTUPLE PRESS Black only—21¾" column.
HOE— 4-DECK PRESS 20" column.
HOE— 20-PAGE PRESS 21" column.
POTTER— 3-DECK 24-PAGE PRESS—20 to 22" column.
We also have a number of Goss Presses of various sizes available
LET US KNOW YOUR WANTS
THE GOSS PRINTING PRESS COMPANY
1535 SO. PAULINA ST.
CHICAGO, ILL.

NEWSPAPER PRESSES For Sale
Goss Straight-line Octuple with double folder. Page length 23 9/16 inches.
Goss Straight-line Sextuple with double folder. Page length 23 9/16 inches.
Goss Straight-line Sextuple with double folder. Page length 22¾ inches.
Goss Four-Deck Single-width Straight-line Quadruple with single folder. Page length 22¼ inches.
Goss Four-Deck Two-Plate Wide Press with Color Cylinder. Page length 21.60 inches.
Goss High-Speed Sextuple Press with Color Cylinder and double former. Page length 23 9/16 inches.
For particulars apply to
R. HOE & CO.
504-520 Grand Street
New York, N. Y.
7 Water St. Boston, Mass.
827 Tribune Bldg. Chicago, Ill.

Take It To
POWER
Open 24 Hours out of
The Fastest Engravers
the Earth
Powers Photo Engraving
154 Nassau St., Tribune Bl
New York City

Huber's ROTOGRAVURE INKS
Are now made in our new Rotgravure factory. A better ink at the same price.
HUBER'S Colors in use since 1780
J.M. Huber
Main Office
65 W. HOUSTON ST., NEW YORK
It Pays to Huber-ize

FLEXIDEAL
A Dependable, Unifo
DRYMA
Better in performance than other, and at a LOWER
A trial will convince yo
Unlimited Stock on Hand at all Times
The Flexideal Comp
15 William Street
NEW YORK CITY

Newspri
DOMESTIC—
CANADIAN—
ROLLS and SHE
CONTRACT and S
Direct Mill Connect
Beaver Pulp and Pape
8 West 40th Stree
NEW YORK

Introduction to Employer and Employee

SITUATIONS WANTED

. WORD for advertisements under this ssification. Cash with order. For nemployed one insertion (adv. not to 30 words) FREE.

nsing Manager
nsive experience. Salary start week. Box A-758, Editor & isher.

ging or Business Manager
ere in the United States is a pub- who needs my services either as an ring manager or business manager or I am looking for a permanent con- in a city of 50,000 to 100,000 population ard work, initiative and a thorough lge of all branches of newspaper work effective. I have had long experience me of the best papers and have a or accomplishing what I go after. At advertising manager in one of the cities. Married. Young. Let me you that I can produce. Address 776, care Editor & Publisher.

ring Solicitor—Service Man
ars of newspaper sales and service n present place in 1922 handled 100,- es. Can write good copy. Sell con- Some experience in building classified. andled foreign accounts. Not a "hit artist," but have been successful in and holding the confidence of business intelligent advertising assistance. for an opening which will afford the tuity of developing into something really ile.
rent employed. Will come on reason- tice. Address A-744, Editor & Pub-

r Man
ntry and metropolitan journalistic ex- as reporter and editor will be open ion after February 1. Worked own tough college and not afraid of long hard work. Start at $30—let results uture salary. A-770, Editor & Pub-

ian Manager
uly experienced, resourceful in han- culation problems. Services available notice. A-757, Editor & Publisher.

ian Manager,
ctive charge of a metropolitan paper, sition demanding real ability. Analyt- l, persistent and thoroughly reliable. references from present employer rs. Address Box A-755, Editor &

o Need
ssive Business Manager or General ? Have made advertising and circu- cords in more than one field. Ex- embraces work on dailies in cities ,0 to 600,000. Would consider buying A-768. Editor & Publisher.

o Need a Circulation Director,
weeks or longer, to build your cir- thru your own organization, re-or- e department, work out some of your t the overhead, and make department t way? Services available on salary nse basis. For further information A-761, care Editor & Publisher.

anager
o failure of newspaper project, be- npany was unable to float stock issue, ed editor-manager is immediately Ten years managing editor papers ,000 circulation. Eleven years editor ager towns up to 50,000. Publisher paper calls him best executive he m. Finest references. A-760, Editor her.

ced Man
portunity on good daily paper. Can position from editor to reporter, except g solicitor. A-759, Editor & Pub-

g
ng or business. Ten years' success- l. Puts things over; works harmoni- ganizes and operates efficiently; pro- rdingly. He is 31 years old, mar- rlerate in all things except respons- ants more of it. Credentials and ladly. Box A-773, Editor & Pub-

r Editor—News Editor
years small city, metropolitan ex- reporting, news editing and man- sires job in city 40,000. Married, references. Address A-756, Editor &

ar Business Executive
nection in New York City, but would pening in other fields. Wide experi- ver twenty years in all departments, one of the largest metropolitan dailies. ferences. Inquiries confidential. Im- available. Box A-777 Editor & Pub-

SITUATIONS WANTED

Somewhere, Someone
requires the services of an efficient circulation manager. The applicant is 38 years of age; has had 15 years' experience, chiefly on metropolitan papers; knows the game from every angle; good organizer and producer. Is at present employed on large eastern daily but available for right proposition. Unquestionable references. Any inquiries, strictly confidential. Address A-752, Editor & Publisher.

Special Edition Service
Successful, high-powered special edition advertising man, now making contracts for 1923 with limited number progressive newspapers in cities of 25,000 to 200,000 in all parts of America and U. S. Possessions. Takes full charge of special edition advertising—making complete plans for quick and successful campaign, makes striking lay-outs, sells the space and writes copy. A complete and highly profitable service on per cent basis only. Highest references as to ability, honesty and integrity. Address for 60 days, Carlock Service, P. O. Box 1443, El Paso, Tex.

Superior Ad Solicitor
Unusual ability, high voltage man, thoroughly experienced, capable of meeting best business men and lining up difficult non-advertisers. Has genuine creative ability, forceful, convincing style of writing copy, capable of planning and writing advertising and sales campaigns, increasing present accounts, establishing new ones. Will go anywhere for the right opportunity. Has wonderful record, best references, 31 years old, married and college education. Box A-772, Editor & Publisher.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Advertising Manager Wanted
Evening paper in 16,000 town and 45,000 field. Strictly first class paper with newest modern equipment. Must be first class, a good solicitor, developer and copy writer. State particulars in first letter. Ironwood Daily Globe, Ironwood, Mich.

Advertising Solicitor
To create new business and develop good field. Must prepare own copy and be able and willing to follow instructions. Straight salary. State fully qualifications, experience and salary expected. No "copy chasers" wanted. Address Mr. Norton, Gazette, Niagara Falls, N. Y.

Advertising Manager Wanted
by leading newspaper in city of 35,000 in Southwest. This is a real opportunity for man with executive ability who can plan campaigns, write attractive copy and sell it. This is a Man's Job, and, if you are not a producer and willing to work hard, don't waste postage. Salary commensurate with ability. State age, references and experience with application. Address Box A-741, care Editor & Publisher.

Classified Advertising Solicitor
wanted on leading classified medium in city of 100,000. Give full information in first letter, as to experience, past performances, age, references, salary requirements, date available, etc. Send picture, if convenient. Box A-767, Editor & Publisher.

Manager
Southern California job printing plant, who can also supervise mechanical end of daily newspaper. Must be master printer, capable of promoting growth of business. State wages desired, when could come, qualifications and references. Address Box A-764, Editor & Publisher.

Special Edition Men
A Boston newspaper has installed a permanent promotional department. Can use six high-grade men on 25% basis, who will stick. No floaters need apply. Box A-763, Editor & Publisher.

Wanted.
All round news reporter. Must be experienced, capable, healthy. Wages $170 a month. Apply, giving detailed statement of previous experience, Arizona Republican Phoenix, Arizona.

Wanted
Young man with experience to take charge of classified department on leading newspaper in town of 35,000. Good opportunity for one who is assistant to manager on large city paper. State age and salary expected in first letter. Southwest American, Fort Smith, Arkansas.

MOXIE TIES UP STUNTS WITH DAILY SPACE

(*Continued from page* 11)

Let others keep trying, you're so satisfying,
There's nothing like Moxie for mine."

This in sheet music form has been distributed widely as well as in music roll and phonograph record form. It appears once in a while in newspaper copy.

Mr. Archer has collated much of the evidence in approximately 50 trials which have been brought against firms which have attempted to market imitations of Moxie or against dealers who have substituted. All decisions have been given wide publicity in newspaper space.

During the Jewish New Year, it took the opportunity to wish all of its Jewish friends a happy New Year through the Jewish press—something most advertisers did not think of.

It is not uncommon for the company to feature up some particularly meritorious salesman or wholesaler. It may readily be appreciated what good-will a piece of copy like this about Davies-Strauss-Stauffer Company, distributors at Bethlehem, Allentown, Easton and Bangor, Pa., fostered:

"The Moxie Company is very proud of this firm.

"The value of the Moxie they have distributed has mounted up into the hundreds of thousands of dollars.

"The weight of the Moxie handled by them and the empties returned to our laboratories had reached on June 30th, 1921, the tremendous total of ten million, seven hundred and sixty-seven thousand, six hundred pounds.

"To move the total amount of Moxie and empty Moxie bottles handled, sold and delivered by Davies-Strauss-Stauffer Company would require a procession of five thousand, three hundred and eighty three fully loaded one-ton trucks.

"The business represented by the dealings of the Moxie Company with this concern alone has given employment to thousands of people, directly and indirectly.

"The Moxie Company is tremendously appreciative of the Davies-Strauss-Stauffer Company and the business built up by its progressive methods.

"We feel confident that as time goes on, the achievements of this company in serving Moxie to the public through its many dealers, will make the above figures look small.

"Drink Moxie. 'O. K.'d by millions.'"

The Moxie Company is blazing a trail for a type of advertising which will become more common in the future in connection with the use of newspaper display: the flexible appropriation which is handled from day to day and which can tie up with special topical happenings and stunts. Even though it means extra work, newspaper publishers welcome all developments which increase the effectiveness of newspaper advertising.

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order.

Capable Man Wants to Buy,
lease or take interest in daily. A-769, Editor & Publisher.

For Sale
The Herald-Democrat of Trenton, Tennessee, one of the South's best equipped country newspaper and job printing plants. Now in thirty-ninth year, going good and making money. Owner must turn loose on account of conflicting interests and health. Building can be leased for a period of years on reasonable terms. Deal can be handled by responsible parties for one-third cash and balance on terms to suit. Priced right for a quick deal. Address Chas. E. Smith, Trenton, Tenn.

Business or Advertising Manager Desires change of position

Employed as Business Manager at the present time, but wishes to get in field providing wider scope and chance for advancement.

Always on the job and a hard worker seven days a week if necessary. Write Box A-774, Editor & Publisher.

G. W. Preston
Advertising Manager of Demonstrated Ability Seeks Connection
My School of Experience

The Detroit Journal (Evening), 9 years as Salesman, Asst. Advertising Manager and Manager of Advertising.

The Duluth News Tribune (Morning and Sunday) 7 years, Manager of Advertising Department.

The Omaha Bee (Morning, Evening and Sunday), Manager of Advertising and Merchandising Departments.

The Cincinnati Enquirer (Morning and Sunday), 4½ years, Manager of advertising specifically handling local display with the particular purpose of building up volume of advertising published daily.

A diplomatic executive with ability to successfully handle local and foreign accounts, to originate and execute ideas which result in increased earnings. Particularly capable in the selection of assistants and in keeping them keyed to maximum of efficiency.

References if desired.

Publisher or Business Manager in need of the services of a man such as I describe myself to be, please address *G. W. Preston*, 811 *Elberon Ave., P. H. Cincinnati, Ohio.*

PACIFIC COAST INVESTMENTS

We have a number of unusual newspaper investment opportunities on the Pacific Coast. Chances for enterprising newspaper men to become publishers in fast growing centers where living conditions and climate are ideal.

PALMER DeWITT & PALMER
Sales and Apprasals of Newspapers
225 Fifth Avenue New York
Business Founded 1899

Unusual Opportunities
Daily & Weekly NEWSPAPERS
TRADE PAPERS
HARWELL & CANNON
Newspaper and Magazine Properties
Times Building, New York
Established 1910

WE CONNECT THE WIRES

"AS MANAGING EDITOR he was the best executive I ever had," writes the publisher of a 25,000 daily about our No. 5373. Knows every department, builds circulation, increases advertising rates and lineage. "A man you can thoroughly trust, has a faculty of gaining good-will and co-operation." Best of reasons—some owner's opportunity!

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.



Talented, experienced, and highly efficient men, each a specialist in his own line, ready to solve your problems.

STARR SERVICE CORPS
UPBUILDERS of NEWSPAPERS
BROKAW BLDG···42ND and BROADWAY
NEW YORK

A New Series of

WANG FOO STORIES

by

Sidney C. Partridge

First Publication
Released weekly beginning
February 4

Thirteen Full-Page Illustrated Stories

The McClure Newspaper Syndicate

373 Fourth Avenue, New York City

Million Dollar Hearst Features

The World's Greatest Circulation Builders

International Feature Service, Inc.

New York

(By Science Service)

Means:

INTERESTING
READABLE
ACCURATE
RELIABLE
POPULAR
SCIENCE
NEWS STORIES

in

THE DAILY SCIENCE NEWS BULLETIN

Write or wire for territory and rates.

SCIENCE SERVICE
1115 Connecticut Ave.
Washington, D. C.

Success!

Only 20 Weeks Old—and its circulation is more than

170,000

DETROIT
Sunday
TIMES

HUNCHES

Managing editor and city editors are always on the lookout for news; and feature ideas that can be used locally. Editor & Publisher will pay $1 for each hunch published under this head. The fact that the hunch is not being worked successfully in your city does not bar it from this department. Address your contributions to the Hunch Editor. When they appear, clip them and mail them in and receive payment. Unavailable hunches will not be returned.

"OUR Most Unreasonable Customer" would make a good series. Interviews with merchants and clerks will provide the material. —C. W. V. B.

Here is a suggestion for a post-Christmas story. What was the effect of Christmas upon the savings departments of your local banks? You will probably find that more accounts are opened in the week intervening between Christmas and New Year's Day than in any other week of the year, but the total amount of money involved in the new accounts will probably not equal the sum that the savings department handed out to its depositors in order that they might purchase Christmas gifts. And yet, the bank's eye is concentrated particularly upon new accounts. What local firms gave Christmas gifts in the form of bank accounts as a start on the road to thrift?—D. R.

What do the men and women who patronize the employment agencies in your city have to say about local people as employers? How do they compare local employers with the employers in other cities? Some striking, unusual, and very interesting human interest stuff could be secured by getting interviews with such men and women.—F. H. W.

One day recently our woman reporter chanced in conversation with a stalwart suffragette to find that her interest in the ballot had evaporated almost immediately the fight was won. Politics had ceased to have for her the slightest allurement and she was now devoting herself to some other crusade. Have you noticed that after the ballot was conferred on women the more conscientious users of it often turned out to be the anti-suffragists, who didn't want this added duty, but who promptly shouldered it when it was finally imposed? Is this universally true? Are there many women who have not even bothered to register? Are the suffragettes in your city taking up another line of resistance, merely for the fight and not for the prize? This should prove an interesting article, coming as it does just a couple of years after the granting of the franchise to women, this has been the "testing period."—R. M. C.

What man in your city has held the greatest number of jobs? It would make a striking and unusual feature to run a contest to find the most "jobbed" man. A prize of $10 or so could be offered for the man who has held down the greatest number of jobs in his life and all of the contestants should be required to tell about their experiences in letters. The letters could then be published. Such personal, intimate stuff would be sure to interest all the paper's readers.—F. H. W.

Where is the "timber line" of your city? How close to the main business section do trees grow? If there happens to be one or two, maybe half a dozen in the business district, why has it or have they been left or why originally planted—J. W. H.

There was a time when the young man was advised to "get into business for himself even though it were only as proprietor of a peanut stand." Since many of the lines of lesser business have been pre-empted by immigrants, since there has been a loud hue and cry about too many retailers, and since the development of corporations and the creation of many salaried positions the old advice is not as frequently given. What advice have the bankers, the mayor, and big business men of today to offer?—C. W. V. B.

"Impressions of a teller" makes a good feature. Have some local bank teller recite some of the things persons do when they visit a bank. Work in advice on proper handling of accounts, making out deposit slips, etc., as well as how bankers identify counterfeits, signatures, and how a foreign check is routed before it reaches the issuing bank for cancellation.—B. A. T.

Veterinary surgery has made great progress of recent years and some of the men in the profession are doing some very unusual things. One surgeon recently operated on a toy Boston terrier puppy for appendicitis and also mended a broken jaw for an Airedale, using silver wire and doing the job just the way it would be done for a human. A chance for either a serious writer or humorist!—C. W. V. B.

In an Iowa city negroes are the greatest users of special delivery stamps. Saturday is the big day as far as the sale of these stamps are concerned. Sunday is the big special delivery day. Personal, business and love letters with the last name far exceeding the others are sent by special delivery. In one month 8,900 special delivery stamps were sold at this particular postoffice. Who are the largest users of these stamps in your city? What day and what month has the largest sales of these stamps?—G. S. Jr.

A suggestion box hangs in each department of one newspaper. Monthly awards of $5 each are made for the best suggestions received from each department (decided by the person in charge) while $1 to $5 each are paid for all other suggestions found practical and worthy of adoption. Suggestions may be on policy, economies, etc.—B. A. T.

Mrs. C. W. Miller, Jr., formerly a New York newspaper woman, is now writing features for the Syracuse (N. Y.) Telegram. City editor John F. Cullen assigns her to the Hunches' suggestions printed in the Editor & Publisher each week, along with her other local stories.—S.

The Albuquerque Morning Journal published letters written by some of the local firemen showing and explaining how most of the fires in the city were started. According to the observation of these firemen the majority of fires were started through ignorance or thoughtlessness of the occupants of homes. These articles also explained how to get in touch with the Fire Department without delay and confusion. As a great deal of fires everywhere are preventable such articles as these should be sought after by more city papers.—B. F. C.

Some of the people in your city have kept diaries for years and some of them would not be averse to letting you publish edited copies of their diaries for former years. Such diaries, if published, would be a very personal, intimate and interesting revelation of local conditions in by-gone years and so would be sure to get a lot of attention from the readers of the paper. A prize of $10 or so might be offered for the most interesting one-year old-time diary and in this way you could get a number of diaries to choose from.—F. H. W.

Have you any bear stories in your section? In Rochester, N. Y., a driver had to bump a black bear several times with his auto to keep him from climbing in. Short collection of these stories, told with an "old-timer's" drawl will go well with your public.—P. E. M.

Right in line with the Ku Klux Klan stuff now running one of our reporters with a historical bent hunted through the old files of the early 70's and found what local residents had gone South after the Civil War and during the reconstruction period. He studied local histories and was surprised that many old-timers from the city had gone on carpet-bagging and various other expeditions to Dixie, and some of them returned. From them he gathered corking material for a corking feature. Most of their stories differed widely from the conception of the old Klan given the public by the book "The Clansman," and Griffith's film "The Birth of a Nation."—C. A. G.

Do the police in your city maintain an information booth? If so, a good feature story can be made out of the experiences of the officer in charge, for he sees much of humor and much of tragedy in the course of the day's work. Some of the questions asked seem almost too didiculous to be true. For instance, a man walked up to the information booth in Detroit and asked where he could take "the boat for San Francisco." A woman wanted the officer to give her some information on how to cut seed potatoes. If your police do not maintain an information booth the traffic officers on the busiest corners are usually good for a story which will play up the human interest side of the work.—C. E. L.

"As a good summer story, get your photographer to snap the license numbers of a large number of out-of-state cars and if possible get data on where the occupants are going and why they stopped in your town. A good feature story could be obtained this way by running a large cut of all these numbers arranged to suit."—J. W. H.

"LAUGH WITH LEACOCK"

His weekly illustrated article picked particularly for newspaper popularity have already been taken by such papers as:

N. Y. Tribune
St. Louis Post-Dispatch
Chicago Daily News
Indianapolis News
Boston Globe
San Francisco Examiner

METROPOLITAN NEWSPAPER SERVICE

Maximilian Elser, Jr., Gen'l Mgr.
150 NASSAU ST. NEW YORK

PICTURES

An exclusive feature story of 250 words with two- or three-column layout of pictures in mat form, mailed fresh six days a week. Ask for samples.

UNITED FEATURE SYNDICATE

N. A. HUSE, General Manager
World Bldg. New York

WIRE NEWS

For Evening and Sunday Newspapers

International News Service
21 Spruce St., New York

RADIO

Let us show you what we are supplying in a service way to such papers as St. Louis Star, Brooklyn Eagle etc.

THE INTERNATIONAL SYNDICATE
213 Guilford Ave., BALTIMORE,

America's Best Magazine Page

Daily and Sunday

Newspaper Feature Service

241 WEST 58TH STREET
New York City

ANSWERS TO 50,000 QUESTIONS

That come up every day in the newspaper and advertising business can be found *only* in

EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK NUMBER

"It's as Necessary as Ink"

Contents Include:

——Names of publishers, editors, managing editors, city editors, general managers, business managers, advertising managers, circulation managers, mechanical superintendents of the daily newspapers of the United States, totalling more than 20,000 names with titles.

——Circulations and advertising rates of daily newspapers of United States.

——Names of publishers, editors, managing editors, city editors, general managers, business managers, advertising managers, circulation managers, mechanical superintendents of daily newspapers of Canada totalling more than 1,000 names with titles.

——Circulations and advertising rates of daily newspapers of Canada.

——Literary market of America, including names of purchasing editors and their wants.

——Directory of newspapers of United States and Canada which issue gravure sections.

——Directory of leading advertising agencies of the world.

——Complete list of newspapers of England, with advertising rates, subscription prices and page sizes.

——Complete list of newspapers of Ireland, with advertising rates, subscription prices and page sizes.

——Complete list of newspapers of Scotland, with advertising rates, subscription prices and page sizes.

——Complete list of newspapers of Wales, with advertising rates, subscription prices.

——Complete list of schools of journalism in United States.

——Personnel of Press Gallery at League of Nations.

——Personnel of Press Gallery of United States Senate.

——Personnel of Press Gallery of Parliament, Canada.

——Complete list of merchandising papers issued by daily newspapers of United States and Canada, with names of editors.

This is only a partial list of the indexed contents. You will also find the things you want to know about the newspaper and advertising business of France, Mexico, Cuba, Japan and other countries.

EDITOR & PUBLISHER is the dominant journal of the newspaper publishing world. The annual subscription (52 issues) is $4.00 in the United States; $4.50 in Canada; $5.00 in foreign countries.

THE INTERNATIONAL YEAR BOOK NUMBER is issued every January and the paper-bound edition goes to all subscribers. Extra copies bound in cloth are on sale at leading newsstands and direct at $2.00 the copy.

Be sure of your copy of this important reference book for 1923 by filling coupon and mailing it with your check today.

EDITOR & PUBLISHER,
1115 World Building,
New York, N. Y., U. S. A.

Enclosed find my check or money order for $4.00 ($4.50 Canada; $5.00 foreign) in payment for one annual subscription of EDITOR & PUBLISHER to include a paper-bound copy of EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK NUMBER; or $2.00 for one cloth-bound copy of the **EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK NUMBER**.

Name .....

Address .....

Man-Hunting in the United States

To a man with a product to be sold in large quantity throughout the country, the problem is largely one of finding people with money to buy the advertised goods and then putting the selling talk directly before them.

It is all well enough to buy glittering generalities represented in magazine space, painted signs, street car cards, etc., etc., if the advertiser can afford the luxury of such purchase of indirect "cumulative effect," "dealer influence," "confidence inspiring" publicity.

One gloriously high-class magazine of very limited circulation gets business on the theory that it is only bought by the select few in each town. Of course it never tells which few or whether they are live folks or just people.

In the light of information which is now available to all, it is possible for any one with goods to sell to secure an advance survey of each and every important selling centre before spending his money for advertising. He can find out how many people of a certain purchasing power live in any territory, the market conditions, a list of the key dealers, and he can advertise directly to all prospective purchasers over the signatures of local dealers in local newspapers, which are read every day by every worth-while person in the community.

Man-hunting in the United States is about the most interesting phase of business you can find.

Our daily newspapers provide the channel for getting contact overnight if you wish it, at a lower cost per unit reached and per sale made than any other advertising media.

THE NEW YORK GLOBE

MEMBER A.B.C. JASON ROGERS, *Publisher* *MEMBER A.B.C.*

LORENZEN & THOMPSON, INC., *Special Representatives*

NEW YORK CHICAGO DETROIT ST. LOUIS LOS ANGELES SAN FRANCISCO

EDITOR & PUBLISHER

INTERNATIONAL YEAR BOOK NUMBER

1923

UNIVERSITY OF ILLINOIS
APR 24 1990
THE LIBRARY OF THE

Compiled and Published by

THE EDITOR & PUBLISHER COMPANY

63 Park Row, New York City, U. S. A.

CHICAGO: *30 North Dearborn Street*

LONDON: *10 Radcliffe Road, Winchmore Hill*

PARIS: *22 Rue Vital, Paris XVI*

TOKYO: *Japan Advertising Building*

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—the best way to sell John Smith

is obviously in his home town where your goods are on sale and through his local Newspapers.

Is it logical to think that John Smith can be sold through mediums of thinly scattered national circulation said to reach Smith's neighbor and the influential citizen who lives on the hill?

Daily newspapers reach *everybody* in precisely the best markets *you* select, make quick sales in big volume, minimize evils of substitution.

Don't put too much credence on the claim that the majority will imitate the minority. Don't you think John Smith thinks for himself? The whole country is John Smith and his wife.

In other words, the Newspaper is the shortest distance between John Smith and your merchandise.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

Chicago — New York — Atlanta

Kansas City — San Francisco

This advertisement is No. 70 of a Series published in the interest of all advertising. We are striving to have greater care given the selection of media, more attention to the product's distribution and the medium's circulation.

As representatives, we thereby show not only our knowledge of, but also our belief in advertising. We sell it and buy it consistently.

We are equipped to represent more newspapers efficiently and invite your consideration.

E. Katz Special Advertising Agency
58 West 40th Street, New York City

V.55

THE BUFFALO EVENING NEWS

Dominates Its Field in Advertising Lineage for 1922

Advertising lineage is a reflection of the judgment and experience of the advertiser.

Among the six daily papers the advertising lineage for 1922 was distributed as follows:

News 43.20% of Total	43.20% of Total
Five other Dailies	56.80% of Total
	100.00%

The dominating preference for the BUFFALO EVENING NEWS in the Buffalo market is illustrated by the following figures:

	1922	1921	Gain		
BUFFALO EVENING NEWS	12,447,956	11,919,531	528,425	agate	lines
Second paper	7,261,569	7,102,487	159,082	"	"
Third paper	3,675,610	3,490,001	185,609	"	"
Fourth paper	3,193,279	3,037,682	156,597	"	"
Fifth paper	2,439,745	2,371,995	67,750	"	"

(Figures for sixth paper not quoted).

BUFFALO EVENING NEWS

EDWARD H. BUTLER, Editor and Publisher

KELLY-SMITH COMPANY, Representatives,

Marbridge Bldg., New York, N. Y.

Lytton Bldg., Chicago, Ill.

BUFFALO THE WONDER CITY OF AMERICA.

722740

The Boston Post

For Fourteen Years Has Maintained a Decisive Leadership in Display Advertising

This continuous leadership of the Boston Post means just one thing—*continuous and positive results to its advertisers.* To lead all Boston newspapers in Local and National Display Advertising for a period of fourteen consecutive years is an achievement based on performance.

To have carried, during all this period, an overwhelming larger amount of retail advertising than any other Boston paper, is the real test of a medium—*the merchant knows.*

On the opposite page is a detailed analysis of the advertising lineage in the three leading Boston newspapers for 1922. These figures tell the TRUE story of the Boston situation, and complete the Post's remarkable record of—

FIRST IN 1909
FIRST IN 1910
FIRST IN 1911
FIRST IN 1912
FIRST IN 1913
FIRST IN 1914
FIRST IN 1915
FIRST IN 1916
FIRST IN 1917
FIRST IN 1918
FIRST IN 1919
FIRST IN 1920
FIRST IN 1921

FIRST IN 1922

CIRCULATION AVERAGES FOR YEAR 1922

BOSTON DAILY POST	BOSTON SUNDAY POST
396,902	401,643

Lytton Bldg. Chicago, Ill.

KELLY-SMITH CO., NATIONAL ADVERTISING REPRESENTATIVES

Marbridge Bldg. New York

The Boston Post

Is the Star Performer in Display Advertising Among Boston Papers for the Year 1922

The year's figures, presented in statistical form, show the Boston Post's supremacy as the ONE outstanding leader in Display Advertising.

The totals on National Advertising include ALL "general" advertising invariably determined to be National in character. Financial is classified separately as it contains a large proportion of lineage that is distinctly local business.

Stars mark the leader in each group—count the POST stars.

Display Advertising in Agate Lines

Figures taken from compilation for year 1922 made by Boston Newspapers' Statistical Bureau

	BOSTON POST	BOSTON HERALD	BOSTON GLOBE
Local	★6,196,333	4,964,092	5,737,632
National (Week-day only)	★2,523,008	2,458,220	1,518,656
National (Sunday only)	★1,233,216	882,835	586.095
National (Week-day and Sunday combined)	★3,756,224	3,341,055	2,104,751
Automobile	★ 705,667	693,075	493,412
Amusements	★ 406,260	304,857	300,876
Boots and Shoes	★ 244,932	190,083	159,408
Building Materials	★ 169,811	132,794	33,709
Departmental Store (Including Department Store and Men's and Women's Specialties Sold in Retail Stores)	★4,216,578	3,016,592	4,186,164
Financial	305,024	★772,473	235,027
Food Products	★ 782,550	660,902	492,127
Home Furnishings	★ 932,147	725,051	737,778
Jewelry	★ 226,808	149,960	110,050
Men's Clothing Stores	★ 688,945	491,921	362,186
Phonographs, Records and Musical Instruments	★ 200,325	196,608	183,404
Proprietary and Toilet Articles	★ 765,606	480,789	429,142
Publications	109,318	★278,002	102,025
Tobacco Products	★ 205,572	166,704	112,292

In Total Display Advertising for 1922 the Boston Post Carried

10,666,807 Lines

—a Lead of 1,283,684 Lines Over Second Boston Paper

—a Lead of 2,287,823 Lines Over Third Boston Paper

Lytton Bldg. Chicago, Ill.

KELLY-SMITH CO., NATIONAL ADVERTISING REPRESENTATIVES

Marbridge Bldg. New York



New Orleans
The Market

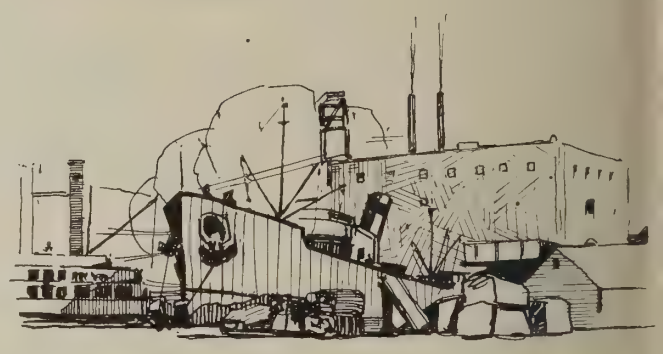
NEW ORLEANS is the South's greatest market, in a great buying area that is ready to receive any worthy product.

New Orleans, commonly called the billion dollar market is the second largest port in the United States and gate way to the Mississippi Valley. It is the trading center of a prosperous, thriving agricultural territory financially solid and growing fast.

New Orleans itself has a population of 400,000 people. Here business is always good; industries are on a normal basis and bank deposits indicate a steady trend towards increased thrift and community stability.

New Orleans market offers unlimited possibilities to the manufacture of meritorious products. It is a market well worth covering and is well adapted for all classes of merchandise.

New Orleans and its billion dollar market can be covered and covered thoroughly through the foremost influential newspaper—**The Times-Picayune.**



New Orleans population is headed fast towards the million mark, —Now is the time to plant your product in the New Orleans market and let it grow with the section.

The Times-Picayune

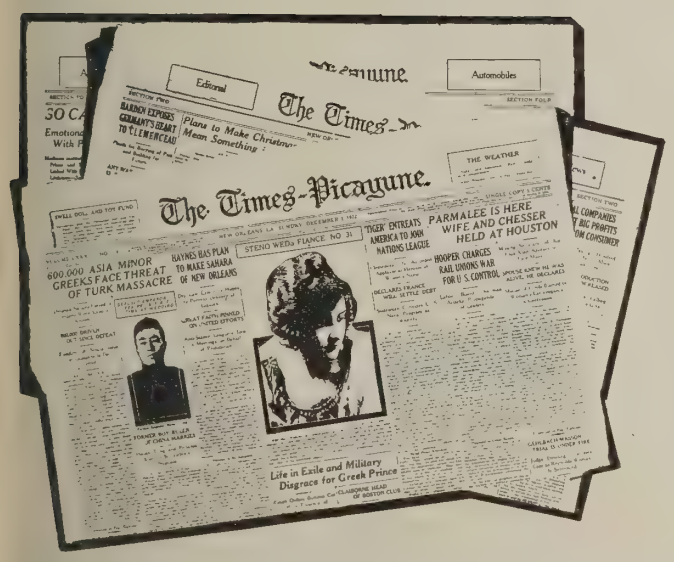
FIRST FOR THE SOUTH

NATIONAL REPRESENTATIVES: **Cone, Hunton & Woodman, New York; Chicago; Detroit; Atlanta and Kansas C**
R. J. Bidwell Company, San Francisco.



The Times-Picayune

The Medium



The Times-Picayune circulation is real home circulation —it is the preferred newspaper of both class and mass.

The Times-Picayune has the largest circulation of any other newspaper as shown by A. B. C. reports for the year ending Sept. 30, 1922.

DAILY CIRCULATION **73,604**
SUNDAY CIRCULATION **96,918**

THE Times-Picayune is the only newspaper that effectively covers the New Orleans market and which may be counted upon to bring best results. Its enviable record of 1922 is proof of its dominating position.

During the twelve months of 1922, The Times-Picayune carried 15,454,103 lines of advertising, nearly double the amount carried by all other New Orleans newspapers combined.

It led all other New Orleans newspapers in 29 standard classifications out of 37.

The Times-Picayune carried 4,438,819 lines of classified advertising—1,801,701 more lines than all other New Orleans newspapers combined.

IT LED THE FIELD—

LOCAL DISPLAY **NATIONAL ADVERTISING**
CLASSIFIED **TOTAL ADVERTISING**

New Orleans population is headed fast towards the million mark,—Now is the time to plant your product in the New Orleans market and let it grow with the section.

To advertisers who wish to enter the New Orleans market or whose products need greater distribution and sales volume, The Times-Picayune offers the services of its merchandising bureau with its personnel of seasoned merchandising and sales experts.

The Times-Picayune

FIRST FOR THE SOUTH

NATIONAL REPRESENTATIVES: **Cone, Hunton & Woodman, New York; Chicago; Detroit; Atlanta and Kansas City.**
R. J. Bidwell Company, San Francisco.

OVER 16½ MILLION LINES



Another stand-up-and-out record! The San Francisco Examiner is FIRST again in 1922 with a remarkable advertising total of—

16,906,694

Agate Lines

San Francisco

"THERE IS NO SUBSTITUTE FOR CIRCULATION"

another record-
first again!

Again, in the light of cold figures, the San Francisco Examiner towers head and shoulders above any other San Francisco newspaper. Witness the record total of over sixteen and a half million lines of advertising in 1922. And remember that this outstanding leadership applies to *every* form of advertising lineage—display, classified, local, foreign.

Leadership is always its own explanation. There can be but one reason for this tremendous expression of advertising preference. The San Francisco Examiner is FIRST in advertising because it is FIRST in circulation and FIRST in reader-influence.

Men of business who weigh their advertising dollars as they do merchandise, find that it pays to single out the San Francisco Examiner and double their returns. For the San Francisco Examiner, through its commanding circulation, has "first call" on the rich Northern and Central California market.

Coupled with this is a Merchandising Service Bureau that makes every advertising campaign yield full selling force. For details write direct, or get in touch with our representatives.

New York: W. W. Chew, 1819 Broadway
Chicago: W. H. Wilson, Hearst Bldg.

Examiner

"THERE IS NO SUBTERFUGE FOR LINEAGE"

THE MOST INTERESTING BOY IN AMERICA—HIS OWN STORY



JACKIE COOGAN

The rise of Jackie Coogan to fame and unprecedented earning power in the moving pictures has arrested the attention of everyone. No other child has ever manifested such gifts, or attained so much popularity, or become the object of such widespread affectionate interest.

Jackie will tell newspaper readers of his early struggles, his rise to eminence, and of his experiences as an actor and as a small boy among other boys. The stories will be prepared by a famous writer of bedtime tales and will be illustrated with pictures drawn by Jackie himself. The series will appeal to all children and their mothers, and should prove unusually successful. We expect to begin releasing some time in February.

WILL ROGERS A WINNER

In the space of four weeks' time, the new weekly series by Will Rogers, commenting upon current politics and world affairs, has gone over the top to remarkable success. We have already sold to leading papers in practically all the important cities in the country, and are receiving new orders daily. Will needs no praise from us, but we will say this much anyway: He understands news and the ways of the world, he is one of our shrewdest American wits, and his newspaper articles will increase his fame. They are distinctive and excellent.

THE UNCLE WIGGILY STRIP

Howard R. Garis and Lang Campbell are making for us a four-column strip embodying the famous Uncle Wiggily characters, which we have been releasing since January 15. We already have a much larger list of papers than we thought it possible to get in so short a time.

So much for our new features; let us remind you for a moment of some of our old reliables.

IRVIN S. COBB

Daily series of humorous anecdotes going as strong as ever. When it is completed, another good feature by Mr. Cobb will follow.

FONTAINE FOX

One hundred papers use the work of this favorite cartoonist. Did you see the miniature Toonerville Trolley among the Christmas toys? Many thousands were sold.

RUBE GOLDBERG

One of the four or five big stars among the comic artists for fifteen years, and today more widely used and more popular than ever before. The list just keeps on growing. Watch "Steve Himself."

ED. HUGHES

One of the most virile draftsmen in the business. No better sport page cartoons than his.

THOMAS L. MASSON

Former *Life* editor, now with the *Saturday Evening Post*, combines wisdom with wit in his weekly humorous articles.

O. O. McINTYRE

Most successful of all writers on New York's changing scene. His daily letters and Sunday articles fascinate readers. Now becoming famous as a magazine writer.

HARRY TUTHILL

His clever strip, "Home Sweet Home," ranks with the best. Are you on the list for the new Sunday page? It is going into many excellent newspapers.

A word of caution to editors: Do not drop into the waste-basket unconsidered any proposition that comes from us by mail. If you do, an alert competitor may get a highly valuable feature that would look well in your paper. The mails are congested, we know, and so we have made a vow never to offer anything mediocre.

The McNaught Syndicate, Inc.

V. V. McNitt, Pres. TIMES BLDG., NEW YORK C. V. McAdam, Vice-Pres

CENTRAL PRESS DAILY PICTURE PAGE IS CALLED NEWSIEST, HANDSOMEST

-The Day's News in Pictures-



GENERAL STAFF OF THE ITALIAN FASCISTI—General Capello, center, one of the Italian military leaders who won distinction in the World war, with the black shirt of the Fascisti surrounded by Mussolini's immediate subordinates



"ON TO BERLIN"—That's the cry of the French as the German government and mine owners refuse to make coal deliveries after France seizes mines and industrial centers of the Ruhr valley. So tri-color may float over ex-kaiser's Berlin palace, shown above.



THIRTY-SIX YEARS AMONG ESKIMOS—Bishop Martin, center, with white beard, photographed in London with group of his converts from Labrador. He has just returned from the north for a visit

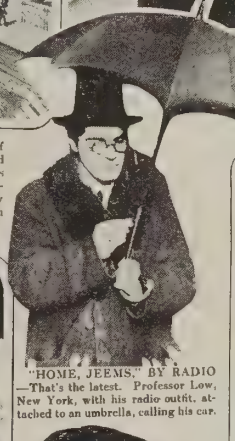


"TRAIN No. 12—Now ready on track four, etc., etc." Mrs. M. T. Gessler, Baltimore & Ohio, said to be only woman ticket agent Snapped during visit to Washington.



NEPTUNE'S DAUGHTERS—Wives, daughters and sweethearts of mariners plying the Pacific ocean form organization for radio broadcasting to ships at sea. Miss Dolores Beaton, Seattle, an organizer

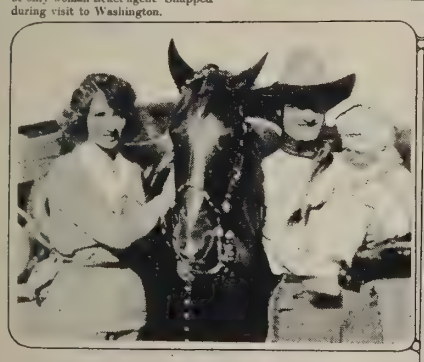




"HOME, JEEMS," BY RADIO—That's the latest. Professor Low, New York, with his radio outfit, attached to an umbrella, calling his car.



"GANGWAY, FULL SPEED AHEAD"—Gladys Robinson, Toronto, woman speed skating champion, would have smashed the camera if she hadn't tacked at the last minute



MOVIE FAMILY GROUP—Tom Mix, popular star of western thrillers, with his wife, babe and his educated nag, which does everything but talk, and that isn't necessary in the movies.



BABE HAS FLOCK OF MAMAS—Jean Elizabeth Christie, nine months' old baby, ward of girl students of the home economics course at South Dakota State college.

"OLD JENNY PIPE"—Mrs. Sophia Mills, Institute for the Aged at Rumford, England, celebrates her one hundred and second birthday with her trusty old clay pipe. Boy, page Lucy Page Gaston and other anti-tobaccoists.

CHAMP SEEKS VICTIMS—Ralph Greenleaf, pocket billiards title holder, tours country seeking matches.



POLISH BLIND MARVEL OFFERS TO AID U. S. VETS—Madame Lipinska, after years of aiding afflicted of France and England, offers to aid in instructing blind war vets in mastering crafts. Left to right, Albert Thomas, Madame Lipinska and Ambassador Jusserand.



HEAD DRESS OF GOLD LEAF AND JEWELS—These charming models are displaying the very latest in head pieces. Left, gold leaf model studded with rhinestones; right, model of graduated pearls with spangles dropping below shoulders.



VENICE HAS NOTHING ON OREGON CITY—When the Willamette river goes on the rampage and sweeps the valley of the same name, inundating Oregon City and destroying thousands of dollars worth of property. Hundreds of homes were flooded. Photo shows outskirts of Oregon City under water.

Copyright, 1923, by The Central Press Association

The Central Press Association

V. V. McNitt, President — CENTRAL PRESS BLDG., CLEVELAND — H. A. McNitt, Manager

1922

A YEAR OF ACHIEVEMENT FOR THE

BUFFALO TIMES

FIRST IN TOTAL PAID DISPLAY
EXCLUSIVE OF CLASSIFIED

	LINES
TIMES	9,355,514
News	9,249,758
Courier	5,873,028
Express	4,743,116
Enquirer	1,821,498
Commercial	1,502,424

FIRST IN DEPARTMENT STORE ADVERTISING

	LINES
TIMES	2,596,622
News	2,168,684
Courier	887,530
Express	612,038
Commercial	59,598
Enquirer	4,298

FIRST IN AUTO ADVERTISING

	LINES
TIMES	610,778
Express	527,184
Courier	394,212
News	303,212
Commercial	102,494
Enquirer	49,980

FIRST IN ROTO ADVERTISING

	LINES
TIMES	104,440
Courier	100,268
Express	90,048
News, Enquirer, Commercial	No Roto Sections

Times, Courier & Express seven issues a week. News, Enquirer & Commercial six.

The BUFFALO TIMES Inc.

NORMAN E. MACK, PRESIDENT, EDITOR & PUBLISHER

VERREE & CONKLIN, Inc.

NATIONAL REPRESENTATIVE

NEW YORK—CHICAGO
DETROIT—SAN FRANCISCO

Cough Drops or Automobiles

No Matter What You Sell—THINK OF THIS!



City	Population of Trading Ty	Circ. in Tr. Ty.	1 Copy to Every
Detroit (News)	1,288,893	263,000	4.9
Los Angeles (Herald)	937,651	145,701	6.4
Philadelphia (Bulletin)	3,000,000	468,394	6.4
CLEVELAND (PRESS)	1,100,000	152,507	7.2
St. Louis (Post Dispatch)	1,300,000	153,196	8.5
Chicago (News)	3,500,000	374,498	9.3
Boston (Post)	2,574,115	250,255	10.3
Pittsburgh (Press)	1,371,354	133,347	10.3
San Francisco (Examiner)	1,131,597	108,687	10.4
Milwaukee (Journal)	1,000,000	93,908	10.6
Newark (News)	1,000,000	90,694	11.0
New York (Journal)	9,500,000	597,897	15.9
Brooklyn (Standard Union)	2,812,000	71,316	39.6

News Coverage of Detroit Most Thorough In U. S.

Below are the 13 largest cities in America and their largest weekday newspaper circulation in their respective trading territories (city and suburban combined) Note this list carefully and you will find that The Detroit News covers its trading territory the most thoroughly of any, with one copy of The News reaching every 4.9 units of population. Consider this most important fact when you plan your advertising campaign.

City	Population of Trading Tty	Circ. in Tr. Tty	1 Copy to Every
Detroit (News)	1,288,893	263,000	4.9
Los Angeles (Herald)	937,651	145,701	6.4
Philadelphia (Bulletin)	3,000,000	468,394	6.4
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Pittsburgh (Press)	1,371,354	133,347	10.3
San Francisco (Examiner)	1,131,597	108,687	10.4
Milwaukee (Journal)	1,000,000	93,908	10.6
Newark (News)	1,000,000	90,694	11.0
New York (Journal)	9,500,000	597,897	15.9
Brooklyn (Standard Union)	2,812,000	71,316	39.6

Remember, too, that Detroit has attained a degree of prosperity and employment far beyond that of any other city of its size in the country, and that The News, therefore, reaches a population with buying power

The Detroit News

Two and a Half Times Nearest Competing City Week-Day Circulation.

Greatest Sunday Circulation in Michigan

"Always in the Lead"

PRESS FOURTH IN U. S.

THE PRESS HAS ONE OF THE GREATEST INTENSIFIED CIRCULATIONS OF ANY NEWSPAPER IN THE COUNTRY

The above figures were compiled by the statistical department of The Detroit News and published as an advertisement in one of the advertising trade journals. The advertisement is reproduced at the left. Here is an unbiased and impartial survey of thirteen principal cities throughout the country. It is significant that The Press stands fourth in the entire country in the highly important point of intensive coverage.

And in Advertising

In advertising The Press leads all Cleveland Daily Newspapers. Not only is The Press first in local advertising—the local merchants' first choice—but in total paid advertising as well.

The following 1922 figures pertaining to the Cleveland Newspaper Situation reveal the clear-cut and outstanding supremacy of The Press as the dominant medium of Cleveland. Here are the weekday figures:

	Local Advertising Lines	Total Advertising Lines
The Press	8,579,032	12,800,354
Plain Dealer	5,490,240	11,154,402
The News	6,815,200	9,327,094

Some papers try to confuse and befuddle the public's mind as to who carries the greatest volume of advertising by carefully refraining from pointing out that they are comparing their seven-day issues to only six for The Press.

Daily and Sunday newspapers are not competitive.

Practically the same conditions prevail in comparing circulation figures. Some newspapers, if you please, continue to bulk their circulation and try to get away with it.

However, the lineage figures are just like the circulation figures. They should be published separately, quoted separately and read separately, because Sunday lineage is in no sense to be considered competitive with daily lineage.

The bulked circulation figures were thrown out long ago by advertising agencies and shrewd buyers of advertising space.

Yet they were just as logical as the seven-day lineage figures

Not only has The Press the largest daily circulation in Greater Cleveland, but it carries more advertising every week day of the year than either The News or Plain Dealer. Here is complete and authoritative proof of the unprecedented superiority of The Press. In no other paper but The Press is it possible to blanket the Greater Cleveland territory.

During 1922 The Press Carried 3,473,260 More Lines of Total Advertising Than The Daily News and 1,645,952 More Than The Daily Plain Dealer, Respectively

The Cleveland Press

DOMINATES GREATER CLEVELAND

The Press Leads All Cleveland Daily Newspapers in Amount of Advertising Carried

Philadelphia

Third Largest City in America, is Breaking Building Records

22,588 building operations with a total cost of $114,881,040 were begun during 1922 in Philadelphia, according to the annual report of the Bureau of Building Inspection.

Of this big sum, $49,273,320 was for 9,651 dwellings, and $5,000,000 for apartments—almost fifty percent of the total spent for real family homes in "the city of homes."

In addition, the city of Philadelphia is spending millions of dollars for sewer construction, highway betterments, subway and elevated transit and other improvements.

With this great addition to its buildings, and with every indication pointing to continuation of the construction programme, Philadelphia offers greater opportunities than ever before to manufacturers of all kinds of goods.

Dominate Philadelphia

Creat maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

"In Philadelphia nearly everybody reads The Bulletin"

The Bulletin

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in America.

Net paid daily average circulation for 1922—493,240 copies a day.

NEW YORK
Dan A. Carroll,
150 Nassau Street.

CHICAGO
Verree & Conklin, Inc.,
28 East Jackson Blvd.

DETROIT
C. L. Weaver,
Verree & Conklin, Inc.,
117 Lafayette Blvd.

SAN FRANCISCO
Allen Hofman,
Verree & Conklin, Inc.,
681 Market Street.

LONDON
M. Bryans,
125 Pall Mall, S. W. 1.

PARIS
Ray A. Washburn,
5 rue Lamartine (9)

(Copyright 1923, Bulletin Company)

EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten P. M. on the Thursday preceding the date of publication—by the Editor & Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Telephone Exchange, Beekman 4330. Charter Member Audit Bureau of Circulations.

Copyright, 1923, by The Editor & Publisher Company; James Wright Brown president and editor.

Vol. 55 NEW YORK, SATURDAY, JANUARY 27, 1923 No. 35

FOREWORD

NEW features which contribute to make the 1923 edition of THE EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK not only he largest but the most useful compendium of nformation that has ever been gathered for the ewspaper and affiliated industries are many, and heir ramifications and possible uses are innumerable. Some of the outstanding departures in the present ssue are:

1. A Directory of newspaper personnel, including he names of the publisher, the editor, the managing 'ditor, the city editor, the general manager, the busiess manager, the advertising manager, the circulaion manager, the classified advertising manager and he mechanical superintendent. In addition to the ames, the table that starts on the next page also ives for each newspaper listed data on its time of ssue, whether it has a Sunday edition, its circulaion figures, its minimum advertising rates per agate ine, local and national, its special advertising repreentatives, days on which it issues a rotogravure ection, if at all, whether it operates a job printing lant, or its own engraving plant, whether it can use lates or matrices, and whether it issues a merhandising newspaper for local retail dealers.

Such a volume of information on every daily and Sunday newspaper in the United States and Canada as never been gathered before. To present it in ractical form, it was necessary to print it the long imension of the page, and to key all information hat could not be presented in brief compass.

Morning papers are indicated by a dagger before heir names †;

Evening papers are printed in roman type, without ny distinguishing mark;

Sunday editions of daily newspapers are indicated y the letter (m) after the name of the daily;

Names of special representatives are indicated by . number in parentheses ( ) following the newspaper's ame, the number referring to an alphabetical listng of the representatives which starts on page 66. he first of these numbers always refers to the Eastern representative.

The letter (d) indicates that the newspaper does ot use matrices.

The letter (t) indicates that the newspaper cannot se unmounted plates.

The form (mer) indicates that the newspaper issues paper for local retail dealers.

Boldface circulation figures are net paid totals aken from A. B. C. publishers' statements for the ix months ending October 1, 1922.

Boldface figures followed by the letter **"x"** are aken from A. B. C. publishers' statements for three nonths ending October 1, 1922.

Boldface figures followed by the letter **"y"** are aken from A. B. C. publishers' statements for the hree months ending June 30, 1922.

Boldface figures followed by the letter **"w"** are aken from A. B. C. auditors' reports for the six nonths ending October 1, 1922.

Light face figures are statements made to the Post Office for the six months ending October 1, 1922.

At the other end of the table, in the "Mechanical Superintendents" column, a name followed by a superior figure (1) indicates that the individual is in charge of the job printing plant only; followed by a superior figure (2) indicates that he is in charge of both newspaper and job plants. No numeral following the name indicates that he has charge of the newspaper plant only.

Political leanings are indicated by initials of the leading national parties.

It should be noted that where one advertising rate is given centered on two separate circulation figures, it applies to each of them. If the circulation figures are bracketed, the advertising rate applies to the combined circulations. Thus, a newspaper with morning and Sunday circulations stated and only one advertising rate in the national and in the local rate columns, its charge for the daily and for the Sunday issues is the same. And when a newspaper has morning and evening editions which are sold in combination only, the circulations are bracketed.

* * *

2. A Ready Reckoner for the use of buyers and sellers of newspaper advertising, enables a present or prospective advertiser to learn at a glance what it will cost him to use daily newspapers in any State of the Union or any Province of Canada. Number of daily and Sunday papers in each state is set forth, with morning, evening and Sunday circulations, and minimum advertising rates per agate line for each state. This is a familiar feature of EDITOR & PUBLISHER'S service to its readers, the present publication marking its ninth semi-annual appearance since 1919. It has been revised and corrected up to and including January 22, 1923, including all dailies of which EDITOR & PUBLISHER has a record, with their latest foreign advertising rates. Circulations are based on those given in the Newspaper Directory which precedes it.

* * *

3. Analysis by States and by Territorial Market groups of the net paid circulations and advertising rates of all daily and Sunday newspapers of the United States and of 21 monthly magazines, 8 weekly magazines, 7 class publications and 11 women's periodicals. This data has been compiled by EDITOR & PUBLISHER, with the co-operation of the Bureau of Advertising of the American Newspaper Publishers' Association, to the officials of which EDITOR & PUBLISHER wishes to express its appreciation of their services. It is an absolutely unprejudiced statistical comparison, prepared by accountants who are in no way connected with the publishing business.

This data was first compiled by EDITOR & PUBLISHER four years ago and published at that time. Since then changes in both the newspaper and magazine fields have been so frequent that it has been impossible to keep the comparison up to date from year to year, until the end of 1922, when circulations and rates had reached a fairly stable level. In making the present tabulations, there was no preconceived idea to which the figures were to be made to conform.

3. Monthly lineage figures for 107 newspapers in 23 principal cities of the United States, for the years between 1914 and 1922, inclusive. The 1922 lineage totalled 1,113,020,675 lines, only 5.2 per cent behind the giant total of 1,175,021,331 lines amassed during the post-armistice business year of 1919-1920. The 1922 total was 4.2 per cent ahead of last year's figure. It was a gain of 68 per cent over 1914, the first year for which comprehensive advertising lineage figures were kept. That in itself is the best testimonial that newspaper publishers could want as to the efficacy of the space they sell—their customers are satisfied.

* * *

4. The Special Representatives, a list of whom appears on pages 66, 75, 76 and 78. They are listed alphabetically, with names preceded by a key number referring to the numeral in the Newspaper Directory beside the names of the newspapers they represent.

* * *

5. Directory of American Advertising Agencies, which for the first time is listed alphabetically, rather than geographically. In this list appears the name of the agency, addresses of its main and branch offices and the names of space-buyers. This last is the most complete directory of advertising executives that has ever been published. Another exclusive feature of this directory is that it indicates by a simple key every privilege that agencies enjoy from the various associations of newspaper and periodical publishers and in addition, it designates those who are members of the American Association of Advertising Agencies, the Association of Canadian Advertising Agencies, and the California Advertising Service Association.

Every American reader of EDITOR & PUBLISHER can find in the above at least one large joint for his 1923 statistical nourishment and in the remaining hundred pages of the YEAR BOOK, he will find several other appetizing pieces of dessert.

* * *

Another valuable, new and exclusive feature is the first compilation of standard books on all phases of the printing and publishing art. That there is great demand for such a list EDITOR & PUBLISHER has ample evidence in the form of queries from its readers during the past year. The list has been carefully selected after long study of the field, but neither the compilers nor the editors lay claim to omniscience and they will welcome any suggestions.

* * *

Activities of the press in other lands receive greater attention this year than in past editions of the YEAR BOOK. In the British Section is given a complete list of English, Scotch, Irish and Welsh newspapers, revised to December 31, 1922. An interpretative key accompanies the list, which is similar to that which has appeared in the 1921 and 1922 editions. Added to this is a complete list of British advertising agencies, giving the names and addresses of the firms which represent advertisers in Great Britain. There are also directories, similar to those in the American Section, of British journalism and advertising.

* * *

Canadian data follows the British Section, starting with the Newspaper Directory. This is compiled exactly like the American Newspaper Directory Section.

* * *

Leading dailies of Japan, with their advertising lineage for the past year, names of chief executives, advertising rates in Japanese currency per agate line, and average number of pages per issue, also form a part of the YEAR BOOK devoted to foreign lands. Circulations of these dailies are not given, for the reason that there are no recognized standards of circulation as there are in the United States and Canada. The lineage of these newspapers was compiled by an independent organization and appears for the first time.

* * *

Leading dailies of Mexico and Cuba and of Paris, France, are given for the benefit of newspaper men and advertisers interested in the press of nations with which America has close relations. Advertising rates and executive personnel of the Mexican and Cuban dailies form a valuable part of these tabulations.

Complete Index of Contents of This Issue on Pages 242 and 244

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS

(Compiled and Copyrighted by THE EDITOR & PUBLISHER COMPANY)

ALABAMA

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
ALBANY, 7,652.													
Albany-Decatur Daily (D) (J) (none)	2,650	.021	.021	Tennessee Valley Ptg. Co.	W. R. Shelton	W. R. Shelton	B. M. Bloodworth	W. R. Shelton	W. R. Shelton	E. T. Sheppard	E. T. Sheppard		J. G. Dick; H. Safley[1]
ANNISTON, 17,734.													
Star (D) (m) (53)	4,757	.03	.025	Harry M. Ayers	T. R. Gordon	J. B. Fitzgerald	Harry M. Ayers	Chas. S. Leyden	Lewis B. Roemon	E. G. Shields	M. L. Davis		C. M. Leaby
Sunday edition	4,757												
BIRMINGHAM, 178,270.													
†Age-Herald (m) (D) (E) (19)	30,712	.08	.08	Frederick I. Thompson	C. M. Stanley	K. W. Davey		W. H. Jeffries	Gus Douglas	J. H. Moye	O. A. Scott		H. B. Bowen
Sunday edition	33,332	.10	.085										
News (m) (I-D) (E) (72)	64,632	.15	.15	Victor H. Hanson	A. B. Bealle	Charles Fell	Perkins Pruitt	Victor H. Hanson	J. E. Chappell	Maurice Lackey	Ray S. South	H. I. Parish	W. A. Carns
Sunday edition	71,806												
Post (I) (3)	20,008	.045	.045	Birmingham Post	E. T. Leech	Jack Bethea		R. B. Chandler	R. B. Chandler	W. H. Dent	R. S. Nix		
DOTHAN, 10,034.													
Eagle (D) (J) (none)	2,490	.025	.025	W. T. Hall	W. T. Hall			W. C. Batchelor					S. T. Hall[1]
EUFAULA, 4,939.													
Citizen (D) (J) (none) (d)	300	.018	...	Citizen Pub. Co.	T. F. Pruett	T. F. Pruett	T. F. Pruett	T. F. Pruett	T. F. Pruett	T. F. Pruett	T. F. Pruett	T. F. Pruett	T. F. Pruett[2]
FLORENCE, 10,529.													
News (53)	3,189	.025	...	Florence News Pub. Co.	Prentiss Blackwell								
GADSDEN, 14,737.													
Journal (D) (J) (53)	3,462	.025	.02	Journal Pub. Co.	C. A. Ver Beck	C. A. Ver Beck	W. I. Martin	A. W. McCulloch	A. W. McCulloch	L. R. Allison	J. M. Hatfield		J. O. Powell[2]
Times-News (D) (none)	4,143	.025	.025	Times-News Ptg. Co.	H. Meeks	Chas. E. Meeks		J. L. Meeks	J. L. Meeks	Thos. J. Whitworth	J. J. Haley		Thos. Hatter
HUNTSVILLE, 8,018.													
News (m) (D) (41)	3,750	.03	.03	Virgil V. Evans	Virgil V. Evans				Leary Gornin	T. A. Smith			M. F. Alexander
Sunday edition	3,750												
Times (m) (D) (53)	3,867	.025	.025	J. E. Pierce	J. E. Pierce	J. E. Pierce	J. E. Pierce	J. E. Pierce	J. E. Pierce	Irvin A. Burdette	Walter R. Snyder	Miss Arvie Pierce	N. F. Cornett
Sunday edition	3,867												
MOBILE, 60,777.													
News Item (D) (19)	11,180	.05	...	Mobile Item Co., Inc.	Erwin Craighead	Barney Sheridan, Jr.		W. M. Fincher	J. A. Dair	J. O. Stuardi			H. B. Bourn
†Register (m) (D) (19)	21,013	.07	...	Mobile Register, Inc.	Erwin Craighead	Barney Sheridan, Jr.	J. C. Stoddard		J. Walter Webb	J. O. Stuardi	G. S. Frisbie		H. B. Bourn
Sunday edition	32,458	.085	...										
MONTGOMERY, 43,464.													
†Advertiser (m) (D) (E) (72-36)	18,430	.06	.059	Chas. H. Allen	W. T. Sheehan	J. G. Weisz	Atticus Mullin	Chas. H. Allen	R. F. Hudson	Walter Walsh	Chas. E. Reid	Walter Walsh	Mike Ford
Sunday edition	19,932	.07	.069										
Journal (m) (D) (19)	17,239	.06	.055	Montgomery Journal Pub. Co.	Horace Hood	C. E. Johnson		F. Harvey Miller	Brame Hood	O. Anderson	Gordon Meriweather		H. C. Roton
Sunday edition	17,482												
Times (I) (none)	8,803	.06	.06	J. D. Stern	W. D. McIver				E. W. Glantz				Wm. Gammell
OPELIKA, 4,960.													
News (I-D) (J) (none) (d)	2,535	.011	.014	Wear & Wilson	H. M. Wilson	H. M. Wilson	W. T. Wear	W. T. Wear	W. C. Wear	W. C. Wear	W. C. Wear	W. C. Wear	E. P. Blackmon[2]
SELMA, 15,589.													
Times-Journal (D) (m) (none)	3,840	.035	.028	F. T. Raiford	F. T. Raiford	William Tanquery		F. T. Raiford	N. H. Raiford	Henry Ehlbert	Roy R. Moore		F. D. DeBray
Sunday edition	3,840												
SHEFFIELD, 6,682.													
Tri-Cities Daily (none)	....	.025	...	M. S. Hansbrough	M. S. Hansbrough								
TALLADEGA, 6,546.													
Home (none)	....	.021	...	John C. Williams	John C. Williams								
TROY, 5,696.													
Messenger (D) (none) (d)	850	.016	.016	E. C. Hall	A. C. McKinnon	A. C. McKinnon	A. C. McKinnon	A. C. McKinnon	A. C. McKinnon	A. C. McKinnon	A. C. McKinnon	A. C. McKinnon	M. Grantham
TUSCALOOSA, 11,996.													
News & Gazette-Times (m) (D) (none)	3,690	.038	.038	Tuscaloosa News Pub. Co.	Aaron Miller			Aaron Miller	W. B. Shelton	J. K. Hughes			
Sunday edition	3,840												

ALASKA

ANCHORAGE, 1,856.													
Times (m) (none)	1,100	...	...	Alaska Pub. Co.	E. L. Bedell								
Sunday edition	1,100												
CORDOVA, 955.													
Times (R) (J) *Sat. (180)	900	.021	.021	Harry G. Steel	Harry G. Steel	Harry G. Steel	Miss Kathryn Wilson	Harry G. Steel	Harry G. Steel	K. G. Robinson			C. T. Moore; M. W. Parker[1]
FAIRBANKS, 1,155.													
News-Miner Citizen (I)	651	...	...	Tanana Pub. Co., Inc.	W. F. Thompson								
JUNEAU, 3,058.													
Empire (I-D) (J) (130)	3,000	.025	...	Empire Printing Co.	John W. Troy	J. E. Pegues	E. A. Friend	John W. Troy	A. W. Henning				R. G. Day[2]
KETCHIKAN, 2,458.													
Chronicle (I) (none)	1,280	...	...	Journal Ptg. Co.	Edward G. Morrissey								
SEWARD, 652.													
Gateway (I) (none)	450	...	...	H. B. Selby	H. B. Selby								

ARIZONA

BISBEE, 9,205.													
Ore (I) (J) (4-32)	1,800	.032	...	Hoy & Hoy	J. T. Hoy	J. T. Hoy	J. T. Hoy	Mrs. A. T. Hoy	Mrs. A. T. Hoy	Mrs. A. T. Hoy	Mrs. A. T. Hoy		L. E. Bauerfeind; J. T. Hoy[1]
†Review (m) (D) (134-12)	4,002	.035	...	State Consolidated Pub. Co.	Chester A. Johnson			Folsom Moore	Folsom Moore	Scott P. Schaffer	C. E. Hamilton	Scott P. Schaffer	
Sunday edition	4,002												
DOUGLAS, 9,916.													
†Dispatch (m) (R) (J) (106-107)	2,435	.029	.029	James Logie	R. J. Pritchard	James Logie	George H. Spears	James Logie	James Logie	W. G. L. Tucker			Syl Dean[1]
Sunday edition	2,435												
International (D) (J) (95)	2,417	.029	.029	Maj. Geo. H. Kelly	Maj. Geo. H. Kelly	Maj. Geo. H. Kelly	C. W. Finney	George H. Kelly	Geo. W. Lynn	Geo. W. Lynn	Geo. W. Lynn	W. D. Stelzer	Elvis Barnes
GLOBE, 7,044.													
Arizona Record (m) (J) (130-60)	2,500	.036	.03	Copper Belt Ptg. & Pub. Co.	Jos. H. Hamill	Jos. H. Hamil	Ralph E. Herron	Jos. H. Hamill	S. N. Harrison	S. N. Harrison	H. H. McNelly	S. N. Harrison	J. S. Cochrane
Sunday edition	2,650												
MESA, 3,036.													
Tribune (D) (J) (130)	2,180	.025	.025	H. D. Ross, Jr.	H. D. Ross, Jr.			H. D. Ross, Jr.					H. D. Ross, Jr.[1]
MIAMI, 6,689.													
Silver Belt (D) (J) (none)	2,150	.029	.029	Southern Ariz. Pub. Co.	Leroy Kennedy	Leroy Kennedy		Leroy Kennedy					
Bulletin (R) (J) (135-47)	2,460	.021	.018	T. S. Garlow	J. V. Spear	J. V. Spear	G. H. Derby	T. S. Garlow	Wilbur T. Walsh	S. Parkyn			H. M. Kenney; O. B. House[1]
NOGALES, 5,199.													
†Democrat (m) (4)	1,931	.021	...	Border Printing & Pub. Co.	Craig Pottinger			Craig Pottinger					
Sunday edition	1,931												
Herald (4)	1,760	.021	...	H. R. Sisk	H. R. Sisk		Arthur Powell						
PHOENIX, 29,053.													
Gazette (D) (87-142)	8,338	.05	.043	Gazette Printing Co.	C. H. Akers		Geo. W. Comparet	C. H. Akers	Bryan Akers	W. J. Mason	T. S. Roots		R. R. Porter
†Republican (m) (I) (138-95)	14,627	.06	.05	Dwight B. Heard	J. W. Spear	E. D. Harrington		Chas. A. Stauffer	W. W. Knorpp	Fred Myers	Oliver King	Harold Edwards	Cliff Hanlen; Fred Adams[1]
Sunday edition	15,261												

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
PRESCOTT, 4,380.													
Courier (D) (J) (1-142)	2,324	.021	.021	Prescott Courier, Inc	W. P. Stuart	W. P. Stuart	Margaret Hirshfeld	W. P. Stuart	Dan Seaman	J. W. Ross	R. K. Stuart	J. W. Ross	Joe Pound[2]
†Journal Miner (m) (R) (J)	2,288	.021	.021	Journal-Miner Pub. Co.	Lyle Abbott	Lyle Abbott	F. L. George	J. W. Milnes	A. L. Shortsleeve	A. L. Shortsleeve	A. L. Shortsleeve	A. L. Shortsleeve	C. C. Ross H. W. Beard[1]
TOMBSTONE, 1,178.													
Prospector (4)	917	.025	...	Giragi Brothers	C. L. Giragi								
TUCSON, 20,292.													
†Star (m) (D) (94-126)	4,250	.038	.032	State Consolidated Pub. Co.	H. F. Gensel			B. P. Guild	B. P. Guild	R. R. Richards	J. S. Spires	J. T. Sizer	J. R. Hartvigsen
Sunday edition	4,459												
Citizen (m) (R) (106-107-95)	4,307	.038	.035	Citizen Pub. Co.	A. K. Parker			Andrew Baumert, Jr.	Oliver B. Jaynes	C. V. Kinter	E. R. Powell		Albert Tully
Sunday edition	4,188												
YUMA, 4,237.													
†Sun (m) (D) (J) (3) (d)	1,410	.025	.025	Sun Ptg. Co.	J. H. Westover	J. H. Westover	James B. Rucker	J. H. Westover	J. H. Westover	Charles H. Moore	J. H. Westover	Charles H. Moore	Bert Beaty[2]
Sunday edition	1,410												

ARKANSAS

ARKADELPHIA, 3,311.													
Siftings Herald (none) (d)	....	.012	...	Siftings Herald Ptg. Co.	Philip McCorkle								
BATESVILLE, 4,299.													
Guard (4) (d)	....	.011	...	Batesville Printing Co.									
CAMDEN, 3,238.													
News (4) (d)	....	.011	...	Smith Printing Co.	Fred L. James								
CONWAY, 4,564.													
Log Cabin Democrat (none)	....	.011	...	Conway Printing Co.	Frank E. Robins								
EL DORADO, 3,887.													
†News (m) (I-D) (8) (t)	3,450	.03	.025	C. A. Berry	Stanley Andrews	C. A. Berry	Stanley Andrews	C. A. Berry	C. A. Berry	J. D. Baynham	Floyd Miller	J. D. Baynham	Ike Alpuente
Sunday edition	3,550												
Tribune (none)	....	.036	...	Clyde W. Martin	Clyde W. Martin								
FAYETTEVILLE, 5,362.													
Democrat (I-D) (none)	1,400	.018	.018	Democrat Pub. Co.	Charles Richardson	L. S. Read			Chas. Richardson	J. D. Hurst	W. K. Rose		
FORT SMITH, 28,811.													
†Southwest American (D) (70)	12,712	.05	.039	W. E. Decker	W. E. Decker	Jack Decker			Parke M. Walker		A. S. Deacon		H. A. Tallman
Sunday edition	13,239												
Times Record (m) (I) (9-)	10,244	.045	.035	John S. Parks, Geo. D. Carney	T. H. Brannan	C. H. Griffin	G. C. Gardner	Harry Robinson	E. A. McGinty-S. C. Speer, Jr.	G. C. Gardner	E. L. Byrnes		Cleveland Baber
Sunday edition	11,661												
HARRISON, 3,477.													
Times (D) (J) (4) (t)	700	.015	.015	Newman Bros.	Thos. M. Newman			Miss Lona James					
HELENA, 9,112.													
World (m) (D) (none)	2,800	.018	...	Chas. M. Young	J. P. Burks		J. R. Miles	Chas. M. Young		E. L. Burks	Marne Shell	Grace Hopkins	
Sunday edition	3,500												
HOPE, 4,790.													
Herald (D) (J) (4-130)	1,104	.014	...	Purkins & Williams	Purkins & Williams	Purkins & Williams	Purkins & Williams	Purkins & Williams	Purkins & Williams	Purkins & Williams	Purkins & Williams	Purkins & Williams	Purkins & Williams[3]
Star of Hope (none) (d)	959	.014	...	Star Printing Co.	Ed. McCorkle								
HOT SPRINGS, 11,695.													
New Era (I) (J) (none)	3,462	.02	...	E. Marion Riggs	Chas. Goslee		Robt. Dean	G. M. Riggs	G. M. Riggs	W. H. Ramsen	J. A. Williford		W. F. Sharp[1]
†Sentinel-Record (m) (none)	3,281	.016	...	John G. Higgins	John G. Higgins								
Sunday edition	3,281	.016	...	John G. Higgins	John G. Higgins								
JONESBORO, 9,384.													
Sun (D) (J) (none) (d)	1,870	.014	.014	W. O. Troutt & Sons	Fred D. Troutt	Fred D. Troutt		W. O. Troutt	W. O. Troutt	John W. Troutt			
Tribune (none) (d)	....	.014	...	Williams & Williams	Henry Lee Williams								
LITTLE ROCK, 64,997.													
Democrat (m) (D) (19)	19,023	.06	.06	Elmer E. Clarke	Elmer E. Clarke	W. T. Sitlington	O. S. Williams	Elmer E. Clarke	K. A. Engel	J. W. Enochs	W. S. Dunston	L. Atkins	G. A. Griffin
Sunday edition	23,402												
†Gazette (m) (I-D) (22)	39,194	.08	.07	Gazette Pub. Co.	J. N. Heiskell	Fred Heiskell	Fletcher Chenault	Fred W. Allsopp	Fred W. Allsopp	H. K. Seymour	Dan W. Smith	H. K. Seymour	A. N. Guthrie
Sunday edition	47,024	.10	.09										
News (87)	....	.03	...	Little Rock Daily News Publishing Co.	R. P. Robbins								
MALVERN, 3,864.													
Record (4) (d)	....	.021	...	J. H. Beestecher	J. H. Beestecher								
MENA, 3,441.													
Star (I) (J) (4)	785	.011	.011	V. W. St. John	V. W. St. John	V. W. St. John	V. W. St. John	V. W. St. John	D. D. Clement	D. D. Clement	D. D. Clement		E. W. St. John T. R. Merideth[1]
NEWPORT, 3,771.													
Independent (D) (J) (none) (d)	800	.014	.011	A. C. Wilkerson	A. C. Wilkerson	A. C. Wilkerson	A. C. Wilkerson	A. C. Wilkerson	A. C. Wilkerson	A. C. Wilkerson	Mrs. A. C. Wilkerson.	Mrs. A. C. Wilkerson.	A. W. Johnson
PARAGOULD, 6,306.													
Press (none)	....	.014	...	Rupert C. Wright	Rupert C. Wright								
PINE BLUFF, 19,280.													
Commercial (D) (J) (4)	6,055	.025	.025	E. W. Freeman	J. S. Wiley	J. S. Wiley	J. E. Mills	E. W. Freeman	E. W. Freeman, Jr.	G. N. Freeman	W. F. Hawley	B. N. Boyd	G. C. Morris[2]
†Graphic (m) (I) (none)	4,420	.025	.025	Geo. H. Adams	Leo. Flauman	Jno. Fletcher	Geo. H. Adams	Geo. H. Adams		Annie O. Smart	R. E. Kane	Mrs. R. E. Kane	
Sunday edition	4,420												
PRESCOTT, 2,691.													
News (none) (d)	....	.007	...	News Printing Co.									
ROGERS, 3,316.													
Post (none) (d)	....	.014	...	Ely & Kokanour	Alden P. Ely								
SEARCY, 2,836.													
Citizen (none) (d)	....	.007	...	Citizen Publishing Co.	J. J. Baugh								
SILOAM SPRINGS, 2,569.													
Register (I-D) (J) (4) (d)	600	.014	.014	E. L. Kokanour	E. L. Kokanour	E. L. Kokanour	E. L. Kokanour	E. L. Kokanour	E. L. Kokanour	E. L. Kokanour	E. L. Kokanour	E. L. Kokanour	E. L. Kokanour[3]
STUTTGART, 4,522.													
Arkansawyer (d) (none)	835	.014	...	Fagan & Drummond	Fagan & Drummond								
TEXARKANA, 8,527.													
Texarkanian (D) (none)	2,646	.025	.025	Texarkana Pub. Co.	J. L. Wadley	J. L. Wadley, Jr.	Kenneth C. Willis	J. L. Wadley	J. L. Wadley, Jr.	A. F. Wadley	C. B. Baker	Troy Morris	Robt. Hendricks

CALIFORNIA

ALAMEDA, 29,806.													
Times-Star (60)	3,953	.025	...	Times-Star Co.	J. S. McDowell								
ANAHEIM, 7,500.													
Herald (I) (J) (none)	3,017	.025	.025		J. Roy Williams	Blaine Gibson		J. Roy Williams		Stanley Curtiss	Robert Maroin		Howard Dynes Walter Merrill[1]
Orange Co. Plain Dealer (1) (none)	2,840	.025	...	R. W. Ernest	Paul V. Hester	Paul V. Hester	Leland Hayes	R. W. Ernest	R. W. Ernest	L. Loudon	R. W. Ernest	Thos. Losey	Geo. Shaw

Explanation: Dagger (†) indicates morning newspapers. (m) indicates Sunday morning edition; (e) indicates Sunday evening edition. (I) politically independent; (R) Republican; (D) Democratic; (Soc.) Socialist; (I-R) Independent Republican; (I-D) Independent-Democratic. (J) operate job printing plants. (E) operate own engraving plant. * indicates rotogravure section, letter following indicates day of issue as S for Sunday, M for Monday, Tu for Tuesday, W for Wednesday, Th for Thursday, F for Friday, Sat for Saturday. Mo for monthly. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mats. (t) do not use plates. Boldface circulation figures are A. B. C. net paid, six months statement ending September 30, 1922; X indicates three month statement ending September 30, 1922; Y indicates three months' A. B. C. statement ending June 30, 1922; W indicates A. B. C. audit of September 30, 1922. All other circulation figures are Government statements for six months ending September 30, 1922. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are shown by brackets. In last column superior figure [1] following name indicates superintendent of job department only; superior figure [2], superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. All quoted advertising rates are per agate line; where only one rate is quoted and no bracket appears it applies to each issue separately.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

CALIFORNIA—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
BAKERSFIELD, 18,638.													
Californian (D) (J) (21-137)	7,993	.04	.04	Alfred Harrell	Alfred Harrell	Ross C. Miller	Frank Harris		Edward Benson	W. A. Kane			Elmer Fargy
†Echo (74-95) (m)	3,734	.035	...	Echo Publishing Co.	A. W. Mason								
Sunday edition	4,132												
BERKELEY, 56,036.													
Gazette (R) (J) (60)	7,322	.035	.035	Chas. E. Dunscomb	Jas. E. Wales	Jas. E. Wales	Geo. N. Haven	Chas. E. Dunscomb	C. M. Wales	Edwin Denning	Ben Swasey		E. H. Zarley[2]
BRAWLEY, 5,392.													
News (R) (J) (none)	1,355	.021	.021	M. D. Witter	M. D. Witter	M. D. Witter	F. W. Greer		J. M. Chesebrough	W. H. Howard	J. M. Chesebrough		M. Harmon[2]
CALEXICO, 6,223.													
Chronicle (I) (J) (none)	1,273	.021	.021	Henderson & Watson	Randall Henderson	Randall Henderson	A. Valjean		Randall Henderson	Jas. McLean	E. O. Bennett	E. O. Bennett	H. E. Endsley[2]
CHICO, 9,339.													
Enterprise (I-R) (98-5-18)	2,496	.025	.025	Enterprise Pub. Co., Inc.	Florence O'Brien	Florence O'Brien	Guerdon A. Cowan	Florence O'Brien	H. A. Barber	H. A. Barber	T. R. Jaques	Ethel Mankins	F. J. Milne
†Record (m) (D) (J) (none)	2,130	.017	.017	Richards & Deuel	C. H. Deuel	W. E. Robbins		R. C. Hurst	R. C. Hurst	D. A. Honodel			
Sunday edition	2,130												
COALINGA, 2,934.													
Record (I) (J) (d) (none)	700	.025	.025	McCollum & Mason	F. J. McCollum	F. J. McCollum		H. M. Mason	H. M. Mason				H. M. Mason[1]
COLTON, 4,282.													
Courier (R) (J) (136A)	1,795	.021	.021	C. F. Adelsperger	C. F. Adelsperger	C. F. Adelsperger	Mary E. Mullin		Wm. Truehart	Wm. Truehart	Forest Miller	Helen Loughrey	Harry Bamfield; George Smith[1]
COLUSA, 2,000.													
Sun (32)	1,260	.021	...	Sun Publishing Co.	Mrs. W. S. Green								
CORNING, 1,449.													
Observer (I-D) (J) (none)	601	.02	.02	T. E. Harper	T. E. Harper	T. E. Harper	T. E. Harper	T. E. Harper	T. E. Harper	T. E. Harper	B. M. Harper		A. C. Keiser; H. E. Heffner[1]
CORONA, 4,129.													
Independent (R) (J) (none)	812	.021	.021	George M. Blair	George M. Blair	George M. Blair	C. C. Clute		C. R. Miller	H. Y. Reynolds	Helen G. Blair		P. W. Lillibridge; A. M. Creech[1]
DINUBA, 3,400.													
Sentinel (I-R) (J) (none)	1,714	.025	.025	J. R. Locke	J. R. Locke	J. R. Locke	J. R. Locke	J. H. Howell	J. H. Howell	H. R. Martin	Robert Taylor	Florence Carter	T. L. Harris; H. Yatyan[1]
EL CENTRO, 5,464.													
Imperial Valley Press (R) (95)	2,275	.032	.032	Imperial Valley Press, Inc.	C. W. Barton	C. W. Barton	B. H. Broiles	C. W. Barton	C. W. Barton	C. W. Barton	H. G. Stokes	C. W. Barton	C. A. Ware
ESCONDIDO, 1,789.													
Times-Advocate (J) (4) (d)	560	.014	.014	Percy Evans	Percy Evans	Percy Evans	Percy Evans	Percy Evans	Percy Evans	Percy Evans	Percy Evans	Percy Evans	Eric E. Runge; Aubrey Ashley[1]
EUREKA, 13,212.													
Humboldt Standard (134)	4,615	.03	...	Standard Publishing Co.	Fred W. Georgeson								
†Humboldt Times (m) (R) (J) (87-60)	4,881	.03	.03	Times Pub. Co.	J. H. Crothers	Alfred Lindsley		J. H. Crothers	J. H. Crothers	J. E. Bliven	J. L. Kennedy		W. F. Wagle; A. M. Smith[1]
Sunday edition	5,174												
FRESNO, 44,616.													
Bee (I) (103)	Est. Oct. 15, 22	.06	...	J. V. McClatchy	Carlos McClatchy	H. R. McLaughlin	Fred B. Moore		Carl H. Norton	W. G. Weaver	Robert Henri		
Herald (I) (9-95)	12,218	.045	...	Fresno Pub. Co.	Treffle R. La Senay			Stanly Morton	W. P. St. Sure	Frank E. Rhode	Phil Rose	Geo. C. Hutchison	M. Sweeny
†Republican (m) (R) (E) (97-60)	30,577	.10	...	Geo. A. Osborn, Chase S. Osborn, Jr.	Chase S. Osborn, Jr.	B. R. Walker	W. E. Lockwood	Geo. A. Osborn	Harry B. Gregory	Victor H. Wallace	Virgil N. Lundy	Geo. V. Votaw	I. I. Danks
Sunday edition	31,645												
FULLERTON, 6,215.													
News (I) (none)	1,850	.021	...	Fullerton News Pub. Co.	Mark L. Haas	Mark L. Haas	J. B. Welch	Mark L. Haas	Mark L. Haas	N. O. Shanks	N. O. Shanks		Jack Dunigan
Tribune (I) (none)	1,925	.025	.025	Edgar Johnson	Edgar Johnson	Edgar Johnson		Edgar Johnson					
GLENDALE, 13,536.													
News (R) (J) (none)	3,336	.03	.03	A. T. Cowan	A. T. Cowan	A. T. Cowan	A. T. Cowan	A. T. Cowan	A. T. Cowan	A. T. Cowan			
Press (I) (J) (none)	4,985	.03	...	Glen. Ptg. & Pub. Co				Thos. D. Watson	Thos. D. Watson	W. L. Taylor	W. Q. Widdows	Thos. D. Watson	H. Brookmiller; M. Powell[1]
GRASS VALLEY, 4,006.													
†Union (m) (94-126-60) (d)	1,570	.018	...	Union Publishing Co.	W. F. Prisk								
Sunday edition	1,578												
GRIDLEY, 1,636.													
Globe (D) (J) (d) (none)	312	.007	.007	Don B. Robb	Don B. Robb	Don B. Robb							Fred Timme
HANFORD, 5,888.													
†Journal (m) (D) (J) (none)	1,971	.017	.017	A. D. Driver	A. D. Driver	A. D. Driver	J. L. Smith		A. M. Mead	W. S. Smith			M. J. Pilkenton[2]
Sunday edition	1,971												
Sentinel (R) (J) (137) (d)	1,728	.018	.018	J. E. Richmond	J. E. Richmond	J. E. Richmond	Reid Miller	J. E. Richmond	J. E. Richmond	F. E. Newton	E. G. Ayers		F. L. Kokroski; J. E. Richmond[1]
HEALDSBURG, 2,412.													
Tribune (I) (J) (none)	725	.011	.011	M. Earle Adams	M. Earle Adams	M. Earle Adams	L. W. Nelson	M. Earle Adams	M. Earle Adams	E. W. Beatty	M. Earle Adams		
HOLLISTER, 2,781.													
†Advance (4)	1,135	.018	...	Albert D. Shaw	Albert D. Shaw								
Free Lance (R) (J) (4)	943	.015	.01	M. F. Hoyle	M. F. Hoyle	Herbert Sutton	Howard O'Brien	M. F. Hoyle		C. W. Barrett	H. Maggini		F. J. Voll; M. C. Arthur[1]
HOLLYWOOD, 75,000.													
Citizen (I) (J) (71) (t)	3,477	.036	.029	Harlan G. Palmer	Harlan G. Palmer	Homer D. King	Harold Swisher	Harlan G. Palmer	Harlan G. Palmer	T. Harwood Young	Harold Searles	Paul V. Greene	G. R. Hutchinson; Paul Roberts[1]
News (I) (J) (103-131)	8,000	.05	.04	F. W. Kellogg	Fred J. Wilson	J. W. Partridge	J. W. Partridge	Fred J. Wilson	E. R. Donovan	N. R. Jensen	C. H. Powell		H. M. Tedford; W. D. McCarthy[1]
HOLTVILLE, 729.													
Tribune (4)	....	.021	...	John R. Baker	John R. Baker								
LODI, 6,000.													
Lodi News (L) (4)	1,364	.029	...	DeMille & Renfret	D. B. Renfret	D. B. Renfret			D. B. Renfret				F. J. DeMille
LONG BEACH, 55,939.													
Press (m) (I) (J) (94-126-95)	12,445	.05	.05	W. F. Prisk	W. F. Prisk	W. F. Prisk	W. F. Montforte		W. H. Hosking	G. L. Burt	Ed Pugh	E. A. Olson	J. A. Rosgen; Mr. Jones[1]
Sunday edition	12,483	.06	.06										
Telegram (m) (R) (70)	13,773	.05	.039	Belle McC. Roberts	Belle McC. Roberts			S. S. Conklin	Oscar Conklin				
Sunday edition	13,171	.06											
LOS ANGELES, 576,673.													
†Examiner (m) (I) (E) *S (31-140-65)	131,869	.25	.18	W. R. Hearst	W. R. Hearst	F. W. Eldridge	R. T. Van Ettische	G. G. Young	G. G. Young	S. P. Bartlett	Robt. Corrigan	R. E. Seiler	Geo. Hesse
Sunday edition	265,658	.50	.27										
Express (J) (E) (103)	88,733	.15	.15	Express Pub. Co.	E. A. Dickson	A. Y. Tully	Harry Strochan	F. W. Kellogg	J. P. Hamilton	M. S. Day	N. R. Jensen	N. Rogers	H. L. Clark; Bert Ash[1]
Herald (I) (J) (E) (96-107-64)	145,953	.29	.29	Frank F. Barham	Frank F. Barham	Edwin R. Collins	J. C. Stuart	Frank F. Barham	Donald G. Keeler	Arthur Holliday	Wm. J. Harrison	Carl B. Nissen	Marshall Culver
Record (I) (55)	49,056	.10	...	Record Pub. Co.	Procter F. Cook								
†Times (m) (R) (J) (E) *S (138-12)	107,895	.20	...	Times-Mirror Co.	Harry E. Andrews	H. E. Abend	Harry Chandler	Jacob Baum	Irving R. Smith	A. L. Parker	W. R. Penney		S. W. Crabill[1]; M. S. Bentley
Sunday edition	156,577	.26	...										

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
MADERA, 3,444.													
†Mercury (m) (R) (J) (none)	1,825	.025	.025	D. R. Hanhart	D. R. Hanhart	D. R. Hanhart				Roy Peck			
Sunday edition	1,825												
Tribune (4)	1,525	.025	...	Clark & Clark	H. A. Clark								
MARTINEZ, 3,858.													
Gazette (4) (d)	1,250	.021	...	Gazette Pub. Co.	W. A. Rugg								
Standard (R) (4)	1,298	.021	.021	Contra Costa Publishing Co.	Cyril L. Cairns	Will R. Sharkey		Will R. Sharkey		L. J. Sirard	E. U. Arnold	W. C. Rawson[3]	
MARYSVILLE, 5,461.													
†Appeal (m) (R) (J) (78-95)	1,835	.02	.02	Victor M. Cassidy	W. T. Day			J. C. Allison		Arthur Ernst		Geo. Haggerty[1]	
Sunday edition	1,835												
Democrat (R) (J) (none)	1,763	.018	.018	A. W. Gluckman	W. S. O'Brien			A. W. Gluckman	A. W. Gluckman	J. M. Whyler		A. W. Gluckman[1]	
MERCED, 3,974.													
†Star (m) (R) (J) (none)	2,210	.025	.02	Walter H. Killam	Walter H. Killam	Walter H. Killam	D. D. Potts	Harry M. Thomas	Harry J. Smith	D. M. Munro		J. F. Marek	
Sunday edition	2,240												
Sun (I) (J) (60)	2,100	.025	.021	Radcliffe & Hoult	C. Radcliffe	C. Radcliffe	Chandos Castle	U. J. Houd	U. J. Houd	Paul Foster	L. B. Bertsch	Mercedes Mahon	Will M. Chestnut[2]
MODESTO, 9,241.													
†Herald (m) (I) (100-137) (t)	3,871	.035	.02	Herald Pub. Co.	Leslie A. Ferris	Leslie A. Ferris	Stanley Bailey	Leslie A. Ferris	Leslie A. Ferris	Thomas J. Church	W. E. Griffin	Roy C. Trelease	J. R. Leonard
Sunday edition	3,981												
News (R) (97-60)	5,181	.035	.021	Modesto News Pub. Co.	E. L. Sherman	E. L. Sherman	H. E. Conway	E. L. Sherman	H. P. Walls	H. P. Walls	H. V. Parratt	S. Winklebleck	George Davis
MONROVIA, 5,480.													
News (I) (none)	1,823	.021	.021	Monrovia Pub. Co.	Geo. A. Barry	Geo. A. Barry		Harriet H. Barry		Harriet H. Barry	S. C. Stubbs		S. R. McCorkell
MONTEREY, 5,479.													
Cypress-American (none)	1,183	.018	...	William Sandholt, Jr., & Geo. S. Teall, editors & publishers.									
Peninsula Herald (74-95)	Est. 6/15/22	.02	...	Peninsula Daily Herald Co.	Allen Griffin								
NAPA, 6,757.													
†Journal (m) (d) (none)	1,100	.018	...	J. E. Walden, E. Muller & E. W. Longan, Publishers.	Edward W. Longan								
Sunday edition	1,100	.018	...										
Register (R) (none)	1,950	.018	.018	Francis & Francis	G. M. Francis	Geo. H. Francis	L. Ezette	Geo. H. Francis	Geo. H. Francis	Amelia Geiger	Amelia Geiger	Amelia Geiger	H. Koethen
OAKLAND, 216,261.													
Post Enquirer (I) (E) (111-16)	28,526	.11	.10	Charles Sommers Young	Carl Hoffman	Edw. Jorgensen	Harold Noon	C. H. Brockhagen	Richard Carrington	Victor Lattanner	James McCue	James Noland	
Tribune (m) (R) (J) (E) (138-60)	52,610	.15	.15	Joseph R. Knowland	Joseph R. Knowland	Leo Levy	Roy Danforth	B. A. Forsterer	B. A. Forsterer	R. G. Breeze	Wm. F. D. Brown	Mr. J. A. McDonald	Alexander Doig / Wm. Barry[1]
Sunday edition	54,110												
ONTARIO, 7,280.													
Report (I) (J) (none)	3,025	.025	.007	Ontario Pub. Co.	Crombie Allen	Crombie Allen		H. L. Allen	H. L. Allen				
ORANGE, 4,884.													
News (R) (J) (none)	2,120	.021	.025	Hart & Craemer	W. O. Hart		Roy Arguello		Justus F. Craemer	W. S. Lentz	V. D. Johnson	G. L. Buhrman[1]	
OROVILLE, 3,340.													
Mercury (R) (J) (none)	1,056	.018	.018	Edythe V. A. Dungan	Edythe V. A. Dungan	Arthur W. Ford							
†Register (R) (J) (none) (d)	1,608	.018	.018	Oroville Register Pub. Co.	Geo. C. Mansfield	Geo. C. Mansfield	Alex. Wilson	Talbot J. Powers	Talbot J. Powers	Talbot J. Powers	Talbot J. Powers	P. N. Hefner[1]	
OXNARD, 4,417.													
Courier (R) (J) (none)	1,275	.021	.021	J. J. Krouser	J. J. Krouser	J. J. Krouser	Jack C. Miller	J. J. Krouser		Chas. Teubner	Chas. Teubner	T. W. Challis[2]	
PACIFIC GROVE, 2,974.													
Review (R) (J) (none) (d)	663	.014	.014	A. B. Smith	A. B. Smith	A. B. Smith	A. B. Smith	A. B. Smith	A. B. Smith	A. B. Smith	A. B. Smith	A. B. Smith	A. B. Smith
PALO ALTO, 5,900.													
Times (I) (J) (4-136A)	1,930	.036	.036	Times Pub. Co.	Dallas E. Wood		Elinor Cogswell	George F. Morell	E. R. Lovett	E. R. Lovett		J. G. Mathison / H. F. Henry[1]	
PASADENA, 45,354.													
Post (I) (J) (103)	10,026	.05	.04	F. W. Kellogg	F. F. Runyon					A. J. Baum	C. C. Wright	A. S. Adams	Chas. Ruhmland / F. C. Nicholas[1]
Star-News (I-R) (J) (94-126-95)	13,686	.06	.053	Star-News Pub. Co.	Charles H. Prisk	Charles H. Prisk	C. Fred Shoop	Chas. H. Prisk	Chas. H. Prisk	A. J. Hosking	H. H. Cantrell	W. C. Peck[1]	
PETALUMA, 6,226.													
Argus (R) (J) (4)	2,315	.071	.071	The Olmsted Co.	J. Emmett Olmsted	J. Emmett Olmsted	A. S. Newburgh	John A. Olmsted	John A. Olmsted	John A. Olmsted	John A. Anderson	John A. Olmsted[1]	
†Courier (m) (I) (J) (130-137)	1,425	.018	.018	Homer W. Wood	Homer W. Wood	K. T. Rodd		Homer W. Wood		G. B. Howard			
Sunday edition	1,425												
PLACERVILLE, 1,650.													
Republican (R) (J) (none)	463	.018	.018	Brown & Bowen	L. H. Bowen	L. H. Bowen		L. H. Bowen	L. H. Bowen	L. H. Bowen	I. L. Bowen	H. B. Thomas / L. H. Bowen[1]	
POMONA, 13,505.													
†Bulletin (m) (R) (J) (none)	...	.022	.022	King Printing Co.	E. E. King	R. L. Driscoll	R. L. Driscoll	E. E. King	Nelson J. King				
Sunday edition	....												
Progress (none)	3,086	.025	...	Progress Pub. Co.	W. E. Stevens								
PORTERVILLE, 4,097.													
†Messenger (m) (I-R) (J) (130-95)	1,348	.021	.021	Otis B. Tout	Otis B Tout	Otis B. Tout	Sardis Templeton	O. B. Tout	O. B. Tout	C. B. Remsburg	Mrs. W. A. Berneker	Mrs. W. A. Berneker	W. A. Berneker[2]
Sunday edition	1,560												
Recorder (I) (4)	1,490	.021	.021	Oline A. Bell	Geo. D. Crissey	Oline A. Bell		Wymard B. McQuown					
RED BLUFF, 3,104.													
News (4)	1,350	.018	...	John G. Miller	John G. Miller								
REDDING, 2,962.													
Courier-Free Press (R) (J) (none)	1,152	.018	.018	Walter H. Fink	Walter H. Fink								
†Searchlight (m) (I) (4)	1,425	.018	.018	H. L. Moody	H. G. Moody	H. G. Moody	H. F. Baker	H. L. Moody	H. L. Moody	Katherine Moody	Katherine Moody	R. S. Woodruff	
Sunday edition	1,425												
REDLANDS, 9,571.													
Facts (R) (none)	2,499	.025	.025	Redlands Daily Facts	Lyman M. King	Lyman M. King	F. K. Arthur	Paul W. Moore	Paul W. Moore	Paul W. Moore	L. O. Hammond	Paul W. Moore	H. A. Hargraves
RICHMOND, 16,843.													
Independent (R) (J) (none)	3,005	.025	.025	Independent Pub. Co.	R. S. Crose	John F. Galvin	Mary Irwin	John F. Galvin	John F. Galvin	John A. Long	Mrs. Laura Heady	Catherine Rabbitt	H. C. Brombacher / F. S. Newsom[1]
†Record-Herald (m) (none)	1,420	.025	...	Record-Herald Pub. Co.	G. E. Milnes								
Sunday edition	1,420												
RIVERSIDE, 19,341.													
†Enterprise (m) (R) (J) (78-142)	4,221	.025	.025	J. R. Gabbert	J. R. Gabbert	J. R. Gabbert	Leonard Hartman	J. R. Gabbert	J. L. Williams	J. L. Williams	Claude Haynes	P. E. Murray	W. B. Phillips[2]
Sunday edition	4,221												
Press (R) (J) (95)	5,175	.03	.03	Press Printing Co.	E. P. Clarke		A. A. Piddington		H. W. Hammond	H. E. Ross	John L. Wagner		Chas. R. Reed / M. J. Westerfield[1]
SACRAMENTO, 65,857.													
Bee (I) (103)	38,333	.08	.08	V. S. McClatchy & W. H. James									
Star (I) (3)	8,139	.035	.025	Star Ptg. Co.	C. K. McClatchy	J. E. Langdon	D. Smith		H. J. McClatchy	T. A. Cody			
†Union (m) (I) (8-60)	9,877	.05	.037	James D. Meredith & E. E. Craven	Harold B. Matson	Harold B. Matson	Ruth Finney		W. A. Brewer, Jr.	W. A. Brewer, Jr.	Jas. S. Louvau		Frank Bremner
Sunday edition	12,042	.06	.037		Earl E. Craven	Lester Adams		Earl E. Craven	Earl E. Craven	Homer B. Root	M. W. Ryan	Elmer E. Dunn	F. H. Lloyd
SALINAS, 4,308.													
Index (R) (J) (32)	1,254	.018	...	Fred Weybret	Deane H. Townes		Frank Connor	Fred Weybret		Norriss Hetherington			Clarence Dodge[1]
†Journal (m) (D) (J) (4)	1,286	.018	.01	Paul Parker	W. C. Lewis								J. C. Jones[1]
Sunday edition	1,286												

Explanation: Dagger (†) indicates morning newspapers. (m) indicates Sunday morning edition; (e) indicates Sunday evening edition. (I) politically independent; (R) Republican; (D) Democratic; (Soc.) Socialist; (I-R) Independent Republican; (I-D) Independent-Democratic. (J) operate job printing plants. (E) operate own engraving plant. * indicates rotogravure section, letter following indicates day of issue as S for Sunday, M for Monday, Tu for Tuesday, W for Wednesday, Th for Thursday, F for Friday, Sat for Saturday. Mo for monthly. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mats. (t) do not use plates. Boldface circulation figures are A. B. C. net paid, six months statement ending September 30, 1922; X indicates three month statement ending September 30, 1922; Y indicates three months' A. B. C. statement ending June 30, 1922; W indicates A. B. C. audit of September 30, 1922. All other circulation figures are Government statements for six months ending September 30, 1922. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are shown by brackets. In last column superior figure [1] following name indicates superintendent of job department only; superior figure [2], superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. All quoted advertising rates are per agate line; where only one rate is quoted and no bracket appears it applies to each issue separately.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

CALIFORNIA—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
SAN BERNARDINO, 18,721.													
†Sun (m) (R) (95)	6,406	.04	.04	The Sun Co.	R. C. Harbison	J. A. Guthrie		H. S. Webster	C. G. Garratt	O. F. Thayer	W. P. Millard		W. E. Pitschke
Sunday edition	6,606												
Telegram (95)	2,321	.03	.03	The Sun Co.	A. J. Brown			H. S. Webster	C. G. Garratt	O. F. Thayer			W. E. Pitschke
SAN DIEGO, 74,683.													
Sun (I) (3)	16,594	.04	.035	San Diego Sun Pub. Co.	George H. Thomas	Geo. H. Thomas	R. L. Brink	W. S. Dayton	A. L. Houser	Geo. Eilerman	H. W. Hall		
†Union (m) (R) (E) (103)	17,644 x	}											
Tribune (see Union)	14,069 x	} .09	.08	San Diego Union Co.; Trib. Co.	James MacMullen	James MacMullen	C. A. McGrew and F. B. Goodman	Jas. MacMullen	E. F. Parmelee	E. F. Parmelee	W. T. O'Farrell	E. F. Parmelee	
Sunday edition	25,134 x	.08											
SAN FRANCISCO, 506,676.													
Bulletin (I) (78-104-60)	68,415	.16	.16	Bulletin Pub. Co.	R. A. Crothers	James Tufts	Oscar Ingels	B. B. Page	H. C. Cupit	John C. Van Benthem	R. J. Birch		
Call-Post (I) (J) (96-107-122)	90,210	.20	.16	John Francis Neylan	Fremont Older	E. J. Gough	Eugene Block	J. L. Adler	P. J. Tehaney	J. E. Grey	N. Danziger		
†Chronicle (m) (J) (E) *S (138)	88,249	.25	...	M. H. de Young	A. L. Clarke	K. M. Anderson	E. O. Kelsey	W. H. B. Fowler	W. H. B. Fowler	H. C. Bernsten	G. A. Fisher	L. C. Glennon	Mark Wayman
Sunday edition	129,599	.29	...										
†Examiner (m) (I) (31-140-64)	150,140	.30	...	C. S. Stanton		Edmund M. Coblentz	Wm. Hines	J. A. Callahan	J. A. Callahan	A. Crawford	C. A. Sternberger	W. C. Townsell	
Sunday edition	293,286	.55	...										
†Journal (m) (I) (E) (113-40C-68)	20,196	.13	.10	A. M. Lawrence	J. P. McSorley	J. P. McSorley	Luther W. Rood	Bruce D. Ellis	Bruce D. Ellis	Bruce D. Ellis	Carter Farrar	J. Nelson	
Sunday edition	25,551												
News (I) (3-)	52,479	.13	.11	Daily News Co.	F. W. McKechnie		E. Rosener	E. F. Chase	J. L. Cauthorn	W. Abbey	B. W. Bates	F. J. Harrison	C. A. Pitts
SAN JOSE, 39,604.													
†Mercury-Herald (m) (R) (E) (78-95)	15,023	.06	.06	Mercury Herald Co.	E. K. Johnston	E. K. Johnston		W. P. Lyon	W. P. Lyon	F. L. Baker	E. L. Simpkins		
Sunday edition	15,863												
News (I) (none)	5,009	.032	.032	H. L. Boggerly	R. L. Burgis		Jack Wright		Ada Jane Kimball	J. Stacey	H. Forde		
SAN LUIS OBISPO, 5,895.													
Telegram (I) (none)	1,768	.016	.021	Daily Telegram Co.	C. L. Day		Tracey Byers		C. L. Day	G. O. Davis	L. C. O'Brien		E. J. Warnken
†Tribune (m) (R) (J) (none)	1,170	.014	.014	Benj. Brooks	Benj. Brooks		Josephine E. Hughston		C. B. Hughston				Alex. Deleissigues; Fred Finney[1]
Sunday edition	1,170												
SAN MATEO, 5,979.													
News-Leader (I) (J) (130)	1,616	.025	.025	Ed. S. Riggins	Ed. S. Riggins	Ed. S. Riggins	Ed. S. Riggins	Ed. S. Riggins	Ed. S. Riggins	Ed. S. Riggins	Ed. S. Riggins	Ed. S. Riggins	A. G. Clark[1]
SAN PEDRO, 15,000.													
News (R) (J) (131)	5,048	.03	.03	San Pedro Publishing Co.	W. R. Evans	Wayne B. Core	Percy Pickering	J. Frishman	J. Frishman	M. F. Brockway	Edward R. Reese	Helen Keller	Floyd Getlys; F. Young[1]
Pilot (J) (none)	3,542	.025	.025	Waite Bros.	C. F. Waite		C. E. Faulk	C. F. Waite	A. L. Waite	A. F. Doran	Jerry Crofts		J. A. Waite[2]
SANTA ANA, 15,485.													
News (I) (J) (103)	4,597	.03	.03	Santa Ana Prt. & Pub. Co.	N. A. Berry	N. A. Berry	Carroll Graham	N. A. Berry	N. A. Berry	H. D. Dreisbach	W. R. Ray	J. F. Roberts	J. H. Pattison; J. E. Rymer[1]
Register (1-R) (none)	7,591	.04	.04	Register Pub. Co.	J. P. Baumgartner	T. E. Stephenson	Herman Reuter	J. P. Baumgartner	A. V. Napier	A. V. Napier	Wm. McKay	A. V. Napier	Vic Manning
SANTA BARBARA, 19,441.													
News & Independent (D) (J) (none)	5,503	.035	.025	T. M. Storke	T. M. Storke			W. F. Powers		S. W. Powers			Earl Orr; Wm. Romero[1]
†Press (m) (R) (53-12)	3,774	.03	.03	R. G. Fernald	R. G. Fernald	Chas. M. Vernon		Wm. R. Mathews	Wm. R. Mathews	K. T. Boardman	V. T. Turner		
Sunday edition	4,079												
SANTA CRUZ, 10,917.													
News* (I-R) (130)	2,575	.02	.015	Devlin & Judah Co.	E. J. Devlin		Arthur Otto	H. R. Judah, Jr.	H. R. Judah, Jr.	R. C. Evans			A. J. Mackey
†Sentinel (m) (R) (J) (none)	2,675	.02	.02	Sentinel Pub. Co.	F. D. McPherson		Earnest Otto	F. D. McPherson					E. W. Fields[2]
Sunday edition	2,675												
SANTA MARIA, 3,943.													
Times (R) (J) (125)	1,125	.014	.014	O. M. Cannon	O. M. Cannon		A. S. Scroggs		F. M. Terrill				J. L. Corey[2]
SANTA MONICA, 15,252.													
Outlook, Ocean Park Bulletin & Sawtelle Tribune, group (R) (J) (103-131)	5,896	.04	.04	F. W. Kellogg & E. A. Dickson		R. P. Holliday		W. C. McMillen	A. J. Hall	E. T. Linden	C. S. Millius		A. K. Whyte; F. W. Waller[1]
SANTA ROSA, 8,758.													
†Press-Democrat (m) (137)	5,627	.035	...	Press Democrat Pub. Co.	Ernest L. Finley								
Sunday edition	5,627	.035	...	Press Democrat Pub. Co.	Ernest L. Finley								
Republican (R) (J) (78-95)	3,952	.025	.025	J. Elmer Mobley	J. Elmer Mobley		C. W. Etheredge	J. Elmer Mobley	J. Elmer Mobley	L. L. Putnam	E. Ross Burger	Paul M. Johnson	J. Elmer Mobley[1]
STOCKTON, 40,296.													
†Independent (m) (R) (70-44A)	5,000	.04	.035	J. L. Phelps & Co.	J. L. Phelps	J. R. Thompson		Putnam Bros.		I. D. Putnam	J. A. Putnam		P. Merritt
Sunday edition	5,000												
Record (I) (78-89)	15,467	.06	.06	Record Pub. Co.	G. E. Reynolds	Irving Martin	Richard Rea	Irving Martin	H. J. F. Berkeley	H. J. F. Berkeley	L. V. Peterson	Hilda Lloyd	J. E. Malloy
TAFT, 3,317.													
Midway Driller (D) (none)	3,250	.03	.03	A. M. Keene	Edmond W. Callander			A. M. Keene	J. D. Peterson	J. D. Peterson	Ed. Foss		W. E. Montgomery
TULARE, 3,539.													
†Advance (m) (I) (J) (none)	982	.018	.018	Tulare Pub. Co.	W. R. Snow		Harold Jones						W. H. Totten[2]
Sunday edition	982												
Register (R) (J) (none)	1,026	.018	.013	H. A. Charters	H. A. Charters	H. A. Charters	H. A. Charters	H. A. Charters	H. A. Charters	Donald S. Mains	H. A. Charters	Donald S. Mains	Fred Allen; C. A. Christmas[1]
VALLEJO, 21,107.													
Chronicle (60)	1,820	.025	...	W. D. & R. D. Pennycook, Publishers	Frank L. Savage								
News (R) (J) (none) (d)	1,680	.018	.018	Henry F. Stahl	George Roe	Henry F. Stahl	George Roe	Henry F. Stahl	Henry F. Stahl	Fred Brown	Fred Brown	H. J. Elvin	Rex Beach; H. J. Elvin[1]
†Times-Herald (m) (I) (J) (4-36A)	2,118	.025	.025	Times-Herald Pub. Co., Inc.	J. Motzko	J. Motzko	Kenneth Knight	Luther Gibson	Luther Gibson	Luther Gibson	F. W. Birchmore		Leonard Laing
Sunday edition	2,118												
VENICE, 10,385.													
Vanguard-Herald (I) (J) (103)	3,226	.03	.025	F. W. Kellogg & E. A. Dickson.	Fenner H. Webb	Fenner H. Webb	C. H. Garrigus	E. S. Kellogg	E. S. Kellogg	L. W. Phillips	G. C. Smith	C. S. Millius	Earl Leavitt; C. C. McCullough[1]
VENTURA, 4,342.													
Free Press (R) (J) (130-136A)	1,392	.02	.02	D. J. Reese	L. A. Smith	L. A. Smith	Al Coleman	L. A. Smith	L. A. Smith	L. A. Smith	Mrs. Nettie Ward		J. Brunette[2]
†Post (m) (R) (J) (32)	1,365	.018	.018	A. H. Davis				Wm. Wilde					
Sunday edition	1,365												
VISALIA, 5,753.													
†Delta (m) (R) (J) (4)	1,903	.021	.018	Chas. A. Whitmore	Chas. A. Whitmore		Floyd Byrnes	Chas. A. Whitmore		C. B. Stevenson	G. H. Swasey		C. A. Allen[2]
Sunday edition	1,903												
Times (D) (J) (130-137)	1,470	.021	.018	M. M. Maddox	A. A. Smith					P. E. Ritcha	F. P. Ward		Harry Keese; H. Simerly[1]
WATSONVILLE, 5,013.													
Pajaronian (R) (J) (none)	1,500	.018	.018	Piratsky & Radcliff	Jas. G. Piratsky	Jas. G. Piratsky	W. F. McKenney	Mrs. Jas. G. Piratsky	Jas. G. Piratsky				Ben. F. Guitterez; Ed Ketterman[1]
†Register (m) (I-R) (J) (none)	1,629	.018	.018	F. W. Atkinson	F. W. Atkinson	F. W. Atkinson	R. A. Wilson	F. W. Atkinson	F. W. Atkinson	E. W. Smutz	E. W. Smutz	E. W. Smutz	F. W. Fikes; J. C. Isbell[1]
Sunday edition	1,629												
WHITTIER, 7,997.													
News (I) (130)	2,479	.018	.018	Whittier News Co., Inc.	Rex B. Kennedy	Rex B. Kennedy	D. G. Holt	Harry C. Holdsworth	Harry C. Holdsworth	Wm. Cathriner	Grant M. Garman		Sam Jackson

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
WILLOWS, 2,190.													
Journal (J) (none)	1,010	.018	...	E. M. Sehorn	E. M. Sehorn	J. F. Sidgmore		C. O. McDonnell	C. O. McDonnell	C. O. McDonnell	C. O. McDonnell	R. W. Crawford[2]	
WOODLAND, 4,147.													
Democrat (D) (J) (none)	1,528	.012	.012	Ed. E. Leake	Ed. E. Leake	Paul R. Leake	Geo. B. Collins	Paul R. Leake	Paul R. Leake	Paul R. Leake			Harry Orser[1]
†Mail (m) (none)	1,300	.014	...	W. F. Mixon	W. F. Mixon								
Sunday edition	1,300												

COLORADO

ASPEN, 2,500.													
Democrat-Times (I-D) (J) (none) (d)	555	.05	.05	Charles Dailey, Sr.	Charles Dailey, Sr.	Charles Dailey, Sr.		Charles Dailey, Jr.	Charles Dailey, Jr.	E. B. Dailey	E. B. Dailey	Charles Dailey[1]	
BOULDER, 10,989.													
Camera (D) (J) (none)	2,005	.0178	.0178	L. C. Paddock	L. C. Paddock	L. C. Paddock	A. A. Paddock		E. K. Hartzell	E. K. Hartzell		A. W. Howard[2]	
News-Herald (R) (J) (none)	1,985	.021	...	Union Pub. Co.	A. A. Parkhurst	A. A. Parkhurst	E. M. LeVeque	H. Russell Thompson	H. Russell Thompson	H. Russell Thompson	R. Finlayson	H. Russell Thompson	W. H. Green[2]
CANON CITY, 4,551.													
Record (R) (J) (none)	1,674	.178	.214	Guy W. Hardy	W. W. Emmerson	J. Leo Sterling	J. Leo Sterling	J. Leo Sterling	L. Leo Sterling	J. W. Pearson	J. H. Putney	Helen Bower	W. A. Johnson[2]
COLORADO SPRINGS, 30,105.													
†Gazette (m) (R) (111-12)	6,244	.04	.036	M. A. Ege	F. Wadell	M. A. Ege	Stewart P. Dodge	M. A. Ege	M. A. Ege	M. F. Riblett	Ralph Nordberg	G. Bevis	Wm. Snyder
Sunday edition	7,635												
Telegraph (m) (I-R) (70)	7,805	.04	.036	C. C. Hamlin	C. C. Hamlin	T. E. Nowels	T. W. Ross	T. E. Nowels	T. E. Nowels	E. A. Powell	W. A. Butler	M. H. Hoffman	F. R. Foster
Sunday edition	7,604												
CRIPPLE CREEK, 2,325.													
†Times & Victor Record (m) (130-4)	1,075	.018	...	Cripple Creek Times Co.	W. A. Kyner								
Sunday edition	1,075												
DENVER, 256,491.													
Express (I) (3)	15,900	.05	.05	Express Pub. Co.	Sidney B. Whipple	Leslie J. Pigott	R. E. Wilson		A. J. Gillis	Carl Wagner	A. L. Northway	V. E. Philpott	F. L. Pferdesteller
Post (m) (I) (E) (81)	137,168	.25	.20	Post Ptg. & Pub. Co.	F. G. Bonfils and H. H. Tammen	William C. Shepherd	A. K. Stone		F. J. Kasdorf	F. I. Carruthers	C. C. Goodson	Glenn Rauck	Max Brown
Sunday edition	196,863	.30	.25										
†Rocky Mt. News (m) (I) (E) *S (132-12)	32,734	.18	.16	John C. Shaffer	John C. Shaffer	Jas. A. Stuart		S. S. Sherman	S. S. Sherman	C. L. Shepard	C. P. Harvey	Sam Styles	
Sunday edition	54,419	.13	.13										
Times (I) (E) (132-12)	26,078												
DURANGO, 4,116.													
†Democrat (m) (D) (J) (32-)	2,143	.018	.018	Democrat Publishing Co.	Rod S. Day	Rod S. Day	James S. Noland	Rod S. Day	Rod S. Day	M. D. Hannan	M. D. Hannan	M. D. Hannan	John Young[2]
Sunday edition	2,143												
Herald (R) (J) (130)	2,175	.0178	.0178	Herald Pub. Co.	Garry J. Thompson	Garry J. Thompson	Garry J. Thompson	Garry J. Thompson	Garry J. Thompson	Alfred A. Look	Geo. H. Beaseley	Geo. H. Beaseley	T. R. Mahan[2]
FLORENCE, 2,629.													
Citizen (I) (J) (none)	760	.014	.014	Citizen Pub. Co.	Lynn Smith			Lynn Smith		Irvine Meek	Irvine Meek	Irvine Meek	Irvine Meek[2]
FORT COLLINS, 8,734.													
Courier (R) (J) (107)	1,560	.035	.035	Express-Courier Pub. Co.	George McCormick	George McCormick	George McCormick	George McCormick	George McCormick	W. G. Jackson	George McCormick	George McCormick	George McCormick[1]
†Express (m) (R) (J) (107)	2,847												
Sunday edition	2,847	.035	.035										
FORT MORGAN, 3,818.													
Times (R) (J) (4)	1,180	.018	.014	R. B. Spencer	R. B. Spencer	R. B. Spencer	V. C. Beck	R. B. Spencer	R. B. Spencer	R. B. Spencer	Mrs. G. P. Gatewood	Mrs. G. P. Gatewood	P. P. Whipple[2]
GRAND JUNCTION, 8,665.													
†News (m) (R) (J) (134)	3,469	.018	.016	C. E. Adams	C. E. Adams	Rodney F. Jay		Rodney F. Jay	Ray Wilson				
Sunday edition	3,469												
Sentinel (D) (J) (100)	3,256	.02	.015	Sentinel Ptg. & Pub. Co.	Walter Walker	Walter Walker	Frank H. Reeds	Walter Walker	Walter Walker	W. A. Williamson	J. Howard Dodson	W. A. Williamson	W. A. Williamson[2]
GREELEY, 10,883.													
†Tribune-Republican (I-R) (J) (none)	1,749												
Evening edition	2,975	.025	.025	Charles Hansen	F. E. Merrill	Charles Hansen	F. E. Merrill	Charles Hansen	Charles Hansen	F. P. Matthews	John Harbottle	Miss Ada Bunker	H. B. Hatch[2]
Total	4,724												
LA JUNTA, 4,964.													
Democrat (D) (J) (none)	750	.014	.014	La Junta Democrat Pub. Co.	James A. Seritz	James B. Pearce		James B. Pearce	James B. Pearce	James B. Pearce	James B. Pearce	James B. Pearce	Irving B. Johnson[2]
LAMAR, 2,512.													
News (I) (J) (4) (t)	803	.014	.014	Betz Pub. Co.	Fred Betz	Fred Betz	Fred Betz	Fred Betz	Fred Betz	A. M. Sellers	Zouella Creed	A. M. Sellers	M. C. Stevens; H. O. Woodruff[1]
LEADVILLE, 4,959.													
†Herald Democrat (R) (J) (8) (d)	2,993	.025	...	Leadville Publishing & Ptg. Co.	H. C. Butler			F. E. Vaughn	F. E. Vaughn				Louis Shepherd[1]
Sunday edition	2,993												
LONGMONT, 5,848.													
Call (R) (J) (none)	1,320	.021	.021	L. H. Johnson	Geo. W. Johnson		Jean Johnson						L. H. Johnson[2]
Times (I) (J) (none)	1,290	.018	.018	Ray Lanyon	Ray Lanyon	Ray Lanyon	Ray Lanyon	Ray Lanyon	Ray Lanyon	Ray Lanyon	Ray Lanyon	Ray Lanyon	Otis Moore; Ray Lanyon[1]
LOVELAND, 5,279.													
Reporter-Herald (I) (J) (none)	2,250	.029	.029	R. J. Ball & R. L. Etter	R. J. Ball	Pierce Egan	R. J. Ball	R. J. Ball	R. L. Etter, Jr.	R. L. Etter, Jr.	Mary E. Beckwith	Louis Martin	W. H. Wright; Walter Mason[1]
MONTROSE, 3,581.													
Enterprise (D) (J) (4)	1,500	.02	...	Enterprise Publishing Co.	Lynn Monroe	Lynn Monroe	Arthur Monroe	Lynn Monroe					M. O. Ballard[1]
Press (R) (J) (130)	1,704	.05	.05	Press Printing Co.	C. E. Adams	G. W. Green	W. F. Wilcox	G. M. Green	G. M. Green	G. M. Green	G. M. Green	G. M. Green	E. L. Milner[2]
PUEBLO, 42,908.													
†Chieftain (m) (19)	7,078	.04	...	Chieftain Printing Co.	Walter L. Wilder								
Sunday edition	9,112												
Star-Journal (m) (I) (mer.) (87)	10,453	.04	.04	Star-Journal Pub. Corp.	J. R. Shea	J. R. Shea	W. F. McCafferty	Frank S. Hoag	Morris Townsend	John Kelly	Homer Watkins	Hugh Graham	
Sunday edition	10,599												
STERLING, 6,415.													
Advocate (R) (J) (130)	3,256	.035	.035	Advocate Pub. Co.	A. M. Biggerstaff	J. J. Woodring		J. J. Woodring	J. J. Woodring	J. J. Woodring	Sallie Lea Davis		O. F. Pierson[2]
TELLURIDE, 1,618.													
Journal (D) (J) (none) (d)	613	.015	.015	Journal Pub. Co.	Geo. R. Painter	Geo. R. Painter	F. M. Moore	Geo. R. Painter	Geo. R. Painter	A. E. Orser			Tom Orser[2]
TRINIDAD, 10,906.													
Chronicle News (m) (R) (J) (130)	2,852	.02	...	Chronicle News Pub. Co.	F. E. Winsor			R. E. McCling	R. E. McCling	Joseph Wheeler	Clarence Harvey		H. A. Morgan; Henry Foster[1]
Sunday edition	2,852												
Picketwire (134)	2,835	.025	...	Robinson-Wright Printing Co.	Frank J. Rose								

CONNECTICUT

ANSONIA, 17,643.													
Sentinel (E) (J) (70)	6,555	.025	.025	Emerson Bros., Inc.	H. A. Stocking	J. R. Emerson	H. F. Emerson		L. L. Desaulniers	L. L. Desaulniers			H. F. Emerson[1]
BRIDGEPORT, 143,538.													
Herald (Sunday only) (I) (61)	19,638	.09	.07	Richard Howell	Richard Howell	Richard Howell	George Finley	Richard Howell	Richard Howell	Steven L. Oswald	G. H. Baldwin	S. L. Oswald	A. S. Cleland
and Waterbury Herald	15,128												
Post (m) (I) (J) (E) (mer) (74)	29,703			Post Publishing Co.	George C. Waldo		Ed. Flicker		T. A. D. Weaver	F. P. Crawford	E. Pfriem	H. S. Gaddis[1]	
†Telegram (See Post).	14,369	.15	.15										
Total	44,072												
Sunday Post	18,548	.10	.10										
Star (I) (61)	15,234	.04	.035	Geo. B. Clark		W. D. Bagley	L. J. Cargill	Geo. B. Clark	Geo. B. Clark	John E. Phelan	Robert M. Jones	John E. Phelan	Chas. F. Stevens
Times (D) (21)	16,002	.035	.03	Times Pub. Co.	Lynn W. Wilson	Lynn W. Wilson	Frederick Blake		John W. Rose	E. C. Lynch	Neil Larsen	W. J. Montagne	H. M. Booth

Explanation: **Dagger (†)** indicates morning newspapers. **(m)** indicates Sunday morning edition; **(e)** indicates Sunday evening edition. **(I)** politically independent; **(R)** Republican; **(D)** Democratic; **(Soc.)** Socialist; **(I-R)** Independent Republican; **(I-D)** Independent-Democratic. **(J)** operate job printing plants. **(E)** operate own engraving plant. * indicates rotogravure section, letter following indicates day of issue as **S** for Sunday, **M** for Monday, **Tu** for Tuesday, **W** for Wednesday, **Th** for Thursday, **F** for Friday, Sat for Saturday. **Mo** for monthly. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. **(d)** do not use mats. **(t)** do not use plates. **Boldface circulation figures are A. B. C. net paid, six months statement ending September 30, 1922; X indicates three month statement ending September 30, 1922; Y indicates three months' A. B. C. statement ending June 30, 1922; W indicates A. B. C. audit of September 30, 1922. All other circulation figures are Government statements for six months ending September 30, 1922. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are shown by brackets. In last column superior figure [1] following name indicates superintendent of job department only; superior figure [2], superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. All quoted advertising rates are per agate line; where only one rate is quoted and no bracket appears it applies to each issue separately.**

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

CONNECTICUT—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Pubishler	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
BRISTOL, 20,620.													
Press (I-R) (J) (none)	3,494	.02	...	Press Pub. Co.	W. H. Miller	Arthur S. Barnes	T. A. Tracy	Arthur S. Barnes					Arthur S. Barnes[1]
DANBURY, 22,325.													
News (none)	6,738	.018	...	Danbury News Pub. Co.									
HARTFORD, 138,036.													
†Courant (m) (mer) (R) (J) *S (55)	29,209	.07	.07	Courant Co.	Charles H. Clark	Emile Gauvreau	Harry I. Horton	Henry H. Conland	James A. Spalding	P. F. Viets	Thos. A. O'Brien	F. W. Turner[2]	
Sunday edition	48,593	.10	.10										
Times (I-D) (J) (72)	43,672	.12	.09	Burr Printing Co.	Clifton L. Sherman	Charles E. Perkins	Albert I. Prince	Everett C. Willson	Clayton P. Chamberlin	James M. Linton	Norman Johnson	F. Allis[1]	
MANCHESTER, 18,370.													
Herald (R) (J) (100)	3,845	.02	.02	Herald Printing Co., Inc.	Elwood S. Ela	Elwood S. Ela	Elwood S. Ela	Elwood S. Ela	E. Hugh Crosby	E. Hugh Crosby			Thomas Ferguson, J. M. Burdick[1]
MERIDEN, 34,739.													
Journal (I) (90)	5,836	...	...	F. E. Sands	F. E. Sands	E. B. Whitney	Walter Allen	C. H. Tryon	C. H. Tryon	T. J. Moroney	H. Saviteer	E. W. Woollen	
†Record (I-R) (55)	6,699	.025	.025	E. E. Smith	T. H. Warnock	J. L. Hull	Hugh Lee	Wayne C. Smith	Wayne C. Smith	Oliver Glae	Frank E. Burgess		
MIDDLETOWN, 22,129.													
Press (I) (90)	7,561	.025	...	Press Pub. Co.	Elmer S. Hubbell		Fred N. Smith	Elmer S. Hubbell					Burr E. Stevens
NAUGATUCK, 15,051.													
News (I) (J) (37-71)	2,335	...	...	News Co., Inc.	T. W. Ahern	J. J. Hackett		T. W. Ahern	T. W. Ahern		T. W. Ahern		J. J. Barry[1], T. W. Ahern
NEW BRITAIN, 59,316.													
Herald (I) (98-5)	7,920	.035	.03	Herald Pub. Co.	Johnstone Vance	Johnstone Vance	A. E. McEvoy	T. F. Jackson	M. J. Smith	A. Wolak	Wm. Hennessey	T. E. Lowler	
Record (R) (J) (80)	7,579	.03	.03	N. B. Record Co.	J. M. Doyle	J. L. Doyle	H. A. Timbrell	W. J. Doyle, Treas.	H. E. Scheny		C. H. Robinson	L. W. Lawyer	
NEW HAVEN, 162,519.													
†Journal-Courier (I) (55)	18,172	.05	.05	John B. Carrington	Norris G. Osborn	Arthur J. Sloane	Everett Kallgren	Edward T. Carrington	Herbert Peterson	Herbert N. French	J. L. Connelly	John Yaeger	Charles Mitchell
Register (m) (I) (90)	34,427	.08	.08	John Day Jackson	John Day Jackson	Frank H. Smith	Roger Connelly	Hugh B. Kennedy	Hugh B. Kennedy	Hugh B. Kennedy	Walter B. Mills	Charles R. Buck	Walter F. Walsh
Sunday edition	34,427												
Times-Leader (8)	18,028	.06	.06	William A. Hendrick	Charles W. Pickett	Paul Barnett	Robert T. Bulkeley	William A. Hendrick	Wm. A. Hendrick	Wm. F. Hamilton	George A. Brooks	Katherine Brennan	
Union (m) (I) *S (127)	14,000	.04	.0525	Alex. & Phil. Troup	Philip Troup	Philip Troup	James F. Scott	Michael L. Fahy	Edward J. Sullivan	George W. Hopkins	John E. Sullivan	Edward J. Sullivan	Dale K. Fitzgerald
Sunday edition	10,000	...	...										
NEW LONDON, 25,688.													
Day (R) (55)	10,829	.045	.04	Theodore Bodenwein	Walter W. Slocum	George H. Grout		Orvin G. Andrews					
†Globe (none)	2,200	.011	.011	Adams & Adams	Samuel F. Adams	Samuel F. Adams	Henry H. Adams		C. H. Wylie			W. T. Corcoran	
NORWALK, 27,700.													
Hour (I) (102)	4,863	.03	.03	Edward J. Thomas	Edward J. Thomas		Victor W. Ferris	Edward J. Thomas	Edward J. Thomas				
NORWICH, 29,685.													
†Bulletin (R) (J) (none)	11,626	.05	.05	Bulletin Co.	Harvey M. Briggs		Charles F. Whitney	William H. Out					Charles H. Smith, John Franklin[1]
Record (I) (J) (none)	3,605	.025	.025	Frank H. Pullen	Frank H. Pullen	John D. Moulton	Edward Browne		Weston C. Pullen	Benedict C. Pullen	Benedict C. Pullen	Fred B. Manning[1]	
STAMFORD, 40,057.													
Advocate (R) (J) (90)	8,329	.03	.025	Gillespie Bros., Inc.	R. H. Gillespie	Paul Lockwood	Paul Lockwood	R. H. Gillespie	R. H. Gillespie	R. H. Gillespie	H. W. Robbins	Mears Noggle	S. W. Gillespie[2]
SOUTH NORWALK, 27,700.													
Sentinel (R) (none)	2,760	.014	...	E. L. & A. L. Golden	Earl C. Deland	Earl C. Deland	Robert G. Mitchell	Earl C. Deland	Frederick Pennell	Charles R. Baker	Frederick Pennell	Chas. R. Baker	Frank Avery
TORRINGTON, 22,055.													
Register (J) (98-5)	4,136	.02	.025	Torrington Ptg. Co.	George W. Peterson	H. W. Knickerbocker	John H. Thompson	George W. Peterson	George W. Peterson	Anna Bilodean		Muriel Jewiss	Lindsay R. Good[1]
WATERBURY, 91,410.													
Democrat (D) (J) (90)	8,488	.035	.036	Waterbury Democrat, Inc.	E. V. Maloney	E. C. Erk	Martin Scully	E. V. Maloney	John A. Hayden	Peter B. Lynch	Lawrence Kenney		Benjamin S. Piatt, Harry White[1]
American (I-R) (E) (55)	9,051	.07	.07	W. J. Pape	C. F. Chapin	E. R. Stevenson	A. N. Colgrove	I. B. Myers	I. B. Myers	C. Schofield	G. Chase		
†Republican (I-R) (m) *S (E) (55)	12,048			W. J. Pape	E. R. Stevenson		G. C. Baldwin						
Sunday edition	12,370	.07	.07										
WILLIMANTIC, 12,330.													
Chronicle (I) (J) (90)	3,100	.015	..	Chronicle Ptg. Co.	John A. Keeffe	Robert O. Snow	Charles A. Gates	R. W. Downer	R. W. Downer	R. W. Downer	R. W. Downer	R. W. Downer	John A. Keeffe, Charles H. Webster[1]
WINSTED, 8,248.													
Citizen (I-R) (J) (d) (none)	2,285	.009	...	Citizen Pub. Co.	R. S. Hulbert	R. S. Hulbert	Louis T. Stone	R. S. Hulbert	R. S. Hulbert	R. S. Hulbert	T. A. Hulbert	L. J. Pillarella	J. Van A. Duyser, J. C. Sweet[1]

DELAWARE

WILMINGTON, 110,168.													
Every Evening (I-D) (21)	12,539	.05	05	Wm. F. Metten	Merris Taylor	F. K. Reybold	A. O. H. Grier	Wm. F. Metten	Wm. F. Metten	John Blockson	Louis Rutherford	John Blockson	L. A. Cloud
Evening Journal (R) (127)	18,687	.06	.055	News-Journal Co.	George Carter	George Carter	Clement B. Hallam	Clarence J. Pyle	Clarence J. Pyle	L. M. Wickersham	N. A. McLaughlin		
†News (R) (127)	8,475	.04	.03	News-Journal Co.	Albert W. Cummins	Chas. E. Gray	John A. Maue	Clarence J. Pyle	Clarence J. Pyle	L. M. Wickersham	N. A. McLaughlin		
Star (Sunday only) (I) (J) (67)	14,169	.06	.05	Joseph H. Martin	Joseph H. Martin	Joseph H. Martin	George Whitenack	Horace P. Warrington	Horace P. Warrington	Horace P. Warrington	Ralph Davis	Marie Miller	Frank McSorley, Laurance Banks[1]

DISTRICT OF COLUMBIA

WASHINGTON, 437,571.													
News (I) (3)	40,346	.18	.125	Washington News Co.	Lowell Mellett	F. J. Carmody	Harold Keats	W. H. Dodge	Maynard E. Zepp	Walter D. Barkdull	J. D. Fitzgerald	Walter D. Barkdull	John Doolin
†Post (m) (I) *S. (13)	61,641	.18	.14	Edward B. McLean	Edward B. McLean	Edward B. McLean	J. V. FitzGerald		Arthur D. Marks	Ernest Johnston	William C. Shelton		
Sunday edition	76,227												
Star (m) (I) *S. (30-84)	84,863	.20	.15	Frank B. Noyes	Theodore W. Noyes	Rudolph Kauffmann	Charles Keller		Fleming Newbold	Leroy W. Herron	Galt Burns		Chas. Ruth
Sunday edition	87,447												
†Herald (I) (E) (106-107)	47,670	.12	...	G. Logan Payne	M. W. Flynn	A. C. Gill		E. C. Griffith	A. R. R. Onyun & R. E. Joyce	W. C. Shelton	W. E. Douglas		
Times (m) (I) (E) (106-107)	66,737	.13	...										
Sunday edition (Times-Herald)	Comb'ed Nov. 19/22	.28	...	G. Logan Payne	Arthur Brisbane	Avery C. Marks	Daniel E. O'Connell		E. C. Griffith	A. R. R. Onyun & R. E. Joyce	J. T. Wagner	W. E. Douglas	

FLORIDA

BRADENTOWN, 3,868.													
Herald (D) (J) (4)	800	.018	...	Sponenbarger & Bentley	Sponenbarger & Bentley	Sponenbarger & Bentley	Sponenbarger & Bentley	R. P. Sponenbarger	R. P. Sponenbarger	R. P. Sponenbarger	R. P. Sponenbarger	R. P. Sponenbarger	M. P. Mortz, R. M. Woddell[1]
CLEARWATER, 2,427.													
Sun (I) (J) (none)	1,380	.018	.018	Sun Ptg. Co.	D. O. Batchelor	L. L. Lucas	L. L. Lucas	D. O. Batchelor	D. O. Batchelor	J. J. Wilson	Miss Helen Batchelor		Geo. Hancock, Rudolph Petrie[1]
DAYTONA, 5,445.													
†Journal (m) (D) (130)	2,157	.025	.021	Journal Ptg. Co.	H. C. Sparkman			Maurice J. Seed	E. B. Huston				R. E. Householder
Sunday edition	2,157												
News (D) (53)	2,280	.03	.03	T. E. Fitzgerald	T. E. Fitzgerald	Marion T. Gaines		T. E. Fitzgerald	T. E. Fitzgerald	A. B. Moseley			A. L. Dorman
Sunday edition, Dec. to April only													
DELAND, 3,324.													
News (I-D) (J) (53)	1,740	.02	.02	News Pub. Co.		Clayton C. Codrington	J. Oren Hassell		A. B. Codrington	Mrs. P. M. Stribling			A. B. Crook, L. P. Jones[1]
FT. MYERS, 3,678.													
Press (D) (J) (none)	1,395	.021	.021	Ft. Myers Press, Inc.	Morton M. Milford	Morton M. Milford		G. E. Hosmer	G. E. Hosmer	G. E. Hosmer			Herbert Wittmeyer, Franklin Stevens[1]

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
FORT PIERCE, 2,115.													
News-Tribune (D) (J) (none) (d)..	Est. Dec. 4, '22	.015	.015	News Printing Co.	G. R. Nattingham	G. R. Nattingham	C. S. Miley	G. R. Nattingham	G. R. Nattingham	R. E. Falls, Jr.	Harry Schultz	Harry Schultz	R. E. Falls, Jr.[1]
GAINESVILLE, 5,286.													
News (m) (D) (J) (none)	1,602	.02	.02	McCreary Pub. Co.	Elmer W. McCreary	Elmer W. McCreary	L. L. Palmer	Elmer W. McCreary	A. M. Edwards	J. N. Pierce	L. L. Palmer	E. W. Lamons	J. N. Pierce[2]
Sunday edition	1,602												
†Sun (m) (D) (J) (53)	1,570	.015	...	Pepper Ptg. Co.	W. M. Pepper	Truman Green		W. M. Pepper	W. P. Arnold				O. R. Tucker
Sunday edition	1,570												
JACKSONVILLE, 91,558.													
Journal (D) (70)	18,080	.07	.07	Perry Lloyd-Jones	Richard Lloyd-Jones	Abe Hurwitz	T. B. Wheeler	T. F. McPherson	F. P. Beddow	John Othen	Fred Grim	C. W. Yeager	Henry Chairsell
†Times-Union (m) (D) (E) (9)	32,177	.08	.07	Florida Pub. Co.	Willis M. Ball		B. Mc G. West		W. A. Elliott	J. M. Elliott	C. R. Norton		
Sunday edition	36,168	.09	.08										
KEY WEST, 18,749.													
Citizen (D) (J) (130) (d)	2,068	.02	.02	Citizen Pub. Co.	M. C. Gilbert	L. P. Artman	M. C. Gilbert	L. P. Artman		T. E. Millmore	T. E. Millmore		C. P. Curry William O. Lester[1]
LAKELAND, 7,062.													
†Star-Telegram (m) (I-D) (J) (53)	3,383	.03	.021	L. W. Bloom & Harry Brown	L. W. Bloom & Harry Brown	C. M. Freeman	Miss Fay Fletcher	L. W. Bloom	L. W. Bloom	L. L. Ronan	O. E. Baer	L. O. English	J. T. Nouvell E. C. Fox[1]
Sunday edition	3,380												
MIAMI, 29,549.													
†Herald (m) (I-D) (E) (87-76A)	12,799	.05	.05	Frank B. Shutts	Frank B. Stoneman	O. W. Kennedy	Geo. Bradley		E. Taylor	Chas. S. Bates	Geo. V. Harper	J. H. Pero	F. A. Sutton
Sunday edition	15,591	.06	.06										
Metropolis (I-D) *Sat. (19)	9,168	.05	.05	S. Bobo Dean	S. Bobo Dean	Arthur G. Keene	Chas. F. Cushman	S. Bobo Dean	S. Bobo Dean	R. H. Berg	R. H. Berg	Reese Combs	C. A. Haines
OCALA, 4,914.													
Star (D) (J) (none) (d)	900	.011	...	Star Pub. Co.	J. H. Benjamin			P. V. Leavengood					H. D. Leavengood[2]
ORLANDO, 9,257.													
Reporter-Star (I-D) (none)	2,769	.025	...	Reporter-Star Pub. Co.	J. Clement Brossier	John F. Schumann	A. D. James	B. Brazile Brossier		Clyde Maul	C. D. Stowe	L. Dann	R. J. Walsh
†Sentinel (m) (D) (J) (53)	3,178	.025	.025	Menn & Essington	Wm. Glenn	Wm. Glenn	Meredith Williams	W. C. Essington	W. C. Essington	Frank Hastings	S. C. Sreeton		H. E. Hardy[2]
Sunday edition	3,581												
PALATKA, 5,102.													
News (m) (D) (J) (none)	1,960	.015	.015	Vickers & Guerry	Goode M. Guerry	Goode M. Guerry	W. L. Thorndyke		M. M. Vickers	G. L. Mabey	G. L. Mabey		Alley Fox A. S. Fox[2]
Sunday edition	2,120												
PENSACOLA, 31,135.													
†Journal (m) (36)	4,819	.03	...	Journal Publishing Co.	Richard L. Jones			T. F. McPherson					
Sunday edition	5,931	.04	...										
News (m) (D) (41-71)	4,322	.03	.025	Percy S. Hayes	Percy S. Hayes	Don McLillan	A. M. Saunders	Percy S. Hayes	Percy S. Hayes	H. P. Neumann	W. M. Herrider	Lillian Hubbard	E. P. Preston
Sunday edition	5,217												
SANFORD, 5,588.													
Herald (D) (J) (4)	1,363	.021	...	Herald Ptg. Co.	R. J. Holly	R. J. Holly		H. A. Neel	N. J. Lillard	R. J. Holly	Lewis Shipp	Minnie Baker	H. A. Neel[2]
ST. AUGUSTINE, 6,192.													
Record (D) (J) (134)	1,897	.02	...	The Record Co.	Herbert Felkel	Herbert Felkel	Nina S. Hawkins	Herbert Felkel	Herbert Felkel	Rebecca Botkowsky	Raymond Hill		Howard Van Sciver[1]
ST. PETERSBURG, 14,257.													
Independent (I-D) (none)	4,031	.03	.017	Lew B. and L. C. Brown	Lew B. Brown	L. C. Brown	A. R. Dunlap	L. C. Brown		F. W. Williamson	W. B. McKay		J. H. Livingston
†Times (D) (m) (J) (130)	4,409	.03	.03	Times Pub. Co.	E. E. Naugle	E. E. Naugle		C. C. Carr	C. C. Carr	W. E. Newman	L. R. Burr		H. A. Orrell C. C. Walters[1]
Sunday edition	4,409												
TALLAHASSEE, 5,637.													
Democrat (D) (J) (4)	1,290	.018	...	Milton A. Smith	Milton A. Smith		Frank Webb		Milton W. Smith		Milton W. Smith		T. J. Eppes[1]
TAMPA, 51,608.													
Times (D) (22)	12,688	.04	.04	D. B. McKay	D. B. McKay	H. C. Slichter	W. C. Collier	Charles G. Mullen		J. S. Brown	J. L. Brooks	W. Guy Cheathem	J. A. Lyles
†Tribune (m) (D) (J) (8)	19,868	.05	.05	Tampa Trib. Pub. Co.	W. F. Stovall	O. M. Johnson	F. G. Heaton	W. F. Stovall	J. S. Mims & S. Lloyd Frisbie	S. Lloyd Frisbie	W. P. Lawrence	F. A. Ingraham	A. G. Deal Hewitt Hill[1]
Sunday edition	31,786	.06	.057										
WEST PALM BEACH, 8,659.													
†Post (D) (41)	3,358	.04	.036	Post Pub. Co.	D. H. Conkling	D. H. Conkling		D. H. Conkling	D. H. Conkling	H. E. Loomis	C. C. Manning	H. E. Loomis	J. W. Ferguson
Times (m) (none) Sunday edition	Est. Sept. 8, '22	.025	.025	E. P. Fildes	Vernon L. Smith		Edward Cowles	F. P. Fildes		R. H. Daley	S. H. Anderson	Arthur Black	Joseph Wyckoff

GEORGIA

ALBANY, 11,555.													
Herald (D) (J) (21)	5,338	.03	.03	Herald Pub. Co.	H. M. McIntosh	H. T. McIntosh	D. L. Gibson	K. M. Dickson	J. A. Davis	J. A. Davis	Frank Stanford		W. A. Rachals J. A. Nichols[1]
AMERICUS, 9,010.													
Times-Recorder (none)	1,200	.02	...	Lovelace Eve	Lovelace Eve	Lovelace Eve				Lovelace Eve			
ATHENS, 16,748.													
†Banner (m) (D) (148)	1,727	.035	.035	E. B. Braswell	E. B. Braswell	C. E. Martin		E. B. Braswell	E. B. Braswell	H. J. Rowe	J. O. Jones	S. Cook	Roy Wilson
Herald (see Banner)	2,006												
Sunday edition	3,406												
ATLANTA, 200,616.													
†Constitution (m) (D) (E) (127-36-12)	62,804 x	.13	.13	Constitution Pub. Co.	Clark Howell	F. W. Clarke	L. A. Wilhoit	Clark Howell	E. Stowe	J. R. Holliday	J. T. Toler	H. H. Haire	Fred Connell
Sunday edition	75,218 x												
Georgian & American (m) (I) (E) (9-107-76A)	41,967 x	.12	...	T. B. Goodwin	James B. Nevin	W. Malone Baskervill	L. F. Woodruff	A. B. Chivers	Charlie Miller	Herbert Porter	L. Schartenberg	W. H. Bearden	
Sunday edition	99,083 x	.15	...										
Journal (m) (I-D) *S (19-137)	61,850 x	.14	.14	Atlanta Journal Co.	John Sanford Cohen	John Paschall	Harllee Branch	John A. Brice	Chas. D. Atkinson	J. D. Jernigan	John D. Simmons	S. R. Dull, Jr.	J. W. Armistead
Sunday edition	88,924 x												
AUGUSTA, 52,548.													
†Chronicle (m) (D) (8)	10,661	.045	.04	Augusta Chronicle Pub. Co.	Thos. J. Hamilton	T. D. Murphy	H. H. Mangurn		Thos. N. Hardin	L. R. Duvall	H. Henderson	Roy Duvall	S. H. Allen
Sunday edition	11,077												
Herald (m) (D) (48-73)	12,277	.05	.045	Bowdre Phinizy	Bowdre Phinizy	Milwel Owens	Milwel Owens		Jas. C. Harrison	B. B. Boeckman	W. T. McKendree	G. H. Baldowski	Jas. C. Harrison
Sunday edition	12,121												
BRUNSWICK, 14,413.													
†News (m) (none) (d)	1,450	.03	...	News Pub. Co.	C. H. Leavy								
Sunday edition	1,450	.03	...	News Pub. Co.	C. H. Leavy								
COLUMBUS, 31,125.													
†Enquirer-Sun (m) (8)	5,564	.03	...	Enquirer-Sun Co.	Thos. W. Loyless								
Sunday edition	5,413												
Ledger (m) (D) (19)	9,395	.04	.04	W. E. Page	R. M. Page	H. L. Watkins	B. G. Ramsey	W. E. Page	R. B. Page	F. G. Storey	A. H. Chapman	C. T. Jones	C. A. Brosh
Sunday edition	9,405												
CORDELE, 6,538.													
Dispatch (m) (D) (J) (none)	1,300	.014	.014	Dispatch Pub. Co.	Charles E. Brown	Charles E. Brown	Charles E. Brown	Charles E. Brown	Charles E. Brown	Charles E. Brown	Charles E. Brown	Charles E. Brown	Charles E. Brown
Sunday edition	1,300												
DUBLIN, 7,707.													
Courier-Herald (D) (53)	1,750	.021	.021	Courier-Herald Pub. Co.	Frank Lawson	Harry Floyd		Frank Lawson	Frank Lawson	D. T. Cowart	M. A. Mertz		Gaynor Crafton E. L. Mayo[1]
GAINESVILLE, 6,272.													
Eagle (none) (d)	....	.018	...	M. H. Craig	M. H. Craig								

Explanation: **Dagger** (†) indicates morning newspapers. (m) indicates Sunday morning edition; (e) indicates Sunday evening edition. (I) politically independent; (R) Republican; (D) Democratic; (Soc.) Socialist; (I-R) Independent Republican; (I-D) Independent-Democratic. (J) operate job printing plants. (E) operate own engraving plant. * indicates rotogravure section, letter following indicates day of issue as **S** for Sunday, **M** for Monday, **Tu** for Tuesday, **W** for Wednesday, **Th** for Thursday, **F** for Friday, **Sat** for Saturday. **Mo** for monthly. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mats. (t) do not use plates. Boldface circulation figures are A. B. C. net paid, six months statement ending September 30, 1922; **X** indicates three month statement ending September 30, 1922; **Y** indicates three months' A. B. C. statement ending June 30, 1922; **W** indicates A. B. C. audit of September 30, 1922. All other circulation figures are Government statements for six months ending September 30, 1922. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are shown by brackets. In last column superior figure [1] following name indicates superintendent of job department only; superior figure [2], superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. All quoted advertising rates are per agate line; where only one rate is quoted and no bracket appears it applies to each issue separately.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

GEORGIA—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
GRIFFIN, 8,240.													
News-Sun (D) (none) (d)	1,100	.014	.010	R. L. Duke	R. L. Duke			E. M. McCoy	E. M. McCoy	E. M. McCoy			T. S. Dearing
LAGRANGE, 17,038.													
Reporter (m) (I-D) (J) (none)	1,008	.014	.014	LaGrange Reporter Co.	John H. Jones	John H. Jones	H. R. Emory	John H. Jones	John H. Jones	J. C. Prather	H. R. Emory		J. D. Parker; W. E. Dye[1]
Sunday edition	2,600	.021	.021										
MACON, 52,995.													
News (m) (D) (127)	20,160	.06	.045	Macon News Ptg. Co.	R. L. McKenney	E. W. Wallis	R. L. Clifton	R. R. Wallis	J. C. Haire	R. W. Earnest	W. H. Clifton	E. L. McGee	
Sunday edition	20,395												
†Telegraph (m) (D) (19)	23,017	.06	.05	Telegraph Publishing Co.	W. T. Anderson	M. L. Richardson	Mark Ethridge	P. T. Anderson	Roy I. Neal	J. T. Webb	J. L. Dunwody	Geo. Ward	
Sunday edition	24,395												
MOULTRIE, 6,789.													
Observer (D) (J) (53)	1,250	.014	.014	C. B. Allen	Grady Adams			J. G. Christian					C. B. Allen[1]
ROME, 13,252.													
News (m) (D) (53)	3,284	.025	.025	T. E. Edwards	R. H. Clagett		T. E. Edwards	C. B. Wright	O. McPeak	E. H. Hine	L. T. Westcott		
Sunday edition	3,284												
†Tribune-Herald (m) (D) *S (134-73)	3,325	.025	.021	Tribune-Herald Co.	W. S. Rowell	Louis Myerhardt	Paul T. Harber	Paul T. Harber	Frank C. Bunting	Charles J. Ogles	Frank C. Bunting	P. C. Gibson	
Sunday edition	3,325												
SAVANNAH, 83,252.													
†News (m) (D) (48)	21,142	.05	.05	Morning News, Inc.	W. R. Neal	J. P. Miller	E. M. Lokey	F. G. Bell	Boykin Paschal	E. D. Hood		J. R. Davis	
Sunday edition	23,682	.06	.05										
Press (D) (22)	16,147	.05	.05	Savannah Press Pub. Co.	Pleasant A. Stovall	Wm. G. Sutlive	John Sutlive	B. C. Mason	T. S. Whitfield	T. S. Whitfield	E. F. Applegate		
THOMASVILLE, 8,196.													
Times-Enterprise (D) (J) (none)	1,400	.014	.014	Times-Enterprise Co.	E. R. Jerger	E. R. Jerger	E. R. Jerger	W. D. Hargrave	W. D. Hargrave	W. D. Hargrave	W. D. Hargrave	W. D. Hargrave	W. D. Hargrave[1]
TIFTON, 3,005.													
Gazette (D) (J) (130)	1,049	.014	.014	Gazette Pub. Co.	J. L. Herring	J. L. Herring	J. L. Herring	J. L. Herring	J. L. Herring	J. G. Herring		J. G. Herring	J. G. Herring[1]
VALDOSTA, 10,783.													
Times (53) (d)	2,509	.02	...	Times Pub. Co.	C. C. Brantley								
WAYCROSS, 18,068.													
Journal-Herald (D) (J) (53)	3,100	.025	.025	Journal-Herald Co.	Jack Williams	Jack Williams	George MacDonnell	Jack Williams	R. B. Mahaffey	R. B. Mahaffey	R. B. Mahaffey	L. B. Deason	J. Cricks; C. N. Wilson[1]

HAWAII

HONOLULU, 83,327.													
†Advertiser (m) (I-R) (J) (E) (none)	8,424	.05	...	Advertiser Pub. Co., Ltd.	Raymond S. Coll		Charles S. Crane	John F. Ness	Fred Green		Robert S. Seal	Leslie Scott[2]	
Sunday edition	8,424	.055	...										
Star-Bulletin (R) (J) (E) (1-95)	12,034	.055	...	Hon. Star-Bulletin, Ltd.	Riley H. Allen	Geo. F. Nellist	Randall C. Gould	Harry S. Hayward	Harry S. Hayward	L. G. Fehlman, Mrs. L. McKeown	W. B. Taylor	P. W. Roberson	Ben Stearns; W. A. Ham[1]

IDAHO

BOISE, 21,393.													
Capital News (m) (I) (J) (1)	11,276	.04	.04	Capital News Pub. Co.	Harry A. Lawson	Harry A. Lawson	V. B. Westphal	R. S. Sheridan	Geo. L. Fleharty	Geo. L. Fleharty	A. S. Parker	A. H. Rumpeltes	H. L. Whitehead; Robert Jefferson[1]
Sunday edition	10,904												
†Statesman (m) (R) (J) (E) (97-60)	14,244 x												
Sunday edition	14,229 x	.05	.05	Calvin Cobb	Milo Thompson	Milo Thompson	E. F. McDermott	Calvin Cobb	J. C. Adams	J. G. Dunham			
CALDWELL, 5,106.													
News (D) (none) (d)	1,750	.025	...	Lilian T. Shorb	I. E. Shorb	C. J. Shorb	I. E. Shorb	I. E. Shorb	I. E. Shorb	I. E. Shorb	I. E. Shorb	I. E. Shorb	Emile A. Shorb[2]
COEUR D'ALENE, 6,473.													
American (none) (d)	....	.021	...	Coeur D'Alene American Pub. Co.	George C. Reeder								
Press (none) (d)	1,390	.013	...	G. R. Scott	G. R. Scott								
IDAHO FALLS, 8,064.													
†Post (m) (R) (J) (100-109)	3,605	.026	.026	B. H. Read	B. H. Read	B. H. Read	B. H. Read	C. J. Read	C. J. Read	J. L. Hodgin	W. G. Powers	W. G. Powers	E. A. Johnson[2]
Sunday edition	3,842												
LEWISTON, 6,574.													
†Tribune (m) (I) (J) (none)	4,185	.022	.022	Tribune Pub. Co.	A. H. Alford	A. H. Alford	A. R. McCall	E. S. Alford	E. S. Alford	T. J. Campbell	Homer Hamblin	Orville Crumpacker	S. W. Otter; Geo. Simpson[1]
Sunday edition	4,350												
MOSCOW, 3,956.													
Star Mirror (I) (none)	1,600	.021	.021	Moscow Pub. Co.	Brown M. Schick			Geo. N. Lamphere	Geo. N. Lamphere				J. F. Yost
NAMPA, 7,621.													
†Free Press (I) (e) (m) (8)	4,150	.03	.03	Co-op. Pub. Co.	M. D. Polk		M. D. Polk	H. V. Tower	H. V. Tower	H. V. Tower			E. A. Schwartz[1]
Sunday edition	4,150												
POCATELLO, 15,001.													
Tribune (R) (J) (none)	4,445	.029	.036	Tribune Co., Ltd.	Chas. G. Sumner	William Wallin	G. Nicholas Ifft	William Wallin	William Wallin	E. G. Fulton	E. E. Ivory		Charles Lamoreaux; T. C. Brantley[1]
TWIN FALLS, 8,324.													
†News (m) (I-R) (J) (41)	2,723	.03	.03	Twin Falls News Pub. Co.	John C. Harvey	John C. Harvey		Roy A. Read	M. E. Tucker	Frank E. Kleffner	M. E. Tucker		E. F. Asbury[2]
Sunday edition	2,737												
Times (I) (J) (100-109)	3,491	.035	.021	I. H. Masters	I. H. Masters	J. B. Whelin	I. H. Masters	I. H. Masters	Leslie T. Foy	I. H. Masters	Leslie T. Foy		S. C. Turnipseed[2]
WALLACE, 2,816.													
†Press-Times (m) (41)	1,762	.03	...	Press-Times Pub. Co.	D. F. McKenna								
Sunday edition	1,762												

ILLINOIS

ALTON, 24,682.													
Telegraph (I-R) (1)	5,381	.03	.03	Telegraph Ptg. Co.	Paul B. Cousley		Joseph Dromgoole		John D. McAdams	John D. McAdams	Lee Sharkey		
Times (D) (none)	4,357	.02	.025	Alton Daily Times, Inc.	E. E. Campbell	E. E. Campbell	Fred P. Norton	E. E. Campbell	E. E. Campbell	E. E. Campbell	H. C. Stark	Ada M. Terry	W. H. Murphy
AURORA, 36,397.													
Beacon-News (m) (R) (1-58)	15,249	.055	.04	A. M. Snook	A. M. Snook	F. C. Flanders	John Corkery	A. M. Snook	G. N. Dieterich	J. K. Groom	C. D. Chaffee	F. L. Lee	A. W. Anderson
Sunday edition	15,275												
†Star (R) (4)	7,354	.036	.025	Frank R. Reid	Albert L. Hall	C. A. Morrison	Duncan M. Smith	Chas. O'Connor	F. C. Yonker	H. E. Lady	John Reedy	Paul Travers	Wm. Zilly
BEARDSTOWN, 7,111.													
Illinoian-Star (I) (J) (4)	2,530	.013	.013	Schaeffer Pub. Co.	L. G. Schaeffer	C. A. Schaeffer	Mrs. T. W. Gladhill						A. T. Harrison[1]
BELLEVILLE, 24,823.													
Advocate (R) (J) (29)	3,958	.02	.021	Advocate Ptg. Co.	F. E. Evans	F. E. Evans	Walter D. Schmitt	F. E. Evans	W. W. Evans	W. W. Evans	Henry Wagner		Chas. Lenz
News-Democrat (I-D) (J) (none)	6,535	.02	.021	Fred J. Kern	Alfred E. Kern	Fred J. Kern	Alfred E. Kern	Fred J. Kern	Henrietta B. Schrodi				
BELVIDERE, 7,760.													
Republican (R) (J) (none) (d)	2,863	.021	.021	Frank T. Moran & Co.	Frank T. Moran	Fred A. Conklin	F. E. Loomis	Joe E. Tabor	Joe E. Tabor	G. D. Laing	E. J. Bahr	F. S. Tabor	George Gross; M. J. Askin[1]
BLOOMINGTON, 28,725.													
Bulletin (m) (I-D) (1) (t)	5,875	.035	.05	James D. O'Donnell			James D. O'Donnell						
Sunday edition	7,766												
†Pantagraph (I-R) (76)	17,059	.05	.04	Daily Pantagraph, Inc.	J. L. Hasbrouck		S. W. Bishop	C. C. Marquis	J. M. McMurray	W. P. Lovell	J. M. Bunting		

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
CAIRO, 15,203.													
†Bulletin (m) (D) (106-107)	2,148 x	.015	.015	Bulletin Co.	W. W. Bloss			Clyde Sullivan			H. M. Sullivan		
Sunday edition	2,151 x												
Citizen (R) (29)	3,783 x	.025	.025	John C. Fisher	John C. Fisher	G. W. Corn		Selden Fisher	H. L. Arbogast				H. M. Hill
CANTON, 10,928.													
Ledger (106-107)	3,405	.025	...	Canton Ledger Co.	H. L. Owen								
Register (29)	2,555	.02	...	Canton Register Co.	C. E. Snively								
CARBONDALE, 6,267.													
Free Press (R) (J) (98-5) (d)	1,425	.018	.015	McGuire & Davis	Joseph F. McGuire	Robt. W. Davis	J. F. McGuire	Robt. W. Davis	Robt. W. Davis	Robt. W. Davis	Robt. W. Davis	Robt. W. Davis	Robt. W. Davis[1]
CARLINVILLE, 5,212.													
Enquirer (none) (d)	673	.009	...										
CENTRALIA, 12,491.													
Courier (none)	2,930	.021	...	O'Bryant Printing Co.	F. E. O'Bryant								
Sentinel (I) (J) (none)	4,773	.025	...	Verne E. Joy	Verne E. Joy	Verne E. Joy	J. A. Morrison	Verne E. Joy	H. B. Mapes	H. B. Mapes	Chas. Gordon	George Wisher	O. B. Correll; J. S. Barnes[1]
CHAMPAIGN, 26,500.													
Herald (I) (106-107)	8,017	.02	...	Chas. H. Anderson	Chas. H. Anderson	Rex Saffer	John R. Chadwick	Chas. H. Anderson	Chas. H. Anderson	Edward J. Hyland	Robert O. Davis	Harold Taylor	John Ross
News-Gazette (m) (I-R) (136-2)	10,412 x	.04	.045	D. W. Stevick	D. W. Stevick	C. L. Kiser	Roy Gifford	D. W. Stevick	D. W. Stevick	E. C. Bleau	A. McDermot	E. C. Bleau	J. A. Bartley
Sunday edition	10,378 x	.04	.045										
CHARLESTON, 6,600.													
Courier (D) (J) (none) (d)	2,916	.02	.011	Benjamin Weir	Benjamin Weir								F. M. Mealy[1]
†News (none)	....	.018	...	Claude S. Rardin	Claude S. Rardin								
CHICAGO, 2,701,705.													
American (D) (E) (15-25-16)	387,573	.65	.40	Herman Black	Wm. A. Curley	Wm. A. Curley	E. R. Mahoney		Wm. Holmes	M. C. Meigs	J. N. Eisenlord	O. E. Schenk	
Drovers Journal (J) (94A-37A)	39,179	.13	...	Drovers Journal Pub. Co.	Ward A. Neff; Chas. E. Snyder	Leslie E. Toveger							
†Herald and Examiner (m) (I) (E) (6-65)	354,147	.55	.35	John A. Dickson	Geo. W. Hinman	Frank W. Carson	Fred Smith	John A. Dickson	W. P. Dunlap	T. L. Lenehan; M. V. Wieland	Jas. L. Ragen	C. L. Perkins	D. Sullivan
Sunday edition	666,835	.85	.45										
Journal (D) (E) (81)	115,874	.24	...	Journal Co.	John C. Eastman	R. J. Finnegan	Fred Logan		H. C. Deuter	W. Frank Dunn	Ben Anderson		
†Journal of Commerce	17,045	.18	...	Chi. Journal of Commerce Pub.	Glenn Griswold		Hi Simons	Arthur C. Davenport		Maurice Winn	Foster C. Palmer		S. L. Hettick
News (I) (E) (143-144-77)	371,078	.65	.52	Victor F. Lawson	Victor F. Lawson	Charles H. Dennis	Brooks H. Beitoler		Walter A. Strong	John B. Woodward	George H. Baker	Charles Winters	Irving I. Stone
Post (I) (E) (72)	45,248	.12	...	John C. Shaffer	John C. Shaffer	Chas. A. Segner	Walter Washburne	Carroll Shaffer	Frank R. Hussey	Frank R. Hussey	Fred A. Reinhardt		Walter Masters
†Racing Form (m)	15,135	.125	...	W. J. McMurray	C. C. Riley	R. J. Brooks	R. J. Brooks	H. W. Ewing	H. W. Ewing	C. S. Adelman			R. M. Smith
†Tribune (m) (I-R) (J) (E) *S (105-92-83)	517,184	.70	.60	R. R. McCormick & J. M. Patterson	E. S. Beck	R. M. Lee		S. E. Thomason	E. W. Parsons	M. Annenberg	W. E. Macfarlane	George Rom[1]	
Sunday edition	790,552	1.00	.85										
CLINTON, 5,898.													
†Journal (m) (I) (J) (4-71)	1,955	.025	.014	B. F. Peltz	R. C. Peltz		A. H. Montgomery		B. F. Peltz		R. C. Peltz		Ben Ford[1]
Sunday edition	1,963												
Public (R) (J) (4) (d)	1,279	.012	.011	Clinton Public Ptg. Co.	Edward J. Lonergan	Edward J. Lonergan	H. C. Craven	Edward J. Lonergan	Edw. J. Lonergan	Edward J. Lonergan	H. L. Bean		A. C. Holcomb; E. J. Lonergan[1]
DANVILLE, 33,750.													
Commercial-News (R) (113-107)	17,895	.05	.042		John H. Harrison	Geo. Puntenney	H. C. Gibson	W. J. Parrett	W. J. Parrett	Arthur Price	Edward Hewes	Lester Schultz	John A. Cope
†Press (m) (D) (136-58)	10,586	.03	...	Danville Press, Inc	Frank P. Hanafin	Guy F. Robinson	Lafayette Feidler	Frank P. Hanafin			J. S. McMillan		
Sunday edition	10,586												
DECATUR, 43,818.													
†Herald (m) (R) (J) (1)	17,370	.05	...	Decatur Herald Co.	W. F. Hardy	W. F. Hardy	W. A. Markland	F. M. Lindsay	P. H. Wire	H. F. Wilson	R. C. Parrish	N. Gehrette	R. A. Stewart; C. J. Leonard[1]
Sunday edition	17,249												
Review (m) (I-D) (36-18-36A-18)	18,002	.05	...	Review Pub. Co.				R. D. Rainey					
Sunday edition	16,594												
DE KALB, 7,871.													
Chronicle (R) (J) (130-134)	2,632	.02	.02	De Kalb Chronicle Pub. Co.	F. W. Greenaway	F. W. Greenaway	E. R. Morris		E. J. Raymond	H. Stewart	Inez Taylor	Inez Nevins	J. Grahl[1]
Independent (4) (d)	....	.007	...	Tyrrell Son & Newcomer Pubs.	D. W. Tyrrell								
DIXON, 8,191.													
Telegraph (I-R) (J) (136-2)	3,867	.03	.02	B. F. Shaw Ptg. Co.	Geo. B. Shaw		M. S. Shaw	M. S. Shaw	Wm. Fulton		Robert Fulton		Wm. Fulton[1]
DU QUOIN, 7,285.													
Call (4) (d)	....	.015	...	A. W. Essick									
EAST ST. LOUIS, 66,740.													
Journal (m) (R) (J) (41-71)	9,164	.05	.035	A. T. Spivey	A. T. Spivey	A. L. Bowling	A. L. Bowling	A. T. Spivey	W. H. Loomis	Edw. W. Camp	George Schmitt	Ed. W. Camp	Ed. W. Camp; G. Singers[1]
Sunday edition	10,670												
EDWARDSVILLE, 5,336.													
Intelligencer (R) (J) (29)	3,789	.02	.02	Intelligencer Co.	C. H. Spilman		H. C. C. Crocker		Gilbert S. Giese				
EFFINGHAM, 4,024.													
Record (4) (d)	3,250	.032	...	Geo. M. Le Crone	Geo. M. Le Crone								
ELDORADO, 5,004.													
Journal (R) (J) (none)	1,016	.018	.018	L. O. Trigg	L. O. Trigg	L. O. Trigg							Chas. R. Wills; L. O. Trigg[1]
ELGIN, 27,454.													
Courier (R) (J) (1-58)	9,141	.035	.035	Courier Pub. Co.	D. A. McKenzie	John E. Thompson	John E. Thompson	D. A. McKenzie	D. A. McKenzie	E. J. Duppler	Walter W. Wilcox	R. B. Rice	Herbert Clark[2]
News (R) (J) (136-2)	6,897	.03	...	Lowrie & Black Co.	Richard Lowrie	Richard Lowrie	Sidney Birdsall	Lyman F. Black	Lyman F. Black	R. Eaton Fedou	Howard Jones	R. E. Fedou	Wm. Mogler; Fred Pease[1]
EVANSTON, 37,215.													
News-Index (R) (J) (41)	4,818	.04	.029	Bowman Pub. Co.	A. H. Bowman	A. H. Bowman	Paul Watkins	Edw. R. Ladd	Edw. R. Ladd	Edw. R. Ladd	Edw. R. Ladd	Edw. R. Ladd	Edw. R. Ladd[2]
FREEPORT, 19,669.													
Journal-Standard (I) (J) (2)	9,507	.04	...	Journal Stand. Pub. Co.	James R. Cowley		T. F. Lawless	D. B. Breed	W. H. Fall	A. E. Wheeland	W. H. Fall	D. B. Breed[1]	
GALENA, 4,742.													
Gazette (R) (J) (4) (d)	1,175	.011	...	Galena Gaz., Inc.	Edward Grimm	Edward Grimm		M. A. Vincent					J. H. Grimm[1]
GALESBURG, 23,834.													
Mail (I-R) (76)	8,323	.03	.03	Robert A. Chandler	Robert A. Chandler	Walter W. Whipple	G. E. Temple	Robert A. Chandler	Robert A. Chandler	George W. Cowan	Robert A. Chandler	Geo. W. Cowan	F. C. Hinchman, Jr.
Republican-Register (R) (J) (136-2)	8,530	.03	.03	Galesburg Ptg. & Pub. Co.	Fred R. Jelliff	Fred R. Jelliff	R. F. Jelliff	George A. Perry	George A. Perry	T. M. Kearney		L. Dudman[1]	
HARRISBURG, 7,125.													
Register (R) (J) (29)	3,666	.02	.018	Register Pub. Co.	Roy L. Seright	Roy L. Seright		F. A. Leberman	Curtis Small			A. A. Tucker[2]	
HOOPESTON, 5,451.													
Chronicle-Herald (I) (J) (130)	1,731	.018	.018	Aldrich Ptg. & Pub. Co.	Chester A. Aldrich	Chester A. Aldrich		Chester A. Aldrich	Chester A. Aldrich	Chester A. Aldrich			R. H. Marvin; Orval Fish[1]
JACKSONVILLE, 15,713.													
Courier (D) (J) (71)	2,847	.014	.014	Courier Co.	C. C. Ridgway			W. A. Fay	W. A. Fay		Joseph Sullivan		W. D. Doying[2]
†Journal (m) (88-71)	4,214 x	.029	...	Jacksonville Journal Co.	W. L. Fay								
Sunday edition	4,285 x												
JERSEYVILLE, 3,839.		.011	...										
Democrat (D) (J) (none) (d)	500			J. M. Page	J. M. Page								John Hill[1]
JOLIET, 38,406.													
Herald-News (m) (I-R) (1-58)	16,729	.055	.04	Joliet Ptg. Co.	Lester F. Filson	Lester F. Filson	John F. Lux	Edward Corlett	Edward Corlett	R. M. Howk	J. J. Morrissey	Frank Lee	C. P. O'Toole
Sunday edition	16,415												

Explanation: **Dagger** (†) indicates morning newspapers. (m) indicates Sunday morning edition; (e) indicates Sunday evening edition. (I) politically independent; (R) Republican; (D) Democratic; (Soc.) Socialist; (I-R) Independent Republican; (I-D) Independent-Democratic. (J) operate job printing plants. (E) operate own engraving plant. * indicates rotogravure section, letter following indicates day of issue as **S** for Sunday, **M** for Monday, **Tu** for Tuesday, **W** for Wednesday, **Th** for Thursday, **F** for Friday, **Sat** for Saturday. **Mo** for monthly. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mats. (t) do not use plates. Boldface circulation figures are **A. B. C.** net paid, six months statement ending September 30, 1922; **X** indicates three month statement ending September 30, 1922; **Y** indicates three months' A. B. C. statement ending June 30, 1922; **W** indicates **A. B. C.** audit of September 30, 1922. All other circulation figures are Government statements for six months ending September 30, 1922. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are shown by brackets. In last column superior figure [1] following name indicates superintendent of job department only; superior figure [2], superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. All quoted advertising rates are per agate line; where only one rate is quoted and no bracket appears it applies to each issue separately.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

ILLINOIS—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
KANKAKEE, 16,753.													
News (I) (J) (29)	5,600	.02	.02	H. F. Schmidt	H. F. Schmidt	K. E. Allen	H. F. Schmidt	E. F. Karr	E. F. Karr, Jr.				Henry Lutz[2]
KEWANEE, 16,026.													
Star Courier (R) (J) (100-109)	3,698	.02	...	Kewanee Ptg. & Pub. Co.	L. H. Lowe	L. H. Lowe	J. T. Miller	L. H. Lowe	L. H. Lowe	C. C. Farr	M. W. Chesley		A. A. Wiltz[1]
LA SALLE, 13,050.													
Post (29-4)	3,700	.014	...	Tessie R. McLain						Elizabeth McLain	Elizabeth McLain		
Tribune (R) (J) (98-5)	2,773	.02	.018	La Salle Tribune Co.	William T. Bedford.	William T. Bedford.	Geo. W. Hasselman		A. M. Carr	J. E. Hazel	Art. Shinske		Edw. Snow; W. H. Volk[1]; W. O. Dean[1]
LAWRENCEVILLE, 5,080.													
Record (J) (none)	963	.015	.015	Lawrenceville Pub. Co.	R. R. Denison	R. R. Denison	R. R. Denison	R. R. Denison	R. R. Denison	V. H. Wiseman	R. R. Denison	V. H. Wiseman	
LEWISTOWN, 2,279.													
Record (4) (d)	....	.013	...	W. J. Duvall	W. J. Duvall								
LINCOLN, 11,882.													
Courier (R) (29)	2,437	.02	...	Willard E. Carpenter	Brainerd C. Snider.	Brainerd C. Snider.					Chas. J. Edmonds		Ralph Arthur[2]
Star (I) (J) (130)	1,895	.02	.02	Star Publishing Co.	N. L. Gordon	N. L. Gordon	John A. Larison	N. L. Gordon	Mollie C. Lannan.	Mollie C. Lannan.	Mollie C. Lannan.	Mollie C. Lannan.	
LITCHFIELD, 6,215.													E. E. Burson[2]
News-Herald (I) (J) (29)	2,233	.015	...	E. E. Burson	E. E. Burson	E. E. Burson	E. E. Burson	E. E. Burson	E. E. Burson	E. E. Burson	E. E. Burson	E. E. Burson	
Union (4) (d)	1,152	.024	...	Union Printing Co.	John J. Murray								
MACOMB, 6,714.													Clyde Nester[2]
By-Stander (D) (J) (none)	2,012	.011	...	Macomb Publishing Co.	T. L. Roark	T. L. Roark	R. B. Purdum	T. L. Roark	T. L. Roark	G. S. Stremmel	G. S. Stremmel	G. S. Stremmel	F. W. Harris[1]
Journal (R) (J) (none)	4,176	.02	.016	Journal Ptg. Co.	W. H. Hainline				F. W. Harris	F. W. Harris			
MARION, 9,582.													
Post (D) (J) (none) (d)	1,300	.015	.01	S. K. Casey & Jas. H. Felts	S. K. Casey & J. H. Felts		T. E. Craig & Ethel T. Holland	S. K. Casey	S. K. Casey	Ethel Holland	Ora Baith		Elva E. Jones[2]
Republican (R) (J) (none)	2,010	.02	...	Republican Leader	W. O. Paisley	Oldham Paisley	Oldham Paisley	W. O. Paisley	W. O. Paisley	Mrs. W. O. Paisley	Geo. W. Paisley	Mrs. W. O. Paisley	
MARSEILLES, 3,391.													
Press (none)	....	.018	...	Walter I. Dunlap & Sons, Publishers									
MATTOON, 13,552.													
Journal-Gazette (I-R) (J) (136-2)	4,614	.025	...	Mattoon Journal Co.	H. F. Kendall								N. O. W. Johnson
MOLINE, 30,709.													
Dispatch (I-R) (113-2)	9,113 x	.04	.04	John Sundine & P. S. McGlynn.	P. S. McGlynn	P. S. McGlynn	L. R. Blackman	John Sundine	John Sundine	John Sundine	Elise M. Humason.	Florence Westerdale.	
MONMOUTH, 8,116.													
Atlas (R) (none)	3,024	.02	.02	B. E. Pinkerton	L. A. Ryan	L. A. Ryan		B. E. Pinkerton	Lee J. Sharp	Lee J. Sharp	Zella Hamberg		Victor L. Moffet; S. L. Hamilton[1]
Review (I) (J) (32-130)	2,993	.018	.018	Review Ptg. Co.	Hugh R. Moffet	Hugh R. Moffet		Hugh R. Moffet	Victor L. Moffet	Victor L. Moffet	Victor L. Moffet	Victor L. Moffet	
MORRIS, 4,505.													
Herald (R) (J) (29)	2,485	.015	.015		W. L. Sackett	L. B. Sackett	C. C. Stone						L. B. Sackett[1]
MT. CARMEL, 7,456.													
Republican-Register (I) (J) (none)	2,915	.018	.018	Mt. Carmel Register Co.	D. E. Keen		Earl Allison	A. L. Richmond	A. L. Richmond	Walter Chapman	J. McKinley		G. E. Harris[1]
MT. CARROLL, 7,456.													
Mirror-Democrat (R) (J) (4) (d)	1,056	.021	.021	Mirror-Democrat, Inc.	Cal. M. Feezer, F. H. Hurless		Cal. M. Feezer, F. H. Hurless	Cal. M. Feezer, F. H. Hurless		Cal. N. Feezer, F. H. Hurless			Rex Eyler[2]
MT. VERNON, 9,815.													
Herald (D) (J) (98-5)	4,365	.02	.015	Mt. Vernon Ptg. Co.	Oscar H. Kimmel		Will B. Goodrich	John H. Lambur			F. H. Lacey		Harry Grieb; J. Westcott[1]
Register-News (J) (106-107)	5,265	.025	.025	Mt. Vernon Reg. News Co.	Edwin Rackaway		J. F. Bogen	Norman J. Sugg	Norman J. Sugg	Geo. F. Reeder	Orion Metcalf		Chas. Thompson[2]
MURPHYSBORO, 10,703.													
Independent (D) (J) (98-5)	2,760	.015	.014	Fred M. Rolens	Fred M. Rolens	Fred M. Rolens	Wm. Piggott		A. F. Pilzer	A. F. Pilzer			Albert Charles[1]
Republican-Era (R) (J) (29)	2,750	.015	.015	Republican Era Ptg. Co., Inc.	L. B. Sheley	F. D. Sheley	Lois Purdy	L. B. Sheley		W. B. Inman	H. D. Tindall		Freeman Whitson; Frank Bahr[1]
NATIONAL STOCK YARDS, 1,800.													
Live Stock Reporter	10,405	...	...	Daily National Live Stock Reporter			W. J. McMurray	L. Florsheim	L. Florsheim		John Wilsden		C. Holsinger
OLNEY, 4,491.													
Mail (I) (none)	1,723	.013	.013	Lozier D. Yount	Lozier D. Yount	Lozier D. Yount	Lozier D. Yount	Lozier D. Yount	Lozier D. Yount	Lozier D. Yount	Lozier D. Yount	Lozier D. Yount	Henry Opey
OTTAWA, 10,816.													
Free Trader Journal (130)	2,875	.021	...	Free Trade Journal Ptg. Co.									
Republican-Times (R) (J) (29)	4,722	.025	.02	Republican-Times Ptg. Co.	Frank M. Sapp	Frank M. Sapp	J. R. Beffel	Fred A. Sapp	Fred A. Sapp	E. J. Kelly	V. A. Capsel		Chas. E. Pettit[2]
PANA, 6,122.													
Palladium (D) (130-4) (d)	1,200	.014	...	Jordan Bros.	W. B. & L. E. Jordan.	W. B. Jordan	W. B. Jordan	W. B. & L. E. Jordan.	W. B. & L. E. Jordan.	W. B. & L. E. Jordan.	W. B. & L. E. Jordan.	W. B. & L. E. Jordan.	
PARIS, 7,985.													
Beacon (106-107)	1,779	.015	...	Paris Beacon Co.	William F. Leath								
†Gazette (m) (none) (d)	....	.016	...	Shoaff Bros.	C. A. Jones								
News (I) (J) (29)	2,590	.02	...	News Publishing Co.	H. P. Twyman	H. P. Twyman	V. D. Twyman	H. P. Twyman					
PAXTON, 3,033.													
Record (R) (J) (4) (d)	940	.009	.009	N. E. Stevens Ptg. Co.	Harold H. Stevens	Harold H. Stevens.	Harold H. Stevens	Herbert N. Stevens.	Herbert N. Stevens.	Herbert N. Stevens.	Herbert N. Stevens	Herbert N. Stevens	Herbert N. Stevens[2]
PEKIN, 12,086.													
Times (J) (29)	5,027	.025	.014	Times Pub. Co.	L. B. Watson	L. B. Watson	Kenneth File	L. B. Watson	L. B. Watson	L. B. Watson	R. Weiss	L. B. Watson	Chas. Hayden[2]
PEORIA, 76,121.													
Journal (see Transcript)	21,680	.09	...	Henry M. Pindell	Merle Slane	Merle Slane	Max Bosler	Carl P. Slane	Carl P. Slane	Earl H. Maloney	I. F. Block	Harold A. Dryden	Harry Rogers; Joe Decker[1]
†Transcript (m) (I) (J) (E) *S (48)	11,702												
Sunday edition	22,088	.09	.072										
Star (m) (I) (52)	26,906	.06	...	Peoria Star Co.	S. A. Oakley.		Charles B. Smith		Clarence Eyster	Louis Proehl	Clarence Eyster	Roy Ballou	
Sunday edition	19,686												
PERU, 8,869.													
News-Herald (none)	2,716	.018	...	Corwin & Corwin	H. R. Corwin								
PONTIAC, 6,664.													
Leader (R) (J) (none)	3,331	.018	.013	Pontiac Leader Pub. Co.	L. V. Pearre	L. V. Pearre	G. L. Bigelow	L. A. Clark	L. A. Clark	L. A. Clark	L. A. Clark	L. A. Clark	L. A. Clark; C. S. Brydia[1]
QUINCY, 35,978.													
Herald (I-D) (136-2)	13,408	.045	...	Quincy Herald Co.	C. F. Eichenauer	C. F. Eichenauer	Carl Kessler	Ray M. Oakley	Ray M. Oakley	Ray M. Oakley	Lawrence Thornhill-O. R. Myers	Wm. B. Oakley	
Whig-Journal (m) (I) (1)	16,310	.05	.05	Whig Company	A. O. Lindsay	W. O. Marquiss	E. McNeal	A. O. Lindsay		H. W. Hart	W. C. Hunter		
Sunday edition	17,450	.06	.06										
ROBINSON, 3,368.													
News (J) (none)	1,371	.015	.015	F. W. Lewis	F. W. Lewis					J. H. Price, Jr.			W. M. Holmes
ROCKFORD, 65,651.													
Register-Gazette (R) (134)	12,497	.04	.039	Edgar E. Bartlett	Fred E. Sterling	F. S. Edmison	Edw. Auchison		Edw. S. Bartlett		G. S. Galloway	C. E. Phillips	
Republic (R) (76)	8,300	.03	.03	Republic Co.	T. Barney Thompson.	T. Barney Thompson.	W. Ashton Johnson.	H. M. Johnson	H. W. Pollard	J. E. Bollman		Wm. Reece	Chas. Vale
†Star (m) (I) (136-2)	11,745	.04	...	Roscoe S. Chapman	John V. Riley	John V. Riley	A. R. Todd & L. H. Fredericks		Roscoe S. Chapman.	J. V. Hawkinson	Wm. H. Hefferan	W. H. Merrick	C. D. Humeston
Sunday edition	13,744	.05	...										
ROCK ISLAND, 35,177.													
Argus (I) (136-2-29)	10,663 x	.04	.04	J. W. Potter Co.	John W. Potter	John Colligan	Louis Savadge	B. H. Potter	F. J. Mueller	M. C. Fisher	O. D. Kendall	Hugh Ralston	
SAVANNA, 5,237.													
Times-Journal (R-I) (J) (none)	2,028	.018	.021	Savanna Times-Journal	Will H. Gharrity	Will H. Gharrity	Will H. Gharrity	Will H. Gharrity		J. E. King			E. P. Greenleaf[1]

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
SHELBYVILLE, 3,568.													
Union (I) (J) (none) (d)	1,248	.011	.011	Union Publishing Co.	W. H. Taylor	W. H. Taylor	Chas. Wade	W. H. Taylor	W. H. Taylor	W. H. Taylor			
SPRINGFIELD, 59,183.													
†Illinois State Journal (m) (R) (J) (48)	27,610	.06	...	Illinois State Journal Co.	Lewis H. Miner	S. Leigh Call	J. W. Sheehan	Will H. McConnell	Mark Plaisted	J. Paul Kienzle	C. L. Loud	John S. Gault[1]	
Sunday edition	22,732												
Illinois State Register (m) (I) (J) (132)	24,183	.06	.042	Thomas Rees	H. W. Clendenin	V. Y. Dahlman	R. L. Stubbs	G. M. Clendinin	G. M. Clendinin	Chas. Suesen / W. J. Barnes	F. V. Selinch	James Dunnigan	A. R. Wilcox / A. T. McCreary[1]
Sunday edition	21,039												
STERLING, 11,109.													
Gazette (I-R) (136-2)	5,149	.03	.03	Sterling Gazette Co.	D. W. Grandon	George G. Grandon	Orville S. Storm	D. W. Grandon	A. M. Clapp	A. M. Clapp	R. B. Pettit	T. Harry Tuttle	
STREATOR, 14,779.													
Free Press (R) (none)	3,505 x	.014	...	Free Press Co.	John R. Fornof	S. J. Foster	John L. Perry	D. B. Bain	R. C. Cook				
Independent-Times (D) (J) (29)	3,209 x	.02	...	Fred LeRoy	Virginia B. LeRoy								
TAYLORVILLE, 5,806.													
Breeze (R) (J) (none)	1,717	.014	.014	Breeze Ptg. Co.	Frank Reed	Frank Reed	Marvin H. Crawford		Marvin H. Crawford				
URBANA, 10,244.													
Courier (R) (J) (4-71)	3,119	.021	.021	Urbana Courier Co.	A. T. Burrows	Wayne Rea	Wayne Rea	A. T. Burrows	A. T. Burrows	Kenneth Buchanan	Chas. McQuay	Kenneth Buchanan	W. H. Wright[2]
WAUKEGAN, 19,226.													
News (R) (J) (98-117)	3,064	.035	.035	Keystone Ptg. Service	Frank H. Just	Frank H. Just	L. H. Riese	J. F. Bidinger	J. F. Bidinger	F. G. Milhizer	Roy Metzger	F. A. Milhizer	Frank Porhling / C. H. Jarrett[1]
Sun (R) (J) (29)	3,905	.03	.025	Lake Co. Pub. & Ptg. Co.	W. J. Smith	W. J. Smith	W. T. Stupey	F. G. Smith	F. G. Smith	F. G. Lasner	J. L. Price	T. P. Schrieber	Wm. Grams / Harry Hallin[1]
WEST FRANKFORT, 8,471.													
American (none)	2,000	.018	...	B. W. Elkins & W. A. Kelly	B. W. Elkins								

INDIANA

ALEXANDRIA, 4,172.													
News (4) (d)	1,484	.011	...	Kenneth J. Sullivan	Kenneth J. Sullivan								
Times-Tribune (I) (4)	1,198	.014	.014	Will F. Baum	Will F. Baum								
ANDERSON, 29,767.													
†Herald (m) (R) (J) (106-107)	6,523	.03	.025	E. C. Toner	E. C. Toner	T. A. Branson	Harry Baldwin	E. C. Toner	C. H. Neff	M. L. Walker	Chas. Simmons	M. L. Walker	F. G. Ridge / C. H. Neff[1]
Sunday edition	7,977												
ATTICA, 3,392.													
Ledger and Tribune (R) (J) (none) (d)	2,000	.018	...	J. Frank McDermond, Jr.	J. F. McDermond, Jr.	J. F. McDermond, Jr.	J. Frank McDermond, Jr.	E. L. Ray	J. Frank McDermond, Jr.	J. F. McDermond, Jr.	E. L. Ray	Zell Tracy[2]	
AUBURN, 4,650.													
Star (J) (4)	2,000	.014	...	Auburn Ptg. Co.	V. E. Buchanan	V. E. Buchanan	V. E. Buchanan	V. E. Buchanan	V. E. Buchanan	V. E. Buchanan	V. E. Buchanan	Geo. Hachet[2]	
BEDFORD, 8,963.													
Democrat (D) (J) (none) (d)	1,050	.018	...	C. P. Butler	C. P. Butler	C. P. Butler	R. B. Dye	C. P. Butler	C. P. Buttler	C. P. Buttler	C. P. Buttler	C. P. Buttler	
Mail (R) (none) (d)	2,178	.018	...	Otis V. Brooks	Fred B. Otis	Fred B. Otis	Bert C. Wicker	Fred B. Otis	Fred B. Otis	Fred B. Otis	Bert C. Wicker		
BICKNELL, 7,635.													
News (none) (d)	2,500	.018	...	F. F. McNaughton	F. F. McNaughton	F. F. McNaughton	F. F. McNaughton						
BLOOMINGTON, 11,595.													
Telephone (98-117) (d)	3,246	.02	...	Walter & Blaine Bradfute	Walter & Blaine Bradfute								
World (D) (J) (none)	3,341	.018	.018	Oscar H. Cravens	D. C. Miller	D. C. Miller	Forrest M. Hall	Oscar H. Cravens	Oscar H. Cravens	Oscar H. Cravens	E. W. Payne	F. L. Bond	Harry Pritchard[2]
BLUFFTON, 5,391.													
Banner (D) (J) (98-117)	2,371	.015	.014	Banner Pub. Co.	Geo. L. Saunders	Geo. L. Saunders	John H. Moynihan	Geo. L. Saunders	Geo. L. Saunders	Hazen M. Gossette	O. L. Hart	Hazen M. Gossette	Geo. Powers / Oliver Blevans[1]
News (J) (none)	2,516	.015	.015	D. H. Swann	D. H. Swann	D. H. Swann	Orin Craven	D. H. Swann	D. H. Swann	D. H. Swann			
BRAZIL, 9,293.													
Times (R) (J) (none)	4,520	.025	.021	Henkel Pub. Co.	Ralph H. Plumb	Geo. H. James		James A. Raper	James A. Raper	Herbert A. Potts	John Race	John Race	James A. Asdale / John E. Frew[1]
CLINTON, 10,962.													
Clintonian (I-R) (J) (none) (d)	2,595	.02	.02	J. W. Pierce	J. W. Pierce	J. W. Pierce	Francis Malloy	J. W. Pierce	J. W. Pierce	D. L. Stitt	Sydney Burton	Helen M. Smith	O. W. Spencer[2]
COLUMBIA CITY, 3,499.													
Commercial Mail (R) (J) (4) (d)	1,450	.021	.021	W. W. Williamson	W. W. Williamson	W. W. Williamson	W. W. Williamson	W. W. Williamson	W. W. Williamson	W. W. Williamson	W. W. Williamson	W. W. Williamson	W. W. Williamson
Post (D) (J) (none) (d)	1,300	.014	.014	John W. Adams	John W. Adams			John W. Adams	John W. Adams	John W. Adams	John W. Adams	John W. Adams	John W. Adams
COLUMBUS, 8,990.													
†Herald (I-D) (J) (none)	1,100	.011	...	M. A. Locke									
Ledger (m) (D) (29)	3,332	.03	.025	Ledger Pub. Co.	D. R. Mellett	Yandell C. Cline	Arthur N. Suverkrup		D. R. Mellett		Carl Curtis		
Sunday edition	3,332												
Republican (R) (J) (none)	3,364	.025	...	R. S. Brown	R. S. Brown	R. S. Brown	C. T. Mitchell	R. S. Brown	R. S. Brown	E. E. Helfrich	Dallas Robertson	Lillian Fahy	R. S. Brown / E. E. Helfrich[1]
CONNERSVILLE, 9,901.													
News-Examiner (I) (98-117)	3,938	.025	.025	D. E. Trusler	D. E. Trusler	D. E. Trusler	E. I. Higgs	D. E. Trusler	Inez Williams	Jesse Foster	Emmerson Kester	Vesta Griffith	Gaylord Chitwood
CRAWFORDSVILLE, 10,139.													
Journal (R) (J) (98-117)	2,989	.02	.014	Crawfordsville Jour. Co.	G. A. Ryan	A. M. Smith	G. A. Ryan	C. V. Smith	W. R. McCormick	F. L. Huddleston	J. E. Pugh	H. A. McIntire	
†Review (J) (29)	4,960	.025	...	Crawfordsville Review Co.	W. E. Coons	W. E. Coons	Foster Fudge	Foster Fudge	P. L. Myers			L. F. Anger[1]	
DECATUR, 4,762.													
Democrat (D) (J) (29)	3,165	.025	.017	Decatur Democrat Co.	John H. Heller	John H. Heller	James R. Blair	J. H. Heller	A. R. Holthouse	E. W. Kampe	R. C. Ehinger	E. W. Kampe	Herman Hollman[2]
DUNKIRK, 2,379.													
News (R) (J) (4)	....	.014	.014	Roy R. Webster	Roy R. Webster	Roy R. Webster	Roy R. Webster	Roy R. Webster	Roy R. Webster	Roy R. Webster	Roy R. Webster	Roy R. Webster	Roy R. Webster[2]
EDINBURG, 2,376.													
Courier (I) (J) (130) (d)	1,600	.02	.02	E. C. Allison	E. C. Allison	E. C. Allison	H. A. Miner	E. C. Allison	E. C. Allison	E. C. Allison	E. C. Allison	Jeff Allison[2]	
ELKHART, 24,277.													
Truth (I-R) (J) (1)	9,766	.04	.03	Truth Pub. Co.	Tom H. Keene	Tom H. Keene	Frank G. Stahr		Harry Sibbet	W. M. Fuller	D. D. Danforth	W. M. Fuller	Tom Weaver[1]
ELWOOD, 10,790.													
Call-Leader (R) (J) (none)	3,060	.013	.015	Robert H. Carpenter		H. D. Beyers		Robt. H. Carpenter					
EVANSVILLE, 85,264.													
†Courier (m) (D) (106-107)	24,668	.06	.06	Evansville Courier, Inc.	W. H. Robertson	W. H. Robertson	Ludvic Thollem		Ed. J. Fehn	Albert G. Hollander	Victor Adler		W. J. Rogers
Sunday edition	22,571												
Journal (m) (R) (70)	12,900	.04	.029	Evansville Journal Pub. Co.	Earl Mushlitz	Earl Mushlitz	M. Butterworth	Earl Mushlitz	Curtis Mushlitz	Edw. Eckstein	H. B. Stowe	Agnes Austin	Geo. McGinness
Sunday edition	13,500												
Press (I) (3)	17,381	.045	.035	Evansville Press Co.	Leslie Eichel	Art De Greve	John Ellert		W. C. Bussing	Hyman Skelton	C. W. Bevinger	A. J. Wessellman	J. H. Litmer
FORT WAYNE, 86,549.													
†Journal-Gazette (m) (D) (E) (48)	23,490	.07	.054	Journal Gaz. Co.	L. G. Ellingham	R. S. Nelson	Wm. Kellogg	L. G. Ellingham	L. G. Ellingham	A. Schaefer	W. C. Mercier	Ella Strebe	A. Horstmeyer
Sunday edition	26,080												
News-Sentinel (R) *Sat. (136-2)	32,492	.08	...	News Pub. Co.	J. A. Greene		A. K. Remmel	Oscar G. Foellinger	Oscar G. Foellinger	Frank G. Hamilton	C. A. Ferris	E. E. Phipps	
FRANKFORT, 11,585.													
Crescent News (I) (J) (29-107)	3,980	.02	.018	Crescent News Pub. Co.	John F. Schumann	John F. Schumann	B. C. Blankenship	Will G. Ross	Will G. Ross	M. B. Fox	John Osler	John Osler	Will G. Ross[2]
†Times (m) (J) (98-117)	6,011	.03	.03	G. V. Fowler's Sons	W. S. Fowler	W. S. Fowler	E. D. Cissell	Max Fowler	Max Fowler	R. W. McCarty	G. E. Long	R. W. McCarty	J. B. Agnew[2]
Sunday edition	6,011												

Explanation: **Dagger (†)** indicates morning newspapers. **(m)** indicates Sunday morning edition; **(e)** indicates Sunday evening edition. **(I)** politically independent; **(R)** Republican; **(D)** Democratic; **(Soc.)** Socialist; **(I-R)** Independent Republican; **(I-D)** Independent-Democratic. **(J)** operate job printing plants. **(E)** operate own engraving plant. * indicates rotogravure section, letter following indicates day of issue as **S** for Sunday, **M** for Monday, **Tu** for Tuesday, **W** for Wednesday, **Th** for Thursday, **F** for Friday, **Sat** for Saturday. **Mo** for monthly. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mats. (t) do not use plates. Boldface circulation figures are A. B. C. net paid, six months statement ending September 30, 1922; **X** indicates three month statement ending September 30, 1922; **Y** indicates three months' A. B. C. statement ending June 30, 1922; **W** indicates A. B. C. audit of September 30, 1922. All other circulation figures are Government statements for six months ending September 30, 1922. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are shown by brackets. In last column superior figure [1] following name indicates superintendent of job department only; superior figure [2], superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. All quoted advertising rates are per agate line; where only one rate is quoted and no bracket appears it applies to each issue separately.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

INDIANA—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
FRANKLIN, 4,909.													
Star (I) (J) (none)	2,540	.018	.018	Eugene Pulliam & Ray Thomas.	Eugene Pulliam				Raymond Thomas	Raymond Thomas			
GARY, 55,378.													
Post-Tribune (I) (J) (76)	9,494 x	.05	.035	Gary Ptg. & Pub. Co.	H. R. Snyder	H. R. Snyder	A. Myron Harris	J. R. Snyder	G. R. Scott	F. E. Westcott	E. L. Todd	G. G. Queen	H. S. McKinley; H. R. Snyder, Jr.[1]
GOSHEN, 9,525.													
Democrat (D) (J) (134)	2,425	.015	.012	Dean L. Barnhart	Dean L. Barnhart		William V. Fink	Joseph A. Beane	Dean L. Barnhart	H. H. Zinn	Harold Mellinger	H. H. Zinn	Frank D. Faust[2]
News-Times (R) (J) (1)	3,153	.02	.02	News Ptg. Co., Inc.	O. M. Kinnison		O. M. Kinnison		O. M. Kinnison	O. M. Kinnison	L. W. Slagle		
GREENCASTLE, 3,780.													
Banner (R) (J) (4) (d)	1,875	.014	.014	Harry M. Smith	Harry M. Smith	Harry M. Smith	S. R. Bariden	H. M. Smith	H. M. Smith	H. M. Smith	H. M. Smith	H. M. Smith	H. M. Smith[2]
Herald (D) (J) (130)	1,795	.014	.014	Charles J. Arnold	Charles J. Arnold	Charles J. Arnold	Charles J. Arnold	Charles J. Arnold	Charles J. Arnold				
GREENFIELD, 4,168.													
Reporter (I) (none)	2,200	.014	.014	Reporter Daily	Viola B. Spencer	Viola B. Spencer	F. E. Johnson			Viola B. Spencer			
GREENSBURG, 5,345.													
News (I-R) (J) (98-117) (d)	3,060	.025	.025	Broden & Hancock	Broden & Hancock	Broden & Hancock	Broden & Hancock	E. J. Hancock	E. J. Hancock	E. J. Hancock	E. J. Hancock	E. J. Hancock	E. J. Hancock[2]
Times (D) (4) (d)	2,068	.014	.011	Greensburg Democrat Co., Inc.	Porter & Porter	Noah T. Rogers	Smiley Fowler	Noah T. Rogers	Noah T. Rogers	Noah T. Rogers	Noah T. Rogers	Elizabeth Stevens	
HAMMOND, 36,004.													
Times (106-107)	11,817	.05	...	Lake Co. Ptg. & Pub. Co.	P. A. Parry								
HARTFORD CITY, 6,183.													
†News (D) (J) (29)	2,375	.02	.02	James Chapman	Nelson Townsend		M. J. Dee		Nelson Townsend				Ray Lenon
Times-Gazette (R) (J) (98-117)	2,310	.02	.017	Times Gazette Co.	R. W. Monfort	H. E. Honey	H. E. Honey		R. W. Monfort	R. W. Monfort	Mrs. Orrie Honey	Mrs. Orrie Honey	Chas. Moler[2]
HUNTINGTON, 14,000.													
Herald (I-R) (J) (none)	3,417	.02	.02	Walter H. Ball	Walter H. Ball	Chas. M. Paul	S. M. Draper		Walter H. Ball	Earle Steele	Harlan Clark		Jno. D. Skiles; Clarence Jacobs[3]
†Press (m) (D) (29)	4,029	.025	.018	Huntington Pub. Co.	M. S. Ormsby	A. E. Andrews	S. Ballard	A. J. Wilhelm	A. J. Wilhelm	C. M. Fleischer	T. J. Mason	C. M. Fleischer	Geo. Wood
Sunday edition	4,292												
INDIANAPOLIS, 314,194.													
News (I) (E) (30-84)	113,651	.20	.16	Ind. News. Pub. Co.	Louis Howland	Curtis Hodges	James R. Branson	Hilton U. Brown		Frank T. Carroll	J. M. Schmid	Henry G. Barringer	C. F. Doll
†Star (m) (I-R) (J) (E) *S (72-12)	96,012	.15	...	Star Pub. Co.	John C. Shaffer	Ernest Bross	William L. McClure		B. F. Lawrence	Wm. D. Keenan	Charles Payne	Wallace A. Giffen	Frank Eckert; C. J. Gary[1]
Sunday edition	115,590	.20	...										
Times (I) (3)	54,841	.10	.09	Scripps-Howard Newspapers	Earle E. Martin, F. R. Peters	Al Buhrman	Volney Fowler		O. F. Johnson	O. T. Roberts	C. B. Julian	J. M. Nichaus	J. E. Pigman
JEFFERSONVILLE, 10,098.													
News (D) (J) (none)	960	.014	...	News & Journal	Harry Bird	Harry Bird	Harry Bird	Elizabeth B. Trinler	E. B. Trinler	E. B. Trinler	E. B. Trinler		W. S. Phillips[2]
KENDALLVILLE, 5,273.													
News-Sun (I) (J) (130)	1,965	.018	.018	Kendallville Pub. Co.	C. W. Bridenthal	R. V. Fischer	C. W. Bridenthal	C. W. Bridenthal		C. W. Bridenthal			W. S. Osborn[2]
KOKOMO, 30,067.													
†Dispatch (m) (I-D) (130)	6,912	.03	.03	Paul Poynter	Paul Poynter	Claude Ogle	Lee Miller	L. C. Gifford	L. C. Gifford	P. D. Bowley	Howard Mason	Russell Wattles	Karl Sims
Sunday edition	8,989	.04	.04										
Tribune (R) (136-2)	8,819	.04	.03	J. A. Kautz	J. A. Kautz	J. A. Kautz	Ed. M. Souder	J. A. Kautz	H. A. Rayburn	G. J. Murphy	Geo. D. Bender		E. T. Hamilton
LAFAYETTE, 26,323.													
†Journal & Courier (I-R) (106-107)	6,888												
Evening edition	11,767	.05	...	Henry W. Marshall	Henry W. Marshall	Herbert C. Light	Herbert Heimlich	Henry W. Marshall	H. W. Marshall, Jr.	Walter L. Cuppy	Harry H. Henry	Kenneth L. Edwards	Geo. Kummings
LA PORTE, 15,158.													
Argus (D) (J) (134)	2,425	.012	...	Argus-Bulletin Co.	J. A. Chaney	J. A. Chaney	H. B. Darling	J. A. Chaney	J. A. Chaney	J. J. Ludwig	E. Hartley	J. J. Ludwig	J. P. Baer[2]
Herald (R) (41-71)	3,768	.025	.025	LaPorte Printing Co.	Chas. A. Beal	Chas. A. Beal	Ray Smith	H. A. Lindgren	Chas. A. Beal	R. K. MacDougal	Robert Tennant	R. K. MacDougal	Percy Wells
LINTON, 5,845.													
Citizen (4) (d)	2,752	.018	...	Turner & Bryan, Pubs.	J. E. Turner & San D. Bryan								
LOGANSPORT, 21,626.													
Pharos-Tribune (I) (1)	9,975	.04	.035	Pharos-Tribune Co.	Marion Swadener	Albert A. Mourer	Albert A. Mourer	Will R. Emslie	H. Arthur Foltz	Abner J. West	John Dunn	Elsie Knight	John R. Dwyer
†Press (m) (R) (136-2)	6,953	.03	.025	Cass Co. Pub. Co.	Cecil E. Elliott	Wm. H. Kerrigan	Cecil E. Elliott	Cass Co. Pub. Co.	Louis P. Deuner	Thad. J. Planck	Lawrence M. Taylor	Miss Edna Taylor	Clark Lee
Sunday edition	7,068												
LEBANON, 6,257.													
Reporter (J) (4)	3,262	.018	.018	Lebanon Ptg. & Pub. Co.	J. M. Batterton				R. B. Neal				E. F. Gillette; Jacob Wolfe[1]
MADISON, 6,711.													
Courier (R) (98-5)	2,945	.02	.013	Courier Co.	M. C. Garber	M. E. Garber	H. O. Woolford		M. E. Garber		G. P. Skeldon		
Herald (4) (d)	1,110	.009	...	Herald Co., Inc.	M. H. Cochrane								
MARION, 23,747.													
Chronicle (I-R) (8)	9,167	.035	.025	Chronicle Pub. Co.	Geo. D. Lindsay	H. G. Copeland	Lowell Nusbaum	Geo. D. Lindsay	Fred Christin	Fred Christin	Howard White	Gardner Thomas	Gardner Thomas
†Leader-Tribune (m) (D) (J) (136-2)	8,096	.03	...	Marion Leader Co.	E. H. Johnson			E. H. Johnson	E. H. Johnson				
Sunday edition	8,428												
MARTINSVILLE, 4,895.													
Reporter (none) (d)	1,525	.011	...	H. J. Martin	H. J. Martin								
MICHIGAN CITY, 19,457.													
Dispatch (D) (J) (134)	2,780	.015	.015	Francis & Faulknor	J. B. Faulknor			H. C. Crosby					H. C. Crosby[2]
News (I-R) (J) (none)	3,600	.022	.022	Robb & Misener	Chas. J. Robb	Robb & Misener	Irvin Nieman	Robb & Misener	H. R. Misener	Robb & Misener	Chas. Rowell	Robb & Misener	H. R. Misener[1]
MONTICELLO, 2,536.													
Journal (I) (J) (130)	1,175	.015	.011	Dem. Journal Co., Inc.	L. O. Corey		Miss Mable Henke	Donald J. Wickizer	Donald J. Wickizer	Donald J. Wickizer			Leon Merlin[1]
MT. VERNON, 5,284.													
Democrat (D) (J) (none)	1,125	.011	...	Edward F. Alles	Edward F. Alles	Edward F. Alles	Orvan R. Hall	Edward F. Alles	Edward F. Alles	Edward F. Alles	Edward F. Alles	Edward F. Alles	John L. Clark; N. Jay Rowe[1]
MUNCIE, 36,524.													
Press (I-R) (J) (136-2)	10,039	.03	.03	Press Pub. Co.	Geo. B. Lockwood	Wilbur E. Sutton	Hugh Donaldson	Walter S. Steele	Walter S. Steele	C. B. Morrow	C. O. Wiggins	C. Bogard	N. L. Wallace[2]
†Star (m) (I-R) (72-12)	22,906	.07	...	Star Pub. Co.	John C. Shaffer	Frank E. Harrold	John E. Ferris		Harry F. Guthrie	E. G. Brouillette	H. E. Payne	T. E. Skellman	
Sunday edition	15,208												
NEW ALBANY, 22,992.													
Tribune (R) (J) (130)	1,565	.015	.015	Tribune Co.	W. S. Montgomery	W. S. Montgomery	Fred J. Brown		W. S. Montgomery				Frank J. Armbruster,
NEWCASTLE, 14,458.													
Courier (R) (98-117)	4,063	.025	...	Geo. A. Elliott	Geo. A. Elliott	Geo. A. Elliott	Allen C. Hiner	Geo. A. Elliott	Geo. A. Elliott	R. W. Barnard	Mrs. H. E. Tucker	Edith Roll	Leroy Decker
Times (D) (J) (none)	2,825	.02	...	Times Pub. Co.	W. S. Chambers				A. L. Young				A. L. Young[1] Jr.[1]
NOBLESVILLE, 4,758.													
Ledger (R) (J) (4)	3,178	.018	.014	Enterprise Ptg. & Pub. Co.				C. S. Neal					
†Times (I-D) (J) (32)	1,842	.018	.018	Daily M. Hudler	Daily M. Hudler	Chas. Swift							
PERU, 12,410.													
Chronicle (130)	3,320	.015	...	A. C. Petty	A. C. Petty								
†Journal (I)	3,225	.029	.021	Peru Journal Pub. Co.	W. G. Hendricks		Thos. J. Walsh	W. G. Hendricks	W. G. Hendricks	W. G. Hendricks	W. G. Hendricks	W. G. Hendricks	W. G. Hendricks
Tribune (29)	3,418	.02	.02	Peru Tribune Pub. Co.		Frank O. Evens	Frank Weller		Frank O. Evens				
PLYMOUTH, 4,338.													
Pilot (R) (J) (29)	2,149	.02	...	Pilot Co.	Paul M. Riddick	Sam'l E. Boys	Mrs. A. R. Underwood	Sam'l E. Boys	Sam'l E. Boys	Sam'l E. Boys	Sam'l E. Boys	Paul M. Riddick	Walter F. Heighton[2]

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
PORTLAND, 5,958.													
†Commercial Review (m) (R) (J) (106-107)	2,642	.015	...	Franklin Hildebrand	Franklin Hildebrand.	Franklin Hildebrand.	Leo Maxwell	Franklin Hildebrand.	Franklin Hildebrand.	E. K. Crebb	H. F. Haines	H. F. Haines	Rollie Harman[1]
†Sun (D) (J) (98-117)	2,370	.014	...	Sun Pub. Co.	Ralph W. Ewry	Ralph W. Ewry	Clyde K. Harris	Ralph W. Ewry	Ralph W. Ewry	Gladys F. Jones	Ralph W. Ewry	Gladys F. Jones	Orvil Fikel[2]
PRINCETON, 7,132.													
Clarion News (R) (116)	1,829	.014	...	Clarion Pub. Co.	R. S. Munford	F. R. Ewing	Ruskin Swan	F. R. Ewing	George B Grigsby	Geo. B. Grigsby	Mrs. Isabella Manek.	Geo. B. Grigsby	Geo. R. Wise
Democrat (D) (none)	2,090	.014	.014	J. C. Gorman	Roy P. King	J. C. Gorman	Roy P. King	J. C. Gorman	C. I. Miller	C. I. Miller	C. I. Miller	C. I. Miller	C. I. Miller
RENSSELAER, 2,912.													
Republican (R) (J) (none) (d)	728	.013	.011	Robinson & Anderson	H. L. Troutman								
RICHMOND, 26,765.													
†Item (m) (I) (134)	10,527	.045	...	F. S. Dodd	Guild A. Copeland	Robt. Fetridge	John J. Green	F. S. Dodd	F. S. Dodd	E. J. Treffinger	Roy Babylon		G. A. Righter
Sunday edition	10,783												
Palladium (21)	11,702	.05	.031	Palladium Ptg. Co.	R. G. Leeds	E. H. Harris		E. H. Harris		Geo. Brenizer			Emory Wissler
ROCHESTER, 3,720.													
Republican (m) (R) (J) (4)	1,400	.014 }	...	M. Bitters Estate	M. L. Miller	E. A. Miller							
Sunday edition	2,300	.018 }											
Sentinel (D) (J) (130)	1,429	.014	.014	Hugh A. Barnhart	Hugh A. Barnhart		Julian Meyers			Ralph Ravencroft			Wm. Deems[1]
RUSHVILLE, 5,498.													
Republican (R) (J) (98-117) (d)	2,766	.015	.015	Republican Co.	Roy E. Harrold	Roy E. Harrold	Louis Hiner	Will O. Feudner	Will O. Feudner	Bert O. Simpson	Robert E. Hinshaw.	Robert E. Hinshaw.	Will O. Feudner[2]
SEYMOUR, 7,348.													
Tribune (I) (J) (98-117)	2,315	.018	.018	Jay C. Smith	John H. Conner.	Jay C. Smith.	John H. Conner.	Jay C. Smith.	Jay C. Smith.	Jay C. Smith.	Jay C. Smith.	Jay C. Smith.	{ C. H. Resiner { W. H. Noelker[1]
SHELBYVILLE, 9,701.													
Democrat (D) (J) (98-117)	3,692	.02	.02	Democrat Pub. Co.	Wray E. Fleming.	John D. DePrez	Ralph Cheshire	John D. DePrez.	John D. DePrez.	Pleas E. Greenlee	Charles Blair		D. W. Avery
Republican (none)	....	.017	...	Shelby Printing Co.	T. E. Goodrich								
SOUTH BEND, 70,983.													
†News-Times (m) (I) *S (81)	9,702 x }	.06	.05	J. M. Stephenson	Boyd Gurley	Boyd Gurley	Ralph Reed	J. M. Stephenson	R. H. McAuliffe	W. R. Armstrong	R. W. McInerny	C. M. Widney	W. H. Wirth
	10,669 x }												
Sunday edition	18,464 x												
Tribune (m) (R) (127)	16,883 x	.055	.04	South Bend Tribune	F. A. Miller	R. H. Horst			W. S. Bowman	F. M. Hatch	H. M. Hatfield		J. W. Harding
Sunday edition	Est. 4/30/22												
SULLIVAN, 4,489.													
Times (D) (J) (130)	2,500	.015	.015	Poynter & McGuire	Paul Poynter	A. G. McGuire		A. G. McGuire	A. G. McGuire	A. G. McGuire			
TERRE HAUTE, 66,083.													
Post (I) (3)	13,948	.045	.03	Terre Haute Post Co.	Fred Romer Peters.	James F. McKenna		Fred Romer Peters.	Walter A. Letzler.	Allen Martin	Thomas A. Campbell		
†Star (m) (I-R) (72-12)	23,788	.05	.04	Star Pub. Co.	John C. Shaffer	T. C. Jewett	A. E. Lee		J. E. White	F. E. Hollis	B. W. Reasoner		
Sunday edition	21,151												
Tribune (m) (I-D) (106-107)	22,998	.06	.06	Tribune Pub. Co.	Wm. F. Cronin	Wm. F. Cronin	Morton P. House	A. C. Keifer	A. C. Keifer	Frank Shannon	James Hanrahan	G. Taylor	Albert White
Sunday edition	21,307												
TIPTON, 4,507.													
Times (R) (32)	1,326	.018	.018	J. Otto Lee	Ed. T. Staley		Fred S. Oglebay						
Tribune (I) (none)	2,491	.02	.02	Ramsay & O'Banion	A. W. Ramsay	A. W. Ramsay	Floyd Ramsay		I. M. O'Banion	Clayton O'Banion	I. M. O'Banion		Fred Salssaline
UNION CITY, 4,940.													
Times (R) (J) (4) (d)	2,260	.021	.021	Geo. W. Patchell	Geo. W. Patchell	Roy Patchell	James J. Patchell		James J. Patchell	James J. Patchell	James J. Patchell	James J. Patchell	{ Roy Patchell
VALPARAISO, 6,518.													
Messenger (D) (98-117)	2,176	.015	.015	H. F. Strother	H. F. Strother.	H. F. Strother.	A. C. Faulkner.	H. F. Strother.	H. F. Strother.	N. Jordan	A. Barney		Joseph Reibly
Vidette (none) (d)	2,060	.011	...	John M. Mavity	John M. Mavity								
VINCENNES, 17,160.													
†Commercial (m) (R) (116)	5,166 x	.03	.025	Thos. H. Adams	Thos. H. Adams.	A. B. Brouilette.	O. V. Agur.	C. W. Adams.	C. W. Adams.	E. A. Cash.	C. E. Gosnell, Jr.	R. M. Glass, Jr.	
Sunday edition	5,253 x												
Sun (D) (J) (98-117)	3,196	.018	.014	R. E. Purcell & Sons.	Geo. W. Purcell.	Geo. W. Purcell.	Harley E. Presnell.	Geo. W. Purcell.	R. E. Purcell & Sons.	Emmet Preble	Icil E. Goldman		W. F. Preble[2]
WABASH, 9,872.													
Times-Star (D) (J) (98-117)	2,976	.018	...	Wabash Ptg. & Pub. Co.	Jas. E. Almond		E. W. Hamer		Jas. E. Almond	G. G. Buffington	W. J. Guthrie		{ James J. Patchell[1] { Ira M. Downey { W. J. Guthrie[1]
WARSAW, 5,478.													
Times (R) (J) (d) (none)	3,667	.025	.025	Logan H. Williams	Logan H. Williams.	Ted Williams	Encil H. Dodge	R. B. Williams	R. B. Williams	Reub. C. Williams.	Everett Baum		Ed. Aborn[1]
Union (D) (d) (none)	3,024	.02	.018	Warsaw Union, Inc.	R. O. Nusbaum			Ralph W. Bartol					
WASHINGTON, 8,705.													
Democrat (D) (J) (none)	2,504	.018	.018	Boyd & Backes	Sam B. Boyd & Henry Backes		Donald Ellis						Henry Backes[1]
Herald (none)	1,784	.014	...	Gazette & Herald Co.	Charles Sefrit								

IOWA

AMES, 6,270.													
Tribune (I-R) (J) (mer.) (none) (t)	2,781	.03	.027	Tribune Pub. Co.	J. L. Powers.	J. L. Powers.	Roland Taffelmire.	J. L. Powers.	J. L. Powers.	J. L. Powers, Jr.	J. L. Powers, Jr.		C. O. Powers[2]
ATLANTIC, 5,329.													
News-Telegraph (I-R) (J) (76)	3,650	.03	.022	C. F. & E. P. Chase	C. F. & E. P. Chase.	C. F. & E. P. Chase.	E. P. Chase.	E. P. Chase.	E. P. Chase.	Lydia R. Otto	Gladys Sexton		{ F. R. Seaman { C. S. Relyea[1]
BOONE, 12,451.													
News-Republican (R) (J) (none)	3,757 x	.025	.019	S. G. Goldthwaite	S. G. Goldthwaite.	George Brunton	Cecil Douglass	S. G. Goldthwaite		J. Ray Brown	Ted Olson		Fred E. Henry[2]
BURLINGTON, 24,057.													
Gazette (D) (106-107)	10,344	.035	.03	Burlington Gaz. Co.	Geo. A. Stivers	Thomas Green		Chas. M. Morgan					
†Hawk-Eye (m) (R) (9)	10,387	.035	.035	Jno. F. D. Aué	J. L. Waite	Tracy Garrett	Ed. Williamson	Jno. F. D. Aué	C. M. Waite.	Harold Morgan	C. M. Waite.	Harold Morgan	Jno. F. D. Aué
Sunday edition	13,163												
CEDAR FALLS, 6,316.													
Record (none)	1,650	.015	...	L. E. Bladine	L. E. Bladine								
CEDAR RAPIDS, 6,316.													
Gazette (I) (136-2)	20,477	.05	.032	J. L. Miller	Vern Marshall	H. L. Marshall.	Frank Wasson	J. L. Miller.	J. S. Young.	J. S. Young.	J. S. Young.	J. S. Young.	
Republican (m) (R) (106-107)	13,491	.05	.05	J. S. Farquhar	R. G. Grassfield.	F. J. Lazell.	N. J. Graham		Chas. A. Siegfried.	Walter Bechtel	E. O. Sebug.	Edgar McNall	F. L. Dillman
Sunday edition	13,432												
CENTERVILLE, 8,486.													
Iowegian & Citizen (R) (110)	4,481	.02	.017	J. M. Beck & J. R. Needham	J. M. Beck.	J. R. Ellis.	C. B. DuPuy		J. R. Needham		C. Humphrey		{ O. T. Foglesong { C. G. Gilson[1]
CHARLES CITY, 7,350.													
Press (R) (4)	3,000	...	...	L. H. Henry & Sons	L. H. Henry.	L. H. Henry.	Harold S. Henry		Stuart C. Henry				
CLINTON, 24,151.													
Advertiser (I) (136-2)	8,174	.035	.035	B. G. Oates	T. V. Murphy			B. G. Oates		Lester McAllister			J. J. Murphy
Herald (R) (106-107)	8,249	.035	...	L. M. Michelsen	W. C. Eastland		E. LeProvost	L. M. Michelsen		J. J. O'Connor	A. E. Meyer	C. W. Ocker	E. A. Forrest
COUNCIL BLUFFS, 36,162.													
Nonpareil (m) (I-R) (J) (52)	15,521	.05	.039	New Nonpareil Co.	W. R. Orchard	John Henry	Charles Kendricks.	W. P. Hughes	Robert R. O'Brien.	Robert R. O'Brien.	A. H. Warner and J. O'Brien	R. W. Bateman	P. H. Clark[1]
Sunday edition	15,400												
CRESTON, 8,034.													
Advertiser (R) (106-107)	3,600	.025	.025	Creston Advertiser-Gaz. Co.	Carl Davenport and W. A. Roseberry	Carl Davenport and W. A. Roseberry	R. H. McMaster	Carl Davenport and W. A. Roseberry	Carl Davenport and W. A. Roseberry	D. L. Frazier	Robert H. Ingram.	Wm. Rath	W. A. Roseberry

Explanation: **Dagger (†)** indicates morning newspapers. **(m)** indicates Sunday morning edition; **(e)** indicates Sunday evening edition. **(I)** politically independent; **(R)** Republican; **(D)** Democratic; **(Soc.)** Socialist; **(I-R)** Independent Republican; **(I-D)** Independent-Democratic. **(J)** operate job printing plants. **(E)** operate own engraving plant. * indicates rotogravure section, letter following indicates day of issue as **S** for Sunday, **M** for Monday, **Tu** for Tuesday, **W** for Wednesday, **Th** for Thursday, **F** for Friday, **Sat** for Saturday. **Mo** for monthly. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. **(d)** do not use mats. **(t)** do not use plates. Boldface circulation figures are A. B. C. net paid, six months statement ending September 30, 1922; **X** indicates three month statement ending September 30, 1922; **Y** indicates three months' A. B. C. statement ending June 30, 1922; **W** indicates A. B. C. audit of September 30, 1922. All other circulation figures are Government statements for six months ending September 30, 1922. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are shown by brackets. In last column superior figure [1] following name indicates superintendent of job department only; superior figure [2], superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. All quoted advertising rates are per agate line; where only one rate is quoted and no bracket appears it applies to each issue separately.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

IOWA—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
DAVENPORT, 56,727.													
Democrat & Leader (m) (D) (48) ..	14,444 x	.06	.04	Frank D. Throop	Ralph W. Cram	Ralph W. Cram	Hugh Harrison	Frank D. Throop	Frank D. Throop	Victor Martin	Vince Dorgan	Ina B. Wickham	Rudolph Norelius
Sunday edition	16,627 x												
Times (I-R) (36)	23,765 x	.07	.07	E. P. Adler	R. J. Leysen	R. J. Leysen	Robt. L. Klauer	E. P. Adler	A. F. O'Hern	Fred Russell	John R. Evans	J. P. Klouda	T. J. Kelley
DES MOINES, 126,468.													
Capital (m) (R) (103)	60,696	.14	.065	Lafayette Young	Lafayette Young	W. C. Jarnagin	John Ball	Lafayette Young, Jr.	Lafayette Young, Jr.	C. R. Marshall	H. E. Willis	J. M. Campbell	W. S. Jones
Sunday edition	28,856												
News (I) (3)	26,679	.10	...	The Des Moines News Co.	H. C. Place	J. H. Feehan	J. A. Keefe			R. W. Kreider	R. T. Bailey		
†Register (m) (I) (J) (E) *S (75-104-12)	67,590	.22	.22	Gardner Cowles, John Cowles	Harvey Ingham	W. W. Waymack	W. G. Hale and Rex Large	Gardner Cowles	H. T. Watts	F. R. Geneva	W. A. Cordingley	Jno. L. Irvin	Geo. D. Riggs; A. P. Rainsburg[1]
Tribune (I) (J) (E) (75-104-12)	58,458												
Total	126,048												
Sunday Register	122,063	.25	.25										
DUBUQUE, 39,141.													
American Tribune (I) (none)	15,333	.05	.05	Catholic Ptg. Co., Inc.	C. N. Nennig		John P. Gonner	John P. Gonner	J. J. Clardy	John P. Gonner	J. J. Clardy	John P. Gonner	
Telegraph-Herald (m) (D) (J) (1)	17,418	.055	.055	F. W. Woodward	Duncan Cassidy	F. W. Woodward	W. E. Wendt	F. W. Woodward	F. W. Woodward	F. J. McLaughlin	W. J. Arendt	Jos. A. Clause	H. Theis; A. E. Beck[1]
Sunday edition	17,467												
Times-Journal (m) (R) (J) (136-2)	10,190	.05	.05	Times Journal Co.	Ed. G. Fairfield	Wm. J. Schaefle	Ed. G. Fairfield	Wm. J. Schaefle	Wm. J. Schaefle	John Inghram	Jos. Kenneally	D. Stecher	G. A. McLaughlin[2]
Sunday edition	10,244												
FAIRFIELD, 5,948.													
Ledger-Journal (m) (R) (J) (4-106-107)	2,940	.03	.025	Don & Wm. J. McGiffin	H. F. McDougal	Don McGiffin	H. F. McDougal	Don McGiffin		John Eads	Iva Peabody	Ada Scott	C. E. Dudley; T. C. Elliott[1]
Sunday edition	2,940												
FORT DODGE, 19,347.													
Messenger & Chronicle (J) (111)	8,877	.04	.04	C. A. Roberts	C. A. Roberts								
FORT MADISON, 12,066.													
Democrat (I) (J) (106-107)	3,798	.025	.025	Democrat Co., Inc.	Loyde McNerney	W. J. McGiffin	Bernard Glaha	W. J. McGiffin		Ward Mershon	L. H. Danley	Mrs. P. B. Whallon	D. M. Smith; P. B. Whallon[1]
IOWA CITY, 11,267.													
Press-Citizen (I) (134)	6,064	.035	...	Merritt C. Speidel	Merritt C. Speidel	Maurice E. Van Metre	J. E. Rezerstein	Merritt C. Speider	William F. Wade	Edward A. Chappell	Mrs. Etta Edwards	G. L. Dibb	Eugene W. Johnson
KEOKUK, 14,423.													
Gate City (I) (136-2)	5,167	.03	.021	Gate City Co.	Walter Burton	Dale E. Carrell	Frederic C. Smith	P. R. Finlay	S. E. Carrell	Clyde Thornton	Henry Nelson		
MARSHALLTOWN, 15,731.													
Times-Republican (R) (none)	12,371	.04	...	Times-Republican Ptg. Co.	D. W. Norris	R. C. Wells	H. J. Rodgers	D. W. Norris	Geo. F. Thayer	Geo. F. Thayer	Geo. F. Thayer	Geo. F. Thayer	
MASON CITY, 20,065.													
Globe-Gazette & Times (R) (mer.) (111)	10,796	.035	...	Globe Gazette Ptg. Co.	W. F. Muse	S. A. Mahuren	D. M. Conroy	D. M. Conroy				A. Jeppesen	
MISSOURI VALLEY, 3,985.													
Times (4) (d)	450	.017	...	R. C. Lahman	R. C. Lahman								
MT. PLEASANT, 3,987.													
News (none) (d)	1,375	.014	...	Charles S. Rogers	Charles S. Rogers								
MUSCATINE, 16,068.													
Journal & News-Tribune (I) (36)	7,976	.035	.028	Lee P. Loomis	Geo. W. Hinshaw	Geo. W. Hinshaw	L. C. H. Orbach	Lee P. Loomis	Lee P. Loomis	C. Rabedeaux	A. M. Geibel		Nathan Hoeffiin
NEWTON, 6,627.													
News (I-R) (J) (none)	2,210	.025	...	James R. Rhodes	James R. Rhodes	S. W. Mitchell	S. W. Mitchell	L. O. Brewer	L. O. Brewer	G. W. Whitehead	Glen Rees	G. W. Whitehead	W. E. Rose[2]
OELWEIN, 7,455.													
Register (none)	2,673	.021	...	H. V. Hoyer & Fred S. Robinson, editors & publishers.									
OSKALOOSA, 9,427.													
Herald (none) (d)	5,050	.029	...	Oskaloosa Herald Co.	Phil Hoffman								
OTTUMWA, 23,003.													
Courier (R) (36)	13,169	.05	...	Jas. F. Powell	W. H. Powell	W. H. Powell	C. S. Johnston	Jas. F. Powell	John Huston	E. P. Canny	J. F. Haring	E. P. Canny	
PERRY, 5,642.													
Chief (I-R) (J) (5-98)	2,613	.025	.02	Chief Ptg. Co., Inc.	Scott Snyder	Scott Snyder	Scott Snyder	Herbert L. Adams	Herbert L. Adams	Fred F. Harvey	V. J. Hall		Fred F. Harvey[2]
SHENANDOAH, 5,255.													
World (I) (J) (none)	2,496	.032	...	World Pub. Co., Inc.	R. E. Cunningham	R. R. Cunningham	E. B. Wilbur	R. E. Cunningham	R. E. Cunningham	M. A. Koons	J. Oviatt	J. H. Stack	M. Moore	C. L. Walden[2]
SIOUX CITY, 71,277.													
†Journal (m) (R) (J) (E) (111-51)	27,468	.11	.10	Perkins Bros. Co.	A. F. Allen	H. E. Cody	Willis Forbes, Dan Markel	W. H. Sammons	W. H. Sammons	John B. Perkins	E. E. Towns	F. D. Dufour	W. H. Montgomery[1]
Evening edition	24,224												
Sunday edition	41,421	.11	.10										
Live Stock Record (J)	7,600	.02	...	Record Pub. Co.	Y. A. Hartman		Y. A. Hartman	Y. A. Hartman		Park Gespalge			J. W. Wilson
†Tribune (I) (J) (E) (138)	12,588	.11	.10	The Tribune Co.	John H. Kelly	E. G. Tripp	H. Koch	Eugene Kelly	Eugene Kelly	G. H. Pearsall	D. H. Brown	W. F. Hampton	L. P. Rogers; J. F. Kelly[1]
Evening edition	36,812												
VINTON, 3,331.													
Cedar Valley Daily Times (I) (J) (none)	4,423	.03	.025	H. G. Kruse	H. G. Kruse	H. G. Kruse	M. P. Kruse	H. G. Kruse	C. J. Burkhart	Fred A. Braginton	Miss E. Williams	Fred A. Braginton	Z. V. Wyatt; Carl Dorlan[1]
WATERLOO, 36,230.													
Courier (127)	15,080	.05	...	W. H. Hartman Co., Inc.	John C. Hartman								
†Waterloo Tribune (m) (I-R) (J) (70)	10,435	.035	...	Tribune Pub. Co.	Wm. A. Reed	Knapp Matthews	F. J. Hanlon	Harry Shaw	Harry Shaw	Seth Beem	W. J. O'Neil	H. R. Reed	Ed. Funk; B. S. Wright[1]
Sunday edition	10,868												
WASHINGTON, 4,697.													
Journal (R) (J) (4)	2,788	.02	.02	Elder Shannon & Co.	Orville Elder		Brice Cowden			R. E. Shannon			Ellitt Grayson[2]
WEBSTER CITY, 5,657.													
Freeman-Journal (R) (J) (none)	1,805	.017	.017	Freeman-Journal Pub. Co.	W. F. Hunter	Geo. C. Tucker	D. Paul McCrea			H. M. Israel			B. H. Packard[2]

KANSAS

ABILENE, 4,895.													
Chronicle (none) (d)	962	.011	...	P. W. Heath	P. W. Heath								
Reflector (R) (J) (none) (d)	1,320	.01	.01	Reflector Ptg. Co.	C. M. Harger	H. W. Wilson	Jesse Arndt	H. W. Wilson	H. W. Wilson	H. W. Wilson	L. H. Towne	H. W. Wilson	H. W. Wilson[2]
ARKANSAS CITY, 11,253.													
News (I) (J) (none)	2,515	.02	.017	News Pub. Co., Inc.	Chas. Spencer	Chas. Spencer	Jim Woods	Chas. Spencer	R. M. Davis	R. M. Davis	Hettie Calkins	R. M. Davis	Chas. Breon; R. M. Davis[1]
Traveler (none)	2,830	.019	...	Ark. City Daily Trader	R. C. Howard								
ATCHISON, 12,630.													
Globe (m) (I) (111-51) (t)	7,055 x	.03	.03	Globe Publishing Co.	Gene Howe	J. E. Rank	Carl Brown	N. D. Bartlett	W. C. Hawk	W. C. Hawk	N. D. Bartlett	C. D. O'Keefe	
Sunday edition	7,101 x												
AUGUSTA, 4,219.													
Gazette (I) (J) (130)	2,117	.018	.018	W. K. Leatherock	W. K. Leatherock			W. K. Leatherock					
BELOIT, 3,315.													
Call (none) (d)	2,102	.011	...	Adamson & Houghton, Editors & Publishers									

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
BURLINGTON, 2,236.													
Republican (R) (J) (4)	2,273	.010	.010	John Redmond	John Redmond				Floyd S. Ecord		Virginia Puffer		M. E. Budd[2]
CANEY, 3,427.													
Chronicle (none)	1,042	.021	...	Chronicle Pub. Co.									
CHANUTE, 10,286.													
Timesett (I) (J) (none) (See Footnote ‡)	3,650	.025	.025	A. H. Turner	A. H. Turner	A. H. Turner	T. A. Churchill	Chas. F. Jones			Miss Clara Domitz		Monroe Walker C. A. Brown[1]
Tribune (R) (J) (none)	2,789	.015	...	Cavaness Bros.	Herbert Cavaness	Wilfrid Cavaness	Fletcher Maclary						Wilfred Cavaness[2]
CHERRRYVALE, 4,698.													
Republican (130) (d)	1,380	.015	...	Will R. Burge	Will R. Burge								
CLAY CENTER, 3,715.													
Dispatch-Republican (R) (J) (none)	1,461	.014	.014	Clay Center Pub. Co.	F. W. Parrott								
COFFEYVILLE, 13,452.													
Journal (R) (J) (70)	5,190	.025	.025	Powell & Platz	H. J. Powell	H. J. Powell	Stanley Platz	H. J. Powell	H. J. Powell	Chas. M. Dunham	M. C. Harrison	Miss Velma Bay	Geo. May[2]
†News (I) (none)	4,637	.02	.021	A. J. Valentine	A. J. Valentine	A. J. Valentine	A. J. Valentine	A. J. Valentine	A. J. Valentine	A. J. Valentine	A. J. Valentine	A. J. Valentine	A. J. Valentine
COLUMBUS, 3,155.													
Advocate (4) (d)	....	.011	...	W. W. Huston	W. W. Huston								
CONCORDIA, 4,705.													
Blade-Empire (R) (J) (none)	3,024	.021	.021	Ray Green	Ray Green	Ray Green	Charles R. Cook	Ray Green	Lester B. Shrouf	Lester B. Shrouf	Peggy Murdock	Peggy Murdock	W. L. Shannon[2]
COUNCIL GROVE, 2,650.													
Guard (none)	....	.014	...	M. F. Amrine	L. N. Woodside								
DODGE CITY, 5,061.													
Globe (I) (none)	2,442	.025	.025	J. C. Denious	J. C. Denious	C. L. Jacoby	Marion C. Shipley	J. C. Denious	Francis Fuhr	Frank L. Main	N. C. Peterson	N. C. Peterson	Ray B. Price
ELDORADO, 10,995.													
Times (R) (J) (130)	4,227	.03	.02	Times Pub. Co.	R. A. Clymer	W. R. Feder			Burns Hegler & R. A. Clymer	Burns Hegler	Albert Letts		
EMPORIA, 11,273.													
Gazette (R) (J) (none)	4,424	.025	.03	W. A. White	W. A. White		C. H. Lambert		W. E. Hughes				
FT. SCOTT, 10,693.													
Tribune-Monitor (J) (130)	3,207	.025	.025	Geo. W. Marble	Geo. W. Marble	Geo. W. Marble	J. N. Heylmun	Geo. W. Marble	Geo. W. Marble	L. H. Whiteside	W. M. Scott		Frank Decker F. E. Milligan[1]
FRANKFORT, 1,314.													
Index (I) (d) (none)	1,250	.014	.014	F. M. Hartman	F. M. Hartman				H. H. Hartman				A. P. Hartman
FREDONIA, 3,954.													
Herald (1-71)	....	.015	...	Ben S. Hudson	Ben S. Hudson								
GALENA, 4,712.													
Times (I) (J) (130) (d)	1,185	.017	.017	Arthur S. McNay	Arthur S. McNay	Arthur S. McNay	Mrs. Arthur S. McNay	Arthur S. McNay	Arthur S. McNay	Arthur S. McNay	N. J. Carver	N. J. Carver	H. L. Shirley[2]
GREAT BEND, 4,460.													
Tribune (I) (J) (4)	3,246	.02	.025	Will Townsley	Will Townsley	John K. McMullen		John K. McMullen	John K. McMullen	John K. McMullen	John K. McMullen	John K. McMullen	Earl Preedy[2]
HIAWATHA, 3,222.													
World (I) (130)	3,250	.02	...	Ewing Herbert	Ewing Herbert	Ewing Herbert	Rose Zimmerman	Ewing Herbert					
HUTCHINSON, 23,298.													Ralph McDonald Rose Zimmerman[1]
†Gazette (m) (I) (19)	10,264	.03	.03	Gazette Ptg. Co.	Chester Leasure		John Schwinn	John M. Taylor		Howard Waller	H. O. Sondergard	Marian Getty	S. R. Wheeler
Sunday edition	10,716												
News (R) (mer.) (70)	12,104	.04	.04	W. Y. Morgan News Pub. Co.	W. Y. Morgan	C. H. Scott	Fred Henney	W. Y. Morgan	R. C. Ballard	W. S. Cady	G. V. Allen	Mrs. Dorothy Boone	L. H. Hedrick
INDEPENDENCE, 11,920.													
†Free Press (m) (none)	2,891	.018	...	D. Clyde Knock	D. Clyde Knock								
Sunday edition	2,891												
Star (none)	....	.014	...	A. T. Cox	A. T. Cox								
Reporter (R) (none)	2,951	.018	.018	Emmett D. George	Emmett D. George	Emmett D. George	C. T. Erett	Elmer Burgess	Elmer Burgess	Elmer Burgess	Alma Spaulding	Alma Spaulding	Bruce Keller
IOLA, 8,513.													
Register (R) (J) (130)	3,402 x	.025	...	Chas. F. Scott	Chas. F. Scott	Chas. F. Scott	Angelo C. Scott	Chas. F. Scott	Angelo C. Scott	M. C. Langley	Geo. L. Williams		Roy L. Varner[1]
JUNCTION CITY, 7,516.													
Union (I) (none)	2,700	.02	.02	John Montgomery Son	Harry E. Montgomery		Eugene Teitzel	John Montgomery		C. D. Avery			
KANSAS CITY, 101,177.													
Kansan (m) (I) (mer.) (28)	21,957	.07	.07	Arthur Capper		Carl F. White		W. A. Bailey	W. A. Bailey	Knowlton Parker	Lloyd Smith	H. A. Yonkers	
Sunday edition	22,138	.08	.08										
KIOWA, 1,520.													
†Record (m) (none) (d)	....	.009	...	F. E. Hagenbuch	F. E. Hagenbuch								
Sunday edition													
LAWRENCE, 12,456.													
Journal-World (R) (J) (1-71)	4,928 x	.025	.021	World Co.	W. C. Simons	J. W. Murray	J. W. Murray	W. C. Simons	W. C. Simons	Paul C. Rankin	Mrs. Grace Stout Farris	Paul C. Rankin	E. A. Farris[2]
LEAVENWORTH, 16,912.													
Post (m) (I) (114)	5,898	.03	...	Post Pub. Co.	J. E. Gardiner	J. E. Gardiner	H. T. Grayson	J. E. Gardiner	J. E. Gardiner	Carl Keiser	Mrs. Wallace Hovey	Miss Rose Armstrong	Ed Brown
Sunday edition	5,898												
†Times (m) (R) (133-45)	6,870	.03	.03	D. R. Anthony Estate	D. R. Anthony, Jr.	D. R. Anthony, Jr.	H. C. Scandrett		H. H. Seckler	H. H. Seckler	Ed. Smith	D. R. Anthony, III	H. Hampel
Sunday edition	6,870												
LYONS, 2,516.													
News (I) (J) (130) (d)	1,472	.014	.014	Paul A. Jones	Paul A. Jones	Paul A. Jones	Horace Jones	Paul A. Jones	Paul A. Jones	Horace Jones			J. H. Myers C. M. Older[1]
MANHATTAN, 7,989.													
†Chronicle (m) (none)	....	.021	...	H. F. Parsons & Sons, publishers and editors									
Sunday edition													
Mercury (I-R) (J) (4)	1,384	.014	.014	Fay N. Seaton	Fay N. Seaton		L. F. Brewer	Fay N. Seaton		A. T. Gallemore			Roy Cook E. F. Bohon[1]
Nationalist (R) (J) (130-4)	2,045	.018	...	Ed. Shellenbaum	Ed. Shellenbaum	Ed. Shellenbaum	Anna Carlson	Ed. Shellenbaum	Ed. Shellenbaum	Ed. Shellenbaum	Ed. Shellenbaum	Ed. Shellenbaum	Laurin Shellenbaum E. T. Brown[1]
McPHERSON, 4,595.													
Republican (none) (d)	1,138	.014	...	Wm. J. Krehbiel	Wm. J. Krehbiel								
NEWTON, 9,781.													
Kansan-Republican (R) (J) (130)	2,810	.02	.02	Kansan Printing Co.	J. L. Napier	J. L. Napier	J. L. Napier	J. C. Mack	J. C. Mack	Mrs. Roy Black	Mrs. May Mills	Mrs. Roy Black	Roy Black[2]
NORTON, 2,186.													
Telegram (D) (J) (130)	1,580	.015	...	Thos. N. & Everett Moore	Moore Bros.	Moore Bros.	Moore Bros.	Moore Bros.	Moore Bros.	Moore Bros.			Moore Bros.[2]
OTTAWA, 9,018.													
Herald (I) (J) (136-71)	4,174	.025	.02	R. A. Harris	R. A. Harris	W. E. Gilliland	J. R. White			C. W. Moody	E. R. Bigler		G. N. Spenny[2]
PARSONS, 16,028.													
†Republican (m) (R) (29)	5,875	.025	.025	A. D. Murlin	A. D. Murlin	A. D. Murlin	Gertrude D. Murlin	A. D. Murlin	Gertrude D. Murlin	G. D. Bredeman	Gertrude D. Murlin	G. D. Bredeman	W. B. Ehrman
Sunday edition	5,875												
Sun (I) (mer.) (130)	5,812	.025	.017	Lester Combs	Clyde M. Reed	Roy Buckingham		Lester Combs		George C. Krause			S. A. Redman
PITTSBURG, 18,052.													
Headlight (R) (J) (44)	8,070	.03	.03	J. T. & G. A. Moore	F. W. Brinkerhoff			J. T. Moore	J. T. Moore	Hoyt F. Boylan			J. T. Moore[1]
†Sun (I) (130)	4,950	.03	.03	William A. Beasley	Roger Triplett	Roger Triplett	Roger Triplett	William A. Beasley	William A. Beasley	Fred H. Vandegrift	H. L. Downs	F. H. Vandegrift	R. M. Coffelt
PRATT, 5,111.													
Tribune (I) (J) (130)	1,500	.025	.025	Tribune Pub. Co.	Nate E. Reece			Nate E. Reece	Cecil P. Rich	W. F. Ellsworth	W. F. Ellsworth		C. P. Rich[1]

Explanation: **Dagger** (†) indicates morning newspapers. (m) indicates Sunday morning edition; (e) indicates Sunday evening edition. (I) politically independent; (R) Republican; (D) Democratic; (Soc.) Socialist; (I-R) Independent Republican; (I-D) Independent-Democratic. (J) operate job printing plants. (E) operate own engraving plant. * indicates rotogravure section, letter following indicates day of issue as **S** for Sunday, **M** for Monday, **Tu** for Tuesday, **W** for Wednesday, **Th** for Thursday, **F** for Friday, **Sat** for Saturday. **Mo** for monthly. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mats. (t) do not use plates. **Boldface** circulation figures are A. B. C. net paid, six months statement ending September 30, 1922; **X** indicates three month statement ending September 30, 1922; **Y** indicates three months' A. B. C. statement ending June 30, 1922; **W** indicates A. B. C. audit of September 30, 1922. All other circulation figures are Government statements for six months ending September 30, 1922. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are shown by brackets. In last column superior figure [1] following name indicates superintendent of job department only; superior figure [2], superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. All quoted advertising rates are per agate line; where only one rate is quoted and no bracket appears it applies to each issue separately. (‡) circulated free.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

KANSAS—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
SALINA, 15,085.													
Journal (R) (J) (130)	5,552	.025	.02	Journal Pub. Co.	Joseph L. Bristow	Fred J. Ludes	C. R. Mooney	Roy F. Bailey	Roy F. Bailey	Charles H. Harper	John B. Smith		L. C. Magill; Roy F. Bailey[1]
Union (m) (I) (J) (106-107)	5,849	.025	.02	J. L. Brady	J. L. Brady	W. F. Miller	W. F. Miller	E. C. Woodward	E. C. Woodward	W. L. Kelley	M. Taylor	W. O. Jones	H. E. Moll; E. C. Woodward[1]
Sunday edition	5,961												
TOPEKA, 50,022.													
†Capital (m) (R) (J) (28)	34,549	.09	...	Arthur Capper	H. T. Chase	Cliff Stratton	Hobbs	Marco Morrow	W. R. Smith	W. B. Flowers	H. S. Blake	W. R. Gilmore	Robert Maxwell; H. S. Brockman[1]
Sunday edition	36,220	.06	.05	Frank P. MacLennan	Frank P. MacLennan.	Arthur J. Carruth, Jr.	Arthur J. Carruth, Jr.	Frank P. MacLennan.	Wm. P. Snyder	Paul T. Morgan	Morris D. Milam	Paul T. Morgan	M. H. Gardner
State Journal (I) (13)	20,052												
WELLINGTON, 7,048.													
News (I) (J) (none)	2,025	.018	.018	H. L. Woods	H. L. Woods	H. L. Woods				Kenneth Irwin			Wilbur Scott; Glenn Graham[1]
WICHITA, 72,128.													
Beacon (m) (I-R) (70)	44,088	.10	.07	Beacon Pub. Co.	Henry J. Allen		J. D. Dickerson	Henry J. Allen	A. T. Butler	F. O. Schroeder	C. B. McCauley	M. Levensen	Frank E. Griffin
Sunday edition	45,103												
†Eagle (m) (I) (J) (E) *S (8)	57,120	.15	...	Marcellus M. Murdock	Charles B. Driscoll	J. B. Doze	A. De Bernardi, Jr.	Sidney D. Long	Clyde W. Speer	Emery E. Hardwick	E. M. Dinius	Walter C. Pruitt	Dee Allen[1]
Sunday edition	68,272												
Stockman (J)	8,200	.03	...	J. C. McGuin	Lee McPherson	J. C. McGuin	Bruce Beheimer	J. C. McGuin	Mrs. Bruce Taylor	Fenton D. Clark			Alva McGuin
WINFIELD, 7,933.													
Courier (R) (J)	1,950	.017	.017	E. P. Greer	E. P. Greer	E. P. Greer	Carl Warren	Milton A. Bangs	Milton A. Bangs	Milton A. Bangs	E. P. Greer	Milton A. Bangs	Glenn W. Seaman; H. M. Hewett[1]
Free Press (I-R)	2,050	.017	.017	W. G. Anderson	W. G. Anderson	W. G. Anderson	Harry L. Hart		W. G. Anderson	Geo. F. Honnold	Geo. F. Honnold	Geo. F. Honnold	

KENTUCKY

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
ASHLAND, 14,729.													
Independent (m) (I) (J) (98-5)	4,993	.03	.025	B. F. Forgey	P. J. Hughes		Vernon Bailey	B. F. Forgey	B. F. Forgey	D. E. Geiger	J. T. Norris		Jos. W. Hughes; R. D. Hughes[1]
Sunday edition	5,122												
BOWLING GREEN, 9,638.													
News (D) (130)	2,937	.02	.02	C. M. Gaines	C. M. Gaines								Earl Powell[2]
Times-Journal (D) (J) *Sat. (4)	1,560	.018	...	Times-Journal Ptg. Co.	J. G. Denhardt	J. G. Denhardt	O. A. Roup	J. G. Denhardt	J. G. Denhardt	J. G. Denhardt	Roy Morningstar		
COVINGTON, 57,121.													
Kentucky Post (sold in combination with Cincinnati Post) (D) (E)		...	...		Bruce I. Susong			Chas. H. Willenborg.	C. B. Lepper	Walter Rauch			
DANVILLE, 5,034.													
Advocate (none) (d)	2,000	.014	...	Richardson & McIntyre	Richardson & McIntyre								I. G. Jackson[2]
Messenger (D) (J) (4)	2,820	.021	.018	J. Curtis Alcock	J. Curtis Alcock	J. Curtis Alcock	George A. Joplin, Jr.	J. Curtis Alcock	J. Curtis Alcock	Robert Jackson			
FRANKFORT, 9,805.													
†State Journal (m) (J) (1)	3,185	.025	.025	State Journal Co.	J. L. Newman		Dulin Moss	J. L. Newman	J. P. Newman	J. P. Newman			Geo. H. Mayes[1]
Sunday edition	3,185												
FULTON, 3,415.													
Leader (none) (d)	....	.014	...	R. T. & J. H. Moore	R. T. & J. H. Moore								
HENDERSON, 12,169.													
†Gleaner (m) (D) (J) (none)	2,708	.025	...	Leigh Harris	Leigh Harris	J. A. Lyne; F. M. Hutcheson	Jas. R. Douse; W. E. Daniel	Leigh Harris	Leigh Harris	W. W. Smith	John Goehring	Jas. H. Kerr	Earl Sommers; Arthur Petty[1]
Sunday Gleaner-Journal	3,160												
Journal (D) (none)	1,250	.015	.01										
HOPKINSVILLE, 9,696.													
Kentucky New Era (none) (d)	3,475	.018	...	T. C. Underwood	T. C. Underwood								J. D. Cleavinger
LEXINGTON, 41,534.													
†Herald (m) (D) (J) (19)	15,309	.05	...	Lex. Herald Co.	Desha Breckenridge	Tom Underwood		Charles I. Stewart.	Charles I. Stewart.	T. B. Tanner	R. J. Breckenridge	J. W. Carter	J. W. Carter
Sunday edition	16,102												
Leader (m) (R) (70)	16,760	.05	.036	Lex. Leader Co.	Harry Giovannoli		James Ross	Harry Giovannoli	Fred B. Wachs	Harry E. Roberts	Wiley B. Baker	J. N. Nunnelley	
Sunday edition	16,663												
LOUISVILLE, 234,891.													
†Courier-Journal (m) (I-D) *S (8)	51,978	.11	.09	Robert W. Bingham	Robert W. Bingham	C. E. Heberbart	Neil Dalton		Emanuel Levi	Morris F. Aronhime.	H. W. Stodghill		Brainard Platt
Sunday edition	69,787	.15	.11										
†Herald (m) (I-R) (E) *S (72-12)	44,299	.09	.07	John C. Shaffer	John C. Shaffer	Robert Montgomery	F. D. Vanover		C. F. Gladfelter	S. H. Bernheim	W. A. Alisch	Earl S. Bain	Walter Hitch
Sunday edition	54,154	.09	.08										
Post (I) (19)	37,763	.09	...	Richard G. Knott	Richard G. Knott & L. C. Humphrey.	George R. Newman		W. W. Stouffer	W. W. Stouffer		E. J. Barry	John Sawtelle	
Times (I-D) (8)	59,463	.15	.10	Robert W. Bingham	Arthur Krock	A. Y. Aronson	M. W. Bayley		Emanuel Levi	Morris F. Aronhime.	H. W. Stodghill		Brainard Platt
MADISONVILLE, 4,945.													
Messenger (D) (J) (none)	1,943	.014	.012	Madisonville Pub. Co.	C. C. Givens	E. F. Arnold & Woodson Browning			E. F. Arnold & Woodson Browning				Carl Harris; H. T. Cheaney[1]
MAYFIELD, 6,583.													
Messenger (D) (J) (130)	2,375	.021	...	Scott Lemon	Scott Lemon	Scott Lemon	George Bingham	Scott Lemon	Scott Lemon	Scott Lemon	Joe Sallors		
Times (D) (J) (53)	2,025	.018	.018	Bert S. Berry	Bert S. Berry	Walter Henry			Bert S. Berry	H. D. Orr	Jeanette Gillun		Bert S. Berry[1]
MAYSVILLE, 6,385.													
†Bulletin (D) (J) (none)	1,450	.014	...	M. J. McCarthy & Co.	M. J. McCarthy	Geo. McCarthy	Geo. McCarthy	M. J. McCarthy	M. J. McCarthy	M. J. McCarthy	M. J. McCarthy	M. J. McCarthy	Jas. R. Ellis[2]
†Independent (130-4) (d)	2,350	.02	...	Purdon & Schatzemann	Purdon & Schatzemann								
Public Ledger (R) (J) (4)	1,542	.014	.011	Ledger Pub. Co.	Clarence Mathews	Clarence Mathews	F. S. Tolle	Clarence Mathews	Clarence Mathews	Clarence Mathews	Clarence Mathews	Clarence Mathews	J. B. Orr[2]
MIDDLESBORO, 8,041.													
News (I) (J) (98-5)	1,509	.025	...	F. D. Hart	G. E. Ledson	G. E. Ledson	Kathryn Burch		G. E. Ledson		C. J. Bailey		C. H. Chandler[1]
OWENSBORO, 21,055.													
Inquirer (m) (D) (none)	4,715	.025	.018	Lawrence W. Hager	Lawrence W. Hager.	Lawrence W. Hager.	Thos. R. Higgins	W. B. Hager	W. B. Hager	Gordon A. Yancey	Jerome Conrey	Rex Hert	M. R. Smith
Sunday edition	4,970												
†Messenger (m) (D) (9)	6,540	.03	.03	Messenger Pub. Co., Inc.	Urey Woodson	James M. Pendleton			Geo. M. Fuqua	L. E. Cummings	V. J. Greenwell	John K. Ditto	Ernest Vogel
Sunday edition	6,588												
PADUCAH, 24,735.													
†News-Democrat (m) (D) (70)	6,701	.03	.021	Geo. H. Goodman	Geo. H. Goodman	O. H. Schultheis		Geo. H. Goodman	W. B. Balthasor	W. H. Lackey	F. C. Russell		W. M. Smoot
Sunday edition	7,335												
Sun (I) (1)	7,020	.03	.03	Sun Pub. Co.	Edwin J. Paxton	Elliott C. Mitchell		Edwin J. Paxton	Jos. L. Roth	Edwin H. Mammen	C. M. Givens	K. O. Grassham	
RICHMOND, 5,622.													
Register (D) (J) (4)	3,250	.025	.025	S. M. Saufley	S. M. Saufley	S. M. Saufley	S. M. Saufley	S. M. Saufley	S. M. Saufley	E. T. Wiggins	Mrs. T. T. Covington.	E. T. Wiggins	Howard Payuter; Willis Noores[1]
WINCHESTER, 7,866.													
Sun (D) (J) (none)	4,660	.021	.021	C. C. Robbins	C. C. Robbins	C. R. Bush	C. C. Robbins	C. C. Robbins	C. C. Robbins	C. C. Robbins	Katherine Albert	Katherine Albert	O. B. Tolin[2]

LOUISIANA

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
ALEXANDRIA, 17,510.													
Town Talk (D) (J) (135-71)	4,820	.03	.025	H. M. Huie	R. C. Jarreau	R. C. Jarreau	H. M. Huie	H. M. Huie	R. L. Wilson				Geo. H. Dale; J. R. Senseney[1]
BATON ROUGE, 21,782.													
State-Times (D) (135-71)	5,450	.025	...	Chas. P. Manship	Chas. P. Manship	J. B. Odgen	C. P. Liter	Chas. P. Manship					
CROWLEY, 6,108.													
Signal (none)	900	.014	...	Signal Publishing Co.	W. W. Duson, Jr.								
JENNINGS, 3,824.													
Times-Record (D) (J) (4)	437	.014	.014	Record Pub. Co., Ltd	N. L. Miller	N. L. Miller	Genevieve Clark	N. L. Miller	N. L. Miller	N. L. Miller	N. L. Miller	Genevieve Clark	N. Lloyd Miller, Jr.[2]
LAFAYETTE, 7,855.													
Advertiser (D) (J) (130)	1,460	.015	.015	Advertiser-Gazette Co., Inc.	Thomas M. Callahan	William F. Candler	William F. Candler	Thomas M. Callahan	Scranton Mouton	Scranton Mouton	J. C. Hoffpauir	Ethel Cushman	O. A. Fournet[2]
LAKE CHARLES, 13,088.													
American Press (135-71)	3,546	.025	...	American Press Co. (Ltd.)	Frank A. Smith								
MONROE, 12,675.													
News-Star (D) (J) (135-71)	2,851	.025	.025	News-Star Pub. Co.	A. G. Cook	J. W. Smith	Dutch Campbell	J. W. Smith	J. W. Smith & C. E. Faulk	J. W. Worthington	C. E. Faulk		
NEW ORLEANS, 387,219.													
Item (m) (I-D) (J) (E) (22)	65,168	.15	.09	James M. Thomson	Marshall Ballard	Clark Salmon	Don Higgins	A. G. Newmyer	A. G. Newmyer	Bowden Caldwell	Paul J. Thomson	L. R. Jalnak	Paul J. Thomson[2]
Sunday edition	100,212	.18	.12										
States (m) (D) (E) (8)	47,921	.12	.18	Robt. Ewing	J. Walker Ross	J. Walker Ross	James Crown	M. Beyersdorfer	Jas. L. Ewing	Chas. Goeringer	P. K. Ewing	Wm. Fredericks	
Sunday edition	61,933	.15	.19										
†Times-Picayune (m) (I-D) (E) *S (36-12)	73,275	.15	.13	Times-Picayune Pub. Co.	H. E. Wright	L. K. Nicholson	John F. Tims, Jr.	L. F. Blackburn	A. H. Baker	A. J. Combe			
Sunday edition	97,770	.18	.16										
RUSTON, 3,389.													
Leader (none) (d)	....	.007	...	Savery M. Lewis	Savery M. Lewis								
SHREVEPORT, 43,874.													
Journal (D) (J) (70)	13,284 x	.04	.045	Journal Pub. Co.	D. G. Frantz	D. G. Frantz	Otis Harris	Douglas Attaway	W. A. Barfield	Joe Herscher	T. S. Sessums	Mrs. Gene Unmuth	S. B. Harper[2]
†Times (m) (D) (8-19)	29,072	.07	...	Robert Ewing	Albert Witt	L. C. Lynn	John D. Ewing	L. A. Mailhes	Ward Delaney	Michael Cohen	L. E. Keith		
Sunday edition	42,940	.09	...										

MAINE

AUGUSTA, 14,114.													
†Kennebec Journal (R) (J) (111-60)	10,041	.04	.04	Kennebec Journal Co.	John V. Lane	John V. Lane	Donald Q. Burleigh	Charles F. Flynt	Charles F. Flynt	Lester M. Hart	Leigh D. Flynt	Harry E. Farnham	Frank I. Clark; R. C. Tobey[1]
BANGOR, 25,978.													
Commercial (I) (J) (90)	14,703	.04	.04	J. P. Bass Pub. Co.	A. E. Bass	O. L. Hall	F. L. Bass	M. R. Harrigan	M. R. Harrigan	M. R. Harrigan			
†News (R) (106-107)	20,558	.045	...	Bangor Pub. Co.	J. Norman Towle	J. Norman Towle	Lawrence T. Smyth		Walter B. Reed				
BATH, 14,731.													
Times (90) (d)	2,501	.013	...	Times Co.	Harry C. Webber								
BIDDEFORD, 18,008.													
Journal (R) (J) (90)	4,831	.015	.015	Journal Pub. Corp.	R. F. Wormwood	R. F. Wormwood	M. J. Twomey	William G. Kilner	William G. Kilner	George W. Bridgman	George W. Bridgman		William H. Harmon; C. C. Burrell[1]
Record (D) (none) (d)	2,714	.012	.012	John W. Robinson	John W. Robinson	John W. Robinson	John W. Robinson	C. A. Sutherland					
LEWISTON, 31,791.													
Journal (111)	12,055 x	.04	...	Lewiston Journal Co.	A. G. Staples								
†Sun (I) (90)	14,489 x	.04	.035	Lewiston Daily Sun, Inc.	Geo. W. Wood	Geo. W. Wood	N. W. Benner						
PORTLAND, 69,272.													
Express (R) (E) (90)	26,294	.07	.057	Evening Express Pub. Co	A. O. Elden; T. J. Flaherty	A. O. Elden	F. E. Philips	Wm. H. Dow	Wm. H. Dow	F. H. Drinkwater	L. F. Wallace	E. F. Stoneham	A. L. Merrill
Sunday Telegram edition (I)	28,658												
†Press-Herald (I) (110)	21,663	.07	.06	Independent Pub. Co.	Harry M. Bigelow	Randolph Marshall	N. T. Gordon	E. C. Bowler	E. C. Bowler	Harold O'Kiefe	E. C. Bowler, Jr.	Harold O'Kiefe	Frank K. Barnes
WATERVILLE, 13,351.													
†Sentinel (J) (110)	5,886	.025	.025	Waterville Sentinel Pub. Co.	Frank W. Manson	Frank W. Manson	H. B. Teague	Frank W. Manson	Caleb A. Lewis	Caleb A. Lewis	Caleb A. Lewis	Caleb A. Lewis	Caleb A. Lewis; E. R. Barton[1]

MARYLAND

ANNAPOLIS, 11,214.													
Capital (D) (J) (4)	2,400	.014	.014	Ridgely P. Melvin	Ridgely P. Melvin	Gordon Riggin	Gordon Riggin	R. P. Melvin	Burleigh C. Fooks	Burleigh C. Fooks	John B. Moore	B. C. Fooks[1]	
BALTIMORE, 733,826.													
†American (m) (I) (E) *S (30-84)	60,888 x	.30	.08	Frank A. Munsey	Chas. M. Harwood	Arthur G. Turner	J. A. Morrow; Richard D. Stuart	Stuart Olivier	Herbert Wyle	Frank D. Webb	Paul O. Sergent	Gilbert N. Gundersen.	
News (I) (E) (e) (30-84)	111,675 x		.15										
Sunday American	96,671 x	.35	.15										
Sunday Evening News	83,439 x		.15										
†Sun (m) (I) (E) *S (143-104)	119,106 x	.35	.27	The A. S. Abell Co.	J. H. Adams	Stanley Reynolds; J. Edwin Murphy	David Gibson; E. A. Fitzpatrick	Paul Patterson	Wm. F. Schmick	J. Thomas Lyons	Charles O. Reville	Henry Moehlman	C. D. Warfield
Evening Sun	110,389 x												
Sunday edition	157,412 x	.35	.27										
Post (I) (3)	Est. Dec. '22	...	...	Scripps-Howard Pub. Co.	Harold D. Jacobs	John Gleissner	Martin J. Porter	W. H. Dodge	J. C. Flagg	Franklyn O. Shroeder	T. P. O'Conner		
Times (67)	Est. Nov. '22	.20	...	Arthur C. Montell	C. M. Clark		P. L. Trussell		Emanuel Baum	Emanuel Baum	Nickolas Tavanaugh		
CAMBRIDGE, 7,467.													
Banner (I-D) (none)	1,250	.008	.008	Webb & Webb	P. Watson Webb	P. Watson Webb	P. Watson Webb	P. Watson Webb	P. W. Webb	L. D. Ransone		Marion Hart	
CUMBERLAND, 29,837.													
Times (D) (J) (67)	11,445	.04	...	Times & Alleganian Co.	Joseph B. Finan	Joseph B. Finan	Frank Z. Carl	Joseph B. Finan	Joseph B. Finan	W. J. Wilkinson	J. K. Mooney	W. J. Wilkinson	J. W. Wickard[1]
†News (41)	6,359	.03	...	Daily News Pub. Co.	W. W. Brown								
FREDERICK, 11,066.													
News (I) (J) (123)	3,651	.03	.018	Great Southern Ptg. Co.			August T. Brust; J. L. C. Sunday	R. E. Delaplaine	W. T. Delaplaine	Wm. T. Delaplaine	Robt. H. Baer; Miss Helen Kron	W. S. Bennett	T. A. Whitmore[1]
†Post (I) (J) (123)	2,851												
HAGERSTOWN, 28,066.													
Globe (I) (J) (none)	2,524	.018	...	Globe Pub. Co.	Leonard D. Emmett	Leonard D. Emmett		Leonard D. Emmett					
†Herald (R) (J) (76)	3,971	.05	.037	Herald Pub. Co.				C. E. Whipple					
Mail (D) (J) (76)	5,823												

MASSACHUSETTS

AMESBURY, 10,036.													
News (I-R) (J) (4) (d)	2,300	.018	...	Amesbury Pub. Co.	Edwin J. Graves	Edwin J. Graves		Frank F. Perry	Thomas F. Coffin	Thomas F. Coffin	Thomas F. Coffin		Ernest Coffin[2]

Explanation: **Dagger (†)** indicates morning newspapers. **(m)** indicates **Sunday morning edition**; (e) indicates Sunday evening edition. **(I)** politically independent; **(R)** Republican; **(D)** Democratic; (Soc.) Socialist; **(I-R)** Independent Republican; **(I-D)** Independent-Democratic. **(J)** operate job printing plants. **(E)** operate own engraving plant. * indicates rotogravure section, letter following indicates day of issue as **S for Sunday, M for Monday, Tu** for Tuesday, W for Wednesday, **Th for Thursday, F** for **Friday, Sat for Saturday. Mo** for monthly. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mats. (t) do not use plates. Boldface circulation figures are A. B. C. net paid, six months statement ending September 30, 1922; **X** indicates three month statement ending September 30, 1922; **Y** indicates three months' A. B. C. statement ending June 30, 1922; W indicates A. B. C. audit of September 30, 1922. All other circulation figures are Government statements for six months ending September 30, 1922. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are shown by brackets. In last column superior figure [1] following name indicates superintendent of job department only; superior figure [2], superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. All quoted advertising rates are per agate line; where only one rate is quoted and no bracket appears it applies to each issue separately.

MASSACHUSETTS—Continued

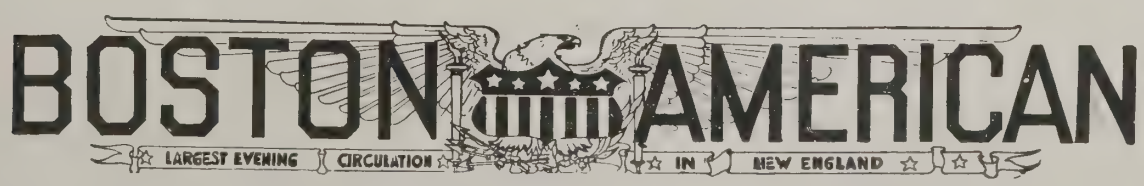
City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
ATTLEBORO, 19,731.													
Sun (R) (J) (90)	4,805 x	.018	.021	Sun Publishing Co.	Chas. C. Cain, Jr.	J. H. Vallette	Chas. R. Manchester	J. H. Vallette	J. H. Vallette	H. A. Millard	G. Benard	H. A. Millard	A. A. Penney; Robert F. Belcher[1]
BEVERLY, 22,561.													
Times (R) (106-107)	5,056	.036	...	Thomas Leavitt	Thomas Leavitt	Thomas Leavitt							
BOSTON, 748,060.													
†Advertiser (m) (I) (31-140-65)	82,433	.30	...	Northeastern Pub. Co.	T. V. Ranck	J. W. Reardon; T. V. Ranck	W. L. Dougherty	Kendall B. Cressey	Kendall B. Cressey	Ray C. Mills	J. W. Kenney	J. E. McMahon	
Sunday edition	424,104	.60	...					Kendall B. Cressey	Kendall B. Cressey	M. C. Priest	J. W. Kenney	J. E. McMahon	
American (J) (E) (112-116-16)	233,391	.50	...	Edward A. Westfall		Walter E. Howey	A. L. Southwick			C. H. Tobey	M. S. Lunn	Lawrence Hutchinson	
Christian Science Monitor (J) (31D)	53,399	.50	.30	Christian Science Pub. Society	Willis J. Abbot	Charles M. Stow	Paul S. Deland		Charles E. Jarvis	Norman S. Rose	George Warren Furbeck		George I. Fiske; E. W. Estabrook[1]
†Globe (m)	115,806	.45	...	Chas. H. Taylor; W. O. Taylor			W. D. Sullivan			Edward Dunbar	Walter Hartwell	Wm. Carberry	
Evening edition	158,801												
Sunday edition	321,871	.55	...										
†Herald-Traveler (m) (I-R) (J) (E)	114,835	.28	.28	R. L. O'Brien	R. L. O'Brien	H. W. Buxton and Harold Wheeler		E. W. Preston	E. W. Preston	T. J. Moynahan, Jr.	J. J. Reilly		F. W. Paishley; H. Fletcher[1]
*S (85-107)	117,802	.28	.28										
Sunday edition	112,380	.20	.20										
†News Bureau (141)	10,997	.25	...	C. W. Barron	C. W. Barron	H. M. Cole		Guy Bancroft	Guy Bancroft	T. F. Lyons			J. H. Kelly
Evening edition													
†Post (m) (72-12)	376,240	.60	...	Edwin A. Grozier; Richard Grozier	Edwin A. Grozier	C. B. Carberry	E. J. Dunn	W. A. Grozier	A. H. Marchant	E. J. Maguire			
Sunday edition	373,945	.55	...										
Telegram (9)	147,030	.20	...	Frederick W. Enwright			Norton Pratt	Ralph Keller	K. J. Nixon	Geo. Desmond	Nathan Teehan		
Transcript (I-R) (48-12)	33,336	.20	.20	Boston Transcript Co.	G. S. Mandell	J. T. Williams, Jr.	Frank Bowker	L. M. Hammond	W. F. Rogen	L. M. Hammond, Jr.	J. A. Currier		F. O. Young and C. E. Phinney
Saturday edition	50,940	.30	.30										
BROCKTON, 66,138.													
Enterprise (I) (none)	21,219	.065	.065	Enterprise Pub. Co.	L. E. Rich	S. H. Rich	S. P. Dalton	A. H. Fuller	C. L. Fuller	J. A. Hancock	F. A. Middleton		W. W. Adams
Times (70)	8,912	.045	...	Brockton Times Pub. Co.	Wm. R. Buchanan								
CHELSEA, 43,184.													
Record (I) (none) (d)	2,650	.018	.018	Samuel H. Robie	Samuel H. Robie	Samuel H. Robie	Samuel H. Robie	Samuel H. Robie	Samuel H. Robie	Gladys G. Mills	P. H. Carroll		
CLINTON, 12,979.													
Item (90)	2,705	.013	...	W. J. Coulter	W. J. Coulter								
FALL RIVER, 120,485.													
Globe (D) (E) (90)	7,136	.025	...	Globe Pub. Co.	Thomas MacDonald	Thomas MacDonald	Carlton Reynolds	Henry F. Nickerson	Ernest D. Lough	Wilfred Hamel	James Meadowcroft		Albert Prince
Herald (I) (E) (106-107)	13,405	.035	.035	Herald Pub. Co.	E. D. Toohill	E. J. Leary	Edw. Gans		J. P. Riley	A. F. Boyle			
News (70)	6,020	.02	...	Almy & Milne	J. D. Milne								
FITCHBURG, 41,013.													
Sentinel (I-R) (J) (90)	10,660	.035	.029	Sentinel Printing Co.	George H. Godbeer	George H. Godbeer	Dennis T. Mulcahy		Frank C. Hoyt	F. B. Cressy	E. G. Wellington	E. G. Wellington	William R. Rankin; Frank C. Hoyt[1]
FRAMINGHAM, 17,033.													
News (I-R) (106-107) (d)	4,270	.036	.036	News Publishing Co.	C. J. McPherson	R. F. Duvey	R. F. Duvey		A. C. Benson	A. C. Benson	A. C. Benson		
GARDNER, 16,971.													
News (I) (none)	3,915	.024	.021	Walter E. Hubbard	Walter E. Hubbard			S. W. Rogers	S. W. Rogers	S. W. Rogers	C. R. Carlson		W. C. Lamoureux
GLOUCESTER, 22,947.													
Times (I-R) (J) (106-107)	6,802	.025	...	Gloucester Times Co.	Fred E. Smith			John A. Radcliffe	William A. Proctor	William A. Proctor	Wm. A. Murphy	Wallace A. Parsons	Wm. Bishop[1]
GREENFIELD, 15,462.													
Recorder (I) (J) (90)	3,025	.035	...	Greenfield Recorder Co.	John W. Haigis	John W. Haigis	Wm. P. Gorey	John W. Haigis	John W. Haigis	B. M. Young	E. J. McHugh	B. Z. Stebbins	James Hannah; John Strehle[1]
HAVERHILL, 53,884.													
Gazette (I-R) (90)	15,258	.04	...	Haverhill Gazette Co.	G. B. Houston	Robt. L. Wright	W. W. Heath	Robt. L. Wright	James C. Moran	F. B. Fuller	Joseph Ferati		
Record (Sunday only) (R) (J) (none)	12,898	.05	.04	Record Pub. Co.	Lewis R. Hovey	Lewis R. Hovey	Ray L. Horsch	Lewis R. Hovey	Lewis R. Hovey	N. W. Beane	W. R. Rich	N. W. Beane	C. N. Pingree[2]
HOLYOKE, 60,203.													
Telegram (21)	9,945	.03	...	Dillon Printing Co.	Thomas A. Dillon								
Transcript (I) (90-71)	12,958	.04	.036	Holyoke Trans., Inc.	William G. Dwight	Arthur Ryan	Michael O'Connor	Arthur Ryan	Arthur Ryan	Catherine T. Moriarty	Arthur Ryan	Catherine T. Moriarty	Louis Hughes
HUDSON, 7,607.													
Sun (106-107)	1,800	.018	.018	Enterprise Press, Inc.	W. A. Pierson	D. S. Lucier		D. S. Lucier	H. W. Foster	H. W. Foster	F. Buckley	H. W. Foster	
LAWRENCE, 94,270.													
†Eagle (D) (J) *Sat. (21)	1,958	.06	.06	Hildreth & Rogers Co.	Geo. A. Mellen	J. A. O'Hearn & T. D. Mann	A. H. Rogers		C. T. Schuler	Frank Brailsford	David Kimel	John Rogan[1]	
Tribune (see Eagle)	15,650												
Sun-American (none) (m)		.065	...	Sun-American Pub. Co.									
Telegram (90)	7,656	.03	...	Kimball G. Colby	Kimball G. Colby								
LEOMINSTER, 19,744.													
Enterprise (R) (90)	3,770	.017	...	Leominster Enterprise Co.	Nathan H. Gist	Nathan H. Gist		Walter N. Howe	Walter N. Howe	Walter N. Howe			
LOWELL, 112,759.													
†Courier-Citizen (21)	16,259	.06	.06	Courier Citizen News Co.	Philip S. Mordin; Sidney R. Fleet	A. L. MacKinnon; A. L. MacKinnon	C. C. Macdonald; Willis Beane	Harry R. Rice	Wm. G. Spence	S. F. Whipple	Harry Stacks	A. E. Holdsworth	A. E. Holdsworth
Leader (21)	4,376							Harry R. Rice	Wm. G. Spence	S. F. Whipple	A. E. Holdsworth	A. E. Holdsworth	
Sun (90)	19,127	.05	...	John H. Harrington	Edward J. Gallagher								
Telegram (Sunday only) (I) (37-129-5)	17,862	.045	.045	B. S. Pouzzner	John A. Lamberton	John A. Lamberton		B. S. Pouzzner	Thomas R. Atkinson	B. S. Pouzzner	Philip Johnson	James J. Cronin	
LYNN, 99,148.													
Item (R) (90)	16,132	.04	.04	Hastings & Sons, Pub. Co.	Harold D. Valpey	Harold D. Valpey	Albert A. Pashby	Charles H. Hastings	Charles H. Hastings	Charles H. Hastings	Charles H. Hastings	Charles H. Hastings	Everet E. Condon
Telegram-News (m) (D) (9)		.05	.04	Frederick W. Enwright		Edw. C. McAdams	Clarence L. Moody		Eugene L. Flynn	Wm. E. Buckingham	George Desmond	John E. Lynch	Fred H. Twomey
Sunday edition	3,272												
MALDEN, 49,103.													
News (I-R) (none) (d)	8,344	.03	...	Malden Evening News, Inc.	F. G. Bayrd			D. P. Rossiter					Geo. Paquet
MARLBORO, 15,028.	17,133												
Enterprise (R) (106-107)	17,270	.021	.021	Dustin S. Lucier	Dustin S. Lucier	Dustin S. Lucier	Robert Wilcox			Oscar Zettler	Raymond Kelly	Richard Kelley	John Lahey
MELROSE, 18,204.													
News (R) (none) (d)	1,800	.02	.02	F. A. Boyrd	Samuel Sayward	Samuel Sayward	Samuel Sayward	Samuel Sayward	Samuel Sayward	Samuel Sayward	M. A. Kenah	M. A. Kenah	G. Pacquer
MILFORD, 13,471.													
News (106-107) (d)	4,600	.014	...	Milford Daily News Co.	William D. Leahy								
NEW BEDFORD, 121,217.													
†Mercury (I) (E) (none)	6,795	.08	.063	Mercury Pub. Co.	Zephaniah W. Pease	Zephaniah W. Pease	Zephaniah W. Pease	Benjamin H. Anthony	Arthur G. Luce	James T. Murray	Arthur G. Luce	Theobald M. Healy	Charles H. Vinal
Standard (R) (m) (E) (none)	24,689			E. Anthony & Sons, Inc.	Cooper Gaw	George A. Hough	Geo. A. Hough, Jr.	Benjamin H. Anthony	James T. Murray	James T. Murray	Austin B. Crosher	Theobald M. Healy	Charles H. Vinal
Sunday edition	25,001	.08	.063										
Times (m) (I) (80-129)	5,076	.018	.018	Wm. J. Glasgow, Jr.	Wm. J. Glasgow, Jr.	Albert H. Hoeckley	Gardner T. Hart	Wm. J. Glasgow, Jr.	Jas. H. C. Marston	Jas. H. C. Marston	Fred'k H. Wilmot		Jack Yuille
Sunday edition	5,076												
NEWBURYPORT, 15,618.													
News & Herald (106-107)	5,328 x	.02	...	News Publishing Co.	Fred E. Smith								
NORTH ADAMS, 22,282.													
Herald (I) (113)	3,218	.03	.036	Thomas A. Haggerty	Thomas A. Haggerty	Thomas A. Haggerty	Harry Quackenbush	Thomas A. Haggerty	Thomas A. Haggerty	Burt Gibson	Ann Haggerty	Burt Gibson	
Transcript (90)	9,038	.03	...	A. W. Hardman	A. W. Hardman								
NORTH ATTLEBORO, 9,238.													
Chronicle (R) (J) (none)	1,765	.01	.018	N. Attleboro Chronicle Co.	Joseph W. Martin, Jr.	Joseph W. Martin, Jr.		Joseph W. Martin	Chas. F. Martin	Chas. F. Martin	C. E. Stewart	Chas. F. Martin	Elmer Stewart; William Brackett[1]

Looking Back Through The Book of the Year

WE FIND many pleasant pages relating to the progress of this newspaper. There were substantial gains in both local and national advertising, such gains relating largely to the highest grades of merchandise. The American's gain in financial advertising was 37% for the year, in automobiles 50%. Here, again, the highest grades of advertising were represented.

All this, however, was to have been expected. The American has decidedly the largest three-cent circulation in New England, going into the best of family and business circles. Local shops have learned that it pays best to advertise their best merchandise in this best Boston newspaper.

National advertisers will be wise to do likewise.



80 SUMMER ST., BOSTON 8, MASS.

MR. C. I. PUTNAM, 2 COLUMBUS CIRCLE, NEW YORK CITY
MR. J. F. FITZPATRICK, 504 HEARST BUILDING, CHICAGO
MR. ARTHUR BOOTH, 53 SUTTER STREET, SAN FRANCISCO

RETAIL BUSINESS SHOWS HEALTHY CONDITION

LUMBER SHIPMENT SPOKANE CATTLE IN OMELAN TATE POTATO DISPLAY INVESTORS SNAP BUMPER CROP
RECORD BROKEN RECEIPTS FIRST PAY $244,000 BEST ON RECORD UP LOCAL BONDS FOR MON

SPOKANE 1873-1923 GOLDEN ANNIVERSARY

1921 BEAT 1920 - 19

GOOD BUSINESS FO SPOKANE COUNTR



SPOKANE COUNTRY WHEAT
—Ready for shipment
Yields annually 1-11th Nation's total crop

Spokane and Its Territory

—50 Years *of* Remarkable Progress!

JUST 50 years ago an Indian trading post was established at Spokane Falls, as it was then called. Four years later the Nez Perce Indian uprising caused the few white settlers to flee for their lives. By 1880, however, the population was 500, but Indian tepees were still on all sides. For the few settlers in the vast outlying country pack horses and prairie schooners furnished the only means of transportation to the trading post.

In 1889, with a population of approximately 11,500, the town was almost completely destroyed by fire. However, it grew rapidly during the following years, both in population and importance as a trading center.

In place of the pine shacks and tepees, modern buildings were constructed until now we find a prosperous city of substantial, imposing structures as indicated by the view below of the busy, hustling Spokane of today

A vast net-work of railways and improved highways have obliterated the trails over which the early day commerce was transported. 360 hustling cities and towns have sprung up within a 200-mile radius of Spokane.

Spokane is now the hub of more railroad mileage than any point West of Omaha, and the logical distributing center of one of America's richest and most prosperous markets. 6 transcontinental railways converge at, and 12 branch and local railways radiate from Spokane and intimately connect it with its rich surrounding territory. How closely this connection is appears from the fact that there are 118 passenger trains and 56 freight trains arriving or departing from Spokane railway stations every day.

As a distributing center, Spokane's growth was retarded prior to the readjustment of freight rates in 1918. Its wholesale business has jumped from $50,000,000 to more than $180,000,000 annually within the last fou years, and with the recent decision of the Interstate Commerce Commission, which put an end to discrimination in favor of Coast cities, Spokane's importance as a distributing center is permanently established.

The 1922 yield of new wealth in the field so thoroughly covered by THE SPOKESMAN-REVIEW amounts to over $400,000,000, or more than $2,000 for each and every home.

HIGH STANDARD OF LIVING—RESPONSIVE: The Spokane Country consumers demand and will pay for good quality. They are receptive to new products, new ideas. No section of the United States is more responsive to advertising based on sound merchandising.



SPOKANE COUNTRY DAIRY CATTLE
Spokane important livestock and dairying center.

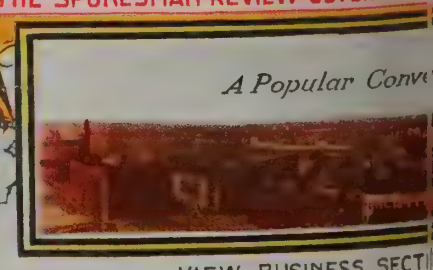


ONE OF 800 SAWMILLS IN THE SPOKANE COUNTRY
1922 shipments over $45,000,000 — Beating 1921 by 50%



FIRST VIEW OF SPOKANE 1880
POPULATION 500—NO RAILROADS

THE SPOKESMAN-REVIEW COVERS THI



A Popular Conve

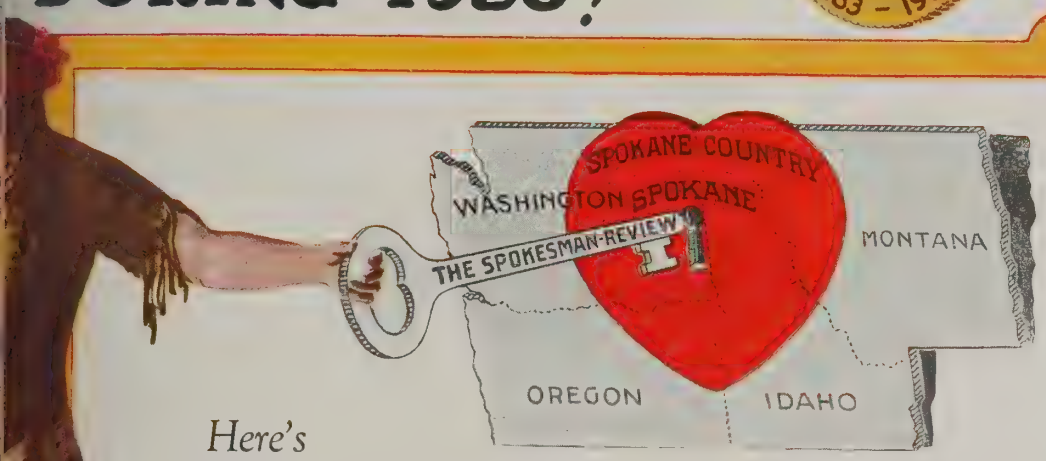
VIEW BUSINESS SECTI

G RECORD SINCE 1913 — EAST GOBBLES UP WESTERN APPLES — SPOKANE WINS FIRST PRIZE — SPEND $1,000,000 TO BOOST WEST — POULTRY SHOW TO SET RECORD — SPOKANE NASH LEADS IN SALES — APPLES AND LIVE STOCK LURE KERMIT ROOSEVELT

3OTH-THIS MEANS

D-GETTERS IN THE DURING 1923!

SPOKESMAN-REVIEW 40th YEAR 1883 - 1923





SPOKANE COUNTRY YIELDS 1-7th NATION'S APPLES

Spokane Valley apples awarded first prize 1922 Pacific Northwest Apple Show.



SPOKANE COUNTRY SHEEP

Washington, Oregon, Idaho and Montana's wool clip amounts to 1-5th the Nation's total production.

Here's

Your Key to the Buying Power *of* The Prosperous Spokane Country

—Heart of the Pacific Northwest!

THE 1922 revenue from the Spokane Country farms and orchards alone (heart and richest agricultural section of the four states indicated above) approximated $275,000,000 The Spokane Country now yields 1/11th the Nation's wheat; 1/7th of its boxed apples, and contributes heavily to the Nation's production of other cereals and fruits, together with large yields of potatoes, poultry, dairy products, cattle, swine and sheep.

The 800 sawmills of the Spokane Country shipped during 1922 more than $45,000,000 worth of lumber—beating 1921 by over 50%

The 200 mines of the Spokane Country, during 1922 showed 35% gain in production over 1921, while metal prices generally were better. Significant, because this territory yields 40% of the Nation's lead, 30% of its silver and copper; 12% of its gold, and 9% of its zinc

Just 10 years after the first trading post, THE SPOKESMAN-REVIEW was established, and for 40 years it has taken an active part in the development of Spokane and its territory.

FIRST of all a NEWSpaper, growing up with its field, enjoying the confidence of its readers to an unusual degree; these considerations, combined with its sweeping circulation of the quality kind, make THE SPOKESMAN-REVIEW (Daily, Sunday and Twice-a-Week) THE KEY TO THE BUYING POWER of this prosperous Spokane Country market—Heart of the Pacific Northwest.

As evidence that national advertisers and agencies are recognizing the exceptional opportunities offered in this field, they placed 15.9% more business with THE SPOKESMAN-REVIEW during the first six months of 1922 than for the same period of 1921, while the increase for the five months period—July to November inclusive—**beat 1921 by 36%.**

This year, the Golden Anniversary of Spokane as a trading center, offers exceptional opportunities to introduce new products and intensify sales efforts in this market. Good business is assured Go-Getters, and your distribution and avertising may be made to closely coincide throughout this field through THE SPOKESMAN-REVIEW, Daily, Sunday and Twice-a-Week

Wire, write Merchandising Dept., or see Representatives for Special Market Information

THE SPOKESMAN-REVIEW

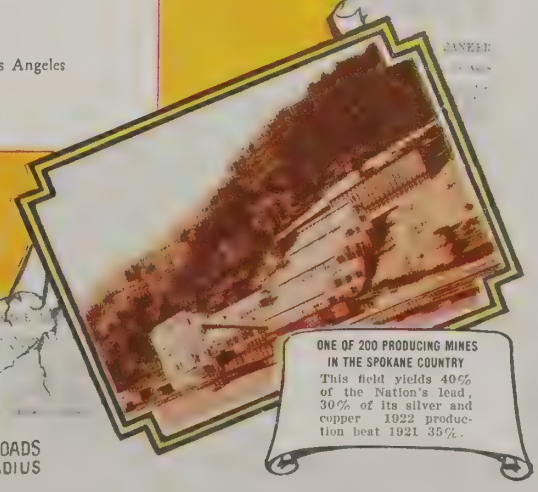
COVERS SPOKANE AND PROSPEROUS SPOKANE COUNTRY LIKE THE SUNSHINE

REPRESENTATIVES—

Wm J Morton Company, New York and Chicago — R. J. Bidwell Company, San Francisco and Los Angeles

COWLES PUBLISHING COMPANY, SPOKANE

Publishers THE SPOKESMAN-REVIEW, Daily, Sunday and Twice-A-Week
THE WASHINGTON FARMER, OREGON FARMER, IDAHO FARMER



ONE OF 200 PRODUCING MINES IN THE SPOKANE COUNTRY

This field yields 40% of the Nation's lead, 30% of its silver and copper 1922 production beat 1921 35%.

ROUS SPOKANE COUNTRY LIKE THE SUNSHINE



P. C. A. C. A. Convention—1923

SY, HUSTLING SPOKANE OF TODAY



6 TRANSCONTINENTAL AND 12 BRANCH RAILROADS SERVE SPOKANE—360 TOWNS-200 MILES RADIUS

By These Facts You Can Pick Your Indianapolis Newspaper

When you buy space you buy circulation The circulation of The Indianapolis News is the largest daily circulation in Indiana, and among the largest three-cent evening circulations in America. The per cent. coverage is very high, reaching as it does practically every worth while family in Indianapolis. More than 95% of The News' circulation is home delivered. It is universally acknowledged that The News commands a reader interest second to no other paper.

You want to know proved power of results Year after year The Indianapolis News has carried practically the same volume of advertising—local, foreign, and classified—as both other Indianapolis papers combined (6 against 13 issues a week), after rejecting thousands of lines of available copy. This could not be unless The News delivered *results*. Your proof of results is in the successful experience of the many advertisers who have used The News exclusively or as the preferred medium for so many years. The dominance of The News in volume of advertising carried proves the value of its columns in *results*.

You buy, too, the prestige of the medium For fifty-three years The News has been a great *news*paper. Always it has been ranked editorially with the greatest American newspapers. It commands a reader loyalty and a reader confidence born of its half century of keeping faith with its readers. The editorial and advertising columns of The News are clean. The News rejects annually from 500,000 to a million lines of advertising which are available, and which usually run in other Indianapolis papers.

You want to know local advertisers' opinions Local advertisers know all about a newspaper. Their endorsement when not predicated upon low rate, is a clear guide to the value of a medium. There is but fifteen per cent difference between the local and national rates of The News, yet Indianapolis department stores use more space in The News (6 issues a week) than in both other Indianapolis papers (13 issues a week). In practically every other classification the News leads both other papers *combined*. It leads in Classified.

The merchandising department of The News has accurate data on every successful selling and advertising campaign in the Indianapolis Radius in the last five years. This information is available to interested advertisers and agencies. The specific data The News has collected on this great Indianapolis Radius Market will help you plan your campaign for the greatest results at the lowest cost. Make use of the service of the merchandising department.

The Indianapolis News

Frank T. Carroll, Advertising Manager

New York Office
DAN A. CARROLL
150 Nassau St.

Chicago Office
J. E. LUTZ
The Tower Bldg.

Write for your copy of the 1923 Indianapolis Radius Book.

Hampshire Gazette (R) (none)	6,208	.023	.02	H. S. Gere & Sons, Inc.	Collins H. Gere	Edward C. Gere	Joseph M. Lyman	Harriet W. De Rose	Harriet W. De Rose	Harriet W. De Rose	Agnes F. Malley	Agnes F. Malley — Thos. F. Flynn
PITTSFIELD, 41,751.												
Eagle (I-R) (none)	15,901	.035	.03	K. B. Miller	K. B. Miller	D. J. Haylon	Clarence Crandall	K. B. Miller	K. B. Miller	Frank W. Couch	George Fisher	LeRoy Powell
QUINCY, 47,876.												
Patriot-Ledger (J) (none)	5,765	.036	.036	Geo. W. Prescott Pub. Co., Inc.	George T. Magee	Everett B. Harvey		Everett B. Harvey	Newton Leitch	Everett B. Harvey	B. L. Smith	R. C. Low / A. L. Prescott[1]
Telegram (32)	2,238	.018	...	W. G. Spargo	J. D. Smith			W. G. Spargo				
SALEM, 42,529.												
News (I-R) (90)	19,942 x	.07	.071	Salem News Pub. Co.			Willard B. Porter	Harry E. Flint	Harry E. Flint	Harry E. Flint	Willis S. Perry	Harry E. Flint — John B. Tivnan
SPRINGFIELD, 129,563.												
News (see Republican)	47,592	.15	.15	Richard Hooker	Waldo L. Cook	Howard K. Regal	Archer P. Gifford	Sherman F. Bowles	Arthur H. Yunker	James E. Welch	Raymond H. Beach	R. J. Ford — Louis M. Blaisdell
†Republican (m) (I) *S (72-120) ...	24,068											
Sunday edition	25,913	.075	...									
†Union (m) (I-R) (87) (Even'g edit.)	40,312 / 32,240	.15 / .10	.15 / ...	John D. Plummer	Maurice S. Sherman	Maurice Dickey	Arthur B. Stocker	G. M. Peterson	Henry N. Bowman	H. Frederick King	John Nolan	Francis Jackson — Carl Withe
Sunday edition	33,239											
STONEHAM, 7,873.												
Enterprise (R) (J) (4) (d)	400	.018	.018	John S. Lewis	John S. Lewis	John S. Lewis	John S. Lewis	John S. Lewis	John S. Lewis	John S. Lewis	John S. Lewis	John S. Lewis — John S. Lewis[2]
TAUNTON, 37,137.												
Gazette (I-R) (90)	8,122 x	.03	.025	William Reed & Sons, Co.	George D. Guthrie	William H. Reed	Clifford L. King	William H. Reed	Frederick E. Johnson	Frederick E. Johnson	Robt. W. MacGlashing	George D. Guthrie
WAKEFIELD, 13,025.												
Item (I) (J) (d) (none)	2,588	.011	.015	Harris M. Dolbeare	Harris M. Dolbeare	Gardner E. Campbell		Gardner E. Campbell	Gardner E. Campbell	Gardner E. Campbell	Mary L. Hurley	L. Belle Woodward — Paul W. Mortimer[2]
WALTHAM, 30,915.												
Free Press-Tribune (none)	4,150	.018	...	Waltham Pub. Co.	A. Starbuck							
News (R) (J) (98)	4,350	.018	...	C. A. Pierce & Co., Inc.	Charles W. Pierce	Edwin A. Lowe		Charles W. Pierce		Herman A. Hoelscher		Fred J. Reck / F. W. Gray[1]
WOBURN, 16,574.												
Times (I) (J) (90) (d)	3,250	.018	...	James D. Haggerty	James D. Haggerty	James D. Haggerty	James D. Haggerty	James D. Haggerty	James D. Haggerty	James D. Haggerty		Joseph McGann[2]
WORCESTER, 179,754.												
Post (I) (90)	26,226	.08	.068	John H. Fahey	Geo. T. Richardsen	Walter E. Cleary	Clarence Wilson	James J. Cenroy	James J. Cenroy	John J. Sullivan, Jr.	Murray C. Beck	Wm. G. DeRossett — Eugene F. Sweeney
Gazette (see Telegram)	34,478											
†Telegram (m) (I-R) (E) (13)	37,590	.21	...	Theo. T. Ellis	Roland F. Andrews	J. De Wolf / E. Irwin	Nichols Skerritt / Clinton Rowe	Walter L. Thomas	Charles H. Morse	B. L. Woodbury	E. D. Doherty	Louis Sanders — Frank Ellis
Sunday edition	42,915	.15	...	Walter L. Thomas (Asst.)								

MICHIGAN

ADRIAN, 11,878.												
Telegram (I) (none)	9,396	.035	.042	Stuart H. Perry	Stuart H. Perry	J. S. Gray	Dana Beardsley	L. B. Oberlin	L. B. Oberlin	Fred Meyerhuber	Otto Bovee	
ALBION, 8,354.												
Recorder (J) (98-117)	2,256	.018	.014	Recorder Press Co.	B. T. Baldwin	W. S. Kennedy	Mark Fall	W. S. Kennedy	J. A. Baldwin	J. A. Baldwin	J. A. Baldwin	W. S. Kennedy — P. J. Church[2]
ALPENA, 11,101.												
News (I) (130)	3,019	.02	.021	Alpena News Pub. Co.	John E. Richards			Thos. J. Ferguson	Thos. J. Ferguson	Thos. J. Ferguson	H. E. McKervey	H. E. McKervey — Ed. Fortin
ANN ARBOR, 19,516.												
Times-News (I) (74-84)	7,608	.035	.035	Booth Publishing Co.		Conrad N. Church	Robert B. Phillips	C. H. McKinley			Philip L. Meyer	L. J. Lockwood
BATTLE CREEK, 36,164.												
Enquirer & News (m) (I) (136-2) ..	11,171	.045	.045	A. L. Miller	A. L. Miller	P. A. Martin	L. C. Sheehan	A. L. Miller	A. C. Pfander	J. A. Allen	A. C. Pfander	W. C. Melville
Sunday edition	10,780											
Moon-Journal (I-R) (98-117)	6,840	.025	.03	Moon-Journal Pub. Co.	Geo. B. Dolliver	Geo. B. Dolliver	Hershel Atkinson	Nelson E. Conine	Nelson E. Conine	Richard T. Allan	L. R. Thompson	H. Smith — D. D. Robertson
BAY CITY, 47,554.												
Times-Tribune (I) (78-84)	16,401	.05	.05	Booth Pub. Co.	W. H. Gustin	W. H. Gustin	Joseph Kerr	S. J. Armstrong	A. J. Simpson	F. Rouse		
BIG RAPIDS, 4,558.												
Pioneer (I) (J) (98-117)	2,142	.015	.015	Wells F. Harvey	Wells F. Harvey	R. L. Lorraine	R. H. Megargle	Wells F. Harvey	Wells F. Harvey	Donald Hill	L. Widlitski	V. Kotke — R. L. Lorraine / E. P. Mather[1]
CADILLAC, 10,390.												
News (I-R) (J) (98-117)	3,544	.025	.121	Cadillac Pub. Co.	Felix M. Church	Felix M. Church	M. M. Van Valkenburgh	Felix M. Church	M. O. Straight	Geo. Moak	Raymond Avery	F. A. Berry — Clarence Huntley[2]
CALUMET, 22,379.												
News (R) (106-107) (d)	2,487	.016	.016	Mining Gazette Co.	Chester J. Prideaux			John R. Pimlott	William M. Lyon			
CHEBOYGAN, 5,642.												
Tribune (I) (J) (mer.) (none)	3,037	.02	.013	Tom. Fuller	Frank MacVicar	Tom Fuller	Dora Ramsay	Tom Fuller	Tom. Fuller	Frank MacVicar	Sherman Lamont	Amelia Taylor — Geo. Gardner[2]
COLDWATER, 6,114.												
Reporter (98-117)	3,037	.02	...	Horace Kitchel Estate. Pub.	Harry D. Lansing							
DETROIT, 993,678.												
†Free Press (m) (I-R) (E) *S (132)	145,339	.25	.25	Detroit Free Press		Phil. J. Reid	Arthur Bowman	W. H. Pettibone	Wm. B. Lowe	Otis Morse	E. R. Hatton	G. A. N. Thall
Sunday edition	187,709	.30	.30									
News (m) (I) *S (mer.) (78-84) ..	248,155	.40	.33	Eve. News Asso.	George E. Miller	Malcolm W. Bingay		H. S. Scott	H. Ponting	W. H. Moore	James Montgomery	W. W. Murdock
Sunday edition	240,242											
Times (m) (I-D) (E) (mer.) (106-107)	112,248	.29	...	William R. Hearst	H. M. Bitner	J. A. Mulcahy	A. B. Ogle	Clarence R. Lindner	Clarence R. Lindner	W. E. Anderman	C. H. Hatcher	C. Plunkett — Clarence R. Lindner
Sunday edition	....											
DOWAGIAC, 5,440.												
News (I) (J) (98-117)	2,127	.017	.015	Harry H. Whiteley	Ross H. Coller	Harry H. Whiteley				Karl Easton	Karl Easton	Leonard Bright[1]
ESCANABA, 13,103.												
Mirror (none) (d)	....	.014	...	S. H. Collins & I. G. English	Floyd C. Preston							
†Press (m) (R) (J) (98-117)	4,410			Escanaba Morning Press Co., Inc.	John P. Norton	John P. Norton	Hal K. Rammel		Walter H. Holreth	Walter H. Holreth	F. J. Burns	E. A. Doyle — E. Johnson[2]
Sunday edition	4,610	.025	.025									
FLINT, 91,599.												
Journal (I) (74-84)	31,441	.08	.05	Booth Pub. Co.	Geo. Perry	Geo. Perry	LeRoy Lawrence	J. R. Taylor	J. R. Taylor	Lester G. Karr	R. W. Taylor	Lester G. Karr — Geo. Crammond
GRAND RAPIDS, 137,634.												
†Herald (m) (R) (E) *S (132)	34,198	08	...	Arthur H. Vandenberg	Arthur H. Vandenberg	John E. Wurz	John Kirkhoff	A. H. Vandenberg	C. J. Toot	Chas. L. Merriman	C. J. Toot	
Sunday edition	26,182											
Press (I) (74-84)	79,626	.16	...	Booth Pub. Co.	Edmund W. Booth	A. W. Stace	Bert Post	Edmund W. Booth	E. J. Siemons	H. C. Conlon	Ted Booth	A. T. Lockart — E. Haldaman
GREENVILLE, 4,304.												
Call (I) (none) (d)	1,002	.007	.007	W. B. Wells	W. B. Wells					Helen Rosendal	Helen Rosendal	W. Jenison
HANCOCK, 7,527.												
Copper Journal (I) (J) (41-71)	3,170	.025	.025	Hancock Journal Co.		Albert S. Ley	Charles F. Rogers	Albert S. Ley		Jas. H. Gill	W. Steffins	E. Widenhoffer / T. J. Prince[1]
HILLSDALE, 5,476.												
News (I) (1)	4,346	.025	.015	Harvey J. Burgess	Harvey J. Burgess	Harvey J. Burgess	C. A. Manning	Harvey J. Burgess		Maurice C. Burnham	E. H. Crum	Leland C. Clay
HOLLAND, 12,166.												
Sentinel (none) (d)	....	.014	...	Holland Sentinel Pub. Co.	Arnold Mulder							

Explanation: **Dagger (†) indicates morning newspapers. (m) indicates Sunday morning edition; (e) indicates Sunday evening edition. (I) politically independent; (R) Republican; (D) Democratic; (Soc.) Socialist; (I-R) Independent Republican; (I-D) Independent Democratic. (J) operate job printing plants. (E) operate own engraving plant. * indicates rotogravure section, letter following indicates day of issue as S for Sunday, M for Monday, Tu for Tuesday, W for Wednesday, Th for Thursday, F for Friday, Sat for Saturday. Mo for monthly.** Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mats. (t) do not use plates. Boldface circulation figures are **A. B. C. net paid, six months statement ending September 30, 1922; X indicates three month statement ending September 30, 1922; Y indicates three months' A. B. C. statement ending June 30, 1922; W indicates A. B. C. audit of September 30, 1922. All other circulation figures are Government statements for six months ending September 30, 1922. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are shown by brackets. In last column superior figure [1] following name indicates superintendent of job department only; superior figure [2], superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. All quoted advertising rates are per agate line; where only one rate is quoted and no bracket appears it applies to each issue separately.**

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

MICHIGAN—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
HOUGHTON, 4,456.													
†Mining Gazette (m) (R) (J) (106-107)	6,222	.02	.02	Mining Gazette Co.	M. W. Youngs			John R. Pimlott					
Sunday edition	6,222												
IONIA, 6,935.													
Sentinel-Standard (J) (98-117)	2,750	.02	.021	Est. of J. H. Kidd	Fred M. Kidd	Fred M. Kidd	Fred M. Kidd	Fred M. Kidd	Fred M. Kidd	Earl Wright			F. T. Stevenson[1]
IRON MOUNTAIN, 8,251.													
News (I) (98-117)	2,343	.015	.014	Iron Mt. Pub. Co.	Frank J. Russell	T. J. Masterson	T. J. Masterson	Frank J. Russell	Wm. F. Russell	Wm. F. Russell	J. E. Patterson		Max Antonino; Paul J. Gingrass[1]
IRON RIVER, 4,295.													
Reporter (R) (J) (4-107)	1,850	.025	.021	P. O'Brien	P. O'Brien	P. O'Brien	Geo. T. Breen	P. O'Brien	P. O'Brien	J. W. Dyer	Nick Ferzacca	J. W. Dyer	H. Hagelin[2]
IRONWOOD, 15,739.													
Globe (I-R) (136-107)	3,288	.021	.021	Globe Pub. Co.	Howard A. Quirt	Howard A. Quirt	W. C. Janson	Linwood I. Noyes	E. R. Krieger	J. Nyberg			
JACKSON, 48,374.													
Citizen Patriot (m) (I) (74-84)	20,955 x	.06	...	Booth Pub. Co.	B. M. Wynkoop	Geo. W. Scotford	Chas. H. Tibbetts	B. M. Wynkoop	Jos. E. Noll	Jos. E. Noll	L. H. Kimball	F. H. White	
Sunday edition	19,677 x												
†News (m) (106-107)	10,873	.04	...	Jackson News Publishing Co.	E. W. Barber								
Sunday edition	10,873												
KALAMAZOO, 48,487.													
Gazette (m) (I) (74-84)	24,952 x	.06	...	Booth Pub. Co.	J. K. Walsh			E. R. Chapman	F. L. Boyden	C. M. Austin			Clare Close
Sunday edition	24,132 x												
LANSING, 57,327.													
Capital News (I) (94-126)	9,914	.035	.035	Capital News Pub. Co.	H. R. Palmer	H. R. Palmer	W. R. Kellogg	C. Donald Call	B. D. Smith	Arthur L. Francis	R. E. Treen	Mrs. Grace Bracken	W. B. Oliver
State Journal (I) (106-107)	28,258	.07	...	State Journal Co.	F. A. Van Fleet	F. A. Van Fleet	K. Park	C. N. Halsted	A. E. Richardson	H. J. Baker	H. A. Wooten		
LUDINGTON, 8,810.													
News (m) (I) (130)	3,304	.02	.015	Ludington D. News, Inc.	G. H. D. Sutherland			Geo. L. Doubledee		G. H. D. Sutherland	Mrs. C. A. Sutherland	Miss Mary Cranley	
Sunday edition	3,297												
MANISTEE, 9,690.													
News-Advocate (I) (98-117)	3,311	.02	.02	Harry W. Musselwhite	Harry W. Musselwhite	Harry W. Musselwhite	Henry G. Hunt	Harry W. Musselwhite	Wm. E. Smith	James R. Smith	Maurice E. Olson	Wm. E. Smith	Wm. C. Schimke
MARQUETTE, 12,718.													
†Mining Journal (I) (J) (98-117)	5,973	.03	...	Mining Journal Co., Ltd.	Frank J. Russell	E. A. Moore	E. A. Moore	Leo. G. Brott	Leo. G. Brott	A. W. Urbach			A. J. Riopelle; Edward McCarthy[1]
MARSHALL, 4,270.													
Chronicle (I) (98-117)	2,304	.02	.012	J. M. Moses & Son	J. M. Moses	J. M. Moses	P. J. J. Higgins	F. R. Moses	F. R. Moses	F. R. Moses	M. M. Page		W. S. McKiver
MENOMINEE, 8,907.													
Herald-Leader (R) (J) (none)	3,518	.021	.021	Herald Leader Co.	R. M. Andrews	B. W. Donnell	Jean Worth	P. C. Munroe	P. C. Munroe	O. F. Deniske	R. L. Thorpe	E. Cadieux	Frank Krause[2]
MONROE, 11,573.													
News (I) (J) (98-117)	4,222	.025	.025	Monroe Eve. News Co.	C. A. French			C. A. French					
MT. CLEMENS, 9,488.													
Leader (I) (4)	3,275	.025	.025	Leader Press Co., Ltd.	Chas. D. Straight	Chas. D. Straight							C. Thilk
MUSKEGON, 36,570.													
Chronicle (74-84)	13,583	.04	...	Booth Pub. Co.	A. E. Boswell	Archie E. McCrea	Archie Gunn	A. E. Boswell	A. E. Boswell	James H. Cloetingh	J. M. Earle		Wm. Bristol
NILES, 7,311.													
Star Sun (98-117)	2,719	.025	...	Star-Sun Pub. Co.	T. J. Tormey								
OWOSSO, 12,575.													
Argus-Press (I) (106-107)	6,594	.025	.017	Argus-Press Co.	Chandler Z. Tompkins			J. Evens Campbell					
PETOSKEY, 5,064.													
News (R) (J) (98-117)	1,639	.0125	.015	Churchill Ptg. Co.	D. H. Hinkley	H. Lee North		C. E. Garvin	H. B. Lee	H. B. Lee	H. B. Lee		C. E. Garvin[2]
PONTIAC, 34,273.													
Press (I) (none)	13,785	.04	.035	Pontiac Press Co.	Harry Y. Fitzgerald	Harry Y. Fitzgerald		Harry Y. Fitzgerald	Harold A. Fitzgerald	Harry Y. Fitzgerald			
PORT HURON, 25,944.													
Times-Herald (I) (1)	15,186	.05	.035	Times-Herald Co.	L. A. Weil		Geo. M. Hunter	E. J. Ottoway	Geo. A. Ashpole	J. L. Doolittle			
SAGINAW, 65,648.													
News Courier (m) (I) (74-84)	23,522	.07	...	Booth Pub. Co.	Arthur R. Treanor	Michael A. Gorman	Robert T. McMillen	Arthur R. Treanor	Mavis C. Hinken				K. D. King
Sunday edition	22,272												
SAULT STE. MARIE, 12,096.													
News (I-R) (J) (none)	4,000	.025	...	Sault News Prt. Co.	George A. Osborn	Norman H. Hill	J. P. Chandler	George A. Osborn	Norman H. Hill	Charles Zylstra	C. M. Smith	Charles Zylstra	T. J. Watchorn; C. R. Moran[1]
ST. JOSEPH, 7,251.													
Herald-Press (I-R) (98-117)	3,175	.05	.03	Brewer & Moore	Willard Brewer	Rex Wynkoop	A. P. Glass	Willard Brewer	Willard Brewer	Wm. Kuschel	Rex Wynkoop		
SOUTH HAVEN, 3,829.													
Tribune (I) (J) (98-117) (d)	1,604	.015	.015	Tribune Co.	C. O. Monroe			C. O. Monroe	T. M. Sawyer	E. M. Bratton	R. Farley		Jesse Stedman; C. O. Monroe[1]
STURGIS, 5,995.													
Journal (I) (J) (98-117)	2,680	.02	.02	Mark P. Haines	Mark P. Haines	Alfred C. Sleight	F. B. Ainger	Mark P. Haines	J. Fred Mayer	J. Fred Mayer			Mrs. A. C. Sleight
THREE RIVERS, 5,209.													
Commercial (I) (J) (98-117)	2,557	.02	.02	Wm. H. Shumaker	Wm. H. Shumaker		J. G. Hagen		John H. Wagner	John H. Wagner			John H. Wagner	L. C. Besley[2]
TRAVERSE CITY, 10,925.													
Record Eagle (I) (98-117)	5,165	.035	...	Herald & Record Co.	Austin C. Batdorff	Austin C. Batdorff	Jay P. Smith	W. G. Williams	W. G. Williams	W. G. Williams	C. B. Anderson	M. Kistler	M. E. Fuller
YPSILANTI, 10,433.													
Ypsilantian-Press (I-R) (J) (98-117)	2,487	.02	...	Geo. C. Handy	Geo. C. Handy	Geo. C. Handy	H. C. Carr		T. O. Huckle	T. O. Huckle	T. O. Huckle	T. O. Huckle	F. A. Bryce[2]

MINNESOTA

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
ALBERT LEA, 8,056.													
Tribune (R) (J) (130)	3,442	.025	.025	Albert Lea Pub. Co.	Burt May	L. S. Whitcomb	L. S. Whitcomb & S. O. Simonson	L. S. Whitcomb	F. A. Gordon		F. A. Gordon	S. O. Simonson[2]	
AUSTIN, 10,118.													
Herald (I) (none)	2,546	.018	.018	Herald Pub. Co.	John H. Skinner			Fred C. Ulmer					
BEMIDJI, 7,086.													
Pioneer (I) (J) (E) (130)	2,850	.025	.025	Pioneer Pub. Co.	E. H. DeNu	E. H. DeNu	J. D. Winter	E. H. DeNu	E. H. DeNu	Fred Frazer	W. Hammersley	Fred Frazer	A. J. Wiltse[2]
CROOKSTON, 6,825.													
Times (I) (J) (130-100A)	3,037	.025	.025	Crookston Times Ptg. Co.	W. E. McKenzie	C. H. Zealand	D. A. McKenzie	E. W. Robbins	B. Gossman	K. Nesselrod	G. Lowham		Geo. Charboneau; E. W. Robbins[1]
DULUTH, 98,917.													
Herald (E) (13)	35,377	.11	.08	M. F. Hanson	Stillman Bingham	W. T. Thompson	J. A. Stuart	Wm. F. Henry		Geo. H. Hunter	P. J. Robinson	J. L. Dorsey	
†News-Tribune (m) (R) (E) (111-51)	17,911	.08	.08	Miron Bunnell	James E. Rockwell	John W. Nagle	B. Campbell	Miron Bunnell	R. D. Handy	J. H. Jordan	B. Knight	S. Gotkin	W. Sheehan
Sunday edition	25,801	.05	.05										
FAIRMONT, 4,630.													
Sentinel (D) (J) (4)	2,626	.021	...	Sentinel Pub. Co.	Frank A. Day	H. S. Fairley	Arthur M. Nelson	Frank A. Day	A. M. Nelson & F. L. Whitney	F. L. Whitney	Arthur M. Nelson	F. L. Whitney	Frank V. Burdick; B. F. Bird[1]
Independent (none)	2,550	.013	...										
FARIBAULT, 11,089.													
News (I) (J) (130-100A)	3,022	.025	.02	Howard Bratton	Einar Hammer			H. G. Savoie	H. C. Joachim				E. H. Lidstrand[2]

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
HIBBING, 15,089.													
Tribune (R) (J) (130-100A)	3,054	.03	.03	R. W. Mitchcock	G. W. Fisher	R. W. Hitchcock	G. W. Fisher	J. G. Early	J. G. Early	J. G. Early	Fred O'Hara		Fred Handcock; Claude Proctor[1]
News (m) (I) (J) (4)	2,730	.029	.029	C. M. & Marc Atkinson	C. M. Atkinson	Marc Atkinson	P. H. Doyle	Marc Atkinson	Marc Atkinson	D. F. Frye	J. Ross Murnane	D. F. Frye	D. E. Addison[2]
Sunday edition	3,100	.029	.029										
INTERNATIONAL FALLS, 3,448.													
Journal (130)	916	.015	...	C. B. Montgomery	C. B. Montgomery								
LITTLE FALLS, 5,500.													
Transcript (R) (J) (130-100A)	1,856	.02	.02	Transcript Pub. Co.	Ed. M. LaFond	Ed. M. LaFond	Verne Joslin	Geo. L. Johnson	Geo. L. Johnson				Gus. T. Larson[2]
MANKATO, 12,469.													
Free Press (R) (J) (111)	5,713	.03	.03	Free Press Co.	J. E. Reynolds	J. E. Reynolds	Frank Franciscus	C. R. Butler	Rolf G. Julsrud	Rolf G. Julsrud	F. Boynton	Miss Agnes Kniff	Elmer Glenn[2]
MINNEAPOLIS. 380,582.													
Journal (m) (I-R) (E) *S (103)	101,414	.20	.16	Journal Ptg. Co.	H. V. Jones	George H. Adams	Neil Swanson	H. V. Jones	W. S. Jones	W. F. Johns	G. B. Bickelhaupt	E. A. Vincent	W. H. Webster
Sunday edition	113,889												
News (I) (J) (62-11-64)	61,992	.12	.12	L. V. Ashbaugh	W. A. Frisbie	E. R. C. Hosking	M. W. Halloran	H. K. Edwards	H. K. Edwards	W. S. Block	C. J. Kutill	D. O. Mystrum	A. H. Woehning
†Tribune (m) (R) (E) *S (143-104-95)	68,376	.22	.17	Frederick E. Murphy	Frederick E. Murphy	Thomas J. Dillon	W. H. Bastedo; Dowsley Clark	Frederick E. Murphy	Edwin P. Stewart	W. McK. Barbour	J. E. Medley	P. M. Hughes	J. E. Murphy
Evening edition	51,586												
Sunday edition	157,408	.22	.17										
Star (I) (E) (8)	45,248	.12	...	John Thompson	Fred Colburn	Fred Colburn	Oliver Morris	John Thompson	John Thompson	Winn J. Eller	W. D. Parsons	Winn J. Eller	Chester Jorginson
MONTEVIDEO, 4,419.													
American (none) (d)	....	.014	...	L. E. Mills	L. E. Mills								
MOORHEAD, 5,720.													
News (130)	490	.01	...	Moorehead News Co.									
OWATONNA, 7,252.													
†People's Press (m) (I) (J) (130-100A)	2,484	.025	.025	Benj. E. Darby	Geo. F. Darby	Geo. F. Darby		Benj. E. Darby	Wm. H. & Harry Darby	Wm. H. Darby	Wm. H. Darby	Wm. H. Darby	Harry B. Darby[2]
Sunday edition	2,484												
RED WING, 8,637.													
Eagle (I) (J) (none)	1,685	.021	.021	Eagle Pub. Co.	N. P. Olson	Aug. H. Olson	Aug. H. Olson	N. P. Olson	N. P. Olson	Aug. H. Olson	Fred H. Olson	Aug. H. Olson	Aug. H. Olson; John Jaquith[1]
†Republican (m) (130)	525	.025	...	Red Wing Ptg. Co.	Jens K. Grondahl								
Evening edition	2,002												
ROCHESTER. 13,722.													
Bulletin (I) (98-5)	4,558	.021	.021	Bulletin Pub. Co.	H. H. Witherstine			G. S. Witherstine		S. C. Jacobs			
Post & Record (R) (J) (130)	5,008	.025	.025	Blakely Printing Co.	A. W. Blakely	Clare W. Blakely	R. R. Baker	Clare W. Blakely	Clare W. Blakely	C. E. Thomas	George H. Bowe	C. E. Thomas	P. J. Thelsen; Roy E. Minor[1]
ST. CLOUD, 15,873.													
Journal-Press (R) (none)	4,302	.025	.020	Journal-Press Co.	Alvah Eastman	Alvah Eastman	Peter M. Weyrens	J. F. Gaspard	J. F. Gaspard	J. F. Gaspard	O. E. Hedlund	O. E. Hedlund	Chas. Wampach
Times (I) (130-100A)	4,231	.025	.020	Times Publishing Co.	Fred Schilplin		L. S. Hansen	Fred Schilplin		Benj. Forsythe	Harold Gustafson		Joseph Hick
ST. PAUL. 234,680.													
Dispatch (I) (E) (103)	86,030	.25	...	C. K. Blandin	H. T. Black	H. R. Galt	L. L. Perrin	J. M. Riegel	A. J. McFaul	A. J. McFaul	W. E. Sherlock	A. Levich	Casper Hellhake
†Pioneer-Press (m) (I) (E) (103)	71,920												
Sunday edition	124,922	.22	...										
News (m) (I) (J) (62-2-64)	77,955	.15	.10		Howard Kahn	Walter Chase	C. D. Johnston	N. W. Reay	W. H. Neal	M. W. Thompson	A. J. Truesdell	E. M. Myers	Chas. Biggings; J. J. Holley[1]
Reporter (I) (J) (98-5)	4,790	.25	...	Daily Rep. Co., Inc.	E. L. Ogilvie	W. M. Fisk	Chas. Burnley	E. L. Ogilvie	E. L. Ogilvie	E. L. Ogilvie	J. L. Johnson		F. A. Wiegand[2]
Sunday edition	50,964												
STILLWATER, 7,735.													
Gazette (R) (J) (none)	1,500	.018	.018	Easton & Masterman Co.	W. E. Easton & W. C. Masterman.	W. E. Easton & W. C. Masterman.	F. N. Wild		Ned Easton	Ned Easton	Ned Easton	Ned Easton	J. M. Niederer[2]
VIRGINIA, 14,022.													
Enterprise (I-R) (130-100A)	2,307	.018	.014	Enterprise Ptg. & Pub. Co.	Elbridge C. Smith	Elbridge C. Smith	Charles N. Webb	Elbridge C. Smith	Elbridge C. Smith	E. H. Wilk	A. J. Heath	A. J. Heath	A. J. Nelson
WINONA, 19,143.													
Republican-Herald (I) (J) (98-5)	10,138	.04	.04	Republican-Herald Pub. Co.	H. G. White		M. B. Wise	F. J. Rucker	Lloyd S. Belville	H. G. Hymes			O. A. Olson[1]

MISSISSIPPI

BILOXI, 19,094.													
Herald (D) (none)	3,839	.025	.025	Geo. W. Wilkes' Sons	Geo. P. Money; A. G. Osoinach		G. Barrow Cousins; A. G. Osoinach	W. G. Wilkes	W. G. Wilkes	W. G. Wilkes	C. H. Rose		E. P. Wilkes
Issued also for Gulfport.													
CLARKSDALE, 7,552.													
Register (D) (J) (none)	2,300	.018	...	Guy P. Clark	Guy P. Clark	T. A. Jackson	Louis Jewell	Guy P. Clark					R. Price; G. P. Birdsong[1]
CORINTH. 5,498.													
Corinthian (D) (none) (d)	1,095	.018	.018	Klyce & Bishop	Klyce & Bishop								
GREENVILLE, 11,560.													
Democrat-Times (D) (J) (130)	1,891	.018	.018	Greenville Npr. & Ptg. Co.	L. Pink Smith	L. Pink Smith	Charles Kerg	Ernest Smith	Ernest Smith		S. R. Dunn		Lewis Smith; W. W. Tillotson[1]
GREENWOOD, 7,793.													
Commonwealth (D) (J) (none) (d)	1,700	.021	...	J. L. & S. Gillespie	J. L. & S. Gillespie	Littleton Upshur	J. L. & S. Gillespie	S. Gillespie	S. Gillespie	J. L. & S. Gillespie	J. L. & S. Gillespie	S. Gillespie	M. L. N. Busam[2]
HATTIESBURG, 13,270.													
American (I) (J) (8)	4,828	.03	.03	Howard S. Williams	Howard S. Williams		W. N. Hurt	Howard S. Williams	Thos. St. John	A. H. Skipper	C. H. Praytor		T. L. Praytor; T. B. Geiger[1]
JACKSON, 22,817.	6,348												
†Clarion-Ledger (m) (77-36)	4,507	.03	...	Clarion Ledger Co.	R. H. Hederman								
Sunday edition	4,716												
News (m) (D) (8)	6,049	.03	.03	News Pub. Co.	Frederick Sullens	Rex Magee	H. A. Dawson	W. G. Johnson	W. G. Johnson	H. Roscoe Bailey	H. Roscoe Bailey	Mrs. H. R. Bailey	T. W. Anderson
Sunday edition													
LAUREL, 13,037.													
Leader (I) (130)	3,579	.025	.025	Edgar G. Harris	Edgar G. Harris	E. E. Hoffman	E. E. Hoffman	Edgar G. Harris	Edgar G. Harris	L. A. Jones	James McCormick		E. L. Stainton
MERIDIAN, 23,399.													
Star (m) (I) (8)	8,691	.04	.029	Jas. H. Skewes	Jas. H. Skewes	O. C. Morgan	Paul McCroy	Jas. H. Skewes	W. E. Buckingham	C. R. Jones	G. C. Bradley		
Sunday edition	8,800												
NATCHEZ, 12,608.													
†Democrat (m) (D) (none)	3,335	.02	.02	Jas. K. Lambert	U. E. Myrick		R. E. Smith	C. C. Goetz	Walter P. Abbott	E. P. Phelps	L. McCabe		Wm. Eidt
Sunday edition	3,635												
VICKSBURG, 17,931.													
†Herald (m) (D) (8)	3,117	.02	.02	R. M. Graham	R. M. Graham		C. W. Miller		E. A. Fitzgerald, Jr.				M. C. Geisenbery
Sunday edition	3,850												
Post (D) (53-76A)	4,035	.02	...	J. G. Cashman & Sons			Geo. W. Crock		Louis P. Cashman	P. L. Barclift			
WEST POINT. 4,400.													
Times-Herald (none)	1,026	.014	...	Times-Herald Printing Co.									

Explanation: **Dagger** (†) indicates morning newspapers. **(m)** indicates Sunday morning edition; **(e)** indicates Sunday evening edition. **(I)** politically independent; **(R)** Republican; **(D)** Democratic; **(Soc.)** Socialist; **(I-R)** Independent Republican; **(I-D)** Independent-Democratic. **(J)** operate job printing plants. **(E)** operate own engraving plant. * indicates rotogravure section, letter following indicates day of issue as **S** for Sunday, **M** for Monday, **Tu** for Tuesday, **W** for Wednesday, **Th** for Thursday, **F** for Friday, **Sat** for Saturday. **Mo** for monthly. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mats. (t) do not use plates. Boldface circulation figures are A. B. C. net paid, six months statement ending September 30, 1922; **X** indicates three month statement ending September 30, 1922; **Y** indicates three months' A. B. C. statement ending June 30, 1922; **W** indicates A. B. C. audit of September 30, 1922. All other circulation figures are Government statements for six months ending September 30, 1922. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are shown by brackets. In last column superior figure [1] following name indicates superintendent of job department only; superior figure [2], superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. All quoted advertising rates are per agate line; where only one rate is quoted and no bracket appears it applies to each issue separately.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

MISSOURI

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
AURORA, 3,575.													
Advertiser (I) (J) (4) (d)	700	.011	.011	W. B. Lowry	W. B. Lowry	W. B. Lowry	W. B. Lowry	W. B. Lowry	W. B. Lowry	W. B. Lowry	W. B. Lowry	W. B. Lowry	Joe Maxson[2]
BOONVILLE, 4,665.													
Republican (I) (J) (none)	1,576	.018	.018	C. M. Harrison & E. J. Melton	E. J. Melton	E. J. Melton	Miss Pauline Sloan	C. M. Harrison	C. M. Harrison	L. E. Erhardt	Roy Wilcox	Miss Mary Schuster	Martin Haller / Reginald Walker[1]
BROOKFIELD, 6,304.													
Argus (none) (d)	2,320	.014	...	Chas. W. Green	Chas. W. Green								
BUTLER, 2,894.													
Democrat (4) (d)	425	.011	...	Harry H. Henry	Harry H. Henry								
CAMERON, 3,248.													
News-Observer (I) (none) (d)	1,050	.014	.014	B. B. Witt	B. B. Witt	B. B. Witt	J. F. Frazier	B. B. Witt	B. B. Witt	B. B. Witt	Laura Witt	Laura Witt	Glen Kendrick[2]
CAPE GIRARDEAU, 10,252.													
Southeast Missourian (I) (J) (106-107)	5,098	.03	.03	Naeter Bros.	Naeter Bros.	Chester A. Letts	Chester A. Letts	Naeter Bros.	Alvin Macke	E. E. Campbell	Alvin Macke	Miss Robbie Spann	George Naeter / W. H. Kiehne[1]
CARROLLTON, 3,218.													
Democrat (4) (d)	575	.009	...	Democrat Printing Co.	W. R. Painter, W. S. Holliday								
CARTHAGE, 10,068.													
†Democrat (m) (D) (none)	1,167	.021	.018	E. B. Roach	E. B. Roach	E. B. Roach	J. E. Cobb				Wm. Gragg	Pearl Erickson	O. R. Chiles
Sunday edition	1,200												
Press (R) (J) (d) (none)	3,083	.021	.018	W. J. Sewall	W. J. Sewall	W. J. Sewall	E. L. Dale	W. J. Sewall	H. L. Howe	H. L. Howe	W. L. Schrantz	W. L. Schrantz	H. S. Steward[1]
CHARLESTON, 3,384.													
Index (32) (d)	1,807	.036	...	Ernest D. Howle	Ernest D. Howle								
CHILLICOTHE, 6,525.													
Constitution (D) (J) (130)	2,290	.018	.018	Constitution Pub. & Prt. Co.	James E. Watkins	C. A. Spooner	C. A. Spooner	C. E. Watkins	C. E. Watkins	C. E. Watkins	I. W. Watkins	I. W. Watkins	D. O. Smith / C. E. Watkins[1]
Tribune (R) (J) (none) (d)	2,360	.025	.014	H. D. McHalland	H. D. McHalland	H. D. McHalland	G. T. Sailor		Joe D. McHolland	Joe D. McHolland	Joe D. McHolland	Angela Rapp	J. P. Sailor[2]
CLINTON, 5,098.													
Democrat (D) (J) (4)	730	.011	.011	C. H. Whitaker & Son	C. H. Whitaker		C. H. Whitaker, Jr.		C. H. Whitaker, Jr.				
COLUMBIA, 10,379.													
Tribune (D) (none)	2,795	.021	.021	E. M. Watson	E. M. Watson		L. H. Edwards		M. D. Jett		W. W. Garth		Carl Schwamb
EXCELSIOR SPRINGS, 4,167.													
Call (r) (d)	....	.009	...	Blood & Blood	A. L. Blood								
Standard (m) (R) (none) (J)	1,550	.021	...	Fred W. Mitchell	Fred W. Mitchell	Fred W. Mitchell	Fred W. Mitchell	Fred W. Mitchell	Fred W. Mitchell				
Sunday edition	1,550												
FULTON, 5,595.													
Gazette (D) (J) (none)	1,640	.018	.018	Ovid Bell	Ovid Bell	Ovid Bell	Grace Patton	Ovid Bell	Ovid Bell	H. C. McClure	M. F. Thurston		J. F. Magill[2]
Sun (none) (d)	1,150	.009	...	Sun Printing Co.	J. W. & Geo. P. Johnston								
HANNIBAL, 19,306.													
Courier-Post (I) (36)	5,229	.03	.025	J. B. Jeffries	J. B. Jeffries	J. B. Jeffries	W. A. Cable	E. L. Sparks	E. L. Sparks	G. E. Bounds	R. D. Wolfe	G. E. Bounds	
INDEPENDENCE, 11,686.													
Examiner (I-D) (117)	2,927	.025	.02	Examiner Ptg. Co.	Wm. Southern, Jr.	Wm. Southern, Jr.	J. B. McDonald	Frank W. Rucker	Frank W. Rucker	Frank W. Rucker	Chas. J. Allis	Chas. J. Allis	Ellis Wright
News (R) (J) (4-) (d)	1,370	.016	...	C. A. Carroll	C. A. Carrell								A. P. Purdy[1]
JEFFERSON CITY, 14,490.													
†Capital News (m) (41-71)	3,450	.025	...	Capital News Ptg. Co.	W. R. Hollister								
Sunday edition	3,450												
Democrat-Tribune (130)	2,100	.015	...	Cole Co. Democrat Ptg. Co.	Joseph Goldman								
Post (29)	3,000	.02	...	Daily Post Co.	Heber Nations								
JOPLIN, 29,855.													
News-Herald (see Globe)	8,429 x	.11	.095	Joplin Globe Pub. Co.	Phil R. Coldren	Ray S. Cochran	Ray S. Cochran	Ross E. Burns	Ross E. Burns	J. J. McClellan	H. J. Leggett	J. J. McClellan	Joe Schulte
†Globe (m) (I) (70)	22,668 x	.09	...										
Sunday edition	24,415 x												
KANSAS CITY, 324,410.													
Drovers Telegram	29,717	.09	...	Drovers Tele. Co.	Walter P. Neff	Walter P. Neff	Walter P. Neff	Geo. N. Neff	Geo. N. Neff	M. B. Davenport	Lloyd Neff	M. B. Davenport	F. B. Nierman
Post (see Journal)	177,212	.25	.19										
†Journal (m) (E) *S (81-132)	155,463	.20	.14	W. Lawrence Dickey	W. S. Dickey	Ralph Ellis	Dick Smith	Edwin O. Lyman	Edwin O. Syman	J. Mora Boyle	Arthur LeComte	Walter Evans	Frank Chase
Sunday edition	194,406	.29	.23										
†Star (m) (I) (E) (none)	221,251	.50	.50	Wm. R. Nelson Estate	R. E. Stout, I. R. Kirkwood, A. F. Seested, H. J. Haskell								
	227,509	.35	.35			R. E. Stout	C. G. Wellington	A. F. Seested	A. F. Seested	J. T. Barrows	F. C. Seested	R. G. Shryock	Frank Evans
Sunday edition	225,020												
KIRKSVILLE, 7,213.													
Express & News (I) (130)	5,264												
Sunday edition	5,264	.03	.028	E. E. Swain	E. E. Swain	Dow Jones	P. N. Nicolson	E. E. Swain	E. E. Swain	J. R. Gove	Mrs. W. W. St. John		L. F. Shubert
LAMAR, 2,255.													
Democrat (4) (d)	....	.009	...	Lamar Democrat Pub. Co.	Arthur Aull								
LEXINGTON, 4,695.													
Intelligencer (none) (d)	....	.014	...	A. W. Allen	A. W. Allen								
LOUISIANA, 4,060.													
Press-Journal (none) (d)	....	.011	...	I. N. Bryson	I. N. Bryson								
MACON, 3,549.													
Chronicle-Herald (D) (J) (130)	2,970	.025	.018	Chronicle-Herald Pub. Co.	W. R. Baker	Chas. H. Weisenbow.	Edgar White	Chas. H. Weisenbow.	Chas. H. Weisenbow.	Chas. H. Weisenbow.	Chas. H. Weisenbow.	Chas. H. Weisenbow.	John O. Dickson
MARSHALL, 5,200.													
Democrat-News (D) (none)	2,250	.018	.018	Democrat News Printing Co.	H. L. Preston			E. P. Barnhill					T. E. Sherwood
MARYVILLE, 4,711.													
Democrat-Forum (D) (J) (130)	3,232	.018	...	Maryville Pub. Co.	W. C. VanCleve	James Todd	Merle Selecman	James Todd	James Todd	J. L. Kraft	Marion F. Smith	J. L. Kraft	Walter S. Todd / Edward Brewer[1]
Tribune (R) (J) (98-117)	2,250	.013	.013	J. F. Hull	J. F. Hull	J. F. Hull	C. M. Hull	J. F. Hull	J. F. Hull	Arch Fulton			John Hamilton[2]
MEXICO, 6,013.													
Intelligencer (D) (J) (4)	904	.014	...	John Leo Coontz	John Leo Coontz	John Leo Coontz	Florence Whittier				Fred Montgomery		Jackson Towne[2]
Ledger (I-D) (J) (none)	1,191	.018	.014	R. M. White & Son	L. M. White	L. M. White	Miss Loula Franklin	R. M. White	L. M. White	L. M. White	L. M. White	C. Garrett	John Williams[2]
MOBERLY, 12,808.													
Democrat (m) (I-D) (J) (none)	2,750	.02	.02	Lowell & Keeley	J. R. Lowell	R. F. Keeley		R. F. Keeley		Chester Bradley	Gerald Keeley		
Sunday edition	2,750												
Monitor Index (I-D) (J) (130)	3,403	.02	...	Moberly Index Ptg. Co.	W. C. Van Cleve		W. T. Van Cleve	W. C. Van Cleve		F. H. Scott	G. P. Delany	Isabel Gollihon	C. M. Keller
MONETT, 4,206.													
Times (4)	1,080	.021	...	Times Pub. Co.	Pearl Peters								
NEOSHO, 3,968.													
Democrat (none) (d)	600	.021	...	Will G. Anderson	Will G. Anderson								
NEVADA, 7,139.													
Mail & Post (D) (d)	2,160	.018	.018			J. H. Bean	J. H. Bean	J. H. Bean	W. L. Earp	W. L. Earp	G. H. Foster		C. E. Kunkel

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
POPLAR BLUFF, 8,042.													
American (I) (J) (4)	2,811	.018	.018	Citizen Ptg. Co.	Dwight H. Brown	Dwight H. Brown	Wm. M. Gibson		Dwight H. Brown		Vyrtle H. Steward		Clyde White; Milo B. Dodson[1]
RICH HILL, 3,500.													
Review (none) (d)	....	.005	...	Review Printing Co.	E. E. Bean								
Sunday edition	....												
ST. CHARLES, 8,503.													
Banner-Press (I) (none) (d)	1,000	.011	...	A. M. Thomson	W. C. Fuhr								
Cosmos-Monitor (R) (J) (none) (d)	1,025	.011	...	St. Charles Pub. Co.			M. L. Coman		M. L. Coman	M. L. Coman	M. L. Coman	M. L. Coman	E. Weeke[1]
ST. JOSEPH, 77,939.													
†Gazette (m) (I-R) (87)	17,040 x	.06	.045	C. D. Morris	C. D. Morris	W. D. Ladd	W. Boeshans	W. Boeshans	W. Boeshans	W. Boeshans	W. Boeshans	W. Boeshans	W. Boeshans
Sunday edition	15,885 x	.07	.05										
News-Press (I) (74-51)	39,889 x	.10	.10	L. T. Golding	L. T. Golding	C. L. Rutt	C. G. Calvert		H. A. Sprague	H. A. Sprague	W. M. Badger	Miss Aletha Pemberton	F. G. Sprague
Stock Yards Journal	5,927	.021	...	Ewing Herbert	Ewing Herbert	P. R. Manifold	P. R. Manifold	Ewing Herbert	Maude Higgins	John Albus	Ernest Ray	Ottilie Irwin	
ST. LOUIS, 772,897.													
†Globe-Democrat (m) (I) (J) (E) *S (115-104-77)	205,367	.35	.35	E. Lansing Ray	E. Lansing Ray	J. J. McAuliffe	Harry Jordan	Edw. L. Hill	T. M. Hollingshead	D. B. Houser	W. H. Herrington	C. W. Nax	John Coombs; E. L. Hill[1]
Sunday edition	245,683												
Post-Dispatch (m) (I-D) (J) (E) *S (116D)	175,067	.33	.30	Pulitzer Pub. Co.	Joseph Pulitzer	O. K. Bovard	B. H. Reese		Geo. M. Burbach	A. G. Lincoln	W. E. Taylor		
Sunday edition	365,306	.40	.33										
Star (m) (I-D) (E) (127)	104,716	.22	.19	Elzey M. Roberts	Frank J. Glass	Frank W. Taylor, Jr.	G. V. Kenton	T. L. Ryan	M. J. Lowenstein	E. N. Giles	J. B. Jordan		
Sunday edition	90,989												
Times (R) (E) (106-107)	55,008	.15	.15	American Press, Inc.	H. P. Robbins	Richard Farrington	Aaron Benesch	Homer Bassford	Curtis Wray	C. Gogel	H. H. Irish	C. Gogel	
SEDALIA, 21,144.													
†Capital (m) (130)	....	.02	...	Sedalia Capital Pub. Co.	Lawrence B. Hart								
Democrat (m) (I-D) (130-)	5,000	.03	.03	Sedalia Democrat Co.	George H. Scruton	George H. Scruton	W. D. Agee	A. D. Stanley	A. D. Stanley	Walter J. Brill	W. P. Stanley	Walter J. Brill	Geo. Emo
Sunday edition	5,000												
SPRINGFIELD, 39,631.													
Leader (m) (D) (127-51)	18,436	.05	.04	H. S. Jewell & Son	H. S. Jewell & R. L. Kennedy	R. L. Kennedy	Floyd Sullivan	H. S. Jewell	H. S. Jewell & J. M. Acuff	J. M. Acuff	R. C. Parks & C. E. Woomer	Bert Dunham	J. M. Acuff
Sunday edition	18,252												
†Republican (m) (R) (87)	12,413	.05	.045	E. E. E. McJimsey	E. E. E. McJimsey	W. H. Bronkhorst	W. H. Bronkhorst	E. E. E. McJimsey		C. H. Lloyd	E. B. Mace		J. C. Combs
Sunday edition	12,279												
TRENTON, 6,951.													
Republican Tribune (R) (J) (none)	1,657	.018	.018	W. B. Rogers	Frank Ledbetty	Mrs. Carrie Rogers Clark			Ray Van Meter	Ray Van Meter	Mrs. Carrie Rogers Clark		
Times (I) (none)	1,050	.014	.014	Tom J. White	Tom J. White	Tom J. White	Tom J. White	Tom J. White	Tom J. White	Tom J. White	Tom J. White	Ray Van Meter; Tom J. White	Ray Van Meter[2]; Tom J. White
WARRENSBURG, 4,811.													
Star-Journal (none) (d)	850	.018	...	Star-Journal Pub. Co.	Wallace Crossley								
WEBB CITY, 7,807.													
Sentinel (R) (J) (none) (d)	745	.011	...	Hal M. Wise	Hal M. Wise								Russell Robertson
WEST PLAINS, 3,178.													
Quill (I) (none) (d)	900	.018	.018	Williams Sisters	Williams Sisters	Cleora B. Williams	Ella M. V. Williams	Williams Sisters	Williams Sisters	Fritze Williams-Dixon	Fritze Williams-Dixon		

MONTANA

ANACONDA, 11,668.													
†Standard (m) (I-D) (J) (111-12)	10,824	.06	...	Standard Pub. Co.	R. R. Kilroy	E. C. Leipheimer	W. B. Davis		Joe L. Markham	Howard Burrell	H. L. Belle		J. L. Chrystal; E. B. Catlin[1]
Sunday edition	14,964	.07	...										
BILLINGS, 15,100.													
†Gazette (m) (J) (E) (9)	6,365												
Evening edition	1,956	.06	.039	Gazette Ptg. Co.	P. B. Snelson	P. B. Snelson	Herrick Swan	Leon Shaw	Leon Shaw	W. H. MacDonald	E. J. Shovers	E. Farnam	E. A. Swan; L. M. Prill[1]
Sunday edition	8,926	.065											
BOZEMAN, 6,183.													
†Chronicle (m) (D) (J) (111-137)	2,348	.025	.025	Chronicle Pub. Co.	Jas. P. Bole	Chas. Stevens		H. H. Howard		Fred F. Wilson	Frank A. Calfee		Frank A. Alderson; James McCulley[1]
Sunday edition	2,348												
BUTTE, 41,611.													
†Miner (m) (9)	12,213	.06	...	Butte Miner Co.	J. L. Dobell								
Sunday edition	24,510	.08	...	Butte Miner Co.	J. L. Dobell								
Post (70)	9,960	.05	...	Post Publishing Co.	J. H. Durston								
GREAT FALLS, 24,121.													
Leader (R) (87)	3,450	.03	.03	Leader Co.	E. H. Cooney	E. H. Cooney	W. G. Breitenstein	F. M. Tenney	F. M. Tenney	E. R. Cornwell	L. E. Eberling	G. M. Gilchrist	D. G. Bowersox
†Tribune (D) (J) (9)	10,993	.05	.061	O. S. Warden	L. S. Thurston	Wm. Bole	L. S. Thurston	O. S. Warden	Leonard G. Diehl	L. W. Wendt	Don Hoffman	L. W. Wendt	W. F. Bennyhoff[1]
Sunday edition	12,610												
HAVRE, 5,429.													
News (R) (none)	275	no advertising		Sam D. Goza	R. G. Linebarger	R. G. Linebarger	R. G. Linebarger	R. G. Linebarger	R. G. Linebarger	R. G. Linebarger	R. G. Linebarger	R. G. Linebarger	R. G. Linebarger
†Promoter (R) (none)	1,603	.025	.025										
HELENA, 12,037.													
†Independent (m) (111-60)	5,622	.035	...	Independent Pub. Co.	Will A. Campbell								
Sunday edition	5,622	.035	...	Independent Pub. Co.	Will A. Campbell								
Record-Herald (R) (J) (87)	6,228	.03	.025	Montana Record Publishing Co.	Jas. W. Scott	Geo. A. Roberts	Ernest J. Immel	Chas. H. Reifenrath		P. C. LaReau	Leo A. LaReau		C. C. Bennett[1]
KALISPELL, 5,147.													
Inter-Lake (none)	2,283	.018	...	Daily Inter-Lake Pub. Co.	L. D. Spafford								
LEWISTOWN, 9,200.													
†Democrat-News (m) (D) (J) (100-109-95)	6,040	.03	.03	Democrat News Co., Inc.	Tom Stout	E. G. Ivins	C. R. Fowler	Harry E. Lay	Harry E. Lay	J. W. Hanley	J. W. Hanley	E. F. McGinnis	E. F. McGinnis; L. Raw[1]
Sunday edition	6,040												
LIVINGSTON, 6,326.													
†Enterprise (m) (D) (J) (111)	2,010	.025	.025	Livingston Publishing Co.	G. L. Seese	G. L. Seese	Elizabeth P. Seese	J. Thos. Melton	J. Thos. Melton	G. R. Phillips	W. D. Ahearn	E. M. Harrington	J. Thos. Melton; Robert Dick, Jr.[1]
Sunday edition	2,010												
MILES CITY, 7,937.													
Star (m) (R) (J) (106-107)	2,685	.03	.03	Jos. D. Scanlan	Jos. D. Scanlan	Louis F. Grill	W. L. Bay	J. D. Scanlan		H. C. Dorval	B. C. Benecke		C. B. Lebkicher[2]
Sunday edition	3,685												
MISSOULA, 12,668.													
†Missoulian (m) (I) (J) (111-137)	4,311	.04	.04	Missoulian Pub. Co.	Martin J. Hutchens	French T. Ferguson	D. D. Richards	James A. Sage	James A. Sage	S. A. McConnell	Harry B. Healy		C. A. Colby[1]
Sentinel (see Missoulian)	2,392												
Sunday Missoulian	6,145												

Explanation: Dagger (†) indicates morning newspapers. (m) indicates Sunday morning edition; (e) indicates Sunday evening edition. (I) politically independent; (R) Republican; (D) Democratic; (Soc.) Socialist; (I-R) Independent Republican; (I-D) Independent-Democratic. (J) operate job printing plants. (E) operate own engraving plant. * indicates rotogravure section, letter following indicates day of issue as S for Sunday, M for Monday, Tu for Tuesday, W for Wednesday, Th for Thursday, F for Friday, Sat for Saturday. Mo for monthly. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mats. (t) do not use plates. Boldface circulation figures are A. B. C. net paid, six months statement ending September 30, 1922; X indicates three month statement ending September 30, 1922; Y indicates three months' A. B. C. statement ending June 30, 1922; W indicates A. B. C. audit of September 30, 1922. All other circulation figures are Government statements for six months ending September 30, 1922. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are shown by brackets. In last column superior figure [1] following name indicates superintendent of job department only; superior figure [2], superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. All quoted advertising rates are per agate line; where only one rate is quoted and no bracket appears it applies to each issue separately.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

NEBRASKA

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
BEATRICE, 9,664.													
Express (R) (J) (98-5)	3,295	.025	...	Express Pub. Co.	John H. Kearnes	John H. Kearnes			Mary L. Luberger	George L. Stem	Harry Morris		Charles Troutman[2]
†Sun (m) (I) (none)	3,752	.025	.025	E. M. Marvin	E. M. Marvin	E. M. Marvin	T. D. Bradley	E. M. Marvin	Hazel Sabin	C. J. Lash	F. E. Fraim	C. J. Lash	J. D. Farris
Sunday edition	3,752												
COLUMBUS, 5,410.													
Telegram (I-D) (J) (98-5)	3,525	.025	.025	Telegram Co.	Edgar Howard	Z. H. Loomis	Al C. Smith		A. H. Backus	Lloyd Swain			A. H. Backus[1]
FALLS CITY, 4,930.													
†Journal (R) (J) (4) (d)	2,168	.019	.019	Keim, Workman & Workman	Jennie Keim Workman	Jennie Keim Workman	Aaron Davidson	J. M. Workman	W. H. Orr	W. H. Orr			F. M. Sharts[2]
†News (m) (none)	1,700	.021	...	C. C. Davis	C. C. Davis								
Sunday edition	1,700												
FREMONT, 9,570.													
Tribune (R) (J) (111)	6,204	.04	.04	Hammond Printing Co.	Charles S. Ryckman	Barney Yanofsky	Herbert S. Putnam	Ray W. Hammond	Ray W. Hammond	Ben. I. Conant	Walt B. Reynolds	Ben I. Conant	Walter Benson[2]
GRAND ISLAND, 13,960.													
Independent (I-R) (J) (111) (t)	5,840	.03	.025	Independent Pub. Co.	A. F. Buechler	A. F. Buechler	Randall Cozier	A. F. Buechler	J. R. Fulton	J. R. Fulton	Adolph. Boehm	J. R. Fulton	F. G. Baldwin[2]
HASTINGS, 11,647.													
Tribune (I) (J) (111)	6,473	.05	.05	Adam Breede	Adam Breede	H. G. Smith			E. A. Francis	H. W. Haines			O. C. Fearn[1]
KEARNEY, 7,702.													
Hub (R) (J) (111)	2,950	.025	.021	Kearney Hub, Inc.	M. A. Brown		H. C. Kroger	Hugh R. Brown		C. P. Huntington	Guy Saltzgaber		
LINCOLN, 54,934.													
†Journal (m) (I) (J) (E) (19)	20,025	.09	.09	J. C. Seacrest	W. O. Jones	H. T. Dobbins	F. L. Williams	J. C. Seacrest	Fred Seacrest	A. A. DeTeav	L. G. Schlegal	W. H. Sherburne	M. L. Shively; P. D. Caldwell[1]
	19,108	.09	.09										
Sunday edition	29,106												
Star (m) (I) (9-51)	34,960	.08	.074	H. E. Gooch	J. E. Lawrence	J. E. Lawrence	L. A. Becker	L. B. Tobin	Fred I. Archibald	Fred I. Archibald	O. E. Jerner	D. W. Pendell	J. E. Moore
Sunday edition	27,577	...	...										
NEBRASKA CITY, 6,279.													
News (D) (J) (4)	1,595	.014	...	News Co.	C. M. Hubner			E. D. Marnell	E. D. Marnell	E. D. Marnell	E. D. Marnell	E. D. Marnell	E. D. Marnell[2]
†Press (m) (I) (J) (98-5)	2,782	.024	.024	Press Ptg. Co.	J. H. Sweet			E. A. Beason		Marie J. Duncan	Fred B. Borne		F. E. Olmsted[2]
Sunday edition	2,782												
NORFOLK, 8,634.													
News (I) (J) (111)	8,954	.05	.04	Gene Huse	Gene Huse	Sterling McCaw	Karl Stefan	Gene Huse	F. C. Asmus	Wm. Reckert	Herb Riggert	Wm. Reckert	B. W. Nightengale[2]
NORTH PLATTE, 10,466.													
Telegraph (none)	....	.021	...	Kelly & Son, Pub.	A. P. Kelly								
OMAHA, 191,601.													
†Bee (M) (R) (E) *S (111-60)	46,683	.15	...	Nelson B. Updike		Victor B. Smith	John Long	Basil Brewer		Dwight Israel	V. A. Bridge	F. P. McMahon	R. L. Ratekin
Evening edition	24,119												
Sunday edition	75,394	.16	...										
Drovers Journal Stockman	22,075	.08	...	Journal-Stockman Co.	Bruce McCulloch		W. N. Paxton	W. A. Truelsen		P. D. Moore			
News (m) (I) (E) (62-11-64)	83,832	.16	...	Joseph Polcar	Joseph Polcar	Neal Jones	Neil Murray		O. L. Sitzman	S. P. LaDue	John W. Kurtz	F. Reichmann	M. N. Griffith
Sunday edition	82,319												
†World-Herald (m) (D) (E) (103)	41,300			W. G. Crounse	H. E. Newbranch	W. R. Watson	B. F. Sylvester		H. Doorly	L. R. Wilson	M. B. McNab	C. Nolan	
Evening edition	39,860	.16	.14										
Sunday edition	79,432												
PLATTSMOUTH, 4,190.													
Journal (D) (J) (4)	975	.011	.011	R. A. Bates	R. A. Bates	R. A. Bates	Frank Smith	R. A. Bates	R. A. Bates				
SCOTTS BLUFF, 6,912.													
Platte Valley News (I) (J) (98-5)	1,703	.025	.02	Lincoln Press, Inc.	George Grimes	George Grimes			L. A. Chickering	L. A. Chickering			Guy Harmon[2]
WYMORE, 2,592.													
Arbor State (none)	211	.007	...	L. F. Hohensee & O. W. Green	L. F. Hohensee								
YORK, 5,388.													
News-Times (I) (J) (none)	2,250	.02	...	Blank Book Co.	W. E. Adair	Thomas Curran	W. E. Adair	Thomas Curran	Thomas Curran	R. E. Bartlett			Thos. Curran[1]

NEVADA

CARSON CITY, 2,500.													
Appeal (none) (d)	....	.018	...	Expositor Ptg. & Pub. Co.	T. D. Van Devort								
†News (m) (4-32) (d)	525	.011	...	E. T. Clyde	E. T. Clyde								
Sunday edition	525												
ELY, 2,090.													
Times (none)	640	.021	...	Nevada Ptg. Co.	Vail M. Pittman								
GOLDFIELD, 4,838.													
Tribune (none) (d)	1,127	.032	...	Expositor Ptg. & Pub. Co.	V. L. Ricketts								
RENO, 12,016.													
Gazette (I-R) (21-95)	5,589	.04	.036	Reno Gazette Co., Inc.	D. E. W. Williamson.			Graham Sanford	Leigh Sanford	M. M. Stampfli			Clarence Whiddett
†State Journal (m) (D) (J) (9)	5,307	.035	.036	Emmet D. Boyle	Homer Mooney	Homer Mooney	Homer Mooney	Emmet D. Boyle	Joe F. McDonald	Joe F. McDonald	Joe F. McDonald	Joe F. McDonald	D. Wortham; E. D. Sullivan[1]
Sunday edition	5,307												
TONOPAH, 4,144.													
Bonanza (none)	1,221	.018	...	Tonopah Bonanza Ptg. Co.	W. W. Booth								
†Times (m) (I-D) (J) (none)	1,195	.014	...	F. F. Garside	F. F. Garside	F. F. Garside	F. F. Garside		F. F. Garside	F. F. Garside			

NEW HAMPSHIRE

CLAREMONT, 9,524.													
Eagle (R) (J) (90) (d)	1,850	.011	...	Harold L. Woodward	Geo. I. Putnam	W. E. Langdon		Harold L. Woodward					B. G. Welsh[1]
CONCORD, 22,167.													
Monitor (R) (J) (106-107)	2,439	.018	.021	William D. Chandler	Fred I. Blackwood	William D. Chandler	Edward J. Paisbley	Frank F. Hart	Frank F. Hart	John E. Coffin	Rae Laraba	John E. Coffin	J. O. W. Phaneuf[2]
	1,572												
†Patriot (98-5-129)	3,521	.025	.026	New Hampshire Patriot Co.		William E. Wallace		Edward J. Gallagher	Alfred R. Newall		Walter H. Whitney		Campbell Wright
Total	5,093												
DOVER, 13,029.													
Foster's Democrat (90)	2,802	.012	...	Geo. J. Foster & Co.	Geo. J. Foster								
KEENE, 11,210.													
Sentinel (R) (J) (129) (d)	3,316	.02	...	C. J. Woodward	W. H. Prentiss		C. J. Woodward	C. J. Woodward	C. R. Rodgers	C. R. Rodgers	C. R. Rodgers		W. E. Bullard[2]
MANCHESTER, 78,384.													
Mirror (I) (110)	....	.04	.032	Manchester Pub. Co.	John H. Fahey	Daniel J. O'Brien	Timothy J. Sullivan	Jos. F. Dillman		L. J. Moynihan	E. J. Cashin		
Leader (see Union)	13,592	.07	.07										
†Union (m) (I) (E) *S (90) (t)	14,501			Union-Leader Pub. Co.	Frank Knox				J. A. Muehling				
Sunday edition	12,000	.07	.07										
NASHUA, 28,739.													
Telegraph (none)	4,957	.025	...	Telegraph Pub. Co.	B. E. Warren								
PORTSMOUTH, 13,569.													
Herald (I-R) (J) (none)	5,268	.025	...	Chronicle & Gaz. Pub. Co.	F. W. Hartford	F. W. Hartford			W. R. Dearborn	W. R. Dearborn	W. R. Dearborn		
†Times (R) (none)	3,785	.015	...	Times Pub. Co.	Frederic E. Drew				Frederic E. Drew				

NEW JERSEY

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
ASBURY PARK, 12,400.													
Press (m) (I-D) *S (727)	9,014	.025	.025	J. Lyle Kinmonth	J. Lyle Kinmonth	E. S. Longstreet		Geo. E. Hopper	David Thurston	E. T. Baker			
Sunday edition	4,905												
ATLANTIC CITY, 50,682.													
†Gazette-Review (m) (R) (53)	7,798	.03	.03	Gazette-Review Co.	William P. Houpt			Harry E. Smith		A. C. Finley	John J. Carey		
Sunday edition	10,863	.035	.035										
†Press (I) (E) (72)	15,125	.06	.06	Press-Union Pub. Co.	Ernest Smith	F. E. Croasdale	J. H. Shinn / Ernest Golding	Albert J. Feyl	Albert J. Feyl	Robert E. Pfeiffer	W. L. Lippincott	J. L. Burglund	Edward A. Ely
Union (See Press)	5,512												
BAYONNE, 76,754.													
Times (I) (106-107)	10,873	.04	.04	Hyman Lazarus	Herbert Martin	Hyman Lazarus		S. I. Newhouse	S. I. Newhouse	S. I. Newhouse	B. Nelson	Theo. Newhouse	
News-Review (R) *Sat. (41-71)	10,640	.035	.035	Argus Press, Inc.	Leonard E. Travis	Leonard E. Travis	A. V. Ripps	C. A. Ruhlmann	W. W. Hubbard	W. W. Hubbard	I. Cohen	L. Kramer	Jno. McNulty
BRIDGETON, 14,323.													
News (R) (J) (106-107-123)	5,412	.025	.023	Evening News Co.	R. E. Fithian	Wm. B. Kirby		R. E. Fithian	F. A. Stanger	F. A. Stanger	F. A. Stanger	F. A. Stanger	John B. Cowen / George H. Bear[1]
†Pioneer (none) (d)	1,698	.011	...	Geo. W. McCowan	H. L. Tyler								
BURLINGTON, 9,049.													
Enterprise (R) (J) (21) (d)	4,801	.02	.02	Enterprise Pub. Co.	Jos. R. Cheesman	Jos. R. Cheesman	John H. Naylor	Jos. R. Cheesman	Jos. R. Cheesman	Jos. R. Cheesman	Jos. R. Cheesman	Jos. R. Cheesman	W. E. Cheesman[1]
CAMDEN, 116,309.													
Courier (I-R) (48)	21,216	.06	.06	J. David Stern	J. David Stern	Harry T. Saylor	A. Haugh	J. David Stern	W. L. Tushingham	Albert Ingram	Charles Baylass	L. McCloskey	Elmer E. Pratt
Post-Telegram (R) (61)	16,171	.05	.05	Post-Telegram Co.	U. S. Jefferys		F. S. Albright	F. F. Patterson, Jr.	E. R. Holme	T. N. Patterson	S. S. Norcross		
ELIZABETH, 95,682.													
Journal (R) (100-109)	19,072	.07	...			Geo. W. Swift	John A. Mitchell	Elmer E. Stanion	F. Ernest Wallace	A. J. Ruck	F. Ernest Wallace		Walter J. Burke
Times (m) (I-D) (34-68)	8,000	.04	.04	Leonard F. Sawvel	Leonard F. Sawvel	Leonard F. Sawvel	V. A. Fallon	Leonard F. Sawvel	A. M. Knox	A. M. Knox	Henry Haber		M. Kantrowitz
Sunday edition	7,000												
HACKENSACK, 17,667.													
Bergen Record (I) (102-106-107)	6,142	.03	.028	Bergen Evening Record Corp.	James M. Smith	Matt Ely	Hugh O'Reilly	J. Douglas Gessford		Russell L. Binder	Rudolph Picinich	Morris L. Zimmerman	Charles A. Young
HOBOKEN, 68,166.													
Hudson Observer (J) (55)	39,408	.11	.11	G. A. Seide	John McCormick					A. L. Kohnfelder	Harry Kelly		W. W. McQueen[1]
JERSEY CITY, 297,864.													
Journal (I-R) (127)	36,825	.10	.10	Eve. Journ. Assoc.	Joseph A. Dear	Adolph A. Langer	Fred'k J. Gainsway		Walter M. Dear	Charlotte C. Stuhr	Joseph A. Dear, Jr.	Fred M. Helland	R. Burt Donaghy
LONG BRANCH, 13,521.													
Record (I) (J) (none)	4,855	.017	.017	F. M. Taylor Pub. Co.	G. P. Wilson			Bryant B. Newcomb	Bryant B. Newcomb	Herbert S. Meyers	Robt. Meyers		
MILLVILLE, 14,691.													
Republican (R) (none)	2,600	.014	.012	W. E. Middleton	Geo. Doyles			W. E. Middleton	M. F. Hawkins				
MORRISTOWN, 12,548.													
Jerseyman (R) (J) (37)	3,165	.02	...	The Jerseyman, Inc.	Wood M. Vance	Wood M. Vance	Wood M. Vance	Alva E. Lamberton		James D. Felsenheld	Fred Vance		Fred Vance
Record (I) (J) (106-107)	3,601	.02	.02	Norman B. Tomlinson	Norman B. Tomlinson	Norman B. Tomlinson.	Norman B. Tomlinson.	Norman B. Tomlinson.	Norman B. Tomlinson.	Norman B. Tomlinson.	Norman B. Tomlinson.	Norman B. Tomlinson.	W. E. Wulfers / N. B. Tomlinson[1]
NEWARK, 414,216.													
Call (Sunday only) (I) (*S) (21)	65,573	.13	.13	G. Wismer Thorne	G. Wisner Thorne	S. B. Hunt	Herbert Ehlers	P. H. Baldwin	Louis Hannock	P. H. Baldwin	Geo. Robbins		P. Kelly
†Ledger (m) (36)	30,022	.10	...	Newark Morning Ledger Co.	L. T. Russell								
Sunday edition	21,622	.10	...	Newark Morning Ledger Co.	L. T. Russell								
News (I) (103-129C)	105,302	.21	.21	Wallace M. Scudder	Edw. W. Scudder	John W. Maynard	Louis H. Patterson		Eugene W. Farrell	Eugene W. Farrell	Charles L. Stasse		
Star-Eagle (mer.) (13)	69,722	.16	...	Newark Star Pub. Co.	N. C. Wright	W. E. Bowman	J. J. Kennedy	H. S. Talmadge	H. J. Auth	H. J. Auth	Karl F. Hall	T. J. McInerney	F. A. Conery
NEW BRUNSWICK, 32,779.													
Home News-Times (m) (I) (17)	10,363	.04	.028	Home News Publishing Co.	Hugh Boyd		Daniel Wray		William B. Boyd	Harvey Huff	Raymond DeHart	Miss Elizabeth Newman	
Sunday edition	8,977												
PASSAIC, 63,841.													
Herald (I) (J) (61)	10,271	.04	.027	E. A. Bristor	E. A. Bristor	Wm. M. McBride	Wm. M. McBride	E. A. Bristor	E. A. Bristor	Chas. W. Delaney	John G. Kroel	J. Douai	James C. Sigler / A. V. Doremus[1]
News (I) (37-71)	10,408	.04	.027	R. E. Lent	G. M. Hartt	G. M. Hartt	H. W. Gras	R. E. Lent	R. E. Lent	C. W. Kievit	B. P. Welling	G. A. Spano	
PATERSON, 135,866.													
†Call (R) (J) (48)	15,541	.043	...	Call Printing & Pub. Co.	Ferd'd R. Friedrich				Garret H. Sturr				G. H. Sturr[1]
News (I) (127)	11,274	.04	...	News Ptg. Co.	Harry B. Haines	Harry B. Haines	A. Green	Jules C. Levine	Jules C. Levine	H. M. Schmidt	Thos. E. Hinds		Dan B. Watson
Press Guardian (I) (J) (mer.) (106-107)	12,115	.04	.025	Wm. B. Bryant	John L. Matthews	John L. Matthews	Augustus Epple	Wm. B. Bryant	Wm. B. Bryant	Henry J. Durkin	Edmund B. Crandall	Chester Foyle	James T. Peto / Charles R. Webster[1]
Sunday Chronicle	12,153												
†Times (D) (J) (125)	Est. in Dec.	.035	.021	Passaic County Pub. Co.	John J. O'Rourke	T. E. Burke	John F. Flynn	Ellsworth Lee	Lewis M. Neikrug	Herbert S. Kamsler	John J. Condon	Stephen Mudama	Douglas Allan[1]
PERTH AMBOY, 41,707.													
News (100)	9,057	.045	...	Perth Amboy Eve. News Co.	J. L. Clevenger		I. J. Reimers	D. P. Olmstead		J. Y. Duff	E. T. Trueman		
PLAINFIELD, 27,770.													
Courier-News (R) (1)	8,345	.03	.03	Courier News Pub. Co.	John A. Gaffney	Charles H. Frost	John A. Gaffney	Charles H. Frost	Charles H. Frost	A. W. Zimmerman	C. F. Staub	Harriet C. Niles	Wm. Morrison
TRENTON, 119,289.													
†State Gazette (1-71)	15,127	.045	...	State Gazette Pub. Co.	Forrest R. Dye								
Times (I) (mer.) (72)	32,297	.08	.06	Trenton Times, Inc.	James Kerney	Thos. F. Waldron	John H. Sines	Owen Moon, Jr.	Owen Moon, Jr.	Wm. K. Hoyt	Albert V. Ambrose	Jos. Tams	Albert Chalfont
Sunday Times-Advertiser	25,069												
UNION HILL, 20,651.													
†Hudson Dispatch (I-D) (J) (94-126) (1)	13,881	.04	.04	Thomas F. Martin	Haddon Ivins	Haddon Ivins	John Mitchell	William Rubel	William Rubel	Frank Galland	Fred Wood	Harry Straus	Fred Wood / Ferd Vollenwender[1]
VINELAND, 6,799.													
Journal (I) (none)	3,251	.0178	...	Eve. Journal	Geo. C. Ladd	Geo. C. Ladd	David W. Sigafoo		George C. Ladd	Edward H. Ladd			
WOODBURY, 5,801.													
Times (I) (J) (none) (d)	2,525	.03	.03	Woodbury Daily Times Co.	J. Frank Wilson	J. Frank Wilson		J. Frank Wilson	J. Frank Wilson	J. Frank Wilson	J. Frank Wilson	J. Frank Wilson	J. Frank Wilson[2]

NEW MEXICO

ALBUQUERQUE, 15,157.													
Herald (m) (I) (53-60)	5,235	.029	.029	Geo. Roslington	H. B. Hening		H. P. Pickrell		Don Higgins	D. B. Keenan			Fred Kirkpatrick
Sunday edition	5,350												
†Journal (m) (I-R) (none)	8,419	.03	...	Journal Pub. Co.	Joseph Tausek	Joseph Tausek		Joseph Tausek	Joseph Tausek	W. T. McCreight	Jack Luckett	Andrew Weyler	
Sunday edition	8,419												
EAST LAS VEGAS, 4,304.													
Optic (R) (J) (5)	3,612	.02	.015	Optic Pub. Co.	H. W. Kane	H. W. Kane	Roland C. Davies	H. W. Kane	Lloyd W. Lash	Lloyd W. Lash	Charles F. Kohl		R. M. Hemstreet / Lloyd W. Lash[1]
ROSWELL, 7,062.													
News (D) (J) (none)	1,850	.05	.05	Roswell News Co.	Will Robinson	Will Robinson	Hazel A. Smith	Harry Jaffa	Harry Jaffa	Harry Jaffa	Hazel A. Smith	Harry Jaffa	V. F. Givan / B. P. Rasmus[1]
Record (none) (d)	968	.018	...	C. E. Mason	C. E. Mason								
SANTA FE, 7,236.													
New Mexican (I-R) (J) (106-107)	2,160	.020	.010	Santa Fe. N. Mex. Pub. Corp.	E. Dana Johnson			J. C. McConvery	J. C. McConvery	J. C. McConvery	J. C. McConvery		J. C. McConvery[1]

Explanation: Dagger (†) indicates morning newspapers. **(m) indicates Sunday morning edition; (e) indicates Sunday evening edition. (I) politically independent; (R)** Republican; **(D)** Democratic; **(Soc.)** Socialist; **(I-R)** Independent Republican; **(I-D)** Independent-Democratic. **(J)** operate job printing plants. **(E)** operate own engraving plant. * indicates rotogravure section, letter following indicates day of issue as **S** for Sunday, **M** for Monday, **Tu** for Tuesday, **W** for Wednesday, **Th** for Thursday, **F** for Friday, **Sat** for Saturday. **Mo** for monthly. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mats. (t) do not use plates. Boldface circulation figures are A. B. C. net paid, six months statement ending September 30, 1922; **X** indicates three month statement ending September 30, 1922; **Y** indicates three months' A. B. C. statement ending June 30, 1922; **W** indicates A. B. C. audit of September 30, 1922. All other circulation figures are Government statements for **six months** ending September 30, 1922. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are shown by brackets. **In last column superior figure [1] following name** indicates superintendent of job department only; superior figure [2], superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. **All quoted advertising** rates are **per** agate line; where only one rate is quoted and no bracket appears it applies to each issue separately.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

NEW YORK

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
ALBANY, 113,344.													
Journal (R) (J) (127)	11,793	.04	.035	The Journal Co.	William Barnes	Arthur Lucas	Edward W. Bates	Robert B. Waters		Ben Franklin	Henry S. Schock	C. Seymour	Martin A. Cox[1]
Knickbocker Press (m) (I-R) (E) *S (19)	33,394	.09	.05	The Press Co.	Frank W. Clark	Thomas R. Hutton	Raleigh T. Curtis	Lynn J. Arnold, Jr.	Arthur D. Hecox	John J. Connors	John W. O'Connor	James McGovern	Earl Lowe
Sunday edition	47,496	.11	.06										
News (I-R) (E) (19)	Est. Oct. 10, '22	.07	.045	The Press Co.	Frank W. Clark	M. H. Williams	Albert E. Dale	Lynn J. Arnold, Jr.	Arthur D. Hecox	John J. Connors	J. W. O'Connor	James McGovern	
Telegram (Sunday only) (1) (J) (80)	21,629	.06	...	Sunday Telegram Corp.	W. R. Lipman		H. E. Hill			W. R. McCann			W. H. Harrison[1]
Times-Union (D) (132)	36,196	.09	...	Martin H. Glynn	Martin H. Glynn			James J. Kane			Frank McDuff		
AMSTERDAM, 33,524.													
Recorder & Democrat (R) (J) (100)	6,532	.04	.35	Wm. J. Kline & Son, Inc.	W. J. Kline	J. E. Willoughby	B. H. Simmons	Gardiner Kline	Gardiner Kline	Wm. H. Kuhn	F. W. Mathieu		E. D. Trull[2]
AUBURN, 36,192.													
Advertiser-Journal (100-109)	4,167	.03	...	Advertiser-Journal (Inc.)	Herbert J. Fowler								
Citizen (J) (100)	6,407	.035	.021	Auburn Pub. Co.	Wm. O. Dapping	Wm. O. Dapping		Charles D. Osborne	Charles D. Osborne				
BALLSTON SPA, 4,103.													
Journal (R) (J) (none) (d)	1,020	.01	.01	C. H. Grose	Arthur Mathers	Arthur Mathers		C. H. Grose, Jr.	C. H. Grose, Jr.	C. H. Grose, Jr.	C. H. Grose, Jr.		C. H. Grose[1]
BATAVIA, 13,541.													
News (I-R) (J) (mer.) (100)	8,293	.03	.03	Griswold & McWain, Inc.	A. J. McWain	J. J. Maney	F. J. Schinuelmeyer	M. R. Miller	G. S. Griswold	L. W. Griswold		Roderick Wilber	R. Shultz[1]
BEACON, 10,996.													
Herald (R) (J) (4)	2,257	.014	.014	K. H. Donaghue	C. E. L. Norris	C. E. L. Norris		C. E. L. Norris	C. E. L. Norris	C. E. L. Norris			
Journal (I) (41-71)	1,985	.017	.014	Beacon Journal Co.	Morgan H. Hoyt	Ferdinand H. Hoyt	Edward T. Hayden	Ferdinand H. Hoyt	Ferdinand H. Hoyt	M. H. Hoyt			
BINGHAMTON, 66,800.													
Press and Leader (I) (E) (22)	28,353 x	.08	.08	Binghamton Press Co.	E. S. Chamberlayne	Frank W. Spaulding	H. P. Weller	R. E. Bennett	R. E. Bennett	L. S. Chubbuck	C. E. Blewer	James Burnett	
†Sun (none) (d) (t)	18,732	.05	.045	Wm. H. Hill	Wm. H. Hill	W. S. Lyon	Robert Dixon	G. W. Beardsley	G. W. Beardsley	W. S. Lyon			
BROOKLYN, 2,022,262.													
Citizen (m) (D) (73C-60-44)	41,221	.12	.12	David J. McLean	Solon Barbanell	Arthur G. Dore	James Dempsey	David J. McLean	Edw. F. Seixas	Peter Flannery	John F. Shevlin	W. Glass	John F. Shevlin
Sunday edition	41,221												
Eagle (m) (J) (103)	59,705	.20	.20	Herbert N. Gunnison	Arthur M. Howe	Harris M. Coist	Edwin Wilson	E. G. Martin	William Horner	M. Burke	Thomas Mulhern	{Geo. Windvam / E. J. Aberle[1]	
Sunday edition	73,933												
Standard Union (m) (R) *S (101)	71,594	.20	.20	R. F. R. Huntsman	John A. Halton	Theodore Bosshard	Chas. Mulligan	Chas. F. Dodd	Herbert L. Bridgman	Wm. F. Reynolds	James Hennessey	F. H. Baragwanath	Morris Gosso
Sunday edition	50,539												
Times (m) (I-R) (E) (125)	45,139	.12	.20	John N. Harman	John N. Harman	Walter M. Oestreicher	Lester Rice	John N. Harman	George Rothwell	Joseph F. McKeon	Nat. Ferber	Joseph F. McKeon	
Sunday edition	45,139												
BUFFALO, 506,775.													
Commercial (I-R) (J) (67)	18,261	.07	.05	Charles A. Finnegan	Harvey White	Harvey White	Frederick T. Turner	Earl J. McCone	Raymond Bissell	J. C. Sturm	H. W. Brooke	J. C. Sturm	{C. Holstner / Chas. Hazenthal[1]}
†Courier (m) (D) *S (mer.) (81)	62,770 x	.13	.13	W. J. Conners, Jr.	W. J. Conners, Jr.	David S. Taylor			Wm. S. Bennett	M. R. Clissold	R. J. Bulger		
Sunday edition	114,673 x	.22	.22										
Enquirer (D) (mer.) (81)	27,646 x	.09	.09	W. J. Conners, Jr.	W. J. Conners, Jr.	John H. Tranter			Wm. S. Bennett	M. R. Clissold	R. J. Bulger		
†Express (m) (R) (*S) (52)	41,600 x	.15	.15	Wm. M. Ramsdell	James W. Greene	Burrows Matthews	F. J. Clancy		L. W. Wilgus	G. W. Preston	L. W. Wilgus	Wm. G. Bryan	J. H. Edwards
Sunday edition	53,420 x	.20	.20										
News (R) (E) (72)	110,070			Edward H. Butler	Edward H. Butler	Marc A. Rose	William F. O'Connell		Clayton G. Underhill	Joseph F. Melia	George Therrien	Ernest D. Anderson	
Times (m) (D) (E) *S (mer.) (132)	78,399 x	.21	.21	Norman E. Mack	Norman E. Mack	John D. Wells	Walter Fix	Thomas M. Clark	M. D. Condon	Frank L. McGrath	M. D. Treble	P. J. Schreiber	
Sunday edition	94,132 x	.18	.18										
CANANDAIGUA, 7,356.													
Messenger (I) (34-68)	3,160	.017	.017	James A. Easton	H. R. Easton	Maxwell Hahn	Maxwell Hahn	H. R. Easton	H. R. Easton	Geo. E. Comstock	H. R. Easton	Geo. E. Comstock	
CATSKILL, 4,728.													
Mail (100-109) (d)	2,010	.014	...	M. Edw. Silberstein	M. Edw. Silberstein								
COHOES, 22,987.													
American (I) (J) *Sat (63-71)	9,700	.04	.04	Cohoes American, Inc.	F. V. Kennedy		Herbert Calkins	J. J. Wallace	J. J. Wallace	Thomas Jones	A. F. LaMarche	A. A. Scully	H. Bessetle[2]
CORNING, 15,820.													
Leader (I) (J) (100)	7,251	.04	.028	Edwin S. Underhill	John F. Rolfe		H. F. Eames		W. A. & E. S. Underhill, Jr.				W. H. Older[1]
CORTLAND, 13,294.													
Standard (R) (J) (100)	5,366	.49	.35	Cortland Stan. Ptg. Co.	Edw. D. Blodgett	Wm. H. Clark	Edward D. Blodgett	Wm. H. Clark	Edw. H. Clark	Edward H. Clark	Edward H. Clark	Edward H. Clark	{Wm. H. Clark / E. J. Ryan[1]}
DANSVILLE, 4,681.													
Breeze (R) (J) (none)	1,350	.018	.018	B. H. Knapp	B. H. Knapp	Bayard Knapp							
DUNKIRK, 19,336.													
Observer (41)	3,545	.025	...	Dunkirk Printing Co.	Gerald B. Williams								
ELMIRA, 45,305.													
Advertiser (I) (E) (8)	11,748	.04	.04	Herman Suter	Herman Suter	Thomas Wrigley	Charles Matthews	Herman Suter	Herman Suter	Frank W. Ross			Harry Baltz
Star-Gazette (I) (87)	23,754	.07	...	Elmira Star-Gaz. Co.	Geo. S. Crandall	W. J. Copeland	John T. Calkins	W. J. Copeland	F. E. Tripp	F. E. Tripp	O. T. Rolls	James Fletcher	Frank J. Genger
Sunday Telegram edition	36,263	.12	...	Herman Suter	Herman Suter	Wm. C. Gill	Charles Matthews	Herman Suter	Herman Suter	Frank W. Ross			Harry Baltz
FLUSHING, 15,000.													
Journal (I) (J) (41-71)	5,700	.03	.03	J. H. Ridenour	J. H. Ridenour			J. H. Ridenour		Lester Parmenter	Joseph R. Hemler	Lester Parmenter	
Times (4)	4,050	.03	...	Flushing Times Pub. Co.	James F. Conroy								
FREEPORT, 8,599.													
Daily Review (R) (J) (41)	4,296	.03	.03	James E. Stiles	James E. Stiles					A. E. McIntosh	W. J. Peters		Wilbur Raynor[1]
GENEVA, 14,648.													
Daily Times (R) (98-71)	5,367	.04	...	Geneva Ptg. Co.	W. A. Gracey	W. A. Gracey		G. B. Williams	G. B. Williams				
GLENS FALLS, 16,638.													
†Post-Star (I-D) (J) (41-71)	7,419	.03	...	Glens Falls Post Co.	Claude Fox		J. Irving Fowler	A. P. Irving	A. P. Irving	Mildred E. Kenyon	A. P. Irving		{Edward Lance / T. Van Loon[1]}
Times (I-R) (J) (34-68) (t)	6,011	.025	.025	Glens Falls Pub. Co.	Frederick G. Bascom		C. V. Furness		F. N. Pulver				John Jones[1]
GLOVERSVILLE, 22,075.													
†Herald (I-R) (J) (87)	5,291	.03	.03	E. H. Cullings	Roy E. Fairman	Roy E. Fairman	J. Irwin Gifford	E. H. Cullings	E. H. Cullings	James A. Beach	Roy Church	Marvie Myers	James Eaton[2]
Leader-Republican (R) (J) (94-126)	6,247	.03	.025	Wm. B. Collins Co.	Frank L. Rogers	Walter F. Hine			Edw. H. Mills	Jack R. Paul	Fred Arn	Kenneth Pickering	Clarence Wilmot[1]
HERKIMER, 10,453.													
Telegram (I) (J) (none) (d)	3,050	.010	.018	Herkimer Telegram Pub. Co.	W. P. Small	W. P. Small							R. W. Durkee[1]
HORNELL, 15,025.													
Tribune-Times (I) (J) (100-109)	6,800	.035	.035	W. H. Greenhow Co.	C. W. Newman	C. W. Newman							Harry Wicks[1]
HUDSON, 11,745.													
†Republican (R) (J) (mer.) (41)	2,915	.017	.017	A. W. Fell	J. M. James	F. L. Kent		E. C. Van Loan		N. R. Bowers			E. C. Van Loan[1]
Register (D) (100)	2,686	.017	.017	Record P. & P. Co.	Fred J. Cook		Fred J. Cook		William S. Decker		J. M. Ellsworth		W. E. Bert[2]
ITHACA, 17,004.													
Journal-News (I) *Sat. (87)	7,211	.04	.028	John W. Baker	Harry G. Stutz		Gail C. Stover	John W. Baker		Wester W. Baker	L. V. Lewis	L. G. Pickering	
JAMESTOWN, 38,917.													
Journal (R) (100-109)	6,622	.025	...	Journal Ptg. Co.	Frederick P. Hall	James A. Clary	E. B. Briggs	Frederick P. Hall	Henri M. Hall	L. M. Hall			
†Post (R) (13)	9,942 x	.03	...	Post Pub. Co.	Edward L. Allen		J. Harold Swanson		Robert K. Beach	O. W. Bunting	W. G. Russell		
KINGSTON, 26,688.													
Freeman (R) (J) (100-109)	7,254	.03	.25	Freeman Pub. Co.	Jay E. Klock	Abraham W. Hoffman	Chester Doolittle		Harry du Bois Frey	Eugene Cornwell	Eugene Cornwell		{James E. Low / Peter Spotz[1]}
†Leader (D) (J) (63)	3,000	.35	.35	The Leader Co.	Thos. J. Comerford		Ira V. D. Warrey						

Name of Newspaper	Circulation	National	Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
LACKAWANNA, 17,918.													
Journal (I-R) (J) *Sat. (32)	2,196	.035	.035	Chas. W. Ellis & Sons	Chas. W. Ellis	Herbert T. Ellis	Chas. W. Ellis	Chas. W. Ellis	M. G. Ellis	G. L. Ellis			H. T. Ellis[2]
LITTLE FALLS, 13,029.													
Times (I) (J) (100)	3,950	.02	.015	The Crowley Co.	John Crowley	John Crowley	Kate F. Crowley	H. F. Nealus					
LOCKPORT, 21,308.													
Union Sun & Journal (I) (100)	7,094	.035	...	Union-Sun & Journal, Inc.	E. D. Corson	T. Ellsworth Brundage	J. Roberts	E. D. Corson	G. E. Fitzsimmons	G. E. Fitzsimmons	G. E. Fitzsimmons	R. H. Quattlebaum	
LONG ISLAND CITY (Queens), 469,042.													
Star (I-D) (61)	16,513	.07	.07	Long Is. Star Pub. Co.	LeRoy L. Smith	LeRoy L. Smith	Frank S. Kelly	LeRoy L. Smith		Robert J. Setchanove		Wm. C. Fowley	
MALONE, 7,556.													
Telegram (R) (none)	4,519	.02	.025	Malone Telegram Co.	Charles M. Redfield	Leon L. Turner		Douglas N. Callander					
MECHANICSVILLE, 8,166.													
Hudson Valley Times (R) (J) (4)	1,315	.017	.017	Henry H. Helsby	Henry R. Helsby			Henry R. Helsby		T. E. Scully			
MEDINA, 6,237.													
Journal (R) (J) (4) (d)	1,988	.021	.021	Medina D. J. Pub. Co.	Alonzo L. Waters	W. John Hinchey				Alonzo L. Waters			
MIDDLETOWN, 18,420.													
Herald (m) (I) (J) (8)	5,117	.02	.02	Orange Co. H. Pub. Co., Inc.	R. S. Carver	R. S. Carver	Tom Kennedy	R. S. Carver	Geo. Tilles, Jr.	H. Frick	F. A. Treyz	W. B. Ketchum	
Sunday edition	6,215	.03	.02										
Times-Press (R) (J) (E) (100)	6,373	.03	.025	Stivers Ptg. Co.	John D. Stivers	Ralph P. Bull	Harold LaPolt	Horace A. MacGowan	Horace A. MacGowan	John D. Schultz	Elmer E. Decker	John D. Schultz	Elmer M. Hunter; Frank M. Cox[1]
MOUNT VERNON, 42,726.													
Argus (I-R) (41)	7,976	.04	.04	Franklin A. Merriam		Maurice S. Porter		Franklin A. Merriam	Louis G. Speidell				
NEWBURGH, 30,366.													
News (R) (J) (100-109)	10,283	.05	.05	Newburgh News Ptg. & Pub. Co.	Frederick W. Wilson	Calvin D. Meyers	Edw. P. Dumphy	Frederick H. Keefe	Frederick H. Keefe	Harry Cohen	Conklin Vail		R. Bentley[2]
NEW ROCHELLE, 36,213.													
Standard (R) (E) (41-71)	5,312	.03	.018	Truman W. Greenslitt	Truman W. Greenslitt			Truman W. Greenslitt					
Star (100-109) (I)	4,250	.02	.018	T. Harold Forbes	T. Harold Forbes	T. Harold Forbes	Louis E. Thayer	T. Harold Forbes	T. Harold Forbes	T. Harold Forbes	T. Harold Forbes	C. F. Anthes	
NEW YORK, 5,620,048.													
†American (m)	329,839	.60	...	Star Co., Publishers	William R. Herast	W. R. Thayer	Victor Watson	Bradford Merrill	H. M. Roberts	E. M. Swasey	Joseph D. Bannon	M. P. Goodfellow	James Tole
Sunday edition	1,028,278	1.25	...										
Bronx Home News (m) (I) (J) (E) (110)	Est. Nov. 6, '22	.25	.20	Bronx Home News Pub. Co.	Edward Maxwell	Edward Maxwell	Harry Goodwin	James O. Flaherty	F. James Gibson	Harry C. Clarke	John P. Fitzmaurice	James F. Higgins	John P. Fitzmaurice; Geo. Shadel[1]
Sunday edition													
†Call (m) (Soc.) (J) (none)	19,223	.20	.20	Workingmen's Co-Op. Pub. Ass'n		Walter M. Liggett	B. Rachmel		Max Kaufman	Max Kaufman	Wm. Guilfoyle	Max Kaufman	L. Bright[1]
Sunday edition	18,729												
†Commercial (J)	12,727	.24	...	Russell R. Whitman	Walter B. Brown	Charles R. Barth		David D. Glassford	David D. Glassford	Lewis C. Paine	Lewis C. Paine	W. J. Baker	
†Herald (m) (I-R) (E) *S (98J)	175,403	.41	.41			C. M. Lincoln	E. Bartnett		E. S. Friendly	E. A. Sutphin	J. E. Hasenack	J. E. Martin	
Sunday edition	188,304												
Globe (I-D) (81)	166,237	.30	.30	Jason Rogers	H. J. Wright	J. T. Flynn	R. H. McCaw		John C. Cook	W. E. Severn	O. O. Scattergood	L. L. Heaton	
Journal (39-16)	622,749	1.25	...	James C. Dayton	Arthur Brisbane	J. R. Hastings			E. M. Alexander	J. D. Bannon			
L. I. Jamaica Press (I-D) (J) (41)	12,500	.05?	.05	L. I. Farmers' Pub. Co.	J. O. Neill	R. L. Marvin		R. L. Marvin		R. Hakin	R. Tunnell	H. Stalls	H. J. Young; M. Rich[1]
†Journal of Commerce (125-36A)	27,778	.24	...	William C. Reick	H. Parker Willis	V. G. Iden			Mason Peters	Montgomery Hallowell	P. W. Moneypenny	B. Liebenstein	V. B. Sweeney
†Law Journal (d)	4,736	.20	...	N. Y. Law Pub. Co.	J. Maurice Wormser	J. M. Wormser	J. M. Wormser	John J. Cosgrove	John J. Cosgrove	John J. Cosgrove	John J. Cosgrove		Robert A. Phelps
Mail (13)	161,215	.38	.38	Daniel Nicoll	Henry L. Stoddard	T. E. Niles	J. J. Reardon		Henry Wagner	Thomas F. Burns	F. S. Levy	E. Kiefhaber	
†News (m) (I) (59)	522,635	.71	.71	J. H. Patterson & R. R. McCormick		Philip A. Payne	Frank Hause	Wm. H. Field	W. J. Barnhart	R. T. Wilken	J. S. Sullivan		John Gow
Sunday edition	348,711	.46	.46	Daily Trade Record Co.	Melbourne Smith	Melbourne Smith	S. S. May	E. W. Fairchild	L. E. Fairchild		W. W. Nugent	L. E. Williams	Geo. Julier
†News Record	18,165	.20	...	George W. Markey	Geo. W. Markey	Geo. W. Markey	Geo. K. Barry	Edward J. Markey	John K. Markey	Joseph Hollander	Albert A. Schneider	Charles Skahan	Walter Markey
North Side News (m) (I) (J) (none)				New York E. Post, Inc.	Simeon Strunsky	Chas. McD. Puckette	Gordon Lamont		C. C. Lane	F. Porter Caruthers	N. A. Cathcart	E. J. Jonakowski	Neil L. MacKinnon[2]
Sunday edition		.105	.105	N. Y. Herald Co.	Fred A. Walker		Andrew W. Ford	Fred A. Walker	Fred A. Walker		James J. Winters		
Post (I) (J) *Sat. (8)	28,576	.21	...	Lewis Pub. Co.	Wm. E. Lewis	Irving J. Lewis	Frank A. Price	Wm. E. Lewis	John J. Nell, Jr.	H. A. Hallett	Victor Ryberg	John B. Stackey	
Saturday only	49,995			Adolph S. Ochs	Rollo Ogden	C. V. Van Anda	Osmund Phillips		Louis Wiley	B. F. Butterworth	Charles A. Flanagan	W. W. Miller	Charles F. Hart
Telegram (I) (Se) (98J)	115,937	.25	...		Ogden Reid	Julian S. Mason	Hood Macfarland		Howard Davis	U. S. G. Welch	C. H. Sandkam		
Sunday evening	131,184												
†Telegraph (m) (I) *S (98M)	44,553	.18	.13			Keats Speed	T. Dieualde		E. S. Friendly	E. A. Sutphin	J. E. Hasenack		J. E. Martin
Sunday edition	47,215	.22	.17	Dow, Jones & Co.	W. P. Hamilton	W. P. Barclay	K. C. Hogate	C. W. Barron	Joseph Cashman	E. B. Ross	J. E. Miller	E. B. Ross	David O'Connell
†Times (m) (J-D) *S (104-12-118)	330,977	.552	.552	Women's Wear Co.	E. Doorly		Joe Bernstein		L. E. Fairchild	A. E. Fairchild	W. W. Nugent	L. E. Williams	G. W. Julier
Sunday edition	510,835	.637	.637	Press Pub. Co.	Frank I. Cobb	Herbert B. Swope	James W. Barrett	Florence D. White	J. F. Bresnahan	Hal Fink	N. R. Hoover	Frank McCabe	G. S. Williamson; W. C. Ring[1]
†Tribune (m) (I-R) *S (49C)	130,093	.38	.38	Press Pub. Co.	H. S. Pollard	John H. Tennant	John W. Rainey	Florence D. White	J. F. Bresnahan	Hal Fink	N. R. Hoover		G. S. Williamson; W. C. Ring[2]
Sunday edition	132,160; 130,570			N. Falls Gaz. Pub. Co.	N. F. Maddever		John O. Ormsby	A. C. Deuel		Bradley Norton	Fred Ohrt	Jesse Greenmuir	Lyman Chandler[2]
Sun (R) (E) (98J)	185,234	.41	.41	C. E. Hewitt		E. H. Hewitt				Clarence Creekmore			
†Wall Street Journal (I) (16 E)	19,582	.25	...	Norwich Pub. Co.	P. L. Clark	Wm. H. Clark	P. L. Clark	Wm. H. Clark	Wm. H. Clark	Leon P. Randall	Theodore Yarrington	Leon P. Randall	G. R. Davis[2]
Women's Wear (J)	27,057	.20	...	Chas. Brace	Chester Brown	Chester Brown	Chester Brown	Chas. Brace	Chas. Brace	Chas. Brace	Chas. Brace	Chas. Brace	A. Harniman[2]
†World (m) (I-D) (J) (E) *S (mer.) (93-95 78 D)	351,260 w	.44	.44	Rockland Ptg. Co.	W. A. Williams								Wm. Westerfield[1]
Sunday edition	576,777 w	.44	.44	Ogdensburg News Co.	Henry Holland								
Evening World (I-D) (J) (E) (93-95 78 D)	272,479 w	.44	.44	A. E. Sansoucy	Henry Belgard	A. E. Sansoucy	Henry Belgard	A. E. Sansoucy	A. E. Sansoucy	Geo. C. Marclay			B. E. Morgan[1]
NIAGARA FALLS, 50,760.													
Gazette (I-R) (J) (100-109)	14,607	.05	.03	Olean Herald Co., Inc.	W. L. Ostrom	M. C. Ostrom	H. W. Wright		W. L. Ostrom	S. W. Ostrom	L. E. Paulson	G. Carpenter	M. C. Ostrom; Mrs. E. Klock[1]
NORTH TONAWANDA, 25,550.													
News (I-R) (134)	3,945	.02	...	M. G. Fitzpatrick	John C. Armstrong	Roland D. Smith	W. Quinn		W. S. Dodson	W. S. Dodson	H. A. McCaul	Geo. Hill	Marget Griffin
NORWICH, 8,269.													Chas. Randall; A. H. Rafferty[1]
Sun (R) (J) (100)	2,869	.02	.018	Otsego Pub. Co.	H. W. Lee	H. W. Lee	A. B. Saxton	H. W. Lee	F. M. H. Jackson	F. M. Hill	B. J. Jones		A. L. Irish; J. L. Leal[1]
NYACK, 4,444.													
Journal (I) (J) (41)	2,200	.025	.025	Citizen-Sentinel, Inc.	Timothy F. Walsh	Timothy F. Walsh	B. C. Feeney	E. Hallgray	E. Hallgray	Kevin Morey	F. E. Warden	F. E. Warden	J. J. Reilly
News (D) (J) (32) (d)	1,260	.025	...	Palladium Ptg. Co.	Clark Morrison	Clark Morrison, Jr.			Clark Morrison				
OGDENSBURG, 14,609.				Oswego Times Co.	E. M. Waterbury	E. M. Waterbury	James Slattery	C. L. Snowden	C. L. Snowden	Leo. Halgerty	J. E. Sternburg		Geo. Miller[2]
†News (m) (none)	3,345	.021	...										
Sunday edition	3,345												
†Republican Journal (R) (J) (113-68)	3,767	.03	.025										
OLEAN, 20,506.													
Herald (I-D) (J) (100)	3,355	.02	.02										
Times (I) (J) (41-71)	6,424	.03	.03										
ONEONTA, 11,582.													
†Star (I) (J) (100-109)	6,784	.03	...										
OSSINING, 10,739.													
Citizen Sentinel (I) (41-71)	2,100	.025	.025										
OSWEGO, 23,626.													
Palladium (D) (none)	5,281	.025	.025										
Times (R) (J) (113-68)	4,561	.02	.02										

Explanation: Dagger (†) indicates morning newspapers. (m) indicates Sunday morning edition; (e) indicates Sunday evening edition. (I) politically independent; (R) Republican; (D) Democratic; (Soc.) Socialist; (I-R) Independent Republican; (I-D) Independent-Democratic. (J) operate job printing plants. (E) operate own engraving plant. * indicates rotogravure section, letter following indicates day of issue as S for Sunday, M for Monday, Tu for Tuesday, W for Wednesday, Th for Thursday, F for Friday, Sat for Saturday. Mo for monthly. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mats. (t) do not use plates. Boldface circulation figures are A. B. C. net paid, six months statement ending September 30, 1922; X indicates three month statement ending September 30, 1922; Y indicates three months' A. B. C. statement ending June 30, 1922; W indicates A. B. C. audit of September 30, 1922. All other circulation figures are Government statements for six months ending September 30, 1922. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are shown by brackets. In last column superior figure [1] following name indicates superintendent of job department only; superior figure [2], superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. All quoted advertising rates are per agate line; where only one rate is quoted and no bracket appears it applies to each issue separately.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

NEW YORK—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
PEEKSKILL, 15,868.													
Star (I) (100-109)	Est. 6/14/22	.025	.014	Richard E. Coon, Jr.	Richard E. Coon, Jr.	Richard E. Coon, Jr.		Albert Sayman	Albert Sayman	Albert Sayman	Robert F. Almy	Robert F. Almy	Ellesdie J. Steele
Union (R) (J) (41-71)	3,000	.025	.02	Cassius M. Gardner	Cassius M. Gardner		C. L. Whitney	Cassius M. Gardner, Jr.				A. Evans	R. Dennis / C. M. Gardner, Jr.[1]
PLATTSBURG, 10,909.													
†Press (R) (J) (none)	3,651	.021	.021	Sentinel Pub. Co.	Thos. H. Weldon			William M. Lynch	William M. Lynch	William M. Lynch	H. F. Mullarky	William M. Lynch	J. H. Bentley / T. J. Sullivan[1]
†Republican (none) (d)	2,000	.011	...	Plattsburg Republican Pub. Co.	J. T. Kavanagh								
PORT CHESTER, 16,573.													
Item (R) (J) (41)	3,964	.025	.193	Daily Item Press, Inc.	Clarence H. Wilson	Thos. J. Blain	Clarence H. Wilson	Allan R. Hunter	Allan R. Hunter	Arthur C. Saunders	Arthur C. Saunders		Frank Anyan[2]
PORT JARVIS, 10,171.													
Gazette (D) (J) (none)	2,057	.01	.01	Gaz. Pub. Co.	Mark V. Richards		W. N. Moulton	Daniel F. Sock	Daniel F. Sock				W. H. Odom / J. M. Schoonmaker[1]
Union (R) (J) (none)	2,059	.015	.01	F. R. Salmon	F. R. Salmon	D. N. Raynor	A. L. Stage	Fred D. Salmon	Fred D. Salmon	Wm. O. Cooley			Fred W. Schlund[2]
POUGHKEEPSIE, 35,000.													
Courier (Sunday only) (I) (61)	13,367	.05	.03	Estate of A. G. Tobey	Mark G. Du Bois		Walter Leach	E. D. Tobey	E. D. Tobey	John Sullivan			Joseph Merte
†Eagle-News (R) (41)	6,210	.03	.03	Platt & Platt, Inc.	Francis W. Platt	William E. Seely	Herbert Nickse	Francis W. Platt	Francis W. Platt	William Wetzel	William Wetzel		
Star & Enterprise (D) (100)	11,553	.05	.05	Poughkeepsie Pub. Corp.	Arthur A. Parks			Arthur A. Parks	Richard Brown	E. L. Owen	C. Young	J. Galligan	
ROCHESTER, 295,750.													
†Democrat & Chronicle (m) (R) *S (13)	61,037	.24	.16	Rochester Ptg. Co.	O. S. Adams	A. C. Ross	Harold Harris		Fred S. Todd	Fred G. Beach	R. D. M. Decker		John H. Davis
Sunday edition	62,102	.26	.17										
†Herald (m) (I) (J) (E) (19-137)	26,777	.08	.08	Rochester Her. Co.	Louis M. Antisdale	Louis M. Antisdale	Fremont Chester	Louis M. Antisdale	M. Bruce Potter	W. A. Pfaff	M. J. Blakeslee	K. O. Tinkham	Henry D. Henderson[2]
Sunday edition	21,111												
Journal & American (m) (I) (E) (106-107)	Est. Sept., '22	.10	.08	E. C. Rogers		H. Gray	M. Adams		R. V. Titus		M. Fenski		
Sunday edition		.12	.10										
Post-Express (48)	13,979		.058	F. E. Gannett	F. E. Gannett		Roy Kates	Norman Nairn	Erwin Davenport	Erwin Davenport	Frank Wood	Frank Roberts	C. W. Gibbs
Times-Union (J) (E) (87)	65,242		...	Post Express Pub. Co.									
ROME, 26,341.													
Sentinel (I-D) (J) (100)	5,990	.035	.032	Rome Sentinel Co.	A. C. Kessinger	A. R. Kessinger	W. O. Jenks	A. C. Kessinger	W. P. Doyle	W. J. Lackey	Joel T. Higham	W. P. Doyle	F. C. Campbell[1]
SALAMANCA, 9,276.													
Republican Press (R) (J) (none)	2,005	.011	.011	B. B. Weber, Math. Weber	Matthew Weber	Matthew Weber	S. G. DeNike		B. B. Weber	B. B. Weber			A. B. Baldwin[2]
SARATOGA SPRINGS, 13,181.													
Saratogian (I-R) (J) (41-71)	8,127	.04	.035	John K. Walbridge	W. Howard Moody		W. Hill		J. K. Walbridge				
SAUGERTIES, 3,928.													
Post (R) (J) (none) (d)	718	.014	.014	Saug. Telegraph Co.	J. W. Frankel	J. W. Frankel	J. W. Frankel	J. W. Frankel	J. W. Frankel	J. W. Frankel	J. W. Frankel	J. W. Frankel	
SCHENECTADY, 88,723.													
†Gazette (D) (J) (9)	19,969	.06	.05	Daily Gazette Co.	Dudley Toll Hill		David W. Benjamin	Austin N. Liecty	Austin N. Liecty	Ramon L. Hall	Robert H. Hurley		Fred Frost[1]
Union-Star (I-R) (J) (48)	13,057	.05	.04	Schen. Union Pub. Co.	Ray A. Mowers			F. R. Champion		E. R. Cullings	J. T. Henley	F. J. Heenan	O. A. Maynard / L. M. Burt[1]
STATEN ISLAND, 115,960.													
Advance (f) (none)	10,170	.05	.05	Blanchard M. Preble		St. John McClean	Donnell Brown		Blanchard M. Preble	Nora H. Golden	Clayton Head	Louise Bramhall	Peter F. McGuirk
SYRACUSE, 171,717.													
Herald (m) (I) *S (mer.) (111-60)	42,534	.13	.13	Edward H. O'Hara	Edward H. O'Hara	John Dunn	Robert D. Chryst	Edward H. O'Hara	Edwin F. McIntyre	George N. Graham	A. A. Ashe	Giles E. Mellon	James Scanlon
Sunday edition	85,098												
Journal (I) (E) (mer.) (22)	45,121	.12	.12	Harvey D. Burrill	W. G. Miller	Howard Hosmer	J. Harold Slater		W. H. Burrill	Curtis Van Dyke	R. S. Weir	Chauncey S. Hurley	Chas. Eggleston
†Post-Standard (m) (I) *S (mer.) (13)	53,788	.13	.13	J. D. Barnum	W. P. Baker	Horace P. Bull	Michael Brewster		R. W. Disque	R. W. Andrews	Clarence Hixson	H. T. McAllister	...
Sunday edition	47,385												
Telegram (I) (E) (106-107)	Est. 9/23/22	.10	.05	American Newspaper Corp.	R. C. McCabe	R. C. McCabe	..John F. Cullen	J. A. Easton	J. A. Easton	Fred B. Stuart	R. Sturman	Fred B. Stuart	
Sunday American	.....	.10	.05										
TARRYTOWN, 11,734.													
News (R) (J) (41)	2,141	.025	.025	VanTassel & Odell, Inc.	Wallace Odell							W. J. Cannon	
TROY, 72,013.													
Budget (Sunday only) (R) (J) (none)	22,050	.05	.05	Curry and MacNaughton	Thomas H. Curry	Albert A. MacNaughton	P. H. Sullivan	T. H. Curry	T. H. Curry	E. J. Young	W. I. Sheldon	B. Young	E. A. Rand / Wm. Denike[1]
Observer (Sunday only) (D) (J) (63-71)	10,500	.025	.025	Troy Observer Pub. Co.	M. F. Collins	M. F. Collins	F. M. Collins		H. W. Slocum	J. E. Collins	E. R. Collins		W. J. Tyner[1]
†Record (I-R) (none)	5,054	.05	.05	Troy Record Co.	Dwight Marvin	Dwight Marvin	C. A. McGrath	D. B. Plum	D. B. Plum	D. B. Plum	E. G. Buck	J. A. Viger	G. Hutchinson
Evening edition	17,353												
Total	22,407												F. K. Kaufmann / Horace Rescott[1]
Times (R) (J) (138)	17,148	.04	.035	Francis & Anderson	James H. Potts	James H. Potts	James M. McGrath	W. H. Anderson	John J. McLaughlin	John P. Ruddy	M. J. Sheridan	E. F. Morier	
UTICA, 94,156.													
†Press (I) (132)	28,429	...	...	The Utica Daily Press Co.	Paul B. Williams	Hugh Hughes	Harry A. Fox		William V. Jones	Russell C. Harris	Alfred W. Cocherill		Beecher Kilbourn
Observer-Dispatch (I) (87)	33,665	.09	.052	Utica Observer-Dis. Inc.	Frank E. Gannett	William E. Weed	Amon W. Foote	Prentiss Bailey		Arthur F. Keilbach	Daniel W. Tanner		H. J. Webb
WATERTOWN, 31,285.													
Standard (R) *Sat. (87)	13,364	.04	.04	Standard Pub. Co.	P. H. Wertz		J. A. Durkan	Addison B. Parker	Addison B. Parker	Geo. W. Beecher	R. P. Wilcox		
Times (R) (132)	14,649†	.07	.06	Chas. H. Congdon	Harold B. Johnson	Harold B. Johnson	Howard Palmer	Chas. H. Congdon	Chas. H. Congdon	Clarence M. Kendall			
WELLSVILLE, 5,046.													
Reporter (none) (d)	1,835	.018	..	The Reporter Co.	E. W. & C. M. Barnes								
WHITE PLAINS, 21,031.													
Reporter (I) (41-71)	5,408	.04	.04	W. Lee Tuller	Walter V. Hogan	Walter V. Hogan	John Tobyansen	W. Lee Tuller	W. Lee Tuller	John Lynch	John Hogan	Leon Barrett	Norman Lease
YONKERS, 100,176.													
Herald (41-71)	11,510	.05	...	Frank E. Xavier	Frank E. Xavier								
Statesman-News (R) (98-5)	4,770	.06	.06	Yonkers Statesman Corp.	Norman H. Orr	Norman H. Orr			Norman H. Orr	Fred Frick		Fred Frick	

NORTH CAROLINA

ASHEVILLE, 28,504.													
†Citizen (m) (I-D) (70)	13,434	.045	.045	Citizen Co., Inc.	Chas. K. Robinson	E. E. Stafford	E. E. Stafford	Chas. A. Webb	W. Randall Harris	C. R. MacIntire	Girdwood Cochrane	Jno. W. Crowell	Harry V. Johnson
Sunday edition	12,019												
Times (m) (I-D) (none)	7,709 x	.04	...	P. M. Burdette	D. Hiden Ramsey	W. C. Hendricks		P. M. Burdette	John J. Jelks	W. R. Geiger	H. M. Scholte	Jno. F. May	
Sunday edition	6,228 x												
BURLINGTON, 9,592.													
News (I) (53)	1,520	.021	.021	O. F. Crowson	O. F. Crowson	O. F. Crowson, Jr.			John H. Hordin	John H. Hordin			E. D. Jozner
CHARLOTTE, 46,338.													
News (m) (D) (J) (19)	11,119 x	.04	.04	W. C. Dowd	Julian S. Miller	J. A. Daly	Julian S. Miller	W. C. Dowd	W. C. Dowd, Jr.	W. M. Bell	S. D. Bagwell		W. E. Adams / S. O. Rush[1]
Sunday edition	10,066 x												
†Observer (m) (D) (127-)	22,728 x	.06	...	Observer Co.	Wade H. Harris	James A. Parham	Jack Young		A. W. Burch	T. J. Pierson	H. L. Strickland	H. C. Fallows	H. L. Fentress
Sunday edition	26,935 x	.07	...										
CONCORD, 9,903.													
Tribune (D) (J) (53)	1,616	.018	.018	J. B. Sherrill	W. M. Sherrill	J. B. Sherrill	W. M. Sherrill	J. B. Sherrill	J. B. Sherrill				R. P. Benson[1]

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
DURHAM, 21,719.													
†Herald (m) (70-76 A)	7,170												
Sunday edition	7,228	.04	...	Durham Herald Co.	W. N. Keener								
Sun (m) (I-R) (21)	5,276												
Sunday edition	5,276	.03	.03	W. W. Weaver	R. L. Gray		John R. Barry	John R. Barry	H. R. Weaver				J. R. Hissie
EDENTON, 2,777.													
News (D) (J) (53)	1,450	.018	.018	Edenton News, Inc.	R. G. Shackell	R. G. Shackell	A. E. Shackell			Warner Walker			J. Weatherington[2]
ELIZABETH CITY, 8,925.													
Advance (I-D) (J) (none)	1,733	.018	.018	Herbert Peele	Herbert Peele	Herbert Peele	Herbert Peele	Herbert Peele	Herbert Peele	Herbert Peele	Herbert Peele	Herbert Peele	Herbert Peele[2]
FAYETTEVILLE, 8,877.													
Observer (m) (I) (21)	3,517	.03	.016	David B. Lindsay	George Myrover	Jack Dolan	Jack Dolan	David B. Lindsay	David B. Lindsay	Nelson B. Jones	P. A. Donahue	George Sisson	T. C. Hilburn
Sunday edition	....												
GASTONIA, 12,871.													
Gazette (I-D) (none)	3,108	.018	.018	Gazette Pub. Co.	H. A. Query	J. W. Atkins	H. A. Query	E. D. Atkins	E. D. Atkins	J. Watkins	R. R. Stowe	R. R. Stowe	
GOLDSBORO, 11,296.													
Argus (D) (J) (53) (d)	1,800	.018	.018	J. E. Robinson	J. E. Robinson	J. E. Robinson	J. E. Robinson	Gertrude Hall	S. N. Powell	S. N. Powell			E. L. Tate[1]
†News (m) (D) (none)	2,400												
Sunday edition	2,400	.025	...	Goldsboro Pub. Co.	R. F. Beasley	R. F. Beasley	L. W. Adams.	W. W. Minton	W. W. Minton	W. W. Minton	W. W. Minton	W. W. Minton	H. Hux
GREENSBORO, 19,861.													
†News (m) (I) (36)	19,267	.06											
Sunday edition	27,250	.07	...	E. B. Jeffress	Earle Godbey	A. L. Stockton	Lenoir Chambers	E. B. Jeffress	E. B. Jeffress	A. B. Joyner	W. T. Corbin	C. J. Lambe	L. C. Penry
Record (D) (53)	6,124	.03	.03	J. M. Reece Pub. Co.	Max Abernethy	John G. Dickson	C. M. Brown	Edney Ridge	Edney Ridge	Edney Ridge	C. R. Sumner	B. L. Huggins	C. J. Lockridge
GREENVILLE, 5,772.													
Reflector (D) (21)	2,239	.025	.02	D. J. Whichard, Jr.	Herbert B. Utley			D. J. Whichard, Jr.	Miss Nannie I. Bowling	C. B. Rowlett	Mrs. O. F. Clarke		Walter E. Smith
HENDERSON, 5,267.													
Dispatch (D) (53)	1,863	.02	...	Gold Leaf Pub. Co.	Henry A. Dennis	Henry A. Dennis	Henry A. Dennis	Henry A. Dennis	M. L. Finch	M. L. Finch	S. A. Jones	M. L. Finch	S. A. Jones
HICKORY, 5,076.													
Record (I) (J) (53)	1,763	.012	...	Clay Printing Co.	S. H. Farabee	S. H. Farabee		J. C. Miller		Hoyle Drum	Mabel Miller	Mabel Miller	J. C. Miller[1]
HIGH POINT, 14,302.													
Enterprise (I) (53)	3,057	.025	.025	J. P. Rawley	J. P. Rawley	C. G. Dickerson	J. Worth Bacon	J. P. Rawley	J. P. Rawley	Dan R. Schroder	S. T. Bryan	Dan R. Schroder	Baxter Younts
KINSTON, 9,771.													
Free Press (I-D) (J) (98-5)	2,328	.015	...	H. Galt Braxton	H. Galt Braxton	H. Galt Braxton	C. W. McDevett	H. Galt Braxton	H. Galt Braxton	R. E. Todd	R. E. Todd		J. F. Ballard
†News (m) (D) (none)	2,197												
Sunday edition	2,197	.03	.02	Kinston Pub. Co., Inc.	C. F. Carroll	C. F. Carroll	George B. Lay	C. F. Carroll	C. F. Carroll	C. F. Carroll	C. F. Carroll	R. C. Grady	
LEAKSVILLE, 13,811.													
Tri-City Gazette (D) (J) (32)	1,800	.014	.018	M. E. Murray	M. E. Murray	M. E. Murray	M. E. Murray	M. E. Murray	Milton S. Meacham	Milton S. Meacham	Milton S. Meacham	Milton S. Meacham	Chas. Mitchell[2]
NEW BERN, 12,198.													
†New Bernian (m) (D) (21)	3,048	.04	...	J. B. Dawson	H. J. Crumpler / Carl Goerch	J. B. Dawson	N. G. Gooding	J. B. Dawson		Mrs. J. B. Dawson	Mrs. J. B. Dawson	Bernard Smith	
Sun-Journal (I-D) (21)	3,123												
Sunday edition	3,048												
RALEIGH, 24,418.													
†News & Observer (m) (D) (19)	24,593	.06	...	Josephus Daniels	Josephus Daniels	R. W. Heywood	Frank Smithurst	Josephus Daniels, Jr.	J. T. Bell	L. A. Morris	J. H. Turner	L. F. Alford	
Sunday edition	29,338												
Times (I) (21)	8,199	.03	.03	John A. Park	O. J. Coffin	Robt. M. Duckett	R. E. Powell	John A. Park	John A. Park	W. N. Penny	C. H. Herring	J. C. Yearby	
ROCKY MOUNT, 12,742.													
Telegram (I-D) (J) (53)	2,812	.018	.018	Rocky Mt. Pub. Co.	J. L. Home, Jr.	J. L. Home, Jr.	H. W. Kendall	P. B. Doub	P. B. Doub	P. B. Doub	J. P. Ricks		Jini Hartness / E. V. Raby[1]
SALISBURY, 13,884.													
Post (I-D) (53)	5,052	.025	.025	J. F. Hurley Post Pub. Co.	J. F. Hurley	J. F. Hurley, Jr.	F. B. Irwin	C. D. Rose					
SCOTLAND NECK, 2,061.													
Commonwealth (none) (d)	750	.013	...	Clee Vaughan	Norfleet S. Smith								
STATESVILLE, 7,895.													
Daily (I-D) (none)	1,150	.014	.014	Pegram A. Bryant	Pegram A. Bryant	Pegram A. Bryant	J. W. Wallace	Pegram A. Bryant	Pegram A. Bryant	Pegram A. Bryant	Pegram A. Bryant	Pegram A. Bryant	Pegram A. Bryant[2]
TARBORO, 5,500.													
Southerner (53) (d)	1,225	.014	...	Henry C. Bourne & V. Herman Creech, Pubs.	Henry C. Bourne								
WASHINGTON, 6,166.													
News (I) (J) (41)	1,762	.025	.018	J. A. Osborne	J. A. Osborne	J. A. Osborne	J. A. Arthur						
WILMINGTON, 33,372.													
Dispatch (m) (I-D) (8)	6,500	.03	.025	New Hanover Pub. Co.	James Cruikshank	Ira F. Cates	H. H. Hilliard	James Cruikshank	E. W. Smith	P. H. Skelton	W. Newman	Westa Niscon	E. W. Smith[2]
Sunday edition	6,500												
†Star (m) (D) (21)	6,688	.04	.025	P. H. Batte	Col. Thos. W. Clawson	S. B. Bledsoe	Lamont Smith	P. H. Batte	P. G. Laughbridge	H. W. Albertson	E. G. Stellings		
Sunday edition	8,918												
WILSON, 10,612.													
†Mirror (m) (D) (none)	Est. Dec. 17, '22	.025	.015	Wilson* Pub. Co.	R. F. Beasley	A. L. Wilkinson	A. L. Wilkinson	L. E. Huggins	L. E. Huggins	L. C. McAskill	C. H. Ferrell	L. C. McAskill	L. W. Sansbury
Sunday edition													
Times (D) (J) (32-4)	2,300	.029	...	P. D. Gold Pub. Co.	John D. Gold	Miss Daisy Hendley		John D. Gold	John D. Gold	J. F. Moore	Miss Ida Liverman	J. F. Moore	L. W. Hanna[1]
WINSTON-SALEM, 48,395.													
†Journal (m) (D) (9)	7,358	.04	.04										
Sunday edition	9,541	.04	.04		Santford Martin	Edwin Holman	John L. Ebaugh	John L. Ebaugh		Oscar D. Riddle	W. W. Babb		
Twin City Sentinel (D) (53-6)	11,714	.05	.05	Sentinel Ptg. & Pub. Co.	H. R. Dwire	H. R. Dwire	H. B. Martin	Rufus Shore	Rufus Shore	H. F. Aitchison	B. L. Welfare	Mrs. D. C. Barber	W. R. Reeves

NORTH DAKOTA

BISMARCK, 6,951.													
Tribune (R) (J) (106-107)	3,379	.03	.025	Geo. D. Mann	Geo. D. Mann	Wm. Neal		Geo. D. Mann	Geo. D. Mann				
DEVILS LAKE, 5,140.													
Journal (I-R) (J) (100 A)	2,450	.025	.025	M. H. Graham	M. H. Graham	Thos. F. McCarthy		M. H. Graham	M. H. Graham				Mrs. B. Mann / Paul Gross[2]
FARGO, 21,961.													
†Courier-News (m) (R) (8)	13,112	.043	.05		John Andrews	John Andrews	Frank Ostman	J. H. Bloom	J. H. Bloom	B. F. Ellsbury	J. P. Johnson	Jennie Johnson	A. W. Bowman
Sunday edition	13,908												
Forum (I-R) (72)	16,158	.05	.05	N. B. Black	H. D. Paulson	H. D. Paulson	E. K. Bitzing	Norman D. Black	Norman D. Black	Harry R. Hill	Norman D. Black		
GRAND FORKS, 14,010.													
†Herald (I-R) (m) (J) (111)	8,435	.07	...	Grand Forks Herald Co.	W. P. Davies	J. B. Cooley	R. G. Davies & Doug. Lurton	J. F. Bacon	J. F. Bacon	J. H. Pearson	R. H. Fadden	Sam Krochock	F. A. Behounek[2]
Evening edition	4,952												
Sunday edition	9,327												
JAMESTOWN, 6,627.													
Alert (I-R) (130)	1,430	.02	...	Alert Pub. Co.	W. R. Kellogg	E. V. Quimby	S. V. Anderson	E. V. Quimby					
MANDAN, 4,336.													
Pioneer (R) (J) (98-117)	2,202	.02	.02	E. A. Tostevin	E. A. Tostevin	E. H. Tostevin	E. H. Tostevin	E. A. Tostevin	E. A. Tostevin	W. C. Tostevin	E. D. Tostevin		C. F. Pierce[2]
MINOT, 10,476.													
News & Optic Reporter (I-R) (none)	3,984	.03	.03	H. S. Davis	H. S. Davis	W. H. Johnson	Raymond Dobson						
VALLEY CITY, 4,686.													
Times-Record (I-R) (J) (130)	1,600	.018	.018	P. R. Trubshaw	P. R. Trubshaw	P. R. Trubshaw	Lynn Cowell			A. W. Lein			W. C. Davis
													O. H. Mason[2]

Explanation: **Dagger** (†) indicates morning newspapers. (m) indicates Sunday morning edition: (e) indicates Sunday evening edition. **(I) politically independent; (R)** Republican: **(D)** Democratic; **(Soc.)** Socialist; **(I-R)** Independent Republican; **(I-D)** Independent-Democratic. (J) operate job printing plants. (E) operate own engraving plant. * indicates rotogravure section. letter following indicates day of issue as **S** for Sunday, **M** for Monday, **Tu** for Tuesday, **W** for Wednesday, **Th** for Thursday, **F** for Friday, **Sat** for Saturday. **Mo** for monthly. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mats. (t) do not use plates. Boldface circulation figures are A. B. C. net paid, six months statement ending September 30, 1922: **X** indicates three month statement ending September 30, 1922; **Y** indicates three months' A. B. C. statement ending June 30, 1922; **W** indicates A. B. C. audit of September 30, 1922. All other circulation figures are Government statements for six months ending September 30, 1922. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are shown by brackets. In last column superior figure 1 following name indicates superintendent of job department only; superior figure 2, superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. All quoted advertising rates are per agate line; where only one rate is quoted and no bracket appears it applies to each issue separately.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

OHIO

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
AKRON, 208,435.													
Beacon Journal (R) (136-127)	35,788	.10	.065	C. L. Knight	C. L. Knight	John S. Knight	Russ J. Henderson	C. S. Knight	John H. Barry	E. A. Neutzenholzer	H. S. Seymour	Frank Wynhoff	Harry B. Reese
Press (I) (3)	21,446	.07	.07	Scripps Pub. Co.	L. E. Judd	L. L. Leake		C. McTammany	H. C. Heninger	G. A. Coup	J. R. Vanck		
Times (m) (I-D) (48)	21,416	.06	.04	Akron Times Pub. Co.	W. Kee Maxwell	W. Kee Maxwell	Addie Adams	R. F. Walker	R. F. Walker	F. G. Morrison	Eugene Long		Ray Barrett
Sunday edition	21,439												
ALLIANCE, 21,603.													
Review & Leader (R) (J) (134)	9,222	.04	.04	Review Pub. Co.	N. A. Geyer	F. A. Hoiles	Paul Reed	Paul C. Siddall	Harry Farrall	Eldon Guthrie	Leona Greenswalt		Ralph Miller[1]
ASHLAND, 9,249.													
Times-Gazette (I) (134)	4,845	.022	.028	Ashland Printing Co.	W. A. Duff		Chas. Harrison	F. R. Beer	F. R. Beer	Stuart Fluke	Josephine Storkey	Florence Welch	Mike Banglinson
ASHTABULA, 22,082.													
Star-Beacon (R) (J) (134)	6,715	.03	.022	Ashtabula Ptg. Co.	J. J. Mundy	Glin H. Liggett		C. A. Rowley		J. W. Quigley			D. Southwick[1]
ATHENS, 6,418.													
Messenger (R) (134)	9,283	.03	.03	F. W. Bush	C. H. Harris	Lee Dimond		F. W. Bush	F. W. Bush	P. O. Nichols	W. B. Johnson	McKinley Sauer	T. A. Snyder
BELLAIRE, 15,061.													
Leader (R) (98-5)	4,861	.025	...	Sherlock Bros. Pub. Co.	M. F. Sherlock	A. J. Sherlock			A. J. Sherlock	A. J. Sherlock	H. E. Sherlock		R. A. Sherlock
BELLEFONTAINE, 9,336.													
Examiner (I) (134)	4,536	.018	.018	H. K. Hubbard & Co.	H. K. & M. J. Hubbard			Frank G. McCracken					
Index-Republican (R) (98-5)	3,400	.015	.015	Bellefontaine Ptg. Co.	J. M. Cooke	J. C. Martin	J. M. Cooke	J. C. Martin	J. C. Martin	C. W. Hartman			W. A. Moore
BELLEVUE, 5,776.													
Gazette (134)	2,076	.014	...	Gazette Pub. Co.	A. C. Callaghan								
BOWLING GREEN, 5,788.													
Sentinel-Tribune (R) (J) (134)	2,600	.015	.020	Sentinel Co.	S. A. Canary	S. A. Canary	H. Brady	Alfred Haswell	Alfred Haswell	G. W. Katzenmeyer	V. Taylor	D. Alkire	C. A. Repass; G. Elsea[1]
BUCYRUS, 10,425.													
Forum (D) (98-5)	3,224	.018	...	Thomas A. Cooper	Allen Markley	Allen Markley	Allen Markley	Thomas A. Cooper	Thomas A. Cooper				Chas. Streib; Robert Ziegler[1]
Telegraph (I-R) (J) (134)	4,422	.02	.018	Hopley Ptg. Co.	John E. Hopley	Carl Young		James R. Hopley	E. C. Eckleberry	A. O. McKibben			W. H. Lederer; James R. Hopley[1]
CAMBRIDGE, 13,104.													
Jeffersonian (I-D) (134)	7,574	.03	.02	Jeffersonian Co., Inc.	H. W. Amos	F. S. Dollison	T. E. Amos		L. H. Merrick	T. S. Moorehead			H. E. Amos
CANTON, 87,091.													
News (m) (I-D) (87)	20,104	.045	.045	C. W. Ufford	J. H. Reed		Herve W. Miner	C. W. Ufford		C. W. Johnston	L. T. Ward		Lowell M. Harter
Sunday edition	15,126												
Repository (m) (R) (127)	26,119	.055	...	Repository Ptg. Co.	Geo. B. Frease	J. S. Wilhelm	C. E. Hovis	Geo. B. Frease	Wm. A. Frease	Wm. A. Ernst	Walter S. Brain	J. T. Barker	
Sunday edition	22,821												
CELINA, 4,226.													
Standard (D) (J) (4) (d)	1,940	.014	.014	F. A. Snyder	F. A. Snyder		Lizzie S. McKim		F. A. Snyder	F. A. Snyder	Carrie S. Fishbaugh		R. Sacher[2]
CHILLICOTHE, 15,831.													
News-Advertiser (D) (98)	3,574	.015	.015	News-Advertiser Co.	H. H. Bennett		A. R. Wolfe	J. K. Hunter		O. O. Overly	George Ulmaier	M. Sheehan	Morris Small
Scioto Gazette (R) (134)	3,300	.014	...	Scioto Gazette Co.	E. S. Wenis			Jas. Hannan		C. E. Barkley	D. D. Dahill		
CINCINNATI, 401,247.													
†Commercial Tribune (m) (R) (J) (E) *S (36)	52,024	.14	.14	Harry W. Brown	Wade Mountfortt	Wade Mountfortt	Royal Ryan	Harry W. Brown	W. B. Fortiage	T. Andrews	F. W. Eastin	F. Long	W. E. James; R. D. Bell[1]
Sunday edition		.16	.16										
†Enquirer (m) (I) (E) *S (74)	73,120	.17	.17	John R. McLean Estate	W. F. Wiley	H. M. Potter	C. M. Bocklett	W. F. Wiley	W. K. Nottingham	G. M. Preston	H. C. Kloecker	R. H. Ferger	Anton Quint
Sunday edition		.35	.35										
Post (I) (E) (mer.) (3)	170,601	.28	.28	Scripps Howard Pub. Co.	E. P. Fries	John Gordon	A. Buhrman		Maurice Levy	W. A. Mayborn	Walter Rauck	S. M. Clark	H. H. Hobbs
Times-Star (R) (J) (E) (10-38)	142,813	.26	.26	Charles P. Taft	Hulbert Taft	Joseph Garretson	Moses Straus	C. H. Rembold	C. H. Motz	F. J. Oexman	George Fries	E. A. Sigafoose	Joseph Illig[1]
CIRCLEVILLE, 7,049.													
†Herald (4) (d)	1,875	.016	...	Walter C. Darst	Walter C. Darst								
Evening edition	....												
Union-Herald (none) (d)		.011	...	C. C. Chappelear	C. C. Chappelear								
CLEVELAND, 796,836.													
Metal Trade (J) (d)	5,010	.061	...	Penton Pub. Co.	J. F. Froggett			A. O. Backert		J. D. Pease	F. V. Cole		J. R. Dawley
News (I-R) (E) (mer.) (85)	155,297	.30	.225	Cleveland Co.	Geo. F. Moran	T. A. Robertson	A. E. Bergener	Geo. F. Moran	D. R. Hanna, Jr.	C. M. Marvin	Arthur McBride	J. A. Byrne	
Sunday News-Leader (m) (I-R) *S	178,313	.32	.225	Cleveland Co.	Geo. F. Moran	T. A. Robertson	A. E. Bergener	Geo. F. Moran	D. R. Hanna, Jr.	C. M. Marvin	Arthur McBride	J. A. Byrne	
†Plain Dealer (m) (I) (E) *S (143-144)	192,712	.32	.225	Plain Dealer Pub. Co.	E. C. Hopwood	Paul Bellamy	W. W. Raynolds	Geo. M. Rogers	John S. McCarrens	B. A. Collins	J. J. Kirk	H. C. MacDonald	H. D. Ashby
Sunday edition	221,534	.37	.275										
Press (I) (E) (mer.) (3)	182,548	.35	...	Scripps Pub. Co.	G. B. Parker	E. A. Evans	L. B. Seltzer		R. A. Huber	J. G. Meilink	T. J. Dowling	C. C. Armstrong	Geo. Dennish
†Times (I-R) (110)	.....	.25	...	Cleveland Commercial Pub. Co.	O. K. Shimansky	Walter I. Robinson	John J. Butler	O. K. Shimansky		Paul M. Hart	R. C. Hooley		John W. Strange
COLUMBUS, 237,031.													
Citizen (I) (mer.) (3)	75,961	.14	.125	Citizen Pub. Co.	E. E. Cook	Robert H. Jones	Dale Frazier		Chas. F. Fischer	M. R. Thomas	Robert Dyer	Herbert Schober	
Dispatch (m) (I) (E) (mer.) (103)	75,116	.14	.085	Dispatch Ptg. Co.	Arthur C. Johnson	Chas. J. Rieker	Norman O. Kuehner	Geo. E. Fowler	Geo. E. Fowler	Harvey R. Young	Chas. Wilson	Chas. T. Hardin	John P. Kuhns
Sunday edition	74,604												
†State Journal (m) (R) (E) (127)	50,000	.11	...	Ohio State Journal Co.	R. O. Ryder and A. E. McKee	H. P. Brandon	Chas. Mylander		W. H. Rible	Ralph Hirsch	R. R. Bartram	Robert Wood	I. E. Tessier
Sunday edition	29,000												
CONNEAUT, 9,343.													
News-Herald (R) (J) (none)	3,103	.017	.017	Conneaut Ptg. Co.	W. E. Putnam	C. E. McManus	H. W. Hawke	W. E. Putnam	C. S. Putnam	C. G. Rooker	Chas. Green		V. J. Balderhausen; C. A. Risley[1]
COSHOCTON, 10,847.													
Tribune & Times-Age (m) (I) (134)	5,938 x	.025	.025	Tribune Co.	Fred S. Wallace	Fred S. Wallace	Floyd Norman		Fred S. Wallace				
Sunday edition	5,897 x												
DAYTON, 152,559.													
Herald (I) (127)	31,375	.07	.057	Burkam Herrick Pub. Co.	E. G. Burkam	D. Young		F. D. McDonald		R. H. Jones			
†Journal (m) (R) (E) (127)	27,239	.06	.057	Burkam-Herrick Pub. Co.	E. G. Burkam	D. Young		F. D. McDonald		R. H. Jones	C. D. O'Rourke		
Sunday edition	39,633	.07	.06										
News (m) (I-D) (E) (mer.) (74-64)	43,320	.10	.065	Evening News Pub. Co.	Howard Egbert	D. E. Kumler	R. L. McCormick	D. J. Mahoney		O. Harrington	T. J. Kavanaugh	J. H. Kelly	
Sunday edition	41,134	.085	.06										
DEFIANCE, 8,876.													
Crescent-News (I) (J) (98-5) (d)	3,321	.018	.018	Crescent Ptg. Co.	Ralph W. Peters	Lee O. Tustison	Ralph W. Peters	Lee O. Tustison	Lee O. Tustison	W. F. Kimberly	Lee O. Tustison	Pauline Weaver	Lewis B. Fretz[1]
DELAWARE, 8,756.													
Gazette (R) (J) (134)	2,140	.011	.011	H. C. Thomson	H. C. Thomson	W. D. Thomson	G. H. Townsley	W. D. Thomson	W. D. Thomson	W. D. Thomson	L. Shapiro	L. Shapiro	O. B. Case[2]
Journal-Herald (4)	1,355	.011	...	Journal-Herald Pub. Co.	J. D. Knowles								
DELPHOS, 5,745.													
Herald (I) (J) (none) (d)	1,352	.013	.018	Delphos Ptg. & Pub. Co.	A. J. Laudick	L. C. Laudick		L. C. Laudick	L. C. Laudick	L. C. Laudick	L. C. Laudick	L. C. Laudick	Lester Weaver[1]
DENNISON, 5,524.													
Paragraph (D) (J) (none) (d)	1,706	.014	.014	G. C. Haverstock	G. C. Haverstock	G. C. Haverstock	R. Russell						
DOVER, 8,101.													
Reporter (I) (J) (41-71)	4,537	.02	.02	Tuscarawas Pub. Co.	A. A. Hoopingarner	Henry Hagloch		A. A. Hoopingarner		C. H. Lindberg	L. H. Schweinfurth	E. M. Mantzel	Clifford Smith; Ray Ickes[1]
EAST LIVERPOOL, 21,411.													
†Tribune (R) (134)	5,876	.04	.035	Louis H. Brush	Harry Stanley	F. R. O'Hanlon	Howard Kaufman	T. S. Brush	T. S. Brush	H. L. Smith	E. G. Jackson	M. E. Davidson	J. F. Wrenn
Review (R) (134)	6,149												
Total	12,025												

					Publisher	Editor	Managing Editor	City Editor	Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
Leader (I-R) (J) (134)	1,640	.014	.017											
ELYRIA, 20,474.				C. L. Merwin	C. E. Oliver	C. L. Merwin	C. E. Oliver	C. L. Merwin	C. L. Merwin	C. L. Merwin	C. L. Merwin	C. L. Merwin	C. L. Merwin	{C. J. Donnelly {C. L. Merwin[1]
Chronicle-Telegram (R) (34-68)	7,192	.035	.021											
FREMONT, 12,468.				Lorain Ptg. & Pub. Co.	J. F. Burke		Otto Mischka		A. C. Hudnutt	C. J. Snyder	R. M. Conklin	C. F. M'Laughlin	J. J. Storm	
Messenger (4)	2,580	.013	...											
FINDLAY, 17,021.				Freemont Ptg. Co.	L. C. Worst									
Courier (D) (98-5)	3,100	.011	.011											
				H. W. Brown	H. W. Brown	H. W. Brown	Irvin Geffs	H. W. Brown	H. W. Brown	John W. Farling & Wm. H. Brown	Harry Sheets		Frank J. Mertz	
†Republican (R) (J) (134)	7,365	.025	.025											
FOSTORIA, 9,987.				Findlay Pub. Co.	I. N. Heminger	R. L. Heminger	A. L. Graves	I. N. Heminger	I. N. Heminger	L. N. Heminger	John R. Shuck	L. N. Heminger	{Frank Camp {O. E. Gable[1]	
Review (R) (J) (98)	3,200	.015	.015											
Times (I-D) (J) (mer.) (134)	3,019	.011	.017	F. M. Hopkins	F. M. Hopkins	F. M. Hopkins								
FREMONT, 12,468.				Roscoe Carle	J. H. Williams	J. W. Lockhart			C. C. Kinsey	J. H. Williams				
Messenger (4)	2,580	.013	...											
News (134)	3,706	.015	...	Fremont Ptg. Co.	L. C. Worst									
GALION, 7,374.				Wrigley Bros. Ptg. Co.										
Inquirer (J) (98-5)	2,515	.025	.025											
GALLIPOLIS, 6,070.				Inquirer Ptg. Co.	C. F. Eise									
Tribune (R) (none) (d)	789	...	...											
GENEVA, 3,081.				Chas. E. Holzer	W. G. Sibley	H. E. Sibley	Catharine Merriman	H. E. Sibley	I. C. Gunther	I. C. Gunther			G. W. Ness[1]	
Free Press (R) (none)	1,425	.017	.021											
GREENVILLE, 7,104.				Ashtabula Ptg. Co.	Chas. A. Bonsor	C. A. Rawley			Chas. A. Bonsor	Earnest Swanson	Effie Michel		Wm. C. Edy	
Advocate (D) (J) (134)	3,600	.018	.021										{Herbert Hoffman	
News (D) (J) (none)	1,367	.014	...	W. A. Browne, Sr.	W. A. Browne, Sr.	W. A. Browne, Jr.	W. A. Browne, Sr.	W. A. Browne, Sr.						
Tribune (R) (J) (none)	2,890	.018	...	Martin B. Trainor	Martin B. Trainor				Walter Browne	Walter Baumgardner	Walter Browne		{Walter Browne[1]	
HAMILTON, 39,675.				Edwin C. Wright	Edwin C. Wright	Edwin C. Wright	Chas. Gordon		E. C. Otwell	H. R. Millette	June Pearce		E. C. Otwell[1]	
Journal (D) (J) (*Sat.) (134)	8,658	.035	.047	Homer Gard	C. A. Leiter				Homer Gard	G. E. Holdefer and L. R. Hensley	L. R. Hensley	Stephen A. Webber		
News (R) (J) (67)	8,839	.04	.04	W. L. Tobey	Emerson Robinson	W. L. Tobey	Sam Carr		W. L. Tobey	C. R. Greenawalt	B. J. Alf	F. L. Weaver	{G. C. Holden {J. M. Kaiser[1]	
IRONTON, 14,007.				Irontonian Pub. Co.	H. C. Gorman	J. C. Gorman	C. J. McCarthy	J. C. Gorman	J. C. Gorman	M. M. O'Neill	J. M. Gorman		J. F. O'Neill	
†Irontonian (m) (D) (134)	3,170	.015	.015											
Sunday edition	3,270			F. Moore	J. B. Corns	F. Moore	P. A. Burke	F. Moore	F. Moore	Chas. Feil	Harry Fisher	F. Moore	{J. L. Smith {E. Hasenauer[1]	
Register (R) (J) (98)	3,200	.02	.02	Kenton Demo. Pub. Co.	Curran E. Flanagan	Curran E. Flanagan	Chas. Born	Curran E. Flanagan	Curran E. Flanagan	Grant Moore	W. J. Glenn			
KENTON, 7,690.				Kenton Rep. Co.	E. E. Rutledge	E. E. Rutledge	Ivan P. Johnson	E. E. Rutledge	E. E. Rutledge	E. E. Rutledge	E. E. Rutledge	E. E. Rutledge	E. E. Rutledge	
Democrat (D) (none) (d)	2,400	.014	.014											
News-Republican (R) (134)	2,900	.015	.015	Eagle Ptg. Co.	Ed. Wetzler	Ed. Wetzler	Dan Tidd	Ed. Wetzler	Charles Wetzler	George Harris	George Harris	Miss Morris	{Richard Greiner {Sylvester Bish[1]	
LANCASTER, 14,706.				C. J. Beach	C. J. Beach	C. J. Beach	J. Gallagher		A. L. Allen	R. L. Lockhart	A. L. Allen		E. O. Tobin	
Eagle (D) (J) (none)	4,028	.02	.02											
Gazette (R) (134)	4,454	.017	.017	L. S. Galvin	E. R. Leach	E. R. Leach	J. W. Fisher	L. S. Galvin	L. S. Galvin	A. J. Gruber	E. R. Cocoran		{E. Young {Carl Dohm[1]	
LIMA, 41,306.				Republican Gaz. Co.	Donald Campbell		Ralph Candler		Donald Campbell	Morris Rosenbloom	Graham Goodrich	D. R. Paul	{A. H. Tebben {Floyd F. Rutter[1]	
News (m) (D) (34)	15,133	.05	.04											
Sunday edition	15,236			Buckeye Pub. Co.	D. H. Frew				W. H. Frew				O. S. Peterson[1]	
†Republican Gazette (m) (I-R) (J) (67)	10,254	.05	.035	Lorain Journal Co.	C. E. Gillette	H. C. Field			C. E. Gillette	A. J. Herring	Tom Baker		E. L. McNutt	
Sunday edition	10,526			R. C. Hoiles	Tex De Weese				R. C. Hoiles	Frank Daubel	Frank Daubel			
LISBON, 3,113.				News Ptg. Co.	Geo. Kochenderfer									
Journal (R) (J) (4) (d)	1,100	.014	.014											
LORAIN, 37,295.				Pioneer Ptg. Co.	Tom O'Donnell	John Kaiser	Howard Schultheis	Tom O'Donnell	Tom O'Donnell	Tom O'Donnell	Mabel Hite	Mabel Hite	{Henry Kilmer {S. T. Dye[1]	
Journal (I-D) (34-68)	3,944	.025	.018											
Times-Herald (R) (134)	6,771 x	.03	.025	Times Co.	Frank B. McKinney	L. N. Harness			Will P. McKinney	L. E. Toller	E. C. Angert			
MANSFIELD, 27,824.				Harding Pub. Co.	Geo. H. Van Fleet				Geo. H. Van Fleet	H. R. Schaffner			J. C. Woods	
News (m) (134)	12,380 x	.04	...	Marion Trib. Pub. Co.	Carl W. Smith	Wade Condon	Wade Condon	Carl W. Smith	I. R. Van Aurmen	I. R. Vault Aurmen	D. S. Felt		L. L. Lamborn[2]	
MARIETTA, 15,140.				Sedgwick Ptg. Co.	A. L. Sedgwick									
Register-Leader (R) (J) (98-47)	3,587	.025	.02											
Times (m) (D) (J) (134)	6,238	.025	.025	John H. Shearer	John H. Shearer									
Sunday edition	3,000													
MARION, 27,891.				Independent Co.	B. V. R. Skinner	C. E. Chidester	Fred Becker	S. S. Bernstein	S. S. Bernstein	K. C. De Long	A. M. Snyder		S. S. Bernstein	
Star (R) (J) (134)	10,735 x	.04	.043											
Tribune (D) (J) (98-5)	7,489	.02	.018	C. C. Slater	C. C. Slater									
Sunday edition	11,799 x													
MARTINS FERRY, 11,634.				Frank B. Pauly	Frank B. Pauly	Frank B. Pauly	N. M. Carey	Frank B. Pauly	Frank B. Pauly	Frank B. Pauly	C. E. Abby	William Geisman	L. D. Valentine	Herbert Kraft
Times (134)	7,361	.03	...	Middletown News Ptg. Co.	J. Q. Baker	P. J. Banker			Miss E. R. Shafor	G. Hankins	T. B. Mathews		W. J. O'Brien	
MARYSVILLE, 4,000.				S. J. Dorgan	R. B. Armstrong	R. B. Armstrong	Geo. A. Thompson	S. J. Dorgan	S. J. Dorgan	C. O. Copper, Jr.	C. O. Copper, Jr.	C. O. Copper, Jr.	Carl Fettig	
Tribune (134) (d)	1,617	.013	...	Rep. Pub. Co.	Chas. C. Iams	Chas. C. Iams	J. E. Devalon		L. A. Culbertson	L. A. Culbertson			L. M. Bell[1]	
MASSILLON, 17,428.				Advocate Ptg. Co.	C. H. Spencer	C. H. Spencer	Frank A. Woolson	C. H. Spencer	C. H. Spencer	C. H. Spencer	C. W. Bluthart	John D. Spencer	John Whitehead	
Independent (I-R) (70)	7,186	.035	.035										{F. A. Belmar {Frank F. Fraser[1]	
MECHANICSBURG, 1,470.				News Ptg. & Pub. Co.	C. L. H. Long				C. L. H. Long	F. S. Neighbor	F. S. Neighbor	F. S. Neighbor	James Criswell	{Robt. Kirkpatrick {Clyde Johnson[1]
Telegram (none) (d)	540	.014	...											
MIDDLETOWN, 23,594.				Democrat Pub. Co.	J. E. Hurst									
Journal (m) (R) *S (98-5)	5,117	.025	.03											
Sunday edition	6,623			E. R. Smith	J. M. Gledhill				A. H. Bowker	A. H. Bowker	A. H. Bowker	H. Doyle	A. H. Bowker	A. H. Bowker[1]
News Signal (D) (134)	4,546	.02	.02	The Niles Pub. Co.	John L. Shields	John L. Shields	John L. Shields	P. Floyd Bixler	P. Floyd Bixler	P. Floyd Bixler	P. Floyd Bixler	W. A. Klatt	Fred Sandford	
MT. VERNON, 9,237.				R. C. Snyder	R. C. Snyder									
Banner (D) (98-5)	2,891	.015	.017											
Republican-News (R) (J) (134)	3,913	.015	.015	Telegraph-Republican Co.	Harold Johnson									
NEWARK, 26,718.														
Advocate (D) (J) (E) (134)	7,236	.022	.018											
American Tribune (R) (J) (98-5)	6,890	.025	.03											
NEW PHILADELPHIA, 10,718.														
Times (134)	5,868	.02	...											
NILES, 13,080.														
News (R) (J) (none)	1,850	.02	.02											
Register (R) (none)	Est. 11 1/22	.02	.02											
NORWALK, 7,379.														
Reflector-Herald (134)	3,820	.018	...											
PAINESVILLE, 7,379.														
Telegraph (none)	3,165	.02	...											

Explanation: Dagger (†) indicates morning newspapers. (m) indicates Sunday morning edition; (e) indicates Sunday evening edition. (I) politically independent; (R) Republican; (D) Democratic; (Soc.) Socialist; (I-R) Independent Republican; (I-D) Independent-Democratic. (J) operate job printing plants. (E) operate own engraving plant. * indicates rotogravure section, letter following indicates day of issue as S for Sunday, M for Monday, Tu for Tuesday, W for Wednesday, Th for Thursday, F for Friday, Sat for Saturday. Mo for monthly. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mats. (t) do not use plates. Boldface circulation figures are A. B. C. net paid, six months statement ending September 30, 1922; X indicates three month statement ending September 30, 1922; Y indicates three months' A. B. C. statement ending June 30, 1922; W indicates A. B. C. audit of September 30, 1922. All other circulation figures are Government statements for six months ending September 30, 1922. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are shown by brackets. In last column superior figure [1] following name indicates superintendent of job department only; superior figure [2], superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. All quoted advertising rates are per agate line; where only one rate is quoted and no bracket appears it applies to each issue separately.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

OHIO—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
PIQUA, 15,044.													
Call & Press-Dispatch (I) (134)	6,074	.025	.03	Piqua Call Pub. Co.	C. F. Ridenour	Ray H. Heater	Ray H. Heater	C. F. Ridenour	C. F. Ridenour	E. A. Flowers	Lawrence Berkmeir	Lloyd Rhodes	Lewis Davidson
POMEROY, 4,294.													
News (R) (134)	2,112	.014	.018	Ralston Russell	Ralston Russell	Ralston Russell	F. Wagner	Ralston Russell		M. A. Krauss	A. Huddleston		Geo. Hoeflick
PORTSMOUTH, 33,011.													
†Sun (m) (R) (134)	3,050	.06	.04	Portsmouth Pub. Co.	Geo. M. Taylor	Geo. M. Taylor	John Lloyd		Maurice A. Coe	L. Finney	J. W. Gableman	L. Thoroughman	R. Kuhn
Times (D) (134)	13,513	...	.05	Times Pub. Co.	Harry E. Taylor	Geo. M. Taylor	P. Minego	H. E. Taylor	Maurice A. Coe	F. W. Sheridan	J. W. Gableman	L. Thoroughman	R. Kuhn
Sunday Sun-Times	11,143	.04	.04										
SALEM, 10,305.													
News (R) (134)	3,103	.015	...	Salem Pub. Co.	R. W. Hawley	L. H. Brush	Robert Roberts	L. H. Brush	N. C. Cowan	Lawrence Beardmore	Scott Chisholm	N. C. Cowan	Wm. Helman S. K. Todd
SANDUSKY, 22,897.													
†Register (m) (R) (J) (134)	9,539	.03	.03	Register Pub. Co.	E. H. Mack	E. F. Wolrath			John D. Mack	Chas. Linkenbach	Wm. Giesman	R. Welbaum	Chas. Gillard Andrew Leiter[1]
Sunday edition	9,906												
Star-Journal (D) (78-5)	9,500	.03	.03	Alvord & Peters Co.									J. C. Stambaugh[1]
SHELBY, 5,578.													
Globe (I) (J) (none)	1,950	.011	...	Stambaugh & Stambaugh	R. L. Castor				J. C. Stambaugh				
SIDNEY, 8,590.													
Journal (R) (J) (none)	1,650	.014	.014	Harry Oldham	Harry Oldham	Harry Oldham	Harry Oldham	Harry Oldham	Harry Oldham	Harry Oldham	Harry Oldham	Harry Oldham	Frank Taubkin Harry Oldham[1]
News (J) (none)	3,585	.02	.02	Sidney Ptg. & Pub. Co.	E. C. Amos	E. C. Amos	H. A. Amos	W. T. Amos					W. T. Amos[1]
SPRINGFIELD, 60,840.													
News (m) (D) (E) (74-64)	16,553	.05	.06	Geo. S. Thurtle		Edgar Morris	Bert Teeters	Geo. S. Thurtle		Chester Schaefer	Roger Dudley		
Sunday edition	15,041												
†Sun (m) (R) (E) (136-127)	13,331	.035	.035	C. L. Knight	H. B. Kerr	H. B. Kerr	C. H. Clay	J. T. Watters	J. T. Watters	C. R. Dodsworth	F. E. Perrin	R. W. Little	Albert Richards
Sunday edition	12,507												
STEUBENVILLE, 28,508.													
Herald-Star (R) (134)	10,365	.03	.03	Herald Ptg. Co.	Charles D. Simeral	Charles D. Simeral		Charles D. Simeral	Charles D. Simeral	F. H. Worstall	Charles D. Simeral	F. H. Worstall	H. W. Nichols
Gazette (I) (98-5)	4,055	...	...	Steubenville Gaz. Co.	J. W. Burchinal		Ralph Miller	Jay S. Paisley	Jay S. Paisley	C. W. Robinson	C. W. Robinson		Glenn Butts
ST. MARYS, 5,679.													
Leader (D) (J) (4) (d)	2,460	.013	.013	Leader Ptg. Co.	John L. Sullivan	John L. Sullivan	F. A. Levering	John L. Sullivan	John L. Sullivan	John L. Sullivan	John L. Sullivan	John L. Sullivan	L. J. Nagel[1]
TIFFIN, 14,375.													
Advertiser (D) (J) (none)	3,226	.021	...	Advertiser Co.	U. S. Abbott	U. S. Abbott	A. H. Keller	E. T. Rodgers	E. T. Rodgers	J. C. Clagett	Albert Ball		E. T. Rodgers[1]
Tribune (R) (J) (134)	3,036	.017	.015	O. T. Locke & Son	Charles O. Locke	Charles O. Locke	Arnold Whalen	Robert L. Rohe	Robert L. Rohe	Robert L. Rohe	Carl Lautermilch		John Ditslear[1]
TOLEDO, 243,109.													
Blade (I-R) (13)	100,317	.25	...	Toledo Blade Co.	Grove Patterson	W. F. Hedrick	Ford Barker	N. C. Wright	H. S. Talmadge	F. E. Cottrell	L. E. Neafie	W. S. Campbell	E. P. Doyle
News-Bee (I) (E) (mer.) (3)	65,836	.20	.12	Toledo News. Co.	F. M. Heller	J. M. Shields	Ralph Snyder	W. G. Chandler	W. K. Stewart	J. G. Tritsch	B. J. Hoffman	H. J. Kahlert	John Willhauck
†Times (m) (R) (E) (67-133)	22,281	.06	.06	Toledo Times Pub. Co.	John D. Dun	C. W. Howard	C. Southwood	R. C. Patterson	R. C. Patterson	C. T. Tefft	C. E. Veller	C. L. Rood	L. F. Long
Sunday edition	46,000	.12	.12										
TORONTO, 4,684.													
Tribune (I) (4)	1,096	.011	.011	Forrest Richmond									R. D. Steinmetz O. S. Dolison[1]
TROY, 7,260.													
News (R) (J) (134)	2,557	.017	.017	Miami Union Pub. Co.	H. A. Pauly	H. A. Pauly	Kenneth S. Conn	A. C. McClung	A. C. McClung	Charles Mattocks			
URICHSVILLE, 6,428.													
Chronicle (134) (d)	2,780	.015	...	Paul H. Stoutt	Paul H. Stoutt								Jacob Schell Fred Bentine[1]
UPPER SANDUSKY, 3,708.													
†Chief (D) (J) (98-5) (d)	2,906me	.015	.015	Daily Chief Co.	Charles V. Read	Charles V. Read	Geo. P. Billhardt	Charles V. Read	Charles V. Read	Charles V. Read	Charles V. Read	Charles V. Read	
Union (I-R) (J) (134)	2,062	.011	.011	Wyandot Union Pub. Co.	L. M. Newcomer	L. M. Newcomer	Geo. Frater						
URBANA, 7,621.													
†Citizen (R) (J) (134) Democrat (D) (J) (134)	4,600	.02	.02	Frank C. Gaumer	E. H. Hullinger	Chas. E. Gaumer	John Zook	Frank C. Gaumer	Frank C. Gaumer	L. C. Hovey	F. W. Toomire	L. C. Hovey	Frank Fidler Fred Bentine[1]
VAN WERT, 8,100.													
Times (D) (J) (134)	1,970	.012	.008	Times Ptg. Co.	R. W. Bremer			Ford G. Owens		M. S. Stutsman			M. J. Dannecker[1]
WAPAKONETA.													
News (4)	3,262	.014	...	Democrat Ptg. Co.	Democrat Ptg. Co.								
WARREN, 27,050.													
Chronicle (R) (J) (134)	6,800	.025	.025	Wm. Ritezel & Co.	Col. F. M. Ritezel	Wm. A. Ritezel	Fred M. Cluer	Col. F. M. Ritezel	M. E. Kurtz	C. S. Van Gorder		Mabel Diehl	Wm. Wulf V. Y. King[1]
Tribune (R) (1)	7,457	.035	.029	The Tribune	Thos. H. Deming		Donald McCurdy	Mrs. Zell Hart Deming		C. E. Gilliam			
WASHINGTON COURT HOUSE, 7,962.													
†Herald (I) (none)	3,069	.016	...	Herald Pub. Co.	Joseph H. Harper	Joseph H. Harper	B. E. Kelley	Joseph H. Harper	Earl McCoy	Earl McCoy	Howard S. Harper	Howard S. Harper	
WELLSTON, 6,687.													
Sentinel (none) (d)	....	.009	...	Sentinel Pub. Co.	John D. Littlejohn								Ernest Hadsell M. D. Barns[1]
WILMINGTON, 5,037.													
News-Journal (R) (J) (134)	3,258	.015	.015	News-Journal Co.	Thurman Miller	Thurman Miller	Raymond B. Howard	W. J. Galvin	W. J. Galvin	E. Reardon			
WOOSTER, 8,204.													
Record (I) (134)	6,413	.025	.025	E. C. Dix	E. H. Hauenstein	E. C. Dix	A. R. Williams	E. C. Dix	E. C. Dix	W. E. Richards	H. O. Hearn	S. Jolliff	E. A. Snyder
XENIA, 9,110.													
Gazette (R) (134)	3,780	.025	.02	Chew Pub. Co.	J. P. Chew	E. S. Myers		J. A. Chew	W. B. Chew	F. W. Chew	R. A. Highley		J. W. Clifford
†Republican (R) (134)	1,571												
YOUNGSTOWN, 132,358.													
Telegram (I) (3)	23,409	.07	.07	The Telegram Co.	W. L. Sturdevant	A. A. Reilly	T. D. John		Owen M. Phillips	Owen M. Phillips	Alfred M. Clark	Raymond Weber	
Vindicator (m) (D) (J) (78)	24,787	.07	.05	Vindicator Ptg. Co.	F. A. Douglas	Wm. F. Maag, Jr.	Wm. L. Rook	Wm. F. Maag	W. O. Brown	R. E. Robinson	B. J. Ullman	Miss C. E. O'Donnell.	F. L. Houck Carl Maag
Sunday edition	24,351												
ZANESVILLE, 29,569.													
Signal (D) (E) (134)	10,596	.07	.07	Zanesville Pub. Co.	J. R. Downs C. E. Granger	J. R. Downs C. E. Granger	Helen John J. R. McSwords	W. O. Littick	C. W. Gibson	C. S. Nelson	C. L. Sink	H. W. Cook	William Donnelly
†Times-Recorder (R) (E) (134)	19,894												

OKLAHOMA

ADA, 8,012.													
News (D) (m) (J) (none)	2,325	.02	.015	W. D. Little	W. D. Little	Byron Norrell	Tom Steed	W. D. Little		Sam Little	Mrs. I. E. Riddle	Mrs. Loma Agnew	T. W. Brydla J. H. Biles[1]
Sunday edition	new												
ALVA, 3,912.													
Review-Courier (R) (J) (32-4)	1,600	.021	...	C. D. Willard	C. D. Willard	C. D. Willard	F. Flaherty	C. D. Willard	C. D. Willard	C. D. Willard	C. D. Willard	C. D. Willard	H. E. Matthews J. C. McConnell[1]
ARDMORE, 14,181.													
Ardmorite (m) (70)	5,747	.03	...	Admoreite Pub. Co.	L. B. Myers								
Sunday edition	5,747												
†Press (m) (D) (76)	4,076	.025	.025	J. A. Lloyd					J. A. Lloyd		Selmer Butler		
	A 076												

BARTLESVILLE, 14,417.												
Enterprise (m) (E) (J) (135-47-142)	4,110	.03	.03	Bartlesville Pub. Co.	J. S. Leach	J. S. Leach	Warren Milligan	J. S. Leach	E. M. Freiburger	E. J. Bosley	Frederick Wright	C. G. Van Arsdale	Ben Grubb; George Doran[1]
Sunday edition	4,110											
†Examiner (m) (I) (J) (106-107)	3,151	.03	...	Examiner Co.	N. D. Welty	N. D. Welty	W. A. Huggins	N. D. Welty	Donald R. Welty	A. W. Trotter and R. B. Ogg	E. D. Uzzell		R. D. Callaway; C. D. Campbel[1]
Sunday edition	3,245											
BLACKWELL, 7,174.												
†Tribune (m) (D) (135-47)	3,550	.032	.032	C. Robert Bellatti	C. Robert Bellatti			C. Robert Bellatti					
Sunday edition	3,550											
BRISTOW, 3,460.												
Record (J) (none)	1,145	.025	.025	Bristow Record Co.	L. M. Nichols		L. S. Smedley	T. M. Nichols	T. M. Nichols	Geo. C. Parker			L. B. Resler[2]
CHICKASHA, 10,179.												
Express (D) (J) (none)	2,319	.021	.021	Geo. H. Evans	Geo. H. Evans	Geo. H. Evans	J. Edwin Pool	Geo. H. Evans	Geo. H. Evans	Geo. Dismukes	W. D. Collier		Ed. Ferris[2]
DRUMRIGHT, 6,460.												
Derrick (4-32)	....	.036	...	Lou S. Allard	Lou S. Allard								
DUNCAN, 3,463.												
Banner (m) (D) (J) (4)	1,492	.025	.025	Ed. J. Leeman	H. F. Wood	J. L. Webb							
Sunday edition	1,492											
DURANT, 7,340.												
Democrat (D) (J) (none)	1,820	.018	.018	G. W. Archibald & R. F. Story	R. F. Story	R. F. Story	Wesley Dickey	G. W. Archibald	G. W. Archibald	Sam D. Archibald	Sam D. Archibald	Sam D. Archibald	W. J. Hurst[2]
EL RENO, 7,737.												
Democrat (D) (J) (none)	2,900	.02	.025	Maher & Hennessy	T. W. Maher		W. A. Hennessy	J. R. Maher	T. J. Hennessy	J. R. Maher			B. Keith[1]
ENID, 16,576.												
Eagle (m) (R) (135-47)	4,858	.03	.03	Eagle Ptg. & Pub. Co.	Wm. M. Taylor	H. J. Godschalk	H. J. Godschalk	Wm. M. Taylor	Wm. M. Taylor	E. Freeman	C. A. Killam		Wm. A. Nutt
Sunday edition	4,858												
†News (m) (R) (100-134)	6,142	.025	...	News Pub. Co.	M. C. Garber	J. H. McKiddy	Frank Wilkins	E. C. Dunlap	H. T. Leonard	John Bemis	Avis Button	Avis Button	C. W. Brady
Sunday edition	7,008												
FREDERICK, 3,822.												
Leader (none)	2,061	.021	...	J. L. Newland	J. L. Newland								
GUTHRIE, 11,757.												
Leader (I-D) (J) (52)	12,411	.05	.05	L. G. Niblack	L. G. Niblack		H. Shead		H. E. Derwin	J. E. Winton	H. E. Canfield		G. E. Dunnica[2]
HENRYETTA, 5,889.												
Free Lance (m) (4)	....	.029	...	George Riley Hall	George Riley Hall								
Sunday edition	....												
HUGO, 6,368.												
News (m) (47-135)	....	.018	...	Husonian Pub. Co.	Edward F. Stumph								
Sunday edition	....												
KINGFISHER, 4,000.												
Free Press (130) (d)	1,210	.016	...	Ed. Ingram	Ed. Ingram								
Times (D) (J) (32)	1,476	.018	.018	LeRoy G. Hardy	LeRoy G. Hardy	S. C. Hardy	L. G. Hardy	S. C. Hardy	L. G. Hardy	L. G. Hardy	S. C. Hardy	S. C. Hardy	S. C. Hardy
LAWTON, 8,930.												
Constitution (m) (D) (J) (130)	2,893	.029	.029	Constitution Co., Inc.	Ned Shepler			Fred B. Shepler	Fred B. Shepler	Wilbur R. Rice	Erin McKinney		John L. Fergusson[2]
Sunday edition	2,988												
†News (m) (47-135)	2,796	.029	...	News-Republican Co.	Joseph F. Willetts								
Sunday edition	2,796												
McALESTER, 12,095.												
News-Capital (I-D) (J) (135-47)	3,232	.025	.025	News-Capital Co.	Leon Calonkey			Fred G. Cowles	Fred G. Cowles	Sherman M. Goss	Kirk Enloe		
MIAMI, 6,802.												
News (m) (I) (J) (41)	3,352	.025	...	News Pub. Co.	J. W. Brandon	J. W. Brandon		Carl S. Kennedy		F. W. Shaylor	John Worley	M. O. Middleton	S. A. Dixon[2]
Sunday edition	2,284												
Record-Herald (m) (D) (134)	4,372	.025	.025	E. P. Martin	H. B. Hutchison	E. P. Martin	Emerson Smith	E. P. Martin	E. P. Martin	W. Y. Chester	A. W. Franke	W. Y. Chester	W. C. McFadden
Sunday edition	4,372												
MUSKOGEE, 30,277.												
†Phoenix (m) (I) (19)	14,398	.05	...		E. K. Bixby	F. K. Bixley	W. S. Gage	J. H. Bixby	J. H. Bixby	A. J. Putman	E. H. Kehoe		
Sunday edition	15,621												
Times-Democrat (D) (E) (70)	11,203	.05	.05	Oklahoma Press Pub. Co.	C. A. Looney	Carl W. Held	C. H. Hopkins	C. A. Looney	C. A. Looney	C. R. Carson	L. M. Bailey	P. P Philpin	O. M. Alleger
NOWATA, 4,471.												
Star (m) (D) (J) (4-130)	1,850	.021	.018	Sam F. Wilkinson	J. T. Norton	J. T. Norton	R. W. Holmes	J. T. Norton	J. T. Norton	J. T. Norton	Miss Ethel Wilkinson	J. T. Norton	A. T. Walters; J. T. Norton[1]
Sunday edition	1,850												
OKLAHOMA CITY, 91,258.													
Leader (I) (J) (135-47-45)	13,300	.05	...	Oklahoma Leader Co.	Oscar Ameringer		Jesse Gelders		John Hagel	W. J. Mills	J. H. Patterson		O. H. Miller
News (I) (3)	23,798	.075	.075	Scripps-Howard Newspapers	W. F. Bickford	E. D. Minteer	Fred Jay	W. C. Mayborn	M. G. Chambers	A. O. Fuller	G. E. Carvell	O. G. Suess	
†Oklahoman (M) (I-D) (E) (70)	58,042	.25	...	Oklahoma Pub. Co.	E. K. Gaylord	W. M. Harrison	I. K. Fagin; F. L. Brooks	E. K. Gaylord	C. W. Boggs	H. E. Dreier	M. W. Halmbacher	William Grimes	R. E. L. Brown
Times (I-D) (E) (70)	50,571												
Sunday Oklahoman	76,762	.22	...										
OKMULGEE, 17,430.													
Democrat (m) (D) (J) (135-47)	3,845	.035	.035	Eugene M. Kerr	Eugene M. Kerr	Eugene M. Kerr	M. E. McWilliams		E. S. Kyle	C. J. Aspey	S. M. Newkirk	R. Dienst	C. C. Crandall; S. C. Hammond[1]
Sunday edition	3,845												
†Times (m) (I-R) (70)	6,339	.035	.035	Times Pub. Co.	H. H. Horton	W. J. Rand	Luther J. Reid	H. H. Horton	H. H. Horton	H. C. Shuttes	J. T. Horton	Audry Morton	Murray MacDowell
Sunday edition	6,381												
PAWHUSKA, 6,414.													
Capital (D) (J) (135-47)	2,650	.025	.025	Richard Elam	Richard Elam	J. L. Mosby	J. L. Mosby	Richard Elam	Lulu Crum	V. J. Puryear	Lulu Crum	V. J. Puryear	Cliff Stanley; Joe Rothstein[1]
†Journal	733	.018	...	Osage Pub. Co.	E. L. Gay			J. A. Knight					
Sunday edition	733												
PERRY, 3,154.													
Sentinel (D) (J) (130)	985	.018	.018	Willett & Penfield	E. M. Willett			C. P. Penfield	C. P. Penfield				
PONCA CITY, 7,051.													
News (I) (135-47)	3,671	.029	.029	Ponca City Pub. Co., Inc.	Clyde E. Muchmore	Clyde E. Muchmore		Clyde E. Muchmore	W. W. Eastman				W. H. Mowder
SAPULPA, 11,634.													
Herald (R) (J) (none)	3,082	.028	.028	Jno. W. Young	Jno. W. Young	Jno. W. Young	Jno. Booker	Jno. W. Young	M. T. Hubbard	M. T. Hubbard	Roy Murphy		Jno. W. Young[1]
†Sun (m) (47-135)	....	.03	...										
Sunday edition	....												
SHAWNEE, 15,348.													
†News (m) (I) (135-47)	4,705	.03	.03	H. G. Spaulding	H. G. Spaulding			Frank P. Briggs	H. T. Nisbett	C. D. Parker	R. T. Meeker		O. M. Miller
STILLWATER, 4,701.													
Press (none) (d)	....	.018	...	Daily Press, Pub.									
TULSA, 72,075.													
Tribune (m) (I-D) (106-107)	28,009 x	.08	.08		Richard Lloyd Jones	Victor F. Barnett		T. F. McPherson	E. V. Willey	Chas. Barde	Otis Hamilton	Raymond Wheeler	Geo. Pickett
Sunday edition	25,508												
†World (m) (R) (21-51)	37,129	.10	.08	World Pub. Co.	Eugene Lorton	Otis Lorton	Walter Ahlum		F. O. Larson	Rex Justus	E. E. Scott	Rex Justus	Orel Harper
Sunday edition	40,470	.11	.085										
VINITA, 5,010.													
Journal (4) (d)	....	.018	...	Leader Ptg. Co.	Willis F. Allen								
WILSON, 2,286.													
Democrat (m) (D) (J) (none)	800	.018	...	W. K. Barrett, L. Horn	W. K. Barrett	W. K. Barrett	M. A. Barrett	W. K. Barrett	W. K. Barrett	L. Horn	Mrs. Owen		L. Horn[2]
Sunday edition	870												

Explanation: Dagger (†) indicates morning newspapers. (m) indicates Sunday morning edition; (e) indicates Sunday evening edition. (I) politically independent; (R) Republican; (D) Democratic; (Soc.) Socialist; (I-R) Independent Republican; (I-D) Independent-Democratic. (J) operate job printing plants. (E) operate own engraving plant. * indicates rotogravure section, letter following indicates day of issue as S for Sunday, M for Monday, Tu for Tuesday, W for Wednesday, Th for Thursday, F for Friday, Sat for Saturday. Mo for monthly. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mats. (t) do not use plates. Boldface circulation figures are A. B. C. net paid, six months statement ending September 30, 1922; X indicates three month statement ending September 30, 1922; Y indicates three months' A. B. C. statement ending June 30, 1922; W indicates A. B. C. audit of September 30, 1922. All other circulation figures are Government statements for six months ending September 30, 1922. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are shown by brackets. In last column superior figure 1 following name indicates superintendent of job department only; superior figure 2, superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. All quoted advertising rates are per agate line; where only one rate is quoted and no bracket appears it applies to each issue separately.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

OREGON

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
ALBANY, 4,840.													
Democrat (m) (D) (135-126)	2,458	.023	.023	W. L. Jackson & R. R. Cronise.	W. L. Jackson &	Charles Alexander	W. C. Eakin	R. R. Cronise	R. R. Cronise	J. F. Howard	M. E. Keebler	Bruce Hunter	
Sunday edition	2,965	.03	.03	E. M. Reagan	R. R. Cronise								
Herald (R) (J) (none)	2,636	.025	.025		E. M. Reagan	E. M. Reagon	Lee Bostwick	E. M. Reagan	E. M. Reagan	E. L. Fitzgerald	S. Batis	Mabel Reagan	Leo Kropp[2]
ASHLAND, 4,283.													
Tidings (I) (J) (none)	1,726	.021	...	Bert R. Greer	C. K. Logan	Bert R. Greer	R. W. Conover	Bert R. Greer	Miss Georgie Coffee	Bert R. Greer	Mrs. C. E. Lane		J. W. Young[2]
ASTORIA, 14,027.													
†Astorian (m) (R) (J) (none)	2,975	.021	.018	J. S. Dellinger	J. S. Dellinger	J. S. Dellinger	James H. Cellars	J. S. Dellinger	J. S. Dellinger	Wm. E. Schimpff	Harry W. Brooks	M. Hubler	Paul Kractch[2]
Sunday edition	3,240												
Budget (none)	3,356	.029	...	Astoria Budget Pub. Co.	M. R. Chessman								
BAKER, 7,729.													
†Democrat (m) (D) (4-126)	1,617	.025	.025	Bowen-Small Pub. Co.	I. B. Bowen, Sr.	I. B. Bowen, Sr.	I. B. Bowen, Sr.	Will H. Evans	Will H. Evans	Will H. Evans	Norman P. Henderson		J. Richard Smithhouse, Jr.
Sunday edition	1,617												
Herald (I) (130-136 A)	1,930	.015	.028	Baker Herald Co.	H. E. Hendryx	H. E. Hendryx	H. E. Hendryx	J. T. Beamish	J. T. Beamish	J. T. Beamish	A. A. Whitaker	J. T. Beamish	Al Van Dahl
BEND, 5,415.													
Bulletin (R) (J) (130)	1,086	.018	.018	Bend Bulletin Corp.	Robert W. Sawyer	Robert W. Sawyer	Henry N. Fowler	Robert W. Sawyer	Robert W. Sawyer	Claude H. Smith	M. Connolly	E. D. Belden	Ralph Spencer[2]
CORVALLIS, 5,752.													
Gazette-Times (R) (J) (none)	2,208	.021	.025	Ingalls, Moore & Hurd.	Claude E. Ingalls	Claude E. Ingalls	N. R. Moore	G. Lansing Hurd	G. Lansing Hurd	R. K. Kletzing	G. L. Hurd	G. L. Hurd	L. D. Bell[2]
EUGENE, 10,593.													
Guard (I-D) (J) (98-5-137)	4,636	.025	.025	Guard Ptg. Co.	Chas. H. Fisher	J. E. Shelton	Harold Moore	J. E. Shelton	J. E. Shelton	F. W. Westerfield	J. E. Turnbull	F. W. Westerfield	Manley C. Fuller[2]
†Morning Register (m) (I-R) (135-126)	4,121	.025	.025	Register Pub. Co.	Frank Jenkins	Frank Jenkins	H. E. Burnett	E. R. Gilstrap	E. R. Gilstrap	Harris Ellsworth	Henry Hanekamp		C. P. Sylvester
Sunday edition	4,215												
GRANTS PASS, 3,151.													
Courier (I-R) (J) (none)	1,160	.018	.018	A. E. Voorhies	Wilford Allen	A. E. Voorhies	Wilford Allen, Jr.	A. E. Voorhies	A. E. Voorhies	R. C. Salton	Alice Ament	Mildred Taylor	J. R. Higginbotham[2]
KLAMATH FALLS, 4,801.													
Herald (R) (32)	1,675	.021	.032	Herald Pub. Co.	F. R. Soule	F. R. Soule	H. R. Hill	F. R. Soule	F. R. Soule	F. C. Nickle	H. M. Conners	H. M. Conners	N. Otterbein
LA GRANDE, 6,913.													
Observer (none)	2,250	.025	...	Le Grande Observer Pub. Co.	Bruce Dennis								
MARSHFIELD, 4,034.													
Coos Bay Times (I-R) (135-126)	3,020	.021	...	M. C. Maloney	M. C. Maloney	Dan E. Maloney	A. E. Guyton	M. C. Maloney	A. B. Maloney	R. H. Labey	H. B. Maloney	H. Hartley	
S. W. Oregon News (I-R) (J) (98-5)	1,496	.022	...	Coos Co. Pub. Co.	Wm. L. Carver	O. W. Briggs	Wm. L. Carver		R. M. Avery				H. C. Tripp / W. L. Carver[1]
MEDFORD, 5,756.													
Mail-Tribune (I) (none)	3,479	.025	.025	Medford Printing Co.	Robt. W. Ruhl	Robt. W. Ruhl		S. S. Smith	S. S. Smith	Herbert Grey	O. Patton	Herbert Grey	A. F. Stennett
Sunday Sun edition	3,479												
OREGON CITY, 5,686.													
†Enterprise (m) (R) (J) (none)	1,679	.022	.029	E. E. Brodie	Hal E. Hoss	Hal E. Hoss	Chas. E. Gratke	Hal E. Hoss	Hal E. Hoss	Arne G. Rae	Jas. B. Johnson	Arne G. Rae	H. B. Cartlidge[2]
Sunday edition	1,679												
PENDLETON, 7,387.													
East Oregonian (I) (J) (113-68)	3,159	.021	.021	East Oregonian Pub. Co.	E. B. Aldrich	E. B. Aldrich	J. S. Harvey	F. W. Lampkin	L. D. Drake	J. M. Dunning	Leslie E. Gibbs	Forrest L. Baker[2]	
†Tribune (m) (R) (136 A)	1,523	.02	.02	Harry L. Kuck	Harry L. Kuck	Harry L. Kuck	Ernest L. Crockatt	Harry L. Kuck	Harry L. Kuck	Harry L. Kuck	Ann Murray	Ann Murray	Roy McNees
Sunday edition	1,700												
PORTLAND, 258,288.													
Journal (m) (I) (E) (9-95)	77,871	.16	.125	C. S. Jackson	B. F. Irvine	D. J. Sterling	Charles Hoge	P. L. Jackson	S. R. Winch	Harry Marcus	D. H. Smith	W. B. Schade	
Sunday edition	98,494	.20	.135										
News (I) (55)	31,326	.08	.07	News Co.	Fred L. Boalt	E. W. Jorgenson	Floyd Fessler	C. W. Myers	J. Bruce Sproule	Harry Ely	O. J. Heath	C. B. McCombs	
†Oregonian (m) (R) (E) (132)	81,264	.18	.18	Oregonian Pub. Co., Inc.	E. B. Piper	H. E. Thomas	C. A. Morden	W. E. Hartmus	W. J. Hofmann	E. P. Hopwood	Chas. E. Chatterton	D. Foulkes	
Sunday edition	114,924	.22	.22										
Telegram (I-R) (E) (138)	62,400	.14	.11	Telegram Pub. Co.	J. E. Wheeler	O. C. Leiter	Arthur H. Crookham	G. F. Law	Charles Rafield	Earl G. Adams	W. B. Dunn	T. Robinson	
ROSEBURG, 4,331.													
News-Review (I) (J) (none)	3,950	.021	...	B. W. & Bert G. Bates	B. W. Bates	B. W. Bates	Bert G. Bates	M. M. Miller					B. W. Bates[1]
SALEM, 17,679.													
Capital Journal (I) (135-126)	5,643	.03	.03	George Putnam	George Putnam	Harry N. Crain	George Putnam	H. N. Yockey	E. A. Brown	Wm. A. Scott			
†Oregon Statesman (m) (R) (J) (none)	5,511	.03	.034	Statesman Pub. Co.	R. J. Hendricks	R. J. Hendricks	S. A. Stone	R. J. Hendricks	R. J. Hendricks	L. C. Newton	W. H. Henderson	L. C. Newton	Frank Jaskoski[2]
Sunday edition	5,904												
THE DALLES, 5,807.													
Chronicle (R) (J) (none) (t)	1,687	.021	.021	Ben R. Litfin	F. H. McNeil	Ben R. Litfin	K. L. Hicks	Ben R. Litfin	Ben R. Litfin	J. W. Jones	L. M. Schassen	J. W. Jones	R. L. Russell / Harry Webb[1]

PENNSYLVANIA

ALLENTOWN, 73,502.													
Chronicle and News & Item (I-R) (9)	9,226	.04	.035	Chronicle & News Pub. Co.	Francis R. Lowell		Eugene T. Quinn	Francis R. Lowell		Arnold Frederick	Edward F. Fluck		John W. Stickle
Leader (71-123)	....	.015	...	Leader Publishing Co.	George R. Roth								
†Morning Call (m) (I) (J) (E) (9)	28,009	.09	.09	Allentown Call Pub. Co.	P. B. Ruhe	C. J. Smith	E. J. McGettigan		P. W. Leisenring	P. W. Leisenring	R. W. Weiler	Norman Bannerman	J. V. F. Ziegler[1]
Sunday edition	15,118												
Record (I-D) (80)	6,629	.025	...	Chas. W. Weiser	Chas. W. Weiser	Chas. W. Weiser	Herbert Kohler	W. S. Mellick	W. S. Mellick	W. S. Mellick	Thomas D. Mulligan		W. S. Mellick
ALTOONA, 60,331.													
Mirror (I) (J) (none)	24,654 x	.07	...	Mirror Printing Co.	Harry L. Johnston		Elmer Ake	D. N. Slep		Fred G. Pearce	F. M. Hetrick		O. D. Nelson / A. Spencer[1]
†Tribune (R) (J) (21)	12,000	.05	...	Times Trib. Co.	W. H. Schwartz	J. V. Taylor	J. V. Taylor	A. D. Houck	A. D. Houck	P. H. Crawford	K. J. Houck		A. Kobenschlag / Robert Adams[1]
ASHLAND, 6,666.													
News (R) (J) (80)	1,840	.018	.018	Kyler Pub. Co.	Grant Kyler	Grant Kyler	Kathryn Stief	Nolan Kyler	Nolan Kyler	Nolan Kyler	Mary Creasey		Nolan Kyler[2]
Telegram (R) (J) (4) (d)	1,150	.014	.014	Steel Publishing Co.	Alex H. Tiley	Alex H. Tiley	Alex H. Tiley	Alex H. Tiley	Margaret R. Lauer	Margaret R. Lauer	Margaret R. Lauer	Margaret R. Lauer	Chas. Sener / Luther Nochton[1]
BANGOR, 5,402.													
News (I) (J) (4) (d)	1,400	.016	...	W. R. Grubb Est.	W. E. Grubb	W. E. Grubb	W. E. Grubb	W. E. Grubb	W. E. Grubb	W. E. Grubb	Ernest Cescido	W. E. Grubb	F. S. Seibert[2]
BEAVER FALLS, 12,802.													
Times (R) (21)	4,285	.025	...	Daily Times Co.	Floyd Chalfant			E. L. Freeland	E. L. Freeland	R. E. Slough	Edw. Bruehl	M. E. Osterhout	J. Mays Ecoff
Tribune (I-R) (J) (21)	4,906	.025	...	Trib. Printing Co.			Walter Hamilton		James H. March	James H. March	John E. McLean		
BERWICK, 13,168.													
Enterprise (I) (80)	2,425	.021	.021	Harder & Eyerly	R. L. Harder			R. E. Eyerly	R. E. Eyerly	C. A. Laubach			
BETHLEHEM, 50,358.													
Globe (61)	8,528	.04	...	Bethlehem Globe Pub. Co.	Harold J. Farkuhar								
Times (I) (J) (113)	4,790	.018	.014	Times Pub. Co.	Frank McIntosh		Richard Enright	Elmer D. Rice	Elmer D. Rice	L. C. Atwood	L. C. Atwood		E. D. Rice[1]
BLOOMSBURG, 7,819.													
†Press (I) (J) (80)	6,507	.036	.018	Vanderslice & Eyerly	Paul R. Eyerly			C. T. Vanderslice		J. B. Girton			
BRADDOCK, 20,879.													
News-Herald (R) (J) (none)	2,756	.015	.015	Daily News Pub. Co., Inc.	Harry H. Kelly	Clark W. Kelly		Clark W. Kelly					P. D. Loughner

BRADFORD, 18,580.												
†Era (I) (80)	3,939	.021	.025	Era Pub. Co.	D. W. Dean	D. W. Dean	J. A. Cassino	J. W. Milligan	J. W. Milligan	J. W. Milligan	Romayne Hyland	
Star & Record (E) (none)	3,846	.014	...	R. P. Habgood	R. P. Habgood	G. C. Cable	G. E. Marsters					
BRISTOL, 10,273.												
Courier (71-123)	1,300	.017	...	Bristol Printing Co.	Edwin M. Giles							
BROWNSVILLE, 2,502.												
Telegraph (E) (J) (none)	2,927	.014	.014	Henry Baker Reiley	Henry Baker Reiley	Vin D. Sweeney	Virgil V. Trotter	Henry Baker Reiley	Edward O'Donnell	Elson Hommell	Robert Mulligan	D. H. Shelton
BUTLER, 23,778.												
Eagle (I-R) (none)	10,638	.03	.028	Eagle Ptg. Co.	John Laing Wise	John Laing Wise	John Laing Wise	Levi M. Wise	Bertha L. Wise	Edwin Ulery	J. F. Pollock	Edwin Ulery
CANONSBURG, 10,632.												
Notes (I-R) (J) (none)	2,469	.014	.014	Notes Pub. & Ptg. Co.	David H. Fee	Wm. H. Fee						
CARBONDALE, 18,640.												
Leader (R) (J) (80)	5,608	.025	.025	J. L. Druck	J. L. Druck	G. W. Smithing	W. H. Connaughton					
CARLISLE, 10,916.												
Sentinel (80) (d)	3,573	.021	...	Estate of D. E. Thompson	Allan D. Thompson							
CHAMBERSBURG, 13,171.												
†Franklin Repository (R) (J) (80)	4,684	.021	...	A. Nevin Pomeroy	A. Nevin Pomeroy	A. Nevin Pomeroy	Shirley J. Zarger	Robert Bickley				
Public Opinion (I-R) (J) (41)	3,910	.025	.025	Public Opinion Co.	Ross K. Gilbert	Rose K. Gilbert	Charles R. Nicklas	Morris Lloyd	Herbert S. Foltz	Herbert S. Foltz	S. A. Small	Stuart L. Brown
Valley Spirit (D) (J) (29)	1,348	.018	.014	Valley Spirit Pub. Co.	King Alexander	W. E. Namsher	Robert A. Sellers	Robert A. Sellers	Robert A. Sellers			
CHARLEROI, 11,516.												
Mail (R) (J) (none)	1,700	.011	.011	Mail Pub. Co.	L. L. O'Kane	H. E. Price						
CHESTER, 58,030.												
†Republican (R) (J) (100)	1,347	.02	.02	Chas. R. Long, F. C. Wallace	Chas. R. Long, F. C. Wallace	Samuel E. Turner	Jas. A. F. Glenney	Chas. R. Long & F. C. Wallace	Chas. R. Long	Milton P. Carroll	Harry W. Cullis	Milton P. Carroll
Times (R) (J) (100)	12,984	.04	...	Chas. R. Long, F. C. Wallace	Chas. R. Long, F. C. Wallace	S. E. Turner	Chas. B. Ross	Chas. R. Long & F. C. Wallace	C. R. Long	M. P. Carroll	H. W. Cullis	M. P. Carroll
CLEARFIELD, 8,529.												
Progress (80)	3,725	.021	...	Progressive & Publishing Co.	G. A. Stewart							
COATESVILLE, 14,515.												
Record (R) (none)	5,369	.021	...	C. H. Heintzelman	C. H. Heintzelman	Fred B. Manship	E. J. Long					
COLUMBIA, 10,836.												
News (I) (J) (none)	3,648	.03	...	W. E. Crist	W. E. Crist	R. H. Fulweiler	W. E. Crist	W. E. Crist	S. Smith Crist	Chas. Gable	Frank Duerst	
CONNELLSVILLE, 13,804.												
Courier (R) (none)	5,616	.018	.021	Courier Co.	Jno. L. Gans	Jno. L. Gans	Walter S. Stimmel	Jas. J. Driscoll	Jas. J. Driscoll	Jas. J. Driscoll	J. Wylie Driscoll	
†News (I-D) (J) *Sat. (none)	4,508	.021	.018	Connellsville Ptg. Co.	M. B. Pryce							
CORRY, 7,228.												
Journal (I) (J) (80)	2,541	.018	...	Arthur Colegrove	Arthur Colegrove	Arthur Colegrove	Wm. Lombard	K. McMahon				
DANVILLE, 6,952.												
News (80) (d)	2,473	.018	...	Theo. R. & F. Pursell Angle, editors and publishers.								
DONORA, 14,131.												
Herald (80)	2,476	.018	...	The Evening Herald Pub. Co.	Grover W. Boyd							
DOYLESTOWN, 3,837.												
News (I) *F. (J) (80)	1,997	.021	.021	Doylestown Pub. Co.	Frederic Blair Jaekel	Irvin M. James						
Intelligencer (R) (J) (123)	5,023	.014	.014	Intelligencer Co.	George S. Hotchkiss	Oscar Bean	George S. Hotchkiss	Oscar Bean	Oscar Bean	Oscar Bean	Oscar Bean	Oscar Bean
DUBOIS, 13,681.												
†Courier (R) (J) (80)	4,482	.018	.012	E. W. Gray	W. B. Ross	W. B. Ross	J. T. Spackman	E. W. Gray	E. W. Gray	L. F. Mohney	J. W. Ross	L. F. Mohney
Express (I) (none)	2,900	.009	.011	A. E. Hasbrook	A. E. Hasbrook	A. Howard Hasbrook	Frank I. Gilling	A. E. Hasbrook	A. E. Hasbrook	A. E. Hasbrook		
EAST STROUDSBURG, 4,855.												
†Press (J) (29)	3,043	.02	.02	Geo. C. Hughes	Russell C. Hughes	William P. Deering	Carl L. Hughes	A. J. Gelinas				
EASTON, 33,813.												
Call (Sunday only) (J) (none)	3,650	.024	.017	Estate of J. P. Correll	John S. Correll	John S. Correll	John S. Correll	John S. Correll	Frank P. Correll	W. S. Serfass	W. S. Serfass	
Express (D) (67)	17,111	.05	...	J. J. Stackhouse	J. H. McGrath	J. H. McGrath		J. J. Stackhouse	L. N. Wagner	M. F. Fickinger	L. H. Snyder	
Free Press (R) (J) (80)	12,885	.05	.045	Free Press Pub. Co.	C. N. Andrews	C. N. Andrews	H. L. Thatcher	C. N. Andrews	John F. Hess	Charles Conine		
ELLWOOD CITY, 8,958.												
Ledger (I) (J) (41)	2,350	.02	.02	Myron S. Gelbach	Myron S. Gelbach	Myron S. Gelbach	Myron S. Gelbach	Myron S. Gelbach	T. C. Foley	Fred C. Scheppele	T. C. Foley	T. C. Foley
ERIE, 102,093.												
Dispatch-Herald (m) (I-R) *S (48).	19,176 x	.065	.053	J. H. Strong	A. J. White	James Murrin	John H. Strong	O. E. Ellis	Emmet Magee	W. G. Strong		
Sunday edition	17,365 x	.07	...									
Times (I-R) (70)	26,453 x	.08	.064	John J. Mead	G. Reed Yaple	Frank E. Crane	John J. Mead	John J. Mead, Jr.	John J. Mead, Jr.	H. J. Fries	F. C. Johannesen	
FARRELL, 15,586.												
News (80)	1,525	.019	...	Farrell Pub. Co.	B. F. Parry							
FRANKLIN, 9,970.												
News-Herald (R) (J) (130)	6,436	.045	.045	News-Herald Printing Co.	Wm. P. F. Ferguson	James Albert Murrin	Wayne W. Bleakley	Geo. A. Fahey	Geo. A. Fahey	Frank M. Bowser	Geo. A. Fahey	
GETTYSBURG, 4,439.												
Times (J) (none)	3,310	.02	...	W. Lavere Hafer	Donald F. Ikeler	W. Lavere Hafer	Donald F. Ikeler	W. Lavere Hafer	Donald F. Ikeler	Robert Rebert	R. Breighner	Russel Smiley
GREENSBURG, 15,033.												
†Review (I) (J) (95-126)	5,923	.04	.03	Greensburg Pub. Co.	E. Arthur Sweeny	E. Arthur Sweeny	Samuel George	E. Arthur Sweeny	J. Floyd Kuhns	William Klingensmith	Pauline Monahan	
Tribune (R) (J) (76)	7,613	.023	.021	Tribune Press Pub. Co.	R. W. Herbert	R. W. Herbert	E. H. Derby	Robert B. Herbert	Robert B. Herbert	Paul Kuhns	Robert Reed	
Record (none)	4,542	.02	...	Record Publishing Co.								
GREENVILLE, 8,101.												
Record (I) (J) (80)	2,063	.018	...	John L. Morrison	John L. Morrison							
HANOVER, 8,664.												
Record-Herald (J) (80)	3,016	.018	.018	Hanover Ptg. Co.	M. W. Naill	M. W. Naill	L. D. Sell	L. D. Sell	J. E. Flickinger	J. E. Flickinger		
Sun (none)	5,612	.025	...	Evening Sun Co.								
HARRISBURG, 75,917.												
Courier (Sunday only) (R) (J) (none)	4,980	.05	.05	H. & L. Lowengard	Harry Lowengard	Leon Lowengard	Leon Lowengard					
Telegraph (R) (J) (E) (127)	39,478 x	.095	.095	Telegraph Ptg. Co.	E. J. Stackpole	Gus M. Steinmetz	Bion C. Welker	F. R. Oyster	Boyd M. Ogelsby	Albert R. Michener	Boyd M. Ogelsby	J. P. McCullough
†Patriot (I-D) (E) (72)	26,670 x	.11	.11	Patriot Co.	Dean Hoffman	Carl Sprout & V. H. Kenneth Thomas & Berghaus, Jr.	L. C. Lightner	Rich. M. H. Wharton	V. H. Brackenridge	Homer Moyer	L. E. Roussley	Val Lawrence
News (see Patriot)	37,516 x											
HAZLETON, 32,277.												
Plain Speaker (I) (61)	8,707	.025	...	W. C. Dershuck & Son	W. C. Dershuck	J. W. Kraft	J. W. Kraft	J. R. Dershuck	J. R. Dershuck	G. F. Kertzel	E. Richards	U. Gabriel
†Standard-Sentinel (I) (78)	8,546	.025	...	Henry Walser	Llewellyn Richards	Henry Walser	L. Richards	Henry Walser	Henry Walser	Wm. Bachman	Wm. Walser	
HOMESTEAD, 20,452.												
Messenger (R) (J) (98-5)	3,391	.025	.025	Messenger Pub. Co.	Bert F. Kline	Darrell Martin	Bert F. Kline	H. P. Wiggins	Bert F. Kline	A. Murphy	C. R. Myles	

Explanation: Dagger (†) indicates morning newspapers. (m) indicates Sunday morning edition; (e) indicates Sunday evening edition. (I) politically independent; (R) Republican; (D) Democratic; (Soc.) Socialist; (I-R) Independent Republican, (I-D) Independent-Democratic. (J) operate job printing plants. (E) operate own engraving plant. * indicates rotogravure section, letter following indicates day of issue as S for Sunday, M for Monday, Tu for Tuesday, W for Wednesday, Th for Thursday, F for Friday, Sat for Saturday. Mo for monthly. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mats. (t) do not use plates. Boldface circulation figures are A. B. C. net paid, six months statement ending September 30, 1922; X indicates three month statement ending September 30, 1922; Y indicates three months' A. B. C. statement ending June 30, 1922; W indicates A. B. C. audit of September 30, 1922. All other circulation figures are Government statements for six months ending September 30, 1922. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are shown by brackets. In last column superior figure [1] following name indicates superintendent of job department only; superior figure [2], superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. All quoted advertising rates are per agate line; where only one rate is quoted and no bracket appears it applies to each issue separately.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

PENNSYLVANIA—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
HUNTINGDON, 7,051.													
News (R) (J) (32)	3,715	.032	...	Joseph F. Biddle	Joseph F. Biddle	Joseph F. Biddle		Joseph F. Biddle	Joseph F. Biddle	John G. Shea	D. R. Block	N. M. Heck	E. B. Shore
INDIANA, 7,043.													
Gazette (none)	....	.021	...	Indiana Ptg. & Pub. Co.	R. H. Ray & F. M. Smith								
JEANNETTE, 10,627.													
News-Dispatch (R) (J) (130)	3,800	.035	...	Jeanette Pub. Co.	C. M. Bomberger	C. M. Bomberger	J. C. Loughead	C. M. Bomberger	C. M. Bomberger	Henry McNally	Edward Brosey		N. C. Griffith[2]
JERSEY SHORE, 6,103.													
Herald (I) (J) (32)	1,002	.014	...	Herald Pub. Co.	E. F. Peterman			E. F. Peterman		C. M. Snyder	C. M. Snyder		Thomas Bacon[2]
JOHNSTOWN, 67,327.													
†Democrat (D) (J) (88-133)	12,014	.05	.05	Warren Worth Bailey	Warren Worth Bailey	Warren Worth Bailey	Jas. A. Blough	Frank J. Studeny	Frank J. Studeny	Frank J. Studeny	R. Q. Wilson	R. Q. Wilson	B. W. Ellis; F. J. McMullen[1]
†Ledger (R) (80)	12,096	.05	...	Harry Hesselbein	Harry Hesselbein	W. R. Suppes				C. J. Winter	W. D. Andrews	C. J. Winter	Frank Jacobs
Tribune (R) (21)	26,438	.07	.07	Johnstown Trib. Pub. Co.	A. H. Walters	J. Campbell Murphy	J. Campbell Murphy	A. H. Walters	W. A. G. Lape	P. C. Walters	J. D. Walker	P. C. Walters	W. G. Barnes
KANE, 7,283.													
Republican (80)	2,296	.018	...	Kane Republican Co.	G. Scott Smith								
KITTANNING, 7,153.													
Simpson's Leader-Times (I) (none)	4,773	.021	.021	Simpson's Pub. Co.	John T. Simpson	John T. Simpson	John T. Simpson	Roland B. Simpson	Frank M. Shubert	Frank M. Shubert			
LANCASTER, 53,150.													
Examiner-New Era (R) (J) (61)	17,255	.06	.048	New Era Ptg. Co., Inc.	Oliver J. Keller	Oliver J. Keller	Elener Curry	J. R. Gilbert	R. P. Rohrer	E. H. Levan	C. J. Buck	W. C. Gaenzle	H. S. Cresbaugh; O. J. Smith[1]
Intelligencer (D) (J) (8)	11,102	.08	.08	J. F. & J. H. Steinman	J. F. & J. H. Steinman	A. E. McCullough; W. L. Robinson	William N. Anderson	J. F. Steinman	I. Z. Buckwalter	Henry C. Carpenter; L. G. Shenk; Louis G. Shenk; Henry C. Carpenter	Henry C. Carpenter		
†News-Journal (I) (J) (8)	10,587						John Carter						
LANSFORD, 9,625.													
Record (I) (J) (80-4)	2,697	.029	.021	D. G. Watkins	D. G. Watkins	D. G. Watkins	Victor J. Dougherty	D. G. Watkins	D. G. Watkins	W. L. Rutty	John L. Boyle	W. L. Rutty	C. A. Sweeney; W. A. Gormley[1]
LATROBE, 9,484.													
Bulletin (I-R) (J) (130)	4,102	.021	.021	Latrobe Ptg. & Pub. Co.	Thos. M. Whiteman	Thos. M. Whiteman		Harry J. Whiteman	Harry J. Whiteman	Harry J. Whiteman			J. F. Blakeney[1]
LEBANON, 24,643.													
News (R) (J) (80)	8,920	.035	.03	Lebanon News Pub. Co.	A. B. Schropp	A. B. Schropp	J. Herbert Maubeck	A. B. Schropp	A. B. Schropp	H. L. Wilder	F. W. Hurst		J. K. R. Schropp[2]
Report (I-R) (J) (41-71)	4,157	.02	.018	William R. Mark	William R. Mark	Mary Frazier		W. R. Mark	W. R. Mark	John Richards	Robt. Fisher		Samuel Martin[1]
LEHIGHTON, 6,102.													
Leader (I) (J) (130)	1,720	.012	.012	Guy V. Morthimer	Guy V. Morthimer	Harry V. Morthimer		W. W. Rothermel					
LEWISTOWN, 9,849.													
Sentinel (I) (J) (134)	4,676	.02	.02	Sentinel Co.	Meredith Meyers	Meredith Meyers	Wm. G. McKee	Walter Fosnot	Walter Fosnot	Chris. H. Rowland	Carl V. Aurand		Harry R. Ritter; J. Edgar Thompson[1]
LOCK HAVEN, 8,557.													
Express (J) (d) (none)	2,893	.018	.011	Lock Haven Ptg. Co.	F. D. O'Reilly	C. E. Oberheim	W. A. Kinsloe	W. A. Kinsloe	W. A. Kinsloe	Clyde Yoxheimer	W. H. Kinsloe	F. S. Painter	
MAHANOY CITY, 15,599.													
Mahanoy Press (32)	Est. 8/1/22	.025	...										
Record-American (80)	4,027	.025	...	American Tribune Pub. Co.	James H. Kirschner								
MAUCH CHUNK, 3,666.													
News (I) (J) (80) (d)	2,245	.018	...	E. B. Rauch	E. B. Rauch	E. B. Rauch	E. B. Rauch	E. B. Rauch	E. B. Rauch	E. B. Rauch	E. B. Rauch	E. B. Rauch	E. B. Rauch
Times (I) (J) (4) (d)	2,025	.014	...	James J. Boyle	James J. Boyle	James J. Boyle	James J. Boyle			James J. Boyle			
McKEESPORT, 45,975.													
News (I-R) (80)	11,288	.036	.036	Daily News Pub. Co.	Jess E. Long			Jess E. Long	Jess E. Long				F. D. Harris
MEADVILLE, 14,568.													
†Tribune-Republican (R) (J) (80)	5,116	.032	.021	Tribune Pub. Co.	Walter Irving Bates	Walter Irving Bates	H. S. Phillips	Walter Irving Bates	E. H. Sackett	E. H. Sackett	C. B. Minold		H. B. Klingminth[2]
Republican (see Tribune-Republican)	2,330												
MECHANICSBURG, 4,688.													
Journal (R) (none) (d)	1,100	.025	.025	Thomas Printing House	Edward Thomas								
MIDDLETOWN, 5,920.													
Journal (R) (J) (none)	1,436	.01	.01	A. L. Etler	A. L. Etler	A. L. Etler	C. R. Bausman	H. B. Fox	H. B. Fox	H. B. Fox	E. Campbell		H. B. Barnet[2]
MILTON, 8,638.													
Standard (80) (d)	3,006	.021	...	Standard Ptg. Co.	Penn G. Hastings								
MONESSEN, 18,179.													
Independent (R) (none)	2,120	.013	...	H. R. Pore	H. R. Pore	Frank G. Lane	Bess Domler	Geo. C. Diehl	Geo. C. Diehl		Lee Roberts		Palmer Ashton
MONONGAHELA, 8,368.													
Republican (none) (d)	2,863	.014	...	Chill W. Hazzard Co., Pubs.									
MT. CARMEL, 17,469.													
Item (I) (none)	3,588	.021	...	Item Pub. Co.	Wm. Penn Kemble			E. B. Kemble			John Foley		
News (I) (J) (32)	2,950	.021	.021	News Pub. Co.	W. N. Cleaver	W. N. Cleaver	Ira Roadarmel	W. N. Cleaver	W. N. Cleaver	Samuel Herman	Lawrence Landis	Samuel Herman	I. J. Yarnall[2]
NANTICOKE, 22,614.													
Review (80)	1,326	.021	...	George L. Myer, editor and publisher									
NATRONA, 5,500.													
Press (none)	797	.018	...	News Printing Co.	George P. Schmitt								
Rate includes insertion in Tarentom Valley News.													
NEW BRIGHTON, 9,361.													
Beaver Valley News (R) (4)	1,200	.014	.014	F. S. Reader & Son	F. S. Reader	W. S. Reader	W. S. Reader	W. S. Reader	W. S. Reader	Robert W. Reader		W. S. Reader	R. W. Reader
NEW CASTLE, 44,938.													
News (R) (80)	12,523	.036	...	Fred L. Rentz	Fred L. Rentz	Fred L. Rentz	Geo. W. Conway	Fred L. Rentz	Fred L. Rentz				
NEW KENSINGTON, 11,987.													
Dispatch (R) (J) (98-117)	3,655	.02	.02	N. K. Dis. Pub. Co., Inc.	M. P. Endean			E. R. Peay	J. T. Endean	Henry Hufford	F. Wolf		E. R. Peay[2]
NORRISTOWN, 32,319.													
Herald and Times (R) (J) (87-61)	Combined 1/1/23	.06	...	Herald Ptg. & Pub. Co.	Frederick S. Fox			Gilbert S. Jones			Norman B. Wamsher		
OIL CITY, 21,274.													
†Derrick (R) (J) (100-109)	6,427	.035	...	Derrick Pub. Co.	Geo. F. Turnbull	Jos. W. Orr		G. E. Lynch	J. R. Calvert	L. E. Lauer			J. S. Nelson[1]
Blizzard (I) (J) (80)	3,102	.014	.011	Blizzard Pub. Co., Inc.	Samuel M. Rosenthal	Samuel M. Rosenthal		C. F. Halderman	Samuel M. Rosenthal				
PHILADELPHIA, 1,823,779.													
Bulletin (I) (30-132)	485,145	.55	.55	William L. McLean	Fred Fuller Shedd	Charles E. Shull	William B. Craig	William Simpson	William Simpson	R. L. McLean			
†Inquirer (m)	197,422	.40	...	Phil. Inquirer Co.	Charles H. Heustis	John T. Custis		E. I. Bacon	E. I. Bacon	Howard Lee	Fred Eberle		
Sunday edition	382,814	.55	...										
Item (Sunday only) (R) (*S) (none)	37,760	.13	...	James J. Wray	Elwood Hubbard		Elwood Hubbard	James J. Wray	James J. Wray		Charles Street		
†North American (m) (143-144-12)	159,741	.288	.24	E. A. Van Valkenburg	E. A. Van Valkenburg	Frederick F. Forbes	E. A. Foley	J. P. Considine	E. S. Edmondson	James Farley	I. W. Williams	E. Prophet	
Sunday edition	188,641	.388											
†Public Ledger (m) (I-R) (J) (E) *S	94,711	...	.30										
(23-104-95) Evening edition	177,577	.50	.23	Cyrus H. K. Curtis	David E. Smiley	Morris Lee & Merritt Bond	J. S. S. Richardson & Arthur Joyce	John C. Martin	John C. Martin	Geo. F. Goldsmith	J. M. Annenberg	R. Kirkman	Joseph Clapham; W. W. Read[1]
Sunday edition	218,426	.40	...										
†Record (m) (D) (J) (127)	107,837	.25	.25	Record Pub. Co.	John P. Dwyer	H. P. Wilson		Rowe Stewart	W. H. H. Neville	J. A. Abbott	P. J. Carlin		A. J. Eissing
Sunday edition	117,734	.30	.30										
Star (none)	....	.10	...	Starr Printing Co.	Henry Starr Richardson								

PHILLIPSBURG, 3,900.													
Journal (I) (J) (none) (d)	2,050	.011	...	W. T. Bair	W. T. Bair	W. T. Bair	Jno. B. Rumberger	W. T. Bair	W. T. Bair	W. T. Bair	W. T. Bair	W. T. Bair	J. E. Bair
PHOENIXVILLE, 10,384.													
Republican (I-R) (J) (none) (d)	3,060	.021	.021	Phoenixville Pub. Co.	Chas. E. Albert			Chas. E. Albert					Harry Crothers[1]
PITTSBURGH, 588,193.													
Chronicle-Telegraph (R) (E) (76-12)	90,507	.19	.19	Newspaper Ptg. Co.	George S. Oliver	Charles W. Danziger	S. G. Kennedy	George S. Oliver	David B. Smith	Urban E. Dice	Jos. M. Aylward	Wm. J. Griffith	George A. Hazen
†Dispatch (m) (I) (E) (8)	54,019	.15	.15	Dispatch Pub. Co.	C. A. Rook	C. A. Rook		C. A. Rook		A. R. Carroll	C. A. Rook, Jr.	J. L. Pfeuffer	
Sunday edition	57,674	.18	.18										
†Gazette Times (m) (R) (E) (76-12)	84,909	.19	.19	Newspaper Ptg. Co.	George S. Oliver	Charles W. Danziger	L. C. Carson	George S. Oliver	David B. Smith	Urban E. Dice	J. H. Miller, Jr.	Wm. J. Griffith	George A. Hazen
Sunday edition	98,184												
Leader (m) (I-R) (E) (127)	83,892	.15	.12	A. P. Moore	John K. Emge	Harry Laufmann	J. A. Grant	Edward Hope	W. E. Moffett	Wm. Herron	Arthur Hecker	W. J. Curtin	
Sunday edition	78,652												
Press (m) (I-R) (E) *S (74-64)	144,813	.23	...	O. S. Hershman	O. S. Hershman	J. Y. Chidester	L. A. McDonald	T. R. Williams	T. R. Williams	H. C. Milholland	C. G. Perry	George S. Foster	Edward Belber
Sunday edition	194,455												
†Post (m) (D) (81-60)	78,201	.18	.18	Post Pub. Co.	A. E. Braun	W. U. Christman	Ray Spriggle	A. E. Braun		J. E. Trower	H. L. Beck	K. E. Berryman	Ross Hawk
Sunday edition	117,865	.20	.20										
Sun (I) (81-60)	73,448	.18	.18	Sun Pub. Co.	A. E. Braun	F. W. Merchant	C. L. Lancaster	A. E. Braun		J. E. Trower	H. Pierce	R. E. Berryman	Ross Hawk
Saturday edition	98,330												
PITTSTON, 18,497.													
Gazette (I-R) (J) (61)	3,805	.025	.025	William J. Peck	William J. Peck	Tallie Evans	Tallie Evans	William J. Peck	William J. Peck	William J. Peck	William J. Peck	William J. Peck	Ed. C. Nagel; H. C. Hunt[1]
POTTSTOWN, 17,431.													
Ledger (R) (J) (80)	1,654	.021	.021	Pottstown Ledger Co., Inc.	Earl R. Roth	Earl R. Roth	Earl R. Roth	P. Quinn Roth	P. Quinn Roth	P. Quinn Roth	P. Quinn Roth	P. Quinn Roth	
†News (I) (J) (123-71)	6,915	.025	.023	Pottstown Daily News Pub. Co.	J. Ernest Spare			W. L. Binder		John T. Wagner	Horace Hallman		Chas. H. Stetler; W. H. Moyer[1]
POTTSVILLE, 21,876.													
Chronicle (none)	9,650												
Journal (R) (J) (94-126)	11,234	.025	...	Charles Myers, editor and publisher									
†Morning Paper (R) (J) (61)	Est. Oct. 27, '22	...	...	Miners' Journal News. Co.	H. I. Silliman	H. I. Silliman	Mr. Earl Heap	H. I. Silliman	H. I. Silliman	Miss A. M. Gottschall	E. Miller	Miss Olive Saul	Robert Knecht
Republican (R) (J) *Sat (61)	3,827	.018	...	J. H. Zerbey	J. H. Zerbey	J. H. Zerbey	J. H. Zerbey	J. H. Zerbey	J. H. Zerbey	J. H. Zerbey	J. H. Zerbey	J. H. Zerbey	J. H. Zerbey
PUNXSUTAWNEY, 10,311.													
Evening Spirit (I) (J) (none)	4,300	.025	...	Spirit Pub. Co.	W. O. Smith	W. O. Smith	Pierre L. Smith	E. C. Kyper	E. C. Kyper	E. C. Kyper	J. Boyd Hunger	J. Boyd Hunger	H. L. Wolfe; A. Harlan[1]
READING, 107,784.													
Eagle (m) (I) (J) (138)	34,313	.08	...	Reading Eagle Co.	Albert N. Burkholder	Albert N. Burkholder	Ben Fryer	John W. Rauch	Hawley Quier	Wm. E. Althouse	Daniel K. Hoch	Hilton Epp	Harry P. Yost; Byron Mortimer[1]
Sunday edition	24,618												
†News-Times (I-D) (61)	16,573	.08	.08	Wm. McCormick	C. Spolin & E. R. Berger	C. Spolin & E. R. Berger	C. Spolin & E. R. Berger	William McCormick	William McCormick	M. B. Eaches	M. J. Donovan	Schuyler Millard	J. Shaaber
Herald-Telegram (I-D) (61)													
RENOVO, 5,877.													
Record (none) (d)	....	.014	...	John U. Shaffer, editor and publisher									
RIDGWAY, 6,037.													
Record (R) (J) (98-5)	2,619	.016	...	Ridgway Record	A. T. Thompson, Jr.	A. T. Thompson, Jr.	C. B. McCabe, Jr.	A. T. Thompson, Jr.	A. T. Thompson, Jr.	A. T. Thompson, Jr.	J. B. Hamilton	H. A. T. Thompson	D. D. Reed
RUSSELTON-CURTISVILLE.													
Express (Sold only in combination with Tarentum, Pa., Telegram)													
ST. MARYS, 6,967.													
Press (I) (J) (32)	1,040	.014	.014	J. A. Dippold	G. A. Mohr	G. A. Mohr	A. G. Brehm	J. A. Dippold	J. A. Dixfold				G. A. Mohr[1]
SAYRE, 8,078.													
Times (98-5)	4,390	.02	...	Sayre Printing Co.	Frank E. Wood								
SCRANTON, 137,783.													
†Republican (R) (J) (E) (13)	30,277 x	.10	...	W. J. Pattison	J. E. Barrett	J. T. Mitchell	Brychan Powell	W. J. Pattison	W. J. Pattison	T. J. Duffy	Fred I. Cook		S. A. Cahoon[1]
Scrantonian (Sunday only) (I) (none)	35,951	.05	...	Scrantonian Pub. Co.	E. Tracy Sweet			W. M. Finn		Victor Burschel	M. L. Goodman		J. Joseph O'Brine
Telegram (Sunday only) (I) (8)	8,950	.03	.035	Telegram Pub. Co.	Chauncey H. Derby	Chauncey H. Derby	Chauncey H. Derby	Chauncey H. Derby					
Times (D) (78)	36,803 x	.10	.10	E. J. Lynett	E. J. Lynett	J. D. Keator	A. J. O'Malley	J. E. Bradley		J. W. Flanagan	E. J. Cullen		C. J. Watkins
SHAMOKIN, 21,204.													
Dispatch (I) (41)	4,035	.022	.02	Leader Pub. Co., Inc.	Clayton S. Scott	Clayton S. Scott	Howard O. Siglin	Clayton S. Scott	Clayton S. Scott	Thos. M. Cook	Harry A. Long	Clyde F. Ketner	Edw. H. Kear
News (I) (J) (80)	3,360	.021	.018	News Pub'l & Ptg. Co., Inc.	J. F. Hoover	J. F. Hoover	D. R. G. Farrow		C. C. Hoover	C. C. Hoover	Ralph Hoover		C. C. Hoover, Jr.; Walter Buffington[1]
Herald (none) (d)	....	.014	...	J. Irvin Steel, editor and publisher									
SHARON, 21,747.													
Herald (I-R) (J) (80)	5,002	.021	.025	Sharon Herald Pub. Co.	T. C. FitzGibbon	Wm. B. Ramsay		A. W. McDowell		C. B. Lartz	J. B. Furey	Miss Helen Stanley	Jos. Pharmer[1]
Telegraph (98-5)	4,541	.021	...	Addison C. Dickinson	Joseph D. Shatto								
SHENANDOAH, 24,726.													
Herald (R) (J) (80)	4,416	.021	.015	Herald Ptg. Co.	T. J. Davies	T. J. Davies	T. J. Davies	T. J. Davies	T. J. Davies	T. J. Davies	T. J. Davies	T. J. Davies	C. L. Fowler; T. J. Davies[1]
STROUDSBURG, 5,278.													
Record & Times Democrat (D) (J) (130)	3,504	.03	.03	Monroe Pub. Co.	A. E. Everitt		C. A. Keiper	N. A. Frantz		L. H. Cross	E. H. Schoonover		N. O. Bender[1]
SUNBURY, 15,721.													
Sunbury Daily (J) (130)	3,343	.021	...	W. F. Eichholtz	Francis G. Burrows		Francis G. Burrows		W. F. Eichholtz	D. A. Arthur	Roy H. Eisely		J. O. Lawrence[2]
Daily Item (R) (J) (none)	4,109	.019	.019	C. S. Farra & F. A. Brill	Harry H. Haddon	Harry H. Haddon	Donald Berger	C. S. Farra	C. S. Farra	J. S. McCombs	Basse A. Beck	C. R. Geist	Walter Weeder; M. E. Smith
SUSQUEHANNA, 3,764.													
Transcript (I) (J) (4-130)	1,090	.014	.014	U. G. Baker	U. G. Baker			U. G. Baker					
TAMAQUA, 12,363.													
Courier (I-R) (J) (80)	3,300	.021	...	John M. & R. H. Harris	John M. Harris	John M. Harris	Robert C. Brown	Robert H. Harris	Robert H. Harris	Robert H. Harris	A. N. Stewart		R. H. Harris; Howard Brougher
TARENTUM, 8,925.													
†Telegram (R) (J) (130)	3,376	.02	.02	Telegram Prt. & Pub. Co.	Frederick Mackey	Frederick Mackey	Ray Stuart	Frederick Mackey	Frederick Mackey	O. J. Brukner	I. L. Cohen	O. J. Brukner	P. W. Schmidt[1]
Valley Daily News (J) (none)	2,917	.018	...	News Ptg. Co.	George D. Stuart	C. P. Howe	George D. Stuart	C. P. Howe	G. P. Shcmitt	G. P. Schmitt	Miss Hilda Larson		W. A. Hawthorne[1]
TITUSVILLE, 8,432.													
†Herald (R) (J) (80)	4,828 x	.029	.011	E. T. Stevenson	E. T. Stevenson	E. W. McNall	E. W. McNall	E. T. Stevenson	E. T. Stevenson	E. T. Stevenson	E. E. Ricketts		W. W. Kellogg; A. Benson[1]
TOWANDA, 4,260.													
†Review (R) (J) (130)	5,009	.03	.02	Towanda Ptg. Co.	D. M. Turner		B. M. VanDyke	H. M. Turner		T. J. Finn	T. J. Finn		C. A. R. Kimball[1]
TYRONE, 5,084.													
Herald (I) (none) (d)	2,140	.014	.014	Tyrone Herald Co., Inc.	Claude Jones			T. C. Smith					
UNIONTOWN, 15,692.													
Genius (see Herald)	6,496	.03	...	Fayette Pub. Co.	H. G. Sturgis	J. Fred Shean	J. S. Albright	W. P. Harader	W. P. Harader	C. D. Harader	I. W. Coldren	Lindsey Bierer	R. M. Berry; J. A. Long[1]
†Herald (R) (J) (none)	9,766												
WILLIAMSPORT, 36,198.													
†Gazette & Bulletin (9)	9,223	.03	...	Gazette & Bulletin Pub. Assoc.	Elmer L. Schuyler								
WARREN, 14,256.													
†Mirror (R) (80)	3,524 x	.036	.036	Times Pub. Co., Inc.	Edward Lowrey	S. E. Walker		S. E. Walker	W. A. Walker	J. Knoll	W. E. German		
Times (D) (80)	4,532 x				Paul Riston					Charles Kirchartz			
WASHINGTON, 21,480.													
†Observer (J) (21)	10,298	.06	.087	Observer Pub. Co.	John L. Stewart	John L. Stewart	Lem Day; Minor H. Day	John L. Stewart	John L. Stewart	Howard L. Christman	W. P. Wilson	Howard L. Christman	A. R. Dietrich; Frank B. Gaul[1]
Reporter (J) (21)	5,255												

Explanation: **Dagger (†)** indicates morning newspapers. **(m)** indicates Sunday morning edition; **(e)** indicates Sunday evening edition. **(I)** politically independent; **(R)** Republican; **(D)** Democratic; **(Soc.)** Socialist; **(I-R)** Independent Republican; **(I-D)** Independent-Democratic. **(J)** operate job printing plants. **(E)** operate own engraving plant. * indicates rotogravure section, letter following indicates day of issue as **S** for Sunday, **M** for Monday, **Tu** for Tuesday, **W** for Wednesday, **Th** for Thursday, **F** for Friday, **Sat** for Saturday. **Mo** for monthly. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. **(d)** do not use mats. **(t)** do not use plates. Boldface circulation figures are A. B. C. net paid, six months statement ending September 30, 1922; **X** indicates three month statement ending September 30, 1922; **Y** indicates three months' A. B. C. statement ending June 30, 1922; **W** indicates A. B. C. audit of September 30, 1922. All other circulation figures are Government statements for six months ending September 30, 1922. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are shown by brackets. In last column superior figure [1] following name indicates superintendent of job department only; superior figure [2], superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. All quoted advertising rates are per agate line; where only one rate is quoted and no bracket appears it applies to each issue separately.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

PENNSYLVANIA—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
WAYNESBORO, 9,720.													
Press (I) (J) (4-98-5) (d)	1,782	.02	.02	John H. Zink, Walter T. Todd.	N. Bruce Martin		G. H. Ervin	Walter T. Todd	Walter T. Todd	Walter T. Todd	Walter T. Todd	Walter T. Todd	
Record-Herald (80)	2,832	.021	.021	Waynesboro Record Co.	Robert C. Gordon	Frank C. Parker	Frank C. Parker	Robert C. Gordon	Robert C. Gordon	Robert C. Gordon	Robert C. Gordon	Robert C. Gordon	C. A. Waynant
WEST CHESTER, 11,717.													
Local News (I) (none)	10,768	.03	.03	Daily Local News Co.	W. W. Thomson	W. W. Thomson		L. H. Shields		Jos. B. Taylor			W. A. Clark
WILKES-BARRE, 73,833.													
Independent (Sunday only (I-R) (125)	17,156 x	.05	.03	Wilkes-Barre Ind. Co.	Thomas F. Heffernan.	John V. Heffernan.	Joseph T. Murphy	Thomas F. Heffernan.	George P. Heffernan.	George P. Heffernan.	Peter A. Golden	George F. Heffernan.	Joseph Rusnock
News (R) (94-126)	12,766	.035	.03	John A. Hourigan	George W. Williams	George W. Williams.	George W. Williams			James F. McKeown	T. F. McCarthy		
†Record (R) (9)	20,062 x	.05	.05	Wilkes-Barre Record Co.	Eugene T. Giering	J. Andrew Boyd	Robert W. Johnson	Guy W. Moore		Harry L. Campbell	P. C. Robinson	Harry L. Campbell	Phillip H. George
Times-Leader (I) (J) (78)	21,547 x	.05	.05	Ernest G. Smith	F. C. Kirkendall	Joseph S. Forestall.	Joseph Murphy	Ernest G. Smith	Ernest G. Smith	J. F. Crawley	Peter F. Golden	Edward T. Hickey	Wm. F. Boyle; A. L. Jones[1]
WILLIAMSPORT, 36,198.													
†Gazette & Bulletin (R) (9)	9,223	.03	...	Gazette & Bulletin Pub. Assn.	Elmer L. Schuyler								
Sun (I) (87)	17,399 x	.045	...	George E. Graff	John E. Person	Edmund F. Wolf	Howard E. Ade	George E. Graff	W. I. N. Cox	Harry C. Hagan	David G. Stark		
YORK, 47,512.													
†Gazette & Daily (I-D) (J) (67)	16,452	.045	.036	J. W. Gitt	J. W. Gitt	T. B. Elsesser	R. B. Sturgeon	J. W. Gitt	J. W. Gitt	G. A. Dietz	F. E. Kain	Harold Coffman	Harry A. Morris; George Thomas[1]
Dispatch (R) (J) (9)	16,726	.045	.045	Dispatch Pub. Co.	Wm. L. Taylor		E. B. Williamson	H. Walter Young	Howard F. Eyster	R. M. Stagemeyer & H. F. Eyster	Chas. K. Blasser	R. M. Stagemeyer	S. C. Frey[1]

PHILIPPINE ISLANDS

MANILA, 283,613.													
†Bulletin (I) (none)	5,673	.025	.025	Carson Taylor	C. Russell Zelmirger.	C. Russell Zelmirger.	Guy D. Loomis	Carson Taylor	D. H. Lawsen	D. H. Lawsen	Cayetano Ramirez	W. L. Highsmith	W. C. Wilson
†Herald (m) (I)	4,000	...	...	Herald Pub. Co.	Conrado Benitez								
Sunday edition	5,750												
Times (I) (m)	3,854	...	...	Times Co., Inc.	S. H. Musick								
Sunday edition	3,854												

PORTO RICO

ARECIBO, 10,039.													
El Regionalista (J) (d) (t)	500	...	...	Eligio Mendizabal	Eligio Mendizabal.	Eligio Mendizabal.	Eligio Mendizabal.	Eligio Mendizabal.	Eligio Mendizabal.	Eligio Mendizabal.	Eligio Mendizabal.	Eligio Mendizabal.	Eligio Mendizabal
PONCE, 41,912.													
El Aguila de Puerto Rico (R) (J) (d)	1,300	...	...	Alfonso Gual	Alfonso Gual	Alfonso Gual		Alfonso Gual					Antonio Ortiz[1]
SAN JUAN, 71,443.													
†El Mundo (E) (t) (none) (E)	8,750	.018	...	Puerto Rico Ilustrado.	Romualdo Real	Alejandro Bozzo				Alejandro Bozzo	Alejandro Bozzo	M. Ruiz	Luis Gomez
Le Correspondencia de Puerto Rico (none)	10,000	.018	.018	Le Correspondencia de P. R., Inc.	Jose Labrador	Jose Labrador	Jose Labrador	Jose Labrador	Jose Labrador	Rafael Labrador	Rafael Labrador	Rafael Labrador	Jose Labrador
Sunday edition	10,000												

RHODE ISLAND

ARCTIC, 4,500.													
Pawtuxet Valley Times (I) (J) (none)	2,475	.021	.021	Irving P. Hudson	Irving P. Hudson.	Irving P. Hudson		Joseph E. Noel	Joseph E. Noel	Joseph E. Noel	Joseph E. Noel	Joseph E. Noel	
NEWPORT, 30,255.													
†Herald (none)	3,311	.012	...	Herald Pub. Co.	L. K. Carr	L. K. Carr	W. D. Hogard	L. K. Carr	S. J. Buckley	L. K. Carr	E. J. Roderick	L. K. Carr	S. J. Buckley
News (I-R) (none)	6,208	.026	.026	T. T. Pitman Corp.	Edw. A. Sherman.	Benj. F. Thurston.	Fred M. Hammett.	Edw. A. Sherman.	Francis I. Greene.	Francis I. Greene.	Carl Gustafson		
PAWTUCKET, 64,248.													
Times (I-R) (55)	23,911	.06	.06	Times Pub. Co.	Charles R. Thurston.	A. O. Adam	Peter Carroll	Charles O. Black.	Charles O. Black.	W. E. Binford	J. E. Hennessey	R. M. Holland	
PROVIDENCE, 237,595.													
Bulletin (I) (E) (48-12)	58,738	.135	.135	Providence Journal Co.	John R. Rathom	John R. Rathom	Ashley Gibson	John R. Rathom	Allison Stone	A. L. Poorman	Thos. J. Farrelly	James A. Doherty	Frank Shaw
†Journal (m) (I) (E) *S (48-12)	32,837	.08	.08	Providence Journal Co.	John R. Rathom	John R. Rathom	Ashley Gibson	John R. Rathom	Allison Stone	A. L. Poorman	Thos. J. Farrelly	James A. Doherty	Frank Shaw
Sunday edition	54,568	.12	.12										
News (I-D) (106-107)	26,100	.07	.06	James C. Garrison	John A. Hennessy.	John A. Hennessy.	Chas. J. McGill	Henry D. Hamilton.	R. I. Wakeman	William P. Kennedy.	Edw. P. Donlan	James T. Burns	Charles Rothemich
Tribune (m) (I) (E) (98-5-129)	21,284	.09	.08	Providence Tribune Co.	Frederic N. Luther.	Matthew S. Dwyer.	Martin J. Flaherty.	Matthew S. Dwyer.	David J. Barry	Timothy F. Dwyer			Daniel J. Dwyer
Sunday edition	10,542												
WESTERLY, 9,952.													
Sun (m) (R) (J) (21)	4,645	.025	.025	Geo. B. Utter	Geo. B. Utter	Geo. B. Utter	Edgar P. Maxson.	Geo. B. Utter	Geo. B. Utter	Wilfred B. Utter.	Geo. B. Utter	Wilfred B. Utter.	Geo. B. Utter[1]
Sunday edition	4,638												
WOONSOCKET, 43,496.													
Call (I) (55)	12,888 x	.04	.04	Samuel E. Hudson	Samuel E. Hudson.	A. H. Crowell	T. J. Crane	Samuel E. Hudson.	C. W. Palmer	C. W. Palmer	C. W. Palmer	C. W. Palmer	F. E. Fairbanks

SOUTH CAROLINA

ANDERSON, 10,570.													
†Tribune (m) (94-126)	4,317	.023	...	E. V. Crist	Wilton E. Hall								
Sunday edition	4,317												
Mail (D) (21)	4,174	.025	.025	G. P. Browne	G. P. Browne	G. P. Browne	W. S. Bewley	G. P. Browne	G. P. Browne	G. P. Browne	E. T. Burris	G. P. Browne	Paul Murphy
CHARLESTON, 67,957.													
†American (m) (D) (8)	6,999	.03	.03	Percy-Lloyd Jones Newspapers.	Richard Lloyd Jones.	Calvert L. Estill	Nolley J. Sams	T. F. McPherson	John P. Grace	Edward C. Powers	G. W. Hoffer	H. N. Abbott	G. McFarlane
Sunday edition	9,803												
†News-Courier (m) (D) (9)	9,545	.04	...	News & Courier Co.	Robert Lathan		T. P. Lesesne	Robert Lathan	Charles Robertson	H. H. Baynard	A. F. Carrere	O. N. Dodd	C. St. J. Bertorelli
Sunday edition	10,347												
Post (I-D) (22)	11,733	.04	.035	Evening Post Pub. Co.	T. R. Waring		F. O. Emerson		H. T. McGee	G. J. Jenkins	V. L. T. Cooper		E. R. Britton
COLUMBIA, 37,524.													
Record (m) (D) (19)	17,197	.05	.046	R. Charlton Wright	R. Charlton Wright.	Wyatt A. Taylor			W. O. Boger	L. J. Davis	V. S. Wright		
Sunday edition	16,877												
†State (m) (D) (J) (22)	22,098	.06	.053	A. E. Gonzales	W. W. Ball	McD. Horton	S. L. Latimer, Jr.	A. E. Gonzales	F. C. Withers	W. P. Etchison	J. L. Erwin	C. S. Henry	A. B. Watson; C. C. Muller[1]
Sunday edition	23,498												
FLORENCE, 10,968.													
Times (D) (none)	1,965	.021	.021	Brunson & Gardiner.	Mason C. Brunson		Roy Swindell		Charles S. Gardiner.	Alf Asten	R. C. Blackmon		
GREENVILLE, 23,127.													
†News (m) (D) *S (21)	13,938	.05	.036	B. H. Peace	B. H. Peace	J. E. Brunson	E. N. Smith	B. H. Peace	R. C. Peace	J. Archie Willis	W. T. Buck	Paul H. Benson	E. O. Wilson
Sunday edition	13,797												
Piedmont (I-D) (53)	9,292	.04	.034	Geo. R. Koester	J. Rion McKissick.	J. Rion McKissick.	J. Carter Latimer.	Geo. R. Koester	Geo. R. Koester	J. G. Young	A. F. Ballentine	M. D. Chase	J. L. Sowers
GREENWOOD, 8,703.													
Index-Journal (m) (21)	4,238	.025	...	Index-Journal Co., Pub.	H. L. Watson								
Sunday edition	4,328												
ORANGEBURG, 7,290.													
Field (4)	1,275	.016	...	Arthur Fields	Arthur Fields								
ROCK HILL, 8,809.													
Herald (D) (none)	2,025	.018	.018	A. W. Huckle	A. W. Huckle		James Benton			H. H. Brown			
SPARTANBURG, 22,638.													
†Herald (m) (D) (22)	4,800	.04	.04	Journal Pub. Co.	J. C. Hemphill	J. F. Crook	A. G. Keeney	Wm. W. Holland	Wm. W. Holland	Wm. W. Holland	J. D. Ulrich		
Journal (D) (22)	3,817	.04	.04	Spartanburg Herald Co.	C. O. Hearon	D. A. Tillinghast		Wm. W. Holland	Wm. W. Holland	Wm. W. Holland	J. L. Ulrich		
Sunday Herald	6,205	.04	.04										
SUMTER, 9,508.													
Item (D) (J) (none)	1,964	.018	.018	Osteen Pub. Co.	H. G. Osteen			H. G. Osteen		R. W. Beaty			P. F. Patton; W. L. Williams[1]
UNION, 6,141.													

SOUTH DAKOTA

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
ABERDEEN, 14,537.													
†American (I) (J) (111-?)	5,232	.05	.029	Aberdeen American Co.	Russel R. Potter	J. H. McKeever	Donald Klinger	E. P. Neill	V. S. Neill	V. S. Mullen	G. A. Branson	Earl Brown	{Leonard Esterbrook E. E. Hansen[1]
News (m) (R) (J) (111-?)	3,048	...	.025	Aberdeen American Co.	Leonard Lindgren	C. H. McKeever	Samuel Hasvold	E. P. Neill	V. S. Neill	E. M. Sweet	G. A. Branson	Earl Brown	Carl Ohlschlager
Sunday edition (American News)	6,757	.05	.042										
Journal (R) (J) (130)	5,821	.03	.03	Aberdeen Journal, Inc	J. G. Sanders	J. G. Sanders	R. W. Horn	Jay Reeves	Jay Reeves	V. G. Fowler	H. E. Reese	H. E. Reese	A. C. de Malignon[2]
DEADWOOD, 2,403.													
†Pioneer-Times (m) (R) (J) (130) (d)	1,375	.021	.021	Bonham & Morford	W. H. Bonham	Earl B. Morford	W. A. Arnold	Earl B. Morford	Earl B. Morford	Earl B. Morford	Earl B. Morford	Earl B. Morford	Lee Morford[2]
Sunday edition	1,375												
Telegram (I) (J) (none) (d)	540	.005	.005	Senn Publishing Co.	E. L. Senn	E. L. Senn	E. L. Senn	E. L. Senn	E. L. Senn	E. L. Senn	E. L. Senn		Albert Senn[1]
LEAD, 5,013.													
Call (R) (J) (4) (32) (d)	1,349	.018	.018	J. A. Stanley	J. A. Stanley		W. J. McFarland	J. A. Stanley	Geo. L. Beers	Geo. L. Beers			J. A. Stanley[1]
HURON, 8,302.													
Huronite (R) (J) (111-60)	4,919	.03	.03	George H. Bowen	George H. Bowen	Harold G. Lee	Guy De Shon	George Bowen	E. W. Patton	E. W. Patton	E. W. Patton	E. W. Patton	Rex Miller
MADISON, 4,144.													
Leader (none) (d)	1,080	.013	...	J. F. Stahl, editor and publisher									
Sentinel (R) (J) (none) (d)	865	.021	...	F. L. Mease	F. L. Mease	F. L. Mease	F. L. Mease	F. L. Mease	F. L. Mease	F. L. Mease	F. L. Mease		M. E. Nelson[2]
MITCHELL, 8,478.													
Republican (R) (J) (111)	7,433	.04	...	Mitchell Pub. Co.	W. R. Ronald	D. K. Hoopes	D. K. Hoopes	W. R. Ronald	C. H. Arundel	C. H. Arundel	Chas. Condon		L. H. Raber[1]
PIERRE, 3,209.													
Capital Journal (130) (d)	850	.018	...	Hipple Pub. Co.	J. E. Hipple								
RAPID CITY, 5,777.													
†Journal (m) (R) (J) (none)	1,750	.018	...	Joseph B. Gossage	L. R. Chandler	A. R. Gossage	A. R. Brown	Joseph B. Gossage	Francis H. Case	H. W. Card	A. R. Gossage		Wm. Nicolli[1]
Sunday edition	1,800												
Guide (I) (none)	Est. 11/8/22	...	...	T. B. Werner	T. B. Werner		F. Crawpord	T. B. Werner	J. R. Cavley	T. B. Werner	A. Binckley	A. Binckley	G. Neligh
SIOUX FALLS, 25,176.													
Argus-Leader (R) (111-60)	22,207	.07	.042	Argus-Leader Co.	Chas. M. Day	Harold Safford	Walter Troth	B. C. Dow	Ernest J. Kahler	D. T. Kieffer	Ernest J. Kahler		
†Press (m) (I) (138)	15,202	.05	.05	Press Co.	Dennis O'Leary	F. C. Christopherson	Sylvan Lyksett	Chas. H. J. Mitchell		H. W. Hussey	A. G. Feiok	A. J. Knott	George L. Roe
WATERTOWN, 9,400.													
Public Opinion (R) (J) (111)	6,746	.035	.033	Public Opinion Pub. Co.	Geo. B. Elliott	Geo. B. Elliott	P. J. Albrook	A. J. Albrook	A. J. Albrook	W. E. Haynes			A. R. English[1]
YANKTON, 5,024.													
Press & Dakotan (R) Sat. (J) (130).	2,983	.025	.025	W. C. Lusk	W. C. Lusk	Fred Montfore	A. W. Westhorpe	W. C. Lusk	M. W. Lusk	M. W. Lusk	F. Peters	F. Peters	W. Sargeant[2]

TENNESSEE

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
CHATTANOOGA, 57,895.													
News (D) (19)	22,812 x	.06	.053	Chattanooga News Co.	G. F. Milton	G. F. Milton, Jr.	Geo. H. Butler	W. C. Johnson	Allen Kindel	Allen Kindel	Hubert E. Johnson	J. D. Rivers	W. E. Fox
†Times (m) (22)	23,067 x	.07	...	Times Ptg. Co.	L. G. Walker	M. B. Ochs	A. S. Ochs, II	H. C. Adler					
Sunday edition	23,596 x												
CLARKSVILLE, 8,110.													
Leaf-Chronicle (I-D) (J) (130)	2,211	.025	...	Mrs. W. W. Barksdale	Mrs. W. W. Barksdale	Mrs. W. W. Barksdale	Carl E. Page		Mrs. W. W. Barksdale	Frances Osborne	Jno. McDonnell	F. Osborne	B. Davis
COLUMBIA, 5,526.													
Herald (none) (d)	2,000	.018	...	Columbia Herald Co.	J. I. Finney								
GREENEVILLE, 3,775.													
Democrat-Sun (J) (none)	3,325	.032	...	E. O. Susong					W. H. O'Keefe	I. H. Smith			{E. T. McCalman W. A. Kennon[1]
JACKSON, 18,860.													
Sun (m) (19)	4,776	.025	...	Sun Pub. Co.	C. Harris Brown								
Sunday edition	4,776												
JOHNSON CITY, 12,442.													
†Chronicle (m) (R) (53)	6,243	.025	.02	Chronicle Pub. Co.	Guy L. Smith	Guy L. Smith	Fred W. Hoss	Carroll E. King	Gerald Goode	Carroll E. King	Orville S. Martin	Welsford Artz	Horace W. Smith
Sunday edition	6,493												
Staff (m) (I) (98-5)	5,161	.03	.02	Munsey Slack	R. C. Hodge	Kenneth Fine		Munsey Slack	M. Neurath	Carter Dove	M. S. Johnson		Sherman Noe
Sunday edition	5,161												
KNOXVILLE, 77,818.													
†Journal & Tribune (m) (R) (72)	30,218	.06	...	A. F. Sanford	Wm. Rule	W. M. Clemens	Stewart Towe		Fred T. Bonham		W. S. Burnett	R. Rex Wallace	
Sunday edition	24,165												
News (I) (3)	9,752	.04	.03	Knoxville News Co.	Edward J. Meeman	Loye W. Miller			Hilliary M. Johnson	Geo. W. Anderson	Adrian C. Jarvis		
Sentinel (m) (I-D) (127)	26,366	.06	...	Curtis B. Johnson	James H. Moore	Wiley L. Morgan	W. S. Goodson	Curtis B. Johnson	H. A. Rouser	W. W. Ayres	H. L. Baker	H. A. Rouser	W. W. Smith
Sunday edition	25,489												
MEMPHIS, 162,351.													
†Commercial Appeal (m) (D) (J) *S (22)	84,802	.15	...	W. J. Crawford	C. R. J. Mooney	C. R. J. Mooney	Sam Kahn	J. W. Hugh	J. W. Hugh	G. W. Ritchie	W. H. Alexander	G. W. Ritchie	
Sunday edition	111,176	.18	...										
News-Scimitar (m) (I) (13)	52,604	.14	...	Bernard L. Cohn	George Morris	Ralph Millet	Robert Hilderbrand		John M. Hertel	W. W. Worten	H. E. Strong	R. G. Calloway	Anton Narrow
Sunday edition	Est. 10/1/22	.15	...										
Press (I) (3)	35,582	.08	.047	Scripps-Howard Newspapers	G. V. Sanders	A. W. Elliott		J. A. Keefe	L. E. Herman	H. J. Moorehead	W. E. White	A. N. Renshaw	
MORRISTOWN, 5,881.													
Gazette & Mail (I) (J) (none)	2,572	.032	...	C. O. Helms	John E. Helms	John E. Helms, Jr.	C. O. Helms	C. O. Helms	C. O. Helms	C. O. Helms	Francis Williams		Hal Noe
NASHVILLE, 118,342.													
Banner (m) (I) *S (9)	45,520	.10	.078	E. B. Stahlman	Walter Cain, W. C. Teague	M. B. Morton	James G. Stahlman	Edgar M. Foster	Edgar M. Foster	A. B. Clark	J. H. Lackey	A. T. Miller	J. A. Sullivan
Sunday edition	45,476	.11	.088										
	35,210												
†Tennessean (m) (D) (J) (E) (19)	20,364	.09	.07	Luke Lea	C. B. Forbes	Reese T. Amis	J. H. Nye & H. D. Harkreader			Enoch Brown, Jr.	Walter Seigenthaler	George Morgan	E. H. McDaniel[1]
Sunday edition	34,912												

TEXAS

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
ABILENE, 10,274.													
Reporter (m) (D) (none)	4,836	.035	.036	Abilene Ptg. Co., Inc.	Frank Grimes	Geo. S. Anderson	Hubert Cooper	Bernard Hanks	Bernard Hanks	Manly Hanks	C. B. Wilson		T. J. Hill
Sunday edition	5,564												
AMARILLO, 15,494.													
†News (m) (I-D) (none)	5,242	.04	.039	J. E. Nunn	D. M. Warrin	D. M. Warrin	Paul T. Vickers	J. L. Nunn	G. W. Camp	J. L. Nunn	T. E. Smissen		E. E. Manney
Sunday edition	6,576												
Tribune (m) (53)	4,209	.036	...	Tribune Publishing Co.	R. H. Nichols								
Sunday edition	4,398												
ATHENS, 3,276.													
Review (D) (J) (4)	580	.011	.011	Athens Review Ptg. Co.	R. T. Craig	R. T. Craig	R. T. Craig	A. M. Barnes	A. M. Barnes	A. M. Barnes	A. M. Barnes	A. M. Barnes	{J. H. Lusk A. V. Smith[1]

Explanation: **Dagger** (†) indicates morning newspapers. (m) indicates Sunday morning edition; (e) indicates Sunday evening edition. (I) politically independent; (R) Republican; (D) Democratic; (Soc.) Socialist; (I-R) Independent Republican; (I-D) Independent-Democratic. (J) operate job printing plants. (E) operate own engraving plant. * indicates rotogravure section, letter following indicates day of issue as S for Sunday, M for Monday, Tu for Tuesday, W for Wednesday, Th for Thursday, F for Friday, Sat for Saturday. Mo for monthly. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mats. (t) do not use plates. Boldface circulation figures are A. B. C. net paid, six months statement ending September 30, 1922; X indicates three month statement ending September 30, 1922; Y indicates three months' A. B. C. statement ending June 20, 1922; W indicates A. B. C. audit of September 30, 1922. All other circulation figures are Government statements for six months ending September 30, 1922. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are shown by brackets. In last column superior figure [1] following name indicates superintendent of job department only; superior figure [2], superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. All quoted advertising rates are per agate line; where only one rate is quoted and no bracket appears it applies to each issue separately.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

TEXAS—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
AUSTIN, 34,876.													
†American (m) (I) (9)	8,707	.05	.05	American Pub. Co.	Chas. E. Marsh	Martin Anderson	Harold Johnson	E. S. Fentress	E. S. Fentress	Frank O. Starz	W. P. Allen	W. A. Key	O. G. Williams
Sunday edition	10,496	.06	.06										
Statesman (m) (8-69)	4,860	.04	...	Capital Printing Co.	Edmunds Travis								
Sunday edition	5,625												
BALLINGER, 2,767.													
Ledger (none) (d)	631	.009	...	Ballinger Printing Co.	A. W. Sledge								
BAY CITY, 3,454.													
Tribune (none) (d)	....	.009	...	Tribune Printing Co.	Carey Smith								
BEAUMONT, 40,422.													
†Enterprise (m) (I-D) (8)	26,712	.08	.08	W. P. Hobby, J. L. Mapes	Alfred Jones	S. P. Etheredge	J. L. Mapes	M. C. Hoffmeister	O. S. Bruck	Thos. D. Arbuckle	R. E. Roy	E. H. Deitrick	
Sunday edition	35,127	.09	.09		W. W. Ward	W. W. Ward	J. L. Mapes	M. C. Hoffmeister	O. S. Bruck	Thos. D. Arbuckle	R. E. Roy	E. H. Deitrick	
Journal (I-D) (8)	8,172	.05	.05										
News (m) (53) (M & E)	6,424	.04	...	News Publishing Co.									
Sunday edition	6,424												
BELTON, 5,098.													
News (4) (d)	1,000	.021	...	M. H. Skeller, editor and publisher									
BONHAM, 6,008.													
Favorite (4) (d)	1,467	.011	...	Favorite Printing Co.	W. S. Spotts								
BRECKENRIDGE, 1,846.													
American (34-68)	2,963	.035	...										
BRENHAM, 5,066.													
Banner-Press (D) (J) (none)	1,175	.014	.014	Brenham Banner Pub. Co.	Mrs. Ruby Robertson		Ruby Robertson	George Neu	George Neu	George Neu	F. W. Proske	T. C. Blake[2]	
BROWNSVILLE, 11,791.													
Herald (m) (D) (130)	2,037	.025	.025	Herald Pub. Co.	Mrs. Jesse O. Wheeler	Harry L. Sexton	Mrs. Jesse O. Wheeler	Chas. A. Reil	Chas. A. Reil	J. W. Parker	Chas. A. Reil		
Sunday edition	2,037												
BROWNWOOD, 8,223.													
Bulletin (D) (J) (none)	1,863	.025	.025	Mayes Ptg. Co.	James C. White	James C. White	Henry O. Fuller	H. F. Mayes	H. F. Mayes	Ben Poole	A. D. Murphy	W. F. Rogan	P. H. Charnquist[1] R. Bonser[1]
BRYAN, 6,295.													
Eagle (I-D) (none) (d)	1,500	.018	.018	Lee J. Rountree		Lee J. Rountree							D. D. Williamson
CISCO, 7,422.													
News (m) (I) (J) (106-107)	2,500	.03	.025	Cisco Ptg. & Pub. Co., Inc.	R. W. Perry	R. W. Perry	R. W. Perry	C. W. Bristow	G. A. Duringer				T. A. Brown G. B. Wilkerson[1]
Sunday edition	2,750												
CLEBURNE, 12,820.													
Enterprise (m) (D) (J) (4)	2,623	.021	.021	J. R. Ransone	J. R. Ransone	Mrs. J. R. Ransone	Keating Ransone	Katherine Moore	L. O. Young				Claud Gage[2]
Sunday edition	2,623												
†Review (m) (98-5)	2,636	.021	...	Review Pub. Co.	Cecil Horne								
Sunday edition	2,636												
COMMERCE, 3,842.													
Journal (I-D) (J) (4)	1,156	.011	.011	Hart Bros.	Sterling Hart	Sterling Hart	Mrs. Sterling Hart	Sterling Hart	Sterling Hart	Sterling Hart	Yvorn Myers		Roy Daniel[2]
CORPUS CHRISTI, 10,522.													
†Caller (D) (130)	3,650	.03	.03	New Caller Pub. Co.	Roy Miller	Charles Roster		Chas. M. Petty	Charles Roster				Geo. P. Blevins
Times (D) (76)	2,285	.025	...	C. E. Everet	C. E. Everet	V. V. Daniels			J. Browning				Floyd McKnight
CORSICANA, 11,356.													
Sun (D) (none)	3,003	.021	.021	Sun-Light Pub. Co.	A. A. Wortham	L. A. Wortham	E. C. Huckabee	Lowry Martin	Lowry Martin	Boyce Martin	R. P. McEntire	Dave Levy	J. A. Gunter
CUERO, 3,671.													
Record (m) (J) (none) (d)	650	.014	.014	J. C. Howerton	J. C. Howerton	J. C. Howerton	Ben Meyer	J. W. Howerton	J. W. Howerton				H. E. Miller H. L. Mueller[1]
Sunday edition	675												
DALLAS, 158,976.													
Dispatch (I) (3) (t)	29,160	.07	.07	Alfred O. Andersson	L. H. Bailey	Glenn Pricer	Julian Capers, Jr.	Chas. H. Newell	Chas. A. Wyatt	E. J. Kurre	Chas. A. Wyatt	C. E. Collier	
Journal (I) (J) (E) (82-48)	40,383	.08	.065	A. H. Belo & Co.	Tom Finty, Jr.	H. C. Withers	W. W. Truax	Geo. B. Dealey	W. H. Benners	H. A. Gascon	M. W. Florer	R. C. Horner	H. W. Maxwell
†News (m) (I-D) (J) (E) (82-119)	58,867	.13	.13	A. H. Belo & Co.	Tom Finty, Jr., & Alonzo Wasson	J. D. Mahan, Jr.	T. H. Barrett	Geo. B. Dealey	W. H. Benners	Harry D. Guy	M. W. Florer	H. D. Guy	P. E. Armstrong[1]
Sunday edition	95,100	.16	.16										
Times-Herald (m) (I-D) (8)	49,357	.11	.085	Edwin J. Kiest	Tom C. Gooch	Bradley B. Hogue	P. E. Fox	Tom C. Gooch	L. N. McCulloch	Albert Swinskey, Jr.	Arch C. Harris	A. C. Bailey	C. A. Taber
DENISON, 17,065.													
Herald (m) (D) (70)	5,132	.03	.025	Herald Pub. Co.	H. E. Ellis	H. E. Ellis	W. T. Brown	J. L. Greer	J. L. Greer	F. A. Heral	W. J. Winkler	W. H. King	W. T. Wingo
Sunday edition	5,132												
DENTON, 7,626.													
Record-Chronicle (D) (100)	1,851	.018	.018	Record-Chronicle Co.	W. C. Edwards	L. A. McDonald		Lee R. McDonald	J. S. Fowler	Pat Neff Roberts			B. E. Drake
EAGLE PASS, 5,765.													
Guide (I) (J) (4) (d)	650	.018	.012	Guide Printing Co.	Wray Zuehl	J. M. McLeese	Wray Zuehl	J. M. McLeese	J. M. McLeese	J. M. McLeese	J. M. McLeese	J. M. McLeese	G. G. Lewis[2]
EASTLAND, 9,368.													
†Chronicle (I-D)													
Also Sunday and evening	Est. 12 5/22	.029	...	Chronicle Ptg. Co.	J. C. Allison								
Oil Belt News (m) (D) (none)	1,250	.021	.021	Oil Belt Pub. Co.	R. K. Phillip	Boyce House		R. K. Phillip		J. H. Jones			L. F. Howard
Sunday edition	1,250												
EL PASO, 77,543.													
Herald (I) (22)	20,172 x	.08	.071	Herald News Co.	H. D. Slater	G. A. Martin	L. M. Rutherford	H. D. Slater	H. D. Slater	R. M. Henderson	H. H. Fris	R. I. E. Dunn	John W. Harm
Sat.-Sunday edition	32,520 x												
Post (I) (3)	Est. 8/21/22	.05	.04	Scripps-Howard	T. E. Sharp			F. G. Westberg			R. O. Spangler		
†Times (m) (D) (E) (76-12)	16,144 x	.07	.067	El Paso Times Co.	James S. Black	James S. Black	H. F. Kelly	E. C. Davis	E. C. Davis	M. S. Cadden	T. J. Desmond	R. E. Lane	Phil Eickman
Sunday edition	20,984 x	.08	.078										
ENNIS, 7,224.													
News (none)	1,003	.018	...	United Pub. Co.	John M. Weekley	G. G. Dunkerley		G. G. Dunkerley		W. H. Whitley			G. Maddux C. A. Nowlin[1]
FORT WORTH, 106,482.													
Press (I) (3)	9,294	.04	.029	Ft. Worth Press Co.	Leon M. Siler	Herbert D. Schulz		William M. McIntosh	William M. McIntosh	Ray Foudray	Wm. McIntosh		Walter Pratt
†Record (m) (I-D) (E) (19-137)	28,537	.10	...	J. H. Allison	Leonard Withington	W. B. Whitman	Mark Burrows	H. E. Grimes	W. W. Pigue	C. Quilliam	W. K. Fontaine	Tom King	
Sunday edition	29,785												
Star-Telegram (m) (I-D) (E) (none)	88,749	.18	.18	Wortham-Carter Pub. Co.	Louis J. Wortham	James M. North	James R. Record	Amon G. Carter		A. L. Shuman	Harold Hough	J. E. Withers	Gus Lunberg
Sunday edition	106,159	.20	.20										
GAINESVILLE, 8,648.													
†Hesperian (m) (none)	....	.011	...	George T. Yates, editor and publisher									
Sunday edition	....	.011	...										
Register (D) (none)	1,700	.018	.018	Register Ptg. Co.	J. T. Leonard	J. M. Leonard	C. H. Leonard	C. H. Leonard	C. H. Leonard				
GALVESTON, 44,255.													
†News (m) (I-D) (J) (E) (82-119)	10,924	.07	.07	A. H. Belo & Co., Inc.	L. C. Elbert	Chris Murray	Jno F. Lubben	Lynn Walker	A. P. Vaughan, Jr.	E. H. Robertson			Sam B. Pickens L. D. Herzog[1]
Sunday edition	15,800	.08	.08										
Tribune (I-D) (113-8)	8,780	.05	.05	Harry I. Cohen	Harry I. Cohen	A. L. Perkins	G. A. Seel		V. Hugo Ungar	Walter L. Golden			
GONZALES, 3,128.													
Inquirer (D) (J) (4) (d)	513	.013	.013	Henry Reese	Annie Reese			L. L. Ollre					J. W. Bauerfiend M. Whiteside[1]
GREENVILLE, 12,384.													
Banner (D) (none)	5,297	.02	.02	Banner Publishing Co.	Charles Camp Cantrell	Charles Camp Cantrell	Charles Camp Cantrell	Fred E. Horton	Fred E. Horton	Fred E. Horton	Frank D. Horton	Ollie Coon	A. K. McClintock
†Herald (m) (4)	5,238	.02	...	Herald Pub. Co.	Tom R. Poole								
Sunday edition	5,238												
HILLSBORO, 6,952.													

Chronicle (m) (D) (E) *S (19)...	51,155	.12	.10	M. E. Foster	M. E. Tracy	C. B. Gillespie	C. C. Maes	M. E. Foster	Fred Fox	H. A. McColvey	E. C. White	J. H. Butler	H. E. Millingar
Sunday edition	61,579	.14	.12										
†Post (m) (D) (J) (E) (8).....	47,663 w	.12	...										
Post (see Morning Post)	Est. 6/1/22	.07	...	Roy G. Watson	Roy G. Watson	John J. Wallace	Ray Dovall			H. W. Allen	R. B. Kinard	W. E. Keithley	E. Bannon; R. Nelson[1]
Sunday edition	52,460 w	.12	.10										
Press (I) (3)	27,759	.08	.06	Scripps-Howard Newspapers	C. J. Lilley	Ed. Rider	Ed. Rider	Ward C. Mayborn	John H. Payne	Peter Hamilton	James A. Mathews	Peter Hamilton	
JACKSONVILLE, 3,723.													
Progress (none) (d).....	360	.014	...	J. E. McFarland and B. F. Davis, editors and publishers.									
LAMPASAS, 2,107.													
Leader (D) (J) (d) (none).....	365	.011	.011	J. H. Abney									
LAREDO, 22,710.													
Times (none)	....	.018	...	J. H. Abney & Son	J. H. Abney & Son								
LONGVIEW, 5,713.				Penn Publishing Co.									
Times-Clarion (D) (J) (130).....	1,468	.021	.021	G. B. Whitley	G. B. Whitley	G. B. Whitley	G. B. Whitley	G. B. Whitley	G. B. Whitley	G. B. Whitley	G. B. Whitley	G. B. Whitley	
LUFKIN, 4,878.													
News (none) (d)	....	.014	...	Watford-Binion Ptg. Co.	G. E. Watford & W. C. Binion								
MARLIN, 4,310.													
Democrat (none) (d)	640	.021	...	James M. Kennedy, editor and publisher									
MARSHALL, 14,271.													
Messenger (D) (J) (none)	2,535	.025	.018	Messenger Company	W. A. Adair	Cleburne Huston	Chas. A. Beehn	W. A. Adair	G. W. Turner	G. W. Turner			J. I. Wilborn[2]
†News (m) (D) (J) (none).....	3,906	.036	.036		Homer M. Price	Homer M. Price	Ben Woodall	Hugh Lane	Homer M. Price	J. H. Blalock	Hugh Lane	J. H. Blalock	John Holland; W. C. Keasler[1]; R. V. Hendrix[2]
Sunday edition	4,025												
Mart Herald (I-D) (none)	450	.012	...	J. L. Spencer	J. L. Spencer			J. L. Spencer					
MEXIA, 3,482.													
News (m) (D) (J) (98-5)	4,145	.042	.036	News Pub. Co.	A. Garland Adair	A. Garland Adair	N. P. Houx	W. K. Boyd	W. K. Boyd	C. L. Tatum	George Lee	C. L. Tatum	C. H. Church; A. O. Hildebrandt[1]
Sunday edition	4,145												
McALLEN, 5,331.													
†Press (D) (J) (none)	1,750	.025	.025	C. C. McDaniel	C. C. McDaniel			A. B. Cargill		Wm. Mononey	Wm. Broker	W. S. Sparlings	
McKINNEY, 6,677.													
Courier-Gazette (D) (J) (none).....	1,617	.014	.014	Perkins & Wilson	Perkins & Wilson	Perkins & Wilson	Perkins & Wilson	Perkins & Wilson	Perkins & Wilson	G. Adams and A. G. Mayse	G. Adams	G. Adams	A. G. Mayse[2]
MINERAL WELLS, 7,890.													
Index (4) (d)	1,092	.017	...	Index Pub. Co.	S. E. Miller								
NACOGDOCHES, 3,546.													
Sentinel (D) (J) (4) (d).....	960	.011	.011	Giles M. Haltom	Giles M. Haltom			Giles M. Haltom	Giles M. Haltom	Giles M. Haltom	Giles M. Haltom		
NAVASOTA, 5,060.													
Examiner (I) (J) (none).....	750	.012	.012	Navasota Ptg. Co.	S. E. Lowe			D. W. Lowe					G. W. Brooks[2]
ORANGE, 9,212.													
Leader (I-D) (J) (E) (76).....	1,870	.025	.025	Smith & Richmond	J. Boyce Smith			Mike G. Elliott		R. D. Richmond	J. S. McBeth	J. A. Ligon	A. D. Trahan	O. H. Roberts[2]
PALESTINE, 11,039.													
Herald (D) (J) (none)	1,364	.011	.011	W. M. & H. V. Hamilton	W. M. & H. V. Hamilton			W. M. Hamilton	W. M. Hamilton	W. M. Hamilton	H. M. Smith	W. M. Hamilton	Gordon Steel; R. H. McDermot[1]
Visitor (4) (d)	....	.018	...	Deming & Gibson	Mrs. Rose F. Deming								
PARIS, 15,040.													
Dinner Horn (D) (none)	6,000	.036	.036	Walter E. Boyd	Walter E. Boyd	Walter E. Boyd							F. M. Ellis
†News (m) (I-D) (100).....	4,260	.03	.029	Harry T. Warner	Harry T. Warner				Reagen Hurt	Harry R. Cox	Frank H. Humphrey		A. W. Neville
Sunday edition	4,260												
PORT ARTHUR, 22,251.													
News (m) (I-D) (76) (t).....	4,419	.035	.029	News Pub. Co.	James E. Day	R. O. Zollinger		James E. Day		J. H. Hunt	J. L. McNamara	R. H. Butler	J. H. Smith
Sunday edition	4,419												
RANGER, 16,205.													
Times (m) (I-D) (J) (130).....	2,573	.03	.03	Walter Murray	H. E. Bozeman			Walter Murray		Walter Murray	C. F. Underwood		F. D. Hicks; Mont Somes[1]
Sunday edition	2,573												
SAN ANGELO, 10,050.													
Standard (m) (I-D) (71).....	2,756	.025	.025	Houston Harte	Dean Chenoweth			John B. Brewer		Herbert O. Taylor	Elmer A. Soderstrom	W. H. Mobley	G. H. Odom	Ernest Riehl
Sunday edition	3,019	.027	.029										
SAN ANTONIO, 161,379.													
†Express (m) (I-D) (E) (22).....	28,861	.10	.10	Express Pub. Co.	M. M. Harris	A. W. Grant	Ed Spill		Frank G. Huntress		F. R. Colgan	V. G. Sadler	L. J. Frenkel	J. E. McMurray
Sunday edition	52,113	.11	.11										
Light (m) (I) (132).....	27,983	.10	.085	Chas. S. Diehl, Harrison L. Beach									
Sunday edition	32,114												
News (I) (E) (22)	30,763	.07	.07	Express Pub. Co.	M. M. Harris	A. W. Walliser	Webb Artz		Frank G. Huntress		F. R. Colgan	V. G. Sadler	L. J. Frenkel	J. E. McMurray
SAN BENITO, 5,070.													
Light (76)	1,525	.021	...	Light Pub. Co.									
SHERMAN, 15,031.													
Democrat (m) (I-D) (J) (none)...	3,630	.025	.025	Sherman Democrat, Inc.	K. K. Hooper	E. J. Parker	Jim Parker		K. K. Hooper	J. H. McReynolds	E. S. Taylor	J. C. Golson	B. Baxter	L. A. Glenn[2]
Sunday edition	3,630												
SULPHUR SPRINGS, 5,558.													
Gazette (D) (J) (4) (d) (mer.)...	1,115	.011	.011	O. B. Briggs	O. B. Briggs			O. B. Briggs	Mrs. O. B. Briggs	O. B. Briggs	O. B. Briggs	O. B. Briggs	O. B. Briggs	O. B. Briggs
Sunday edition	....												
News-Telegram (m) (none) (d).....	....	.012	...	John D. Flowers and R. L. Tate, editors and publishers									
Sunday edition	....												
SWEETWATER, 4,307.													
Reporter (m) (D) (J) (none).....	1,516	.021	.021	Minor Shutt	S. A. Barker					H. L. Roberts			H. V. Dickinson[2]
Sunday edition	1,516												
TAYLOR, 5,965.													
Democrat (D) (J) (none)	1,275	.018	.018	Herbert G. Willson	Herbert G. Willson	Herbert G. Willson	G. R. Morton	Herbert G. Willson	Herbert G. Willson	Herbert G. Willson	Mrs. H. G. Willson		Luke Darrall; C. H. Mangelsdorf[1]
Press (J) (130)	2,306	.02	.02	Geo. B. Peeler	Geo. B. Peeler	Geo. B. Peeler	Mrs. R. Golightly	Geo. B. Peeler	Geo. B. Peeler	Guy Dillon	Miss LaVita Hamilton	Miss LaVita Hamilton	H. C. Ratcliff; R. A. Rogers[1]
TEMPLE, 11,933.													
Mirror (Sunday only) (D) (J) (4)..	2,832	.025	...	Mrs. R. O. Gresham	John R. Lunsford			H. C. Gresham					John Lovick; W. H. Bailly[1]
†Telegram (m) (8)	5,991	.04	...	Telegram Pub. Co.	E. K. Williams								
Sunday edition	6,582												
TERRELL, 8,349.													
Transcript (D) (4)	1,939	.025	.02	Terrell Transcript Co.	H. Galbraith	H. Galbraith	H. Galbraith	H. Galbraith	Joe Galbraith	Joe Galbraith	J. F. Sutton	J. F. Sutton	M. T. Scott	
Tribune (m) (I) (none)	2,066	.018	...	Tribune Pub. Co.	E. G. Horn	Fred Massengill		Fred Massengill		Paul Gibson			J. A. Scott	
Sunday edition	2,066												
TEXARKANA, 11,480.													
†Four States Press (m) (D) (J) (100-109)	4,490	.03	.03	C. E. Palmer	C. E. Palmer	C. E. Palmer	H. Humphrey	C. E. Palmer	C. E. Palmer	H. A. Quarels			F. McElreath[2]
Sunday edition	5,077												
TIMPSON, 1,526.													
Times (4) (d)	....	.011	...	Timpson Printing Co.	T. J. Molloy, S. Winfrey								

Explanation: **Dagger** (†) indicates morning newspapers. (m) indicates Sunday morning edition; (e) indicates Sunday evening edition. (I) politically independent; (R) Republican; (D) Democratic; (Soc.) Socialist; (I-R) Independent Republican; (I-D) Independent-Democratic. (J) operate job printing plants. (E) operate own engraving plant. * indicates rotogravure section, letter following indicates day of issue as S for Sunday, M for Monday, Tu for Tuesday, W for Wednesday, Th for Thursday, F for Friday, Sat for Saturday. Mo for monthly. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mats. (t) do not use plates. Boldface circulation figures are A. B. C. net paid, six months statement ending September 30, 1922; X indicates three month statement ending September 30, 1922; Y indicates three months' A. B. C. statement ending June 20, 1922; W indicates A. B. C. audit of September 30, 1922. All other circulation figures are Government statements for six months ending September 30, 1922. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are shown by brackets. In last column superior figure [1] following name indicates superintendent of job department only; superior figure [2], superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. All quoted advertising rates are per agate line; where only one rate is quoted and no bracket appears it applies to each issue separately.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

TEXAS—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
TYLER, 12,085.													
Courier-Times (none)	2,217	.021	...	Courier-Times Pub. Co.	H. A. McDougal								
VICTORIA, 5,957.													
Advocate (m) (4)	840	.014	...	George H. French, editor and publisher									
Sunday edition	840	.018	...	George H. French, editor and publisher									
WACO, 38,500.													
†News-Tribune (m) (1-D) (76)	14,246	.05	...	E. S. Fentress	F. A. Baldwin		E. F. Fentress	S. D. Jones	S. D. Jones	W. D. Wolfe	A. M. Permenter		
Sunday edition	13,759												
Times-Herald (m) (D) *S (8)	10,742	.035	.035	Waco Pub. Co.	Geo. Robinson	J. J. Hutchison	J. E. Fee	C. J. Glover, Jr.	W. A. Little	Dave Goddard	Clyde McMahon		Chester Fields
Sunday edition	11,219												
WAXAHACHIE, 7,958.													
Light (4)	2,115	.032	...	Enterprise Publishing Co.	W. A. Ownby								
WEATHERFORD, 6,203.													
Herald (D) (J) (none)	1,375	.014	.014	Herald Pub. Co.	H. E. Letson	A. C. MacNelly	H. E. Letson	A. C. MacNelly	A. C. MacNelly	A. C. MacNelly	A. C. MacNelly	A. C. MacNelly	Theo. Yarbrough[2]
WICHITA FALLS, 40,079.													
†Record News (m) (D) (76)	7,361	.05	.036	Record News Co.	H. N. Fitzgerald	P. M. Barrett	H. B. Yelvington	N. R. Buckley	N. R. Buckley	Geo. E. Newland	J. W. Ivy	T. E. Hill	W. F. Thompson
Sunday edition	7,401												
Times (m) (D) (70)	9,312	.04	.035	Times Pub. Co.	B. D. Donnell	B. D. Donnell	Jno. Gould	B. D. Donnell	Rhea Howard	V. N. Armstrong	Herbert Peters		Jno. Dobbs
Sunday edition	9,154												
YOAKUM, 6,184.													
Herald (J) (none) (d)	1,467	.018	.018	Bankers Prtg. Co.	W. F. Adams, Jr.	C. C. Welhausen		C. C. Welhausen					C. A. Sellers[1]
Times (m) (4) (d)	....	.012	...	H. A. Lindenberg, editor and publisher									

UTAH

LOGAN, 9,439.													
Journal (D) (J) (none)	1,657	.018	.018	Earl & England Pub. Co.	Augustus Gordon	Fred J. Marshall		Charles England					J. H. England[2]
OGDEN, 32,804.													
Standard-Examiner (m) (I) (9-12)	10,104 x	.06	.06	J. U. Eldridge, Jr., & A. L. Glasmann	W. H. Adams	W. J. Greenwell	O. Q. Millar	J. U. Eldridge, Jr.	W. E. Zuppamn	M. M. Brandon	James Kelly	C. H. Smith	
Sunday edition	10,869 x												
PROVO, 10,303.													
Herald (m) (I) (4)	2,147	.025	.02	E. C. Rodgers	E. C. Rodgers		N. G. Rasmuson		J. A. Owens	A. T. Harding			W. I. Clark
Sunday edition	2,400												
SALT LAKE CITY, 118,110.													
Deseret News (I) (J) (36)	29,652 x	.07	...	Deseret News Pub. Co.	Harold Goff	Harold Goff	Horace H. Walker	Elias S. Woodruff	Nathan O. Fullmer	Leo L. Levin	Roy F. Homer	Leo L. Levin	H. S. Harrow[2]
Telegram (m) (I) (132-12)	19,937 x	.08	.053	Arthur L. Fish	G. B. Heal		E. J. David	Arthur L. Fish	Thomas J. Mullin	Thomas J. Mullin	W. V. Wiegand	W. O. Sessions	H. F. Ficks
Sunday edition	25,064 x												
†Tribune (m) (I-R) (E) (8-95)	38,143 x	.08	...	Salt Lake Tribune Pub. Co.	E. H. Holden	Forest Lowry	A. N. McKay	H. F. Robinson	H. F. Robinson	C. N. Butler			
Sunday edition	66,541 x	.12	...										

VERMONT

BARRE, 10,008.													
Times (I) (90) (d)	6,532	.02	...	Frank E. Langley	Dean H. Perry			Frank E. Langley					
BENNINGTON, 9,982.													
Banner (I-R) (90)	3,021	.01	.01	Frank E. Howe	Frank E. Howe	Frank E. Howe	C. J. Kinsley					Alice M. Harwood	A. R. Perry
BRATTLEBORO, 7,324.													
Banner (I) (90)	3,021	.01	.01	Frank E. Howe	Frank E. Howe	Frank E. Howe		C. J. Kinsley				Alice M. Harwood	
BURLINGTON, 22,779.													
†Free Press (I-R) (J) (78-90)	11,459	.05	.04	Free Press Association		J. L. Southwick	W. B. Gates	W. B. Howe	David W. Howe	B. D. Burdick			Geo. E. Little[2]
News (I) (21)	7,183	.04	.03	Maj. H. Nelson Jackson	Louis F. Dow	Louis F. Dow	Wm. A. Millen		Miss G. A. Barber	E. J. Morin	L. H. Kittell		A. W. Provost, Jr.
MONTPELIER, 7,125.													
Argus (I) (d)	3,000	.012	...	Argus & Patriot Co.	Morris F. Atkins	Morris F. Atkins	James M. Healey	George Atkins	Geo. Atkins	Geo. Atkins	Geo. Atkins	Geo. Atkins	
RUTLAND, 14,954.													
†Herald (I-R) (21)	9,070	.04	...	Herald & Globe Association	Howard L. Hindley			Herbert R. Barney					
News (I) (90)	3,400	.013	.013	D. G. Babbitt	D. G. Babbitt	D. G. Babbitt	D. G. Babbitt	D. G. Babbitt	H. A. Smith	F. C. Stearns	H. A. Smith	F. C. Stearns	
ST. ALBANS, 7,582.													
Messenger (R) (J) (90) (d)	3,200	.013	...	St. Albans Messenger Co.	John T. Cushing	John T. Cushing	S. M. Kelley, Jr.		Henry E. L'Ecuyer		Miss Ethel M. Rooney		
ST. JOHNSBURY, 7,163.													
Caledonian-Record (I-R) (90)	3,366	.015	.015	Herbert A. Smith	Arthur F. Stone	Herbert A. Smith	Perley J. Hill						Leon J. Charland

VIRGINIA

ALEXANDRIA, 18,060.													
Gazette (D) (J) (21-)	3,900	.025	.018	Parker R. Anderson	Parker R. Anderson	Charles W. Hensson	Charles W. Hensson	Parker R. Anderson	Parker R. Anderson	Miss Roberta Davis	F. S. Merklin	Jno. Watson	P. R. Anderson[1]
BRISTOL, 14,776.													
†Herald-Courier (m) (D) (41)	8,582	.04	.04	Bristol Pub. Corp.	Herschel Dove	Robt. H. McKee, Jr.		Charles Dove	Ernest Russell	George K. McClellan	W. C. Wood	T. W. Cook	
Sunday edition	8,582												
CHARLOTTESVILLE, 10,688.													
Progress (D) (none)	3,649	.018	.018	J. H. Lindsay	J. H. Lindsay	J. H. Lindsay	Lee Hawkins	J. H. Lindsay	M. M. Corbin	M. M. Corbin			Lewis Stokes
CLIFTON FORGE, 6,150.													
Review (D) (J) (none)	1,239	.013	.011	Clifton Forge Review Co., Inc.	George O. Greene			M. Botts Lewis	M. Botts Lewis				M. Botts Lewis[1]
COVINGTON, 5,623.													
Virginian (I) (J) (130) (d)	1,600	.015	.015	Cov. Virginian, Inc.	C. P. Jones, Jr.	J. L. Goodman	Geo. Ehrhart	J. L. Goodman	J. L. Goodman	J. L. Goodman	W. S. Lockard	M. I. Layne	F. E. Delaney; H. B. Fellers[1]
DANVILLE, 21,539.													
Bee (I-D) (none)	7,135	.045	.04	Rorer A. James, Jr.	Rorer A. James, Jr.	Gerard Tetley; Arthur H. Taylor	Walter Christianson; H. G. Clark	H. B. Trundle	J. Powell	A. A. Farley			
†Register (m) (D)	4,897							H. B. Trundle	C. A. Eury	A. A. Farley			
Sunday edition	4,897	.045	.04										
FREDERICKSBURG, 5,882.													
Star (D) (none) (d)	1,751	.011	.011	A. P. Rowe	A. P. Rowe	A. P. Rowe		A. P. Rowe					
HARRISONBURG, 5,875.													
†News-Record (I) (J) (134)	6,392	.025	...	Rockingham Pub. Co.	H. W. Bertram	G. W. Berry	T. D. Ranson		H. B. Slavan	R. P. Keezell			R. C. Hughes[1]
HOT SPRINGS, 1,000.													
Swallow (38) (d)	....	.04	...	Richard W. Cooke									
LYNCHBURG, 29,956.													
Advance (48)	5,730 x	.05	.05	Carter Glass & Sons	Powell Glass; W. E. Addison	Powell Glass		Carter Glass, Jr.; Robt. Glass	M. K. Duerson	R. C. McGhee	H. S. Shaner		M. P. Tanner
†News (m) (D) (48)	8,604 x								M. K. Duerson	R. C. McGhee	Howard S. Shaner		M. P. Tanner
Sunday edition	10,692 x	.05	.05										
NEWPORT NEWS, 35,596.													
†Press (m) (I-D) (22)	5,576	.05	.036	Daily Press, Inc.	W. S. Copeland		L. T. Jester		L. E. Pugh	W. B. Darden	C. B. Fountain		
Times-Herald (I-D) (22)	8,250								L. E. Pugh	W. B. Darden	C. B. Fountain		
Sunday edition	9,050	.05	.035										
NORFOLK, 115,777.													
Ledger-Dispatch (I-D) (22)	39,754	.10	.07	S. L. Slover	Douglas Gordon	H. D. Perkins	G. W. Lineweaver	P. S. Huber	P. S. Huber	F. S. Cook	N. N. Hill	W. S. Davis	

NORTON, 3,068.													
Coalfield Progress (m) (none) (d)..	....	.018	...	John Ed. Pearce, editor and publisher									
Sunday edition	....												
PETERSBURG, 31,002.													
Progress & Index Appeal (m) (D) (21)	7,986	.045	...	Petersburg News, Corp.	Walter Ed. Harris	J. C. Lyons	E. W. Higgins	S. L. Slover	R. B. Huber	R. H. Ryan	J. E. Inge	E. B. Coleman	J. B. Jackson
Sunday edition	7,986	.05	...										
PORTSMOUTH, 54,387.													
Star (m) (D) (21)	3,537	.04	.03	Norman R. Hamilton	A. McK. Griggs	W. B. Lohman	A. M. Spong, Jr.						T. L. Lassiter
Sunday edition	3,537												
PULASKI, 5,282.													
Times (D) (J) (4) (d)	1,430	.018	.018	Southwest Pub. Co., Inc.	Dick Ham	Dick Ham	C. W. Bushong	Eugene P. Ham	Eugene P. Ham	Eugene P. Ham			Harvey Brookman[1]
RICHMOND, 171,667.													
†Times-Dispatch (m) (D) (127)	23,494	.07	.06										
Evening Dispatch	19,020	.07	.04	C. P. Hasbrook	R. D. Ford	W. F. Southall	C. P. Hasbrook	R. H. Thomas	D. J. Bucher				W. F. Britt
Sunday edition	43,259	.11	.08										
News-Leader (D) (72-73)	47,159	.11	.08	I. S. Bryan	D. S. Freeman	W. J. Robinson	Allen Potts	R. J. Hess	R. B. Jones	E. A. Garrison	J. C. Drinard		
ROANOKE, 50,842.													
†Times (m) (D) (mer.) (52)	10,974 x	.06	.05	Times-World Corp.	H. P. Chapman	S. M. Brunson	W. E. Thomas	W. E. Thomas	N. M. Sharp	C. R. Goodrich	F. W. Weeks		
World-News (D) (52)	11,930 x				Junius P. Fishburn	R. E. Walker	W. E. Thomas	W. E. Thomas	N. M. Sharp	C. R. Goodrich	F. W. Weeks		
Sunday Times	14,745 x	.06	.05										
STAUNTON, 10,623.													
†News-Leader (m) (D) (53)	4,075	.03	.028	Leader Pub. Co., Inc.	R. D. Hailslip	H. L. Opie	E. Walton Opie	A. F. Riffe	A. F. Riffe	A. S. Morton			L. S. Merriken
Evening Leader	1,946				E. S. Sheppe								
Sunday News-Leader	4,219	.03	.028										
WINCHESTER, 6,883.													
Star (J) (135) (d)	3,593	.02	...	H. F. Byrd	H. F. Byrd	H. F. Byrd	H. F. Byrd	H. F. Byrd	R. S. Fansler	R. S. Fansler	R. S. Fansler	R. S. Fansler	S. L. Forney, A. C. Dean[1]

VIRGIN ISLANDS

CHRISTIANSTED, 10,000 (St. Croix).													
†Herald (I) (J) (d)	700	.036	...	United Danish West Indian Co.	D. Hamilton Jackson.	D. Hamilton Jackson.	D. Hamilton Jackson.	D. Hamilton Jackson.	D. Hamilton Jackson.	D. Hamilton Jackson.	D. Hamilton Jackson.		D. Hamilton Jackson

WASHINGTON

ABERDEEN, 15,337.													
World (I-R) (J) (132-51)	5,344	.03	.03	W. A. Rupp	W. A. Rupp	C. G. Glasier	Leonard Hinton	Wm. L. Ballard	Wm. L. Ballard	Russell V. Mack	P. P. Foelkner	Russell V. Mack	Edwin Skrondal, Bert A. McKern[1]
BELLINGHAM, 25,570.													
American (I) (113-68-95)	2,704	.03	...	American Pub. Co.	L. H. Darwin	L. H. Darwin	L. H. Darwin	L. H. Darwin					
Herald (I-R) (E) (132)	11,877	.035	.036	Bellingham Pub. Co.	W. C. Carver	Frank I. Sefrit	E. G. Earle	W. T. Wetherill	M. W. Blondin				
†Reveille (m) (R) (E) (132)	8,966	.03	.035	Bellingham Pub. Co.	Frank I. Sefrit	Pat Scott	Frank I. Sefrit	E. G. Earle	W. T. Wetherill	F. E. Bardwell			
Sunday edition	10,217												
BREMERTON, 8,918.													
News-Searchlight (R) (none)	2,230	.035	...	Consolidated Pub. Co.	W. B. Jessup	H. D. Matthews	Edward Churchill						
CENTRALIA, 7,549.													
Chronicle (R) (J) (none)	3,200	.021	...	Centralia Ptg. Co.	Harry L. Bras	Harry L. Bras	Vance B. Noel	Ray W. Edinger	Ray W. Edinger	Donald F. Arthur	Ellis B. Hall	Donald F. Arthur	Henry A. Dunkley, J. L. McKean[1]
ELLENSBURG, 3,810.													
Record (I-R) (J) (113-68)	2,457	.018	.015	Record Press, Inc.	J. C. Kaynor	D. H. Dickson	J. C. Kaynor	H. E. Studebaker	H. E. Studebaker	L. A. Lymm	Val Comstock		Keith S. Kaynor[2]
EVERETT, 27,644.													
Herald (132)	12,682	.04	.035	Daily Herald Co.	Charles S. Coleman	Charles S. Coleman	Dean Ashton	Judson H. Carter	A. H. Rumpeltes	W. R. Woodward	Lawrence A. Austin		B. C. McCormick
†News (m) (I) (none)	4,167	.026	.026	News Ptg. Co.	A. R. Fenwick	Tom Olsen	J. K. Truebridge	J. K. Truebridge	Carl Pearson	Carl Pearson			W. H. Gault
Sunday edition	4,167												
HOQUIAM, 10,058.													
†Washingtonian (m) (R) (none)	3,768	.035	.029	Washingtonian Co., Inc.	C. D. McClure	Geo. R. Stearns	S. L. Lester	J. L. Hartshorn	Norman Foote				Geo. Williams, R. B. Elliott[1]
Sunday edition	3,600												
OLYMPIA, 8,537.													
Recorder (R) (J) (132)	1,710	.025	.025	Wash. Recorder Pub. Co.	Richard Hatton	Frank E. Mayol	Frank E. Mayol						
Olympian (m) (R) (132)	1,010	.025	...	Western Pub. Co.	Frank E. Mayol	Frank E. Mayol							Robt. Yantis[2]
Sunday edition	1,010												
PORT ANGELES, 5,351.													
Herald (R) (J) (none)	1,800	.02	.02	E. E. Beard	E. E. Beard								
News (4)	2,500	.021	...	Port Angeles Evening News									R. F. Walsh
SEATTLE, 315,652.													
†Post-Intelligencer (m) (I) (E) (31-140-95)	55,318 x	.16	.13	Lester J. Clarke	Lester J. Clarke	Frank C. Farrar	Carl E. Brazier	E. G. Arsheau	F. L. Garrison	Walter Butterworth	C. Schwabe		
Sunday edition	118,118 x	.25	.18										
Star (I) (55)	70,220 x	.14	...	Star Pub. Co.	R. D. Pinkerton	Geo. Channing	LeRoy Sanders	F. W. Webster	H. E. Marshall	H. W. Parish	Robt. Keil		
Times (m) (I-R) (E) (8-12)	56,698 x	.16	...	C. B. Blethen	C. B. Blethen	J. L. Travis	C. E. Johns	F. D. Hammons	A. G. Bixby	J. Fred Braid	Osgood Packard		S. A. Comiskey
Sunday edition	83,283 x	.20	...										
Union Record (I-L) (none)	39,157	.17	.11	Central Labor Council	E. B. Ault	S. P. Donahue	Harvey O'Connor	E. B. Ault	F. A. Rust	A. T. Schmidt	W. P. Dyer		N. A. Eckdahl
SPOKANE, 104,437.													
Press (55)	11,036	.035	.03	Spokane Press Pub. Co.	Leon Starmont	J. L. Marshall	LeRoy Sanders	H. E. Ward	E. E. Everett	Henry Hansen			W. F. McElhaney
Chronicle (97-95)	37,629	.10	...	Spokane Chronicle Co.	Henry Rising								
†Spokesman-Review (m) (I-R) (E) (97-12) Sunday edition	43,321	.11	...	Cowles Pub. Co.	Geo. W. Dodds	Geo. W. Dodds	J. F. Young	A. O. Loomis	C. H. Breed				
	50,131	.14	...										
TACOMA, 96,965.													
†Ledger (m) (R) (132-12)	14,645	.06	.057	Frank S. Baker	Frank S. Baker	H. F. Higgins	J. E. Knight	James A. O'Neil	James A. O'Neil	James A. O'Neil	H. F. Lyness		
Sunday edition	31,151	.09	.07										
News Tribune (I) (113-51-12)	32,224	.07	.07	Tribune Pub. Co.	Charles B. Welch	Roy A. McMillan	Charles B. Welch	S. A. Anderson	William Lynness	M. A. Lynch			W. A. Vosburgh
Times (I) (55-)	16,853	.05	.042	Tacoma Times Pub. Co.	Ralph J. Benjamin	Ralph J. Benjamin	Leonard S. Langlow	LeRoy Sanders	M. H Voorhees	C. Ray Allen	Harry L. Andrews		E. J. McDevitt
VANCOUVER, 12,637.													
Columbian (I) (J)	3,882	.025	.029	Herbert J. Campbell	Herbert J. Campbell	James C. De Ball	S. T. Hopkins	S. T. Hopkins	E. Hughes	E. Hughes			George A. Willis, Will A. Salisbury[1]
WALLA WALLA, 15,503.													
Bulletin (m) (I) (J) (132-51)	4,514	.03	.03	J. G. Kelly	J. G. Kelly	W. C. Garfield	D. H. McGrath	J. G. Kelly	F. G. Mitchell, Jr.	F. G. Mitchell, Jr.	F. C. Roecker, Jr.	R. P. Good	G. M. Smith
Sunday edition	4,490												
Times (m) (I) (none)	Est. Oct. 2, '22	.025	.025	Northwest Service Corp.	Frank R. Lampman	Frank R. Lampman	Martin McDonald	Lee F. Clarke	Lee Clarke	K. K. Williams	W. M. Cook	S. W. Kirk	J. S. Ove[1], J. F. Shiever
Sunday edition													
†Union (m) (47-135-107)	2,927	.029	...	Bulletin Printing Co.	R. W. Fisher								
Sunday edition	2,928												
WENATCHEE, 6,324.													
World (R) (E) (132-51)	7,305	.03	.03	World Pub. Co.	Rufus Woods	E. H. McPherson	Chas. E. Stohl	Chas. E. Stohl	K. P. Sexton				W. T. Peacock
YAKIMA, 18,539.													
†Herald (m) (132-51)	6,601	.03	...	Herald Pub. Co.	J. V. Ellis, Jr	Paul Neill	W. B. Guthrie	Roger A. Neal	J. W. Taylor				
Sunday edition	9,509	.035	...										
Republic (R) (J) (132-51)	6,283	.03	...	W. W. Robertson	W. W. Robertson	S. I. Anthon	W. B. Guthrie	W. P. Ridgway	F. Means				P. S. Hotchkiss, L. F. Rohrbeck[1]

Explanation: **Dagger** (†) indicates morning newspapers. (m) indicates Sunday morning edition; (e) indicates Sunday evening edition. **(I) politically independent; (R) Republican; (D) Democratic; (Soc.) Socialist; (I-R) Independent Republican; (I-D) Independent-Democratic.** (J) operate job printing plants. (E) operate own engraving plant. * indicates rotogravure section, letter following indicates day of issue as **S** for Sunday, **M** for Monday, **Tu** for Tuesday, **W** for Wednesday, **Th** for Thursday, **F** for Friday, **Sat** for Saturday. **Mo** for monthly. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mats. (t) do not use plates. Boldface **circulation figures are A. B. C. net paid, six months statement** ending September 30, 1922; **X** indicates three month statement ending September 30, 1922; **Y indicates three months' A. B. C. statement** ending June 20, 1922; **W** indicates A. B. C. audit of September 30, 1922. All other circulation figures are Government statements for six months ending September 30, 1922. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are shown by brackets. In last column superior figure [1] following name indicates superintendent of job department only; superior figure [2], superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. All quoted advertising rates are per agate line; where only one rate is quoted and no bracket appears it applies to each issue separately.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

WEST VIRGINIA

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
BLUEFIELD, 15,282.													
†Telegraph (m) (I-R) (J) (70)	10,112	.04	.025	Daily Telegraph Printing Co.	Hugh Ike Shott	W. K. McDowell		Hugh Ike Shott	C. O. Stahlman	C. O. Stahlman	J. H. Shott		Fred Ireson[1]
Sunday edition	10,112												
CHARLESTON, 39,608.													
†Gazette (m) (D) (41-71)	19,529	.06	.06	Daily Gazette Co.	Herbert Pfahler		Robert G. Murphy	Robert L. Smith	Robert L. Smith	H. E. Grace	Leatha M. Harless		Jno. J. Mitchell
Sunday edition	23,122	.07	.07										
Mail (m) (I-R) *S (21)	10,577	...	.03	Walter E. Clark	R. H. Martin		R. H. Horner	Walter E. Clark	B. H. Anderson	C. E. Anderson	C. W. Crum	Margaret Collins	P. J. Canova
Sunday edition	9,410	.05	.035										
CLARKSBURG, 27,869.													
†Exponent (m) (D) (34-68)	7,842	.03	.025	Exponent Co.	James C. Herbert	James C. Herbert		W. Guy Tetrick	J. Monroe Boyer	J. Monroe Boyer	Ray M. Caldwell		A. W. Plyman
Sunday edition	6,902												
Telegram (m) (R) (J) (88-133)	7,574	.035	.025	Clarksburg Telegram Co.	William L. Geppert		Sam T. Mallison	James J. Devine	A. J. Bishop	M. Nachman	W. H. Childs	Joe Kelley	H. Montgomery[1]
Sunday edition	9,569												
FAIRMONT, 17,851.				[illegible]									
†Times (m) (D) (34)	6,930	.03	.025	Index Printing Co.	C. E. Smith	W. L. Sands	C. E. Smith	C. E. Smith	C. E. Smith	C. H. Riggle	C. Roy Manley	Geo. Maher	Guy S. Holt
Sunday edition	5,523												
West Virginian (R) (J) (88-133)	5,242	.03	.025	West Virginian, Inc.	W. J. Wiegel	R. L. Reid	R. L. Reid	W. J. Wiegel	A. Ray Mapel	Sidney W. Wright	A. I. Garret	Sidney W. Wright	E. G. Nickey M. A. Michael[1]
ELKINS, 6,788.													
Inter-Mountain (none) (d)	....	.018	...	Inter-Mt. Printing Co.	Herman G. Johnson								
GRAFTON, 8,517.													
Sentinel (R) (J) (none)	2,605	.021	.021	Howard H. Holt	Howard H. Holt	Howard H. Holt	Ray Krimm	Howard H. Holt	L. E. Bennett	L. E. Bennett	C. B. Mouser		R. L. Newlon[1]
HINTON, 3,912.													
News (I) (J) (none) (d)	1,600	.007	.007	Hinton Daily News Co., Inc.	Jack R. Reed	Jack R. Reed	E. Meadows	Jack R. Reed					J. M. McKallister[2]
HUNTINGTON, 50,177.													
Advertiser (m) (D) (E) *S (70)	10,730	.035	.03	Luther T. Long	Paul Walker Long	Clyde A. Wellman	Stewart D. Owen	Luther T. Long	J. H. Long	J. K. Ruckman	J. C. Branthoover	Lillie B. Pyle	C. A. Baumgardner
Sunday edition	12,925												
†Herald-Dispatch (m) (34-43) *S	13,487	.035	...	Huntington Herald Co.	Boyd Jarrell								
Sunday edition	12,785												
KEYSER, 6,003.													
Mineral Daily News (I) (J) (none) (d)	1,500	.018	.018	W. H. Barger	W. H. Barger	W. H. Barger	W. H. Barger	W. H. Barger	W. H. Barger	W. H. Barger	W. H. Barger	W. H. Barger	
MANNINGTON, 3,673.													
Leader (I) (J) (none)	2,207	.015	.014	James F. Hovey	James F. Hovey	James F. Hovey	James F. Hovey	James F. Hovey	James F. Hovey	James F. Hovey	James F. Hovey	James F. Hovey	
MARTINSBURG, 12,515.													
Journal (J) (88-133)	3,630	.03	.029	Max von Schlegell									
MORGANTOWN, 12,127.													
†New Dominion (D) (130)	4,295	.025	.025	Dominion News Co.	Chas. E. Hodges		Geo. A. Anderson		E. F. Shultz	P. R. Davis	John T. Hoffman		
Post (88-133)	4,023	.021	...	Morgantown Post Co.	Gilbert B. Miller								
MOUNDSVILLE, 10,669.													
Echo (I) (J) (88)	2,004	.011	.011	S. C. Shaw									
Journal (R) (none) (d)	....	.011	...	R. J. Smith	R. J. Smith								
PARKERSBURG, 20,050.													
†News (m) (R) (88-133)	4,805	.025	.017	E. A. Brast	C. H. Baker			E. A. Brast	D. E. McGuire	C. F. Griffin			A. Fogle
Sunday edition	6,286												
Sentinel (D) (34-68)	6,654	.025	.017	Charles P. Harvey	John W. Fischer			W. E. Ingersoll	G. H. Keenan	Edna C. Hull			Wilton Whitehare
POINT PLEASANT, 3,059.													
Register (32) (d)	1,086	.014	...	Register Publishing Co.	R. P. Bell								
SISTERSVILLE, 3,238.													
Review (R) (J) (130)	1,125	.015	.015	Oil Review Pub. Co.	W. R. Keyser	W. R. Keyser	Frank T. Smith		W. R. Keyser	Roy Heinlein	Roy Heinlein		Harry Daily[2]
WELLSBURG, 4,918.													
Herald (R) (4)	1,027	.011	.011	Wellsburg Herald Pub. Co.	Geo. S. Larrimore								
WHEELING, 56,208.													
†Intelligencer (R) (34-68)	14,534 x	.032	...	H. C. Ogden	H. C. Ogden		H. C. Ogden	Edward Salade	Ralph B. Cushing	E. E. Golden	Ralph B. Cushing		Wm. Frohme
News (m) (I) (J) (34-68)	13,372 x	.05	...	H. C. Ogden	H. C. Ogden	Lester E. Crow	Lester E. Crow	H. C. Ogden	H. C. Clark	Ralph B. Cushing	Howard Craddock	Ralph B. Cushing	Percy Hiscock John R. Reed[1]
Sunday edition	17,890 x	.07	...										
†Register (m) (21)	14,619	.04	...	W. Va. Ptg. Co.	Camden S. Taney								
Sunday edition	14,619	.045	...	W. Va. Ptg. Co.	Camden S. Taney								
Telegraph (R) (80)	7,234	.021	.021	George A. Laughlin		George A. Laughlin	Robert T. Beans	C. H. Henderson	C. H. Henderson	C. H. Henderson	C. H. Henderson	C. H. Henderson	C. H. Henderson
WILLIAMSON, 6,819.													
News (4)	2,348	.021	...	George Byrne, editor and publisher									

WISCONSIN

ANTIGO, 8,451.													
Journal (R) (J) (136-2)	3,422	.018	...	Berner Bros. Pub. Co.	Fred L. Berner	Earle Holman		Henry Berner	Otto Berner	Max Klassig	Harold Murphy		Wm. Leslie Henry Berner[1]
APPLETON, 19,561.													
Post-Crescent (I) (106-107)	9,609	.035	.03	Post Pub. Co.	John K. Kline		John Riedl		H. L. Davis	Ralph Gee	Frank Leininger	Dwight Spaulding	Maurice E. Cartier
ASHLAND, 11,334.													
Press (R) (J) (d) (none)	2,850	.018	.018	Joe M. Chapple & Co.	John C. Chapple	John C. Chapple	Alfred Green		Kirk L. Miles	Kirk L. Miles	Miss Hildur C. Eckman		
BARABOO, 5,538.													
News (R) (J) (d) (none)	1,380	.011	...	Baraboo News Pub. Co.	H. E. Cole & H. K. Page		H. E. Cole & H. K. Page		H. K. Page	H. K. Page	H. K. Page	H. K. Page	C. Steinbrink[2]
Republic (J) (d) (none)	1,200	.011	.011	Geo. Hood & Sid Hood	Geo. Hood & Sid Hood	Geo. Hood & Sid Hood	Sid Hood & Geo. Hood	Sid Hood & Geo. Hood	S. & G. Hood	S. & G. Hood	S. & G. Hood		Geo. Hood[2]
BEAVER DAM, 7,992.													
Citizen (none)	2,260	.014	...	E. E. & H. H. Parker	H. H. Parker								
BELOIT, 21,284.													
News (I-R) (J) (106-107)	8,677	.045	.029	Daily News Pub. Co.	D. B. Worthington	Mason H. Dobson		D. B. Worthington	D. B. Worthington	W. L. Odett	R. F. Collins	F. J. Deneen	E. Bouma[2]
BERLIN, 4,400.													
Journal (I-R) (108)	2,200	.023	.018	R. S. Starks	R. S. Starks	R. S. Starks	Carlton D. Joy	R. S. Starks	M. A. Starks	R. S. Starks	J. Luzenski	R. S. Starks	Lawrence Victory
CHIPPEWA FALLS, 9,130.													
Chippewa Herald (none)	3,289	.021	...	Herald Printing Co.	George E. Dee								
Gazette (I-R) (J) (none)	2,816	.02	.02	Chippewa Valley Press, Inc.	W. H. Bridgman	Wm. H. Bridgman	C. D. Hunter	R. G. Lee	E. G. Lee	W. D. Leary	H. Reden, Jr.	W. D. Leary	L. B. Ashbaugh[2]
EAU CLAIRE, 20,880.													
Telegram (see Leader)	3,041	.035	.03	Eau Claire Press Co.	P. C. Atkinson	Otto Lund	D. H. Woodworth	C. W. Fiske	N. B. Nelson	M. M. Kelley	O. Grotte	M. M. Kelley	John Erpenbach
†Leader (m) (R) (136-2)	5,073	.035	.03										
Sunday edition	5,136												
FOND DU LAC, 23,427.													
Commonwealth (136-2)	6,008	.04	...	P. B. Haber Ptg. Co.	E. M. Jenison	P. B. Haber	J. J. Harlin	P. B. Haber	A. L. Waffle	A. L. Waffle	A. L. Waffle		
Reporter (I) (106-107)	6,586 x	.04	.04	Reporter Printing Co.	C. F. Coffman	C. F. Coffman		A. H. Lange	A. H. Lange	Emery Martin	Emery Martin		
GREEN BAY, 31,017.													
	11,614	.04	.025	Green Bay Newspapers Co.	John K. Kline		E. C. Hart		A. B. Turnbull	E. J. Robinson	Joseph Horner, Jr.	Chester J. Morris	Henry Smits

				Publisher	Editor	Managing Editor	City Editor	Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
JANESVILLE, 18,293.													
Gazette (I-R) (136-2)	10,184	.045	.035	H. H. Bliss	Stephen Bolles	Stephen Bolles	George Kavelage	H. H. Bliss	H. H. Bliss	T. G. Murphy	Thos. A. Birmingham	Sidney H. Bliss	Edmund Ehrlinger
KENOSHA, 40,472.													
News (R) (J) (98-117)	7,466	.04	...	Kenosha News Pub. Co.	W. T. Marlott	R. S. Kingsley	E. F. Marlott	R. S. Kingsley	R. S. Kingsley	H. R. Young	R. E. Tillotson	W. R. Cropley	E. C. Smith[2]
LA CROSSE, 30,363.													
Tribune & Leader Press (m) (I) (36)	12,263	.05	.035	Frank H. Burgess	Mark R. Byers	Mark R. Byers	C. A. Worth	Frank H. Burgess	Frank H. Burgess	D. S. Greig	Edna M. Denney	A. E. Teachout	A. L. Schroeder
Sunday edition	11,718												
MADISON, 38,378.													
Capital Times (I) (J) (106-107)	15,499	.035	.035	Capital Times Co.	Wm. T. Evjue	Kenneth E. Olson	Dewey Dunn	Tom C. Bowden	Kenneth K. Reese	Irwin Maier	Forest Huff		L. R. Leary[1] / Leo E. Fleckstein[1]
Wisconsin State Journal (m) (I-R) (36)	18,433	.06	.045	A. M. Brayton	A. M. Brayton	Kenneth Duncan	Harry V. Ross	I. U. Sears	I. U. Sears	E. J. Usher	M. F. Mergen	Miss M. Whitcomb	O. A. Winrich
Sunday edition	17,354												
MANITOWOC, 17,563.													
Herald-News (136-2)	4,901	.03	...	Herald News Pub. Co.	Edw. W. Mackey								
Times (R) (none)	4,237	.029	.021	New Times Pub. Co.	A. O. Trippler	A. O. Trippler	Frank Panosh	A. O. Trippler	A. O. Trippler	Roland A. Fournier	H. F. Rugowske	William Rutherford	August J. Teeh
MARSHFIELD, 7,394.													
News (R) (J) (4)	2,136	.029	.029	Marshfield Publishing Co.	G. V. Krans	E. S. Bailey	Floyd Tuchsher	E. S. Bailey	E. S. Bailey	James Forester	John Grall	H. Smith	F. J. Brakston[1] / John Witt[1]
MENASHA, 7,214.													
Record (I) (4) (d)	1,591	.03	.03	Ira H. Clough	Ira H. Clough	Ira H. Clough	M. M. Clough	Ira H. Clough	Ira H. Clough	H. S. Clough	H. S. Clough	M. M. Clough	F. Lanzer
MERRILL, 8,068.													
Herald (I) (98-5)	3,101	.02	...	Merrill Pub. Co.									
MARINETTE, 13,610.													
Eagle-Star (I-R) (J) (136-2-107)	3,915	.025	.021	Frank E. Noyes	Ed. W. LeRoy	Ed. W. LeRoy	LaMont McBride	Frank E. Noyes	Frank E. Noyes	L. A. Drown	S. P. Jones	L. A. Drown	H. C. Hanson[2]
MILWAUKEE, 457,147.													
Journal (m) (I) (J) (E) (103)	114,866	.20	.14	H. J. Grant	L. W. Nieman	M. H. Creager	F. R. Green	H. J. Grant	L. L. Bowyer	R. A. Turnquist	O. V. Fragstein	Harry Gwaltney	J. P. Keating[2]
Sunday edition	90,043												
Leader (Soc) (J) (E) (52)	48,843	.12	.095	E. H. Thomas	Victor L. Berger		Stuart Heath	Victor L. Berger	Victor L. Berger	Elmer A. Krahn	Harry H. Toohey	H. G. Hellermann	Theo N. Sweers[1] / Harry Seymour[1]
†Sentinel (m) (R) (138)	48,519 / 28,569	.14	...	Chas. F. Pfister	Geo. Lounsbury	Julius Liebman	A. Harvey	A. B. Cargill		F. R. Davit	Wm. Mahoney	Wm. S. Broker	W. Sparling
Sunday edition	59,497												
Wisconsin News (E) (74-107)	66,542	.16	.11	J. H. Lederer	Hector H. Elwell	Hector H. Elwell	Herman Ewald	J. H. Lederer	J. H. Lederer	Fred T. Chlupp	H. C. Hansen	Chas. W. Weaver	
Sunday Telegram	98,986	.25	.15	J. H. Lederer	E. R. Moak	E. R. Moak	Herman Ewald	J. H. Lederer	J. H. Lederer	John Black	H. C. Hansen	Chas. W. Weaver	
MONROE, 4,788.													
Journal (R) (J) (d) (4)	900	.011	.011	L. A. Woodle & Son	L. A. Woodle	L. A. Woodle	Roy Woodle	L. A. Woodle	L. A. Woodle	L. A. Woodle	L. A. Woodle	L. A. Woodle	Roy Woodle[2]
Times (R) (J) (136-2)	2,516	.025	.016	Emery A. Odell	Harry B. Lyford	Emery A. Odell		Emery A. Odell	Emery A. Odell	H. A. Winege			G. W. Tanner
NEENAH, 7,171.													
News & Times (I-R) (J) (none)	2,053	.018	.018	News Publishing Co.	Clara A. Bloom	Clara A. Bloom	John A. Studley						John G. Plank[2]
OSHKOSH, 33,162.													
Northwestern (R) (106-107)	13,915 x	.06	.06	O. J. Hardy	O. J. Hardy	Edward F. Kennedy	Louis Torreyson	O. J. Hardy	Fred R. Wiese	Charles Hellard	Carleton A. Thomas		
PORTAGE, 5,582.													
Register-Democrat (R) (J) (98-5)	1,800	.021	.021	A. A. Porter	W. G. Clough		John Gay	A. A. Porter		A. McMahon			W. F. Corenke[1] / J. D. Evans[1]
RACINE, 58,593.													
Journal-News (R) (136-2)	9,058	.053	.071	The Journal Ptg. Co.	F. W. Starbuck		D. F. Griswold	F. R. Starbuck	H. S. Mann	H. Le Pordevin	H. Larson		T. Jude
Times-Call (I-R) (106-107)	7,663	.045	...	Call Pub. Co.	W. I. Goodland	Frank Lovell	Ezra L. Evans	W. I. Goodland	J. H. Heim	Walter C. Davis	A. Huxford	G. Olson	Oscar Lyrich
RHINELANDER, 6,654.													
News (R) (J) (98-5)	1,425	.018	.018	William R. Jaeger	William R. Jaeger		E. R. Barager	William R. Jaeger	William R. Jaeger	E. R. Barager	Stanley Hallenbeck		A. G. Christenson[2]
SHEBOYGAN, 30,955.													
Press-Telegram (I) (J) (136-2)	10,267 x	.045	...	Press Pub. Co.	C. E. Broughton	C. E. Broughton	L. P. Cook	C. E. Broughton	C. E. Broughton	E. S. Gerlat	Mildred Nelson		Geo. A. Brand[1] / John Stengel[1]
STEVENS POINT, 11,371.													
Journal (R) (J) (98-2)	3,180	.025	...	Journal Ptg. Co.	Frank W. Leahy	Guy W. Rogers	James W. Hull						
STOUGHTON, 5,101.													
Courier-Hub (R) (J) (none) (d)	1,800	.014	...	J. M. Hibbard	J. M. Hibbard	J. M. Hibbard	W. H. Linderand	J. M. Hibbard	J. M. Hibbard	J. M. Hibbard	J. M. Hibbard	J. M. Hibbard	Martin Johnson[1]
SUPERIOR, 39,624.													
Telegram (I) (J) (E) (61)	18,273	.055	...	Eve. Tele. Co.	Barr Moses	Walter Hard	Wallace McIver	S. A. Buchanan	Clough Gates	E. R. Kelly	Clough Gates	Paul J. Skamser	Henry Dworshak[1] / J. M. Somerville[1]
WATERTOWN, 9,299.													
Times (I) (J) (108)	3,175	.026	.019	Times Publishing Co.	J. P. Holland	J. P. Holland	J. P. Holland	E. G. Koepsel	E. G. Koepsel	Charlotte O'Brien	E. G. Koepsell	C. B. Spicher[2]	
WAUKESHA, 12,558.													
Freeman (I) (none)	1,808	.025	.018	Freeman Printing Co.	H. M. Younans	Henry A. Younans	Henry A. Younans	H. M. Younans	G. W. Norris	H. M. Younans	John Brockman	Mrs. Ina J. Reid	G. W. Norris[2]
WAUSAU, 18,661.													
Record-Herald (R) (61-2)	5,944	.04	...	Record-Herald Co.	J. L. Sturtevant	E. D. Underwood	E. D. Underwood	J. L. Sturtevant	E. J. Smith	H. Alarik	G. M. Stephenson	H. Bastow	G. D. Derby
WISCONSIN RAPIDS, 7,243.													
Tribune (R) (106-107)	2,756	.021	...	Wm. F. Huffman	C. R. Babcock	C. R. Babcock	W. F. Huffman	P. N. Pratt	Arthur Sierck	L. F. Huffman			A. Reinert, Jr.[1] / H. W. Cates[1]

WYOMING

CASPER, 11,447.													
†Herald (m) (I) (J) (68-34)	4,126	.05	.05	M. M. Levand	M. M. Levand	Jack Hellman	Mike Wear	M. M. Levand	M. M. Levand	A. Braunstein	Jack Pine	J. J. Crittenden	G. Burtard[1] / C. Madison[1]
Sunday edition	4,126												
Tribune (m) (R) (111)	6,060	.04	.042	Charles W. Barton	Charles W. Barton	R. E. Evans	R. E. Evans	Charles W. Barton	F. H. Seaman	Thos. Daily	Luke Ballard	F. H. Seaman	J. B. Griffith
Sunday edition	7,412												
CHEYENNE, 13,829.													
Wyo. State Tribune Leader (m) (R) (70)	5,887	.04	.04	Tribune Pub. Co.	Wm. C. Deming			John C. Fleming					
Sunday edition	6,000												
LANDER, 2,133.													
Post (32) (d)	....	.018	...	Post Pub. Co.	W. J. Himes								
LARAMIE, 6,301.													
Boomerang (I-D) (J) (none)	1,218	.021	...	Laramie Ptg. Co.	Geo. R. Hand	Geo. R. Hand	Howard Miller	Geo. R. Hand	Geo. R. Hand				
Republican (none)	1,788	.021	...	Republican Pub. Co.	F. S. Burrage								Abe Foster[1] / J. W. Sturdivan[1]
SHERIDAN, 9,175.													
Enterprise (D) (J) (106-107)	4,003	.03	.03	Enterprise Pub. Co.	Everett J. Lippard	Everett J. Lippard	A. L. Roberts	Everett J. Lippard	Everett J. Lippard	J. W. Andrew	A. E. Williams	Vera Kackley	Fred Hurd[1] / C. E. Lyle[1]
†Post (m) (R) (J) (111)	3,556												
Sunday edition	3,556	.03	.03	Post Printing Co.	C. W. Brandon		H. E. Shuart	C. W. Brandon	J. D. Sullivan	J. D. Sullivan			

Explanation: Dagger (†) indicates morning newspapers. (m) indicates Sunday morning edition; (e) indicates Sunday evening edition. (I) politically independent; (R) Republican; (D) Democratic; (Soc.) Socialist; (I-R) Independent Republican; (I-D) Independent-Democratic. (J) operate job printing plants. (E) operate own engraving plant. * indicates rotogravure section, letter following indicates day of issue as S for Sunday, M for Monday, Tu for Tuesday, W for Wednesday, Th for Thursday, F for Friday, Sat for Saturday. Mo for monthly. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mats. (t) do not use plates. Boldface circulation figures are A. B. C. net paid, six months statement ending September 30, 1922; X indicates three month statement ending September 30, 1922; Y indicates three months' A. B. C. statement ending June 20, 1922; W indicates A. B. C. audit of September 30, 1922. All other circulation figures are Government statements for six months ending September 30, 1922. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are shown by brackets. In last column superior figure [1] following name indicates superintendent of job department only; superior figure [2], superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. All quoted advertising rates are per agate line; where only one rate is quoted and no bracket appears it applies to each issue separately.

NEWSPAPER ADVERTISING REPRESENTATIVES IN UNITED STATES

Their main and branch offices and managers.

Key	Firm Name	Office Address	Manager
	A		
1-A	Agencies Foreign Language Service	New York City..19 W. 44th st	Henry W. Hewitt
2-A	Agnew, Frances (See No. 98-M).		
1	Alcorn-Seymour Co., Inc.	New York*..47 W. 34th st	F. P. Alcorn
		Chicago, Ill..Marquette Bldg	H. W. Seymour
		St. Louis, Mo..Security Bldg	
2	Allen-Klapp Co	Chicago, Ill.*..People's Gas Bldg	T. L. Klapp, Jr. / A. W. Allen
		Detroit, Mich..242 Lafayette Blvd	Roy J. Buell
		St. Louis, Mo..Victoria Bldg	O. L. Marcks
		Kansas City, Mo.New York Life Bldg	B. P. Murphy
3	Allied Newspapers, Inc. (Scripps-Howard Newspapers)	New York City*.52 Vanderbilt ave	Geo. H. Reichard
		Chicago, Ill..5 N. Wabash ave	S. S. Schuyler
		Atlanta, Ga..45 Edgewood ave	Quimby Melton
		Cleveland, Ohio..308 Euclid ave	G. L. Hammell
		San Francisco..821 Market st	L. L. Rood
		St. Louis, Mo..604 Olive st	Lynn H. Gamble
3-A	American Association of Foreign Language Newspapers, Inc	New York City*.30 E. 23d st	Nathan H. Seidman
		Chicago, Ill..People's Gas Bldg	John R. Palandech
4	American Press Association	New York City*.225 W. 39th st	John H. Derry / W. G. Brogan / E. F. Finley
		Chicago, Ill..122 S. Michigan ave.	J. L. Gartside
		San Fran, Cal..58 Sutter st	C. J. Miller
5	Anderson Special Agency, C. J.	Chicago, Ill..Marquette Bldg	C. J. Anderson
		New York City..30 E. 42d St	R. R. Mulligan
5-A	Arkenbegr Special Agency	New York City*.World Bldg	George E. Moser
		Chicago, Ill..Lytton Bldg	Isabel F. Arkenberg
6	Arthur, Wilbur L, (See No.31-B)		
6-A	Aurora Beacon-News	Aurora, Ill.*..Beacon-News Bldg	J. K. Groom
		Chicago, Ill..903 Boyce Bldg	Miss Hartigan
	B		
7	Barnhill, Inc., Roy	New York City*.23 E. 26th st	W. B. Littell
		Chicago, Ill..230 E. Ohio st	R. O. Warner
7-A	Barrett, Stephen H (See Number 31-D).		
7-B	Batten, Eugene C. (See No. 31-D).		
8	Beckwith Special Agency, S. C.	New York City*.World Bldg	J. T. Beckwith / T. F. Flynn / M. P. Linn
		Chicago, Ill..Tribune Bldg	R. W. Beckwith / J. W. Cooper
		Detroit, Mich..Ford Bldg	George T. Whitmarsh
		St. Louis, Mo..Post-Dispatch Bldg	J. A. McCollum
		Kansas City, Mo.Bryant Bldg	J. J. Farrell
		Atlanta, Ga..Atlanta Trust Bldg	J. C. Harris, Jr
		Los. Angeles, Cal.Homer Laughlin Bldg	Karl J. Shull
		San Fran., Cal..Hearst Bldg	Sidney J. Wolf
8-A	Bell, F. H	Chicago, Ill..Century Bldg	F. H. Bell / T. J. Morris
9	Benjamin & Kentnor Co.	New York City*.225 5th ave	Harry D. Reynolds
		Chicago, Ill..Mallers, Bldg	John T. Fitzgerald
		Los Angeles, Cal.Van Nuys Bldg	Arthur A. Hinkley
9-A	Bennett, E. G. (See No. 99-N).		
10	Berdan, E. A. (See No. 31-E).		
10-A	Bergen Advertising Co., Inc.	St. Louis, Mo..Times Bldg	E. L. Bergen
11	Bertolet, C. D (See No. 34-B, No. 102-A, No. 116-E)		
12	Bidwell Co., R. J	San Fran., Cal.*.742 Market st	R. J. Bidwell
		Los. Angeles, Cal.Times Bldg	O. Selby Waters
12-A	Billingslea, A. H	New York City..1 Madison ave	A. H. Billingslea
13	Block, Inc., Paul	New York City*.95 Madison ave	Paul Block
		Chicago, Ill..202 S. State st	Arthur Thurnau
		Boston, Mass..Little Bldg	N. Fred Foote
		Detroit, Mich..Kresge Bldg	John M. Hertel
14	Blodgett, C. C	New York City..1478 Broadway	C. C. Blodgett
14-A	Bloomington (Ill). Pantagraph	Chicago, Ill..Tribune Bldg	Elmer Wilson
15	Boone, Rodney E. (See No. 31-A).		
16	Booth, Arthur (See No. 16-B).		
16-A	Boston Advertiser	New York City..1819 Broadway	W. W. Chew
		Chicago, Ill..Hearst Bldg	Wm. H. Wilson
		San Fran., Cal..Monadnock Bldg	E. A. Holman
16-B	Boston American	New York City..2 Columbus Circle	C. I. Putnam
		Chicago, Ill..Hearst Bldg	J. F. Fitzpatrick
		San Fran., Cal..59 Sutter st	Arthur Booth
16-C	Boston Christian Science Monitor. (See No. 31-D)		
16-D	Boston Financial News. (See No. 16-F).		
16-E	Boston News Bureau	Boston, Mass..30 Kilby st	C. M. Withington
		New York City..44 Broad st	C. M. Withington
17	Boyd, William B. (See New Brunswick Home News).		
18	Botsford, W. K	San. Fran., Cal..58 Sutter st	W. K. Botsford
		Los Angeles, Cal.Higgins Bldg	H. H. Conger
17-A	Bradley, L. M	New York City..505 5th ave	L. M. Bradley
19	Branham Co., John M.	Chicago, Ill..Mallers Bldg	John M. Banham / John Petrie
		New York City..Can. Pacific Bldg	Fred Motz
		Atlanta, Ga..Candler Bldg	J. B. Keough
		San Fran., Cal..Hobart Bldg	E. C. Williams
		Kansas City, Mo.Republic Bldg	G. F. Dillon
		Detroit, Mich..Kresge Bldg	Chas. B. Nicholls
		St. Louis, Mo..Chemical Bldg	P. A. Folsom
20	Brooke, Wallace G	New York City..225 5th ave	Wallace G. Brooke
20-A	Brooklyn Standard-Union	New York City..233 Broadway	O'Donnell Special Agcy.
20-B	Bruen, Miss Eleanor M. (See No. 31-D).		
20-C	Bruns & Webber	Chicago, Ill..1st Nation Bk. Bldg.	
21	Bryant, Griffith & Brunson, Inc.	New York City*.225 5th ave	H. C. Griffith
		Chicago, Ill..People's Gas Bldg	G. W. Brunson, Jr
		Atlanta, Ga..Grant Bldg	A. B. Christoffers
		Boston, Mass..201 Devonshire st	J. J. Hurley
22	Budd Co., John	New York City*.9 E. 37th st	M. B. Walker
		Chicago, Ill..Tribune Bldg	M. M. Crowley
		San Fran., Cal..Examiner Bldg	M. C. Mogensen
		Seattle, Wash..Securities Bldg	B. N. Hutchison
		Los Angeles, Cal.Title Insurance Gldg	W. R. Emory
		St. Louis, Mo..Chemical Bldg	C. W. Wessel
		Atlanta, Ga..Healey Bldg	M. P. Martin
22-A	Buell, Roy	Detroit, Mich..242 Lafayette Blvd., W.	Roy Buell
23	Burke, Hugh. (See No. 106-C).		
24	Burns, Frank H	Boston, Mass..Little Bldg	F. H. Burns
24-A	Bushnell, Anson C., (See No. 31-D).		
25	Byrne, J. K. (See No. 31-A).		
	C		
26	Callender, W. N., Jr. (See No. 98-I).		
27	Campbell, Don (See No. 98-U).		
27-A	Camps Advertising Agency, Horatio	New York City..62 Cortland st	Marco Morrow
28	Capper Publications	Topeka, Kan.*	J. W. Kunzmann
		New York City..501-5th ave	H. H. Hursh
		Detroit, Mich..Ford Bldg	George Loan
		Philadelphia, Pa..Liberty Bldg	C. H. Eldredge
		St. Louis Mo..1410 Pine st	C. C. Clark
		Kansas City, Mo.Waldheim Bldg	F. X. Gaughen
		Cleveland, Ohio..1013 Oregon ave	K. Parker
		Kansas City, Kan.Kansan Bldg	W. M. Temple
		Omaha, Neb..412 S. 19th st	M. L. Crowther
		Oklahoma City, Okla.	B. J. Reynolds
		Continental Bldg	W. B. Flowers
		Chicago, Ill..109 N. Dearborn st	Chas. Ketchum
		Los Angeles, Cal.1630 Ingraham st	A. G. Wallace
		Washington, D. C.604 N. 11th st, N. W.	J. H. Frandsen
		Indianapolis, Ind.Hume-Mansur Bldg	J. A. McLoughlin
		Lincoln, Neb..277 S. 13th st	B. E. Schwarz
29	Carpenter & Co	Chicago, Ill.*..People's Gas Bldg	Bryn Murphy
		New York City..200 5th ave	Dan A. Carroll
		Kansas City, Mo.New York Life Bldg	J. A. Carter / M. A. Hudson
30	Carroll, Dan A	New York City..150 Nassau st	C. A. Moss
30-A	Carter & Hudson	Chicago, Ill..6 East Lake st	G. W. Cate
30-B	Cate, Garth W	Chicago, Ill..McCormick Bldg	
30-C	Chapman, Lansing	New York City..261 Broadway	
30-D	Chase, John O. (See Number 99-N).		
31	Chew, W. W. (See Numbers 16-A, 81-A, 116-G, 120-A).		
31-A	Chicago American	New York City..2 Columbus Circle	Rodney E. Boone
		Chicago, Ill..Hearst Bldg	J. K. Byrne
31-B	Chicago Herald & Examiner	Chicago, Ill*..Hearst Bldg	J. A. Dickson
		New York City..1819 Broadway	Wilbur L. Arthur
		San Francisco, Cal.	E. A. Holman
		Monadnock Bldg	W. J. Merrill
31-C	Chicago Tribune	Chicago, Ill.* ..7 S. Dearborn st	C. L. Pancoast
		New York City..521 5th ave	N. L. Lucius
		Los Angeles, Cal.Haas Bldg	J. J. Evans Hessey
		Paris, France..5 Rue Lamartine	Norman S. Rose
31-D	Christian Science Monitor (Boston)	Boston, Mass.*..107 Falmouth st	Stephen H. Barrett
		New York City..21 E. 40th st	Horace H. Delano
		Chicago, Ill..232 S. Michigan ave	Eugene C. Batten
		Cleveland, O..Bulkley Bldg	Anson C. Bushnell
		Los Angeles, Cal.Van Nuys Bldg	Don E. Gilman
		San Francisco, Cal.	Mrs. Maud D. Newton
		255Geary st	Carl W. Tuerke
		Kansas City, Mo.Commerce Bldg	Mrs. Eleanor M. Bruen
		Seattle, Wash..Empire Bldg	
		London, England.2 Adelphi Terrace Strand, W. C. 2	
31-E	Cincinnati Times-Star	Chicago, Ill..Tribune Bldg	L. H. Crall Co. / K. M. Patterson
		New York City..225 5th ave	E. A. Berdan
31-F	Clark, C. C. (See Numbers 28, 69-B, 130-B).		
33	Clark, H. K. (See Numbers 98-K, 98-J, 98-O).		
33-A	Clark, R. W	Chicago, Ill..7 S. Dearborn st	
32	Clark Co., Thomas F.	New York City*.Herald Square Bldg	T. F. Clark
		Chicago, Ill..Marquette Bldg	W. S. Grathwohl
34	Clayden, A. E	New York City*.347 5th ave	A. E. Clayden
		Chicago, Ill..Marquette Bldg	John W. Hunter
34-A	Clinnin, Walter C	Chicago, Ill..19 S. LaSalle st	
34-B	Clocer Leaf Newpapers	New York City..366 5th ave	Hammond & Walcott
		Chicago, Ill..Boyce Bldg	C. D. Bertolet
		Kansas City, Mo.Victor Bldg	O. G. Davies
34-C	Coan, Harry (See Number 98-M).		
35	Collegiate Special Advertising Agency, Inc.	New York City*.503 5th ave	M. S. Rutsky
		Chicago, Ill..110 S. Wabash ave	F. S. Hirschbach
35-A	Commercial Financial Press Assn. (Financial American)	Boston, Mass..109 State st	W. S. MacDonald
36	Cone, Hunton & Woodman, Inc.	New York City*.225 5th ave	E. S. Cone / M. D. Hunton
		Chicago, Ill..180 N. Wells st	J. E. Woodman
		Atlanta, Ga..Constitution Bldg	A. D. Grant
		Detroit, Mich..Lightner Bldg	Roy Buell
		San Francisco, Cal.	W. K. Botsford
		58 Sutter st	W. K. Botsford
		Los Angeles, Cal.Higgins Bldg	H. H. Conger
		Kansas City, Mo.Victor Bldg	O. G. Davies
		St. Louis, Mo..Victoria Bldg	O. L. Marcks
36-A	Conger Co., H. H	Los Angeles, Cal.*Higgins Bldg	H. H. Conger
		San Francisco, Cal.	W. K. Botsford
		Holbrook Bldg	
36-B	Consolidated Press, Ltd. (See Canadian listing of Special Representatives)		
37	Cooke, Inc., Richard W.	New York City..156 5th ave	R. W. Cooke
		Chicago, Ill..Hartford Bldg	A. Roy Keator
37-A	Corn Belt Farm Dailies	Chicago, Ill.*..836 Exchange ave	W. E. Hutchinson
		New York City..280 Madison ave	P. W. & G. F. Minnick
		Columbus, Ohio..Crumrine Bldg	E. B. Stapleford
37-B	Country Newspapers	New York City*.141 W. 36th st	Thomas McGinnis
		Chicago, Ill..140 S. Dearborn st	W. S. Grawthwohl
38	Crall Co., L. H. (See Number 31-E).		
39	Crawford, F. E. (See Number 98-I).		
40	Creel, A. W. (See Number 69-C).		
40-A	Chowther, M. L. (See Numbers 28, 69-B, 130-B).		
40-B	Crowe & Co., E. R.	New York City..11 E. 40th st	
40-C	Crystal, Norman	Brooklyn, N. Y..3314 Avenue D	
40-D	Curtis Special Agency	New York City..459 4th ave	

(*Continued on page 75*)

NOTE: Key numbers and letters in first column refer to similar numbers and letters in Newspaper Directories of the United States and Canada. The name of the advertising representative of every newspaper is indicated by this means, the two lists connecting up together.

Canadian representatives are listed in Special Canadian Section. See index on last two pag for location.

*—Indicates head office.

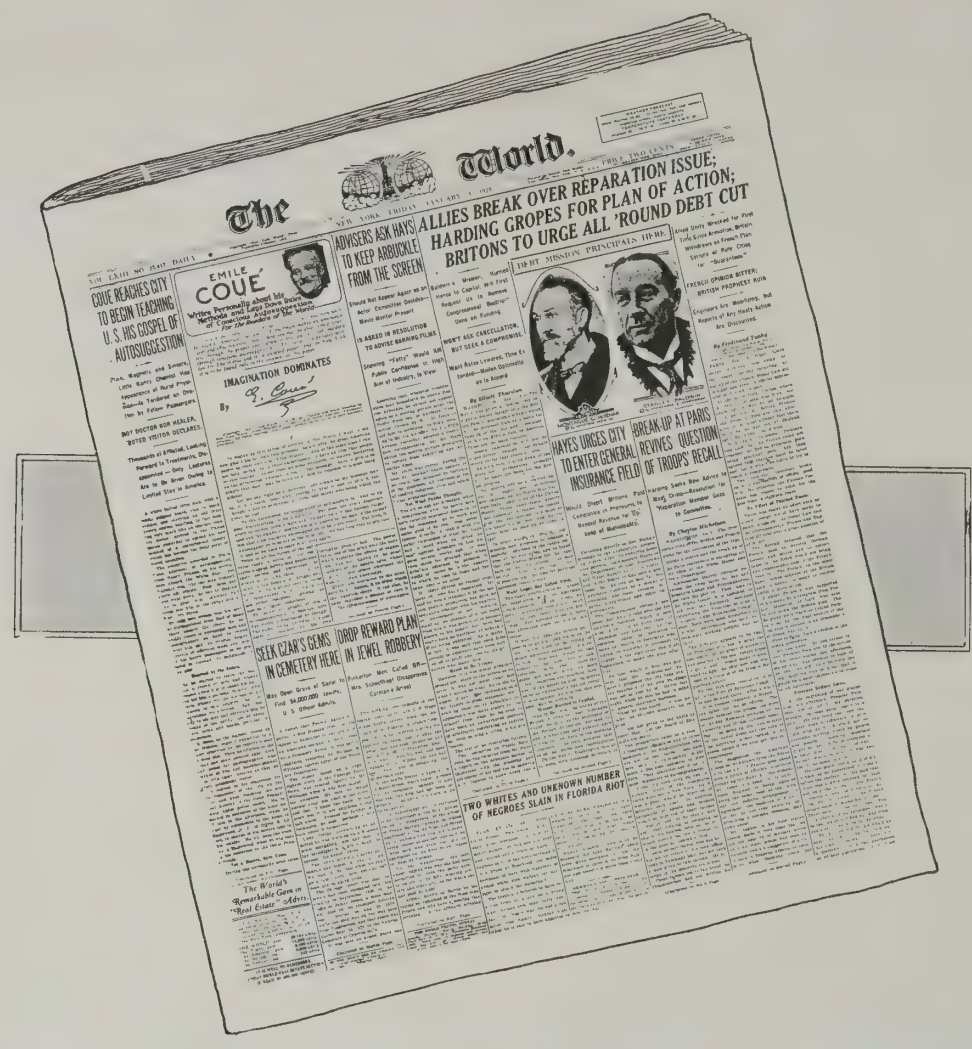


THE WORLD, as established by JOSEPH PULITZER, May 10, 1883:

"An institution that should always fight for progress and reform, never tolerate injustice or corruption, always fight demagogues of all parties, never belong to any party, always oppose privileged classes and public plunderers, never lack sympathy with the poor, always remain devoted to the public welfare, never be satisfied with merely printing news, always be drastically independent, never be afraid to attack wrong, whether by predatory plutocracy or predatory poverty."

The Evening World

NEW YORK


The World.

COUE REACHES CITY TO BEGIN TEACHING U. S. HIS GOSPEL OF AUTOSUGGESTION

EMILE COUÉ

IMAGINATION DOMINATES

ADVISERS ASK HAYS TO KEEP ARBUCKLE FROM THE SCREEN

ALLIES BREAK OVER REPARATION ISSUE; HARDING GROPES FOR PLAN OF ACTION; BRITONS TO URGE ALL 'ROUND DEBT CUT

LIGHT MISSION IN PRINCIPATA HERE

HAYES URGES CITY TO ENTER GENERAL INSURANCE FIELD

BREAK-UP AT PARIS REVIVES QUESTION OF TROOPS' RECALL

SEEK CZAR'S GEMS IN CEMETERY HERE

DROP REWARD PLAN IN JEWEL ROBBERY

TWO WHITES AND UNKNOWN NUMBER OF NEGROES SLAIN IN FLORIDA RIOT

A Word About The World

"First in Public Service"

THE NEW YORK WORLD is more than a first-class newspaper. It is the most independent, the most courageous and the most disinterested publication in the country. In the true sense of the word, it is the most ably edited paper in the United States. It is free; it is bold; it is scrupulously honest; it is the one paper in the United States that actually devotes itself to the Public Service.

THE WORLD does not believe that all the news that is fit to print is worth reading. It does not compete with volume, but excels in values. All essential occurrences THE WORLD presents in compact, accurate form. It is concerned with facts rather than with opinion or detail. A WORLD reader is more quickly, more deftly, more competently informed of what has happened to the world in the last twenty-four hours than is the reader of any other New York newspaper. What every man and woman wants to know, THE WORLD tells—and in the fewest possible words. This is the triumph of the art of able editing.

THE WORLD does not confuse virtue with dulness. It is written to be read. It is neither ponderous nor self-important. It tries to be right and is, most of the time, but is not afraid to admit error. It is interested in people and believes in humanity. It is friendly. It has common sense and a sense of humor. Therefore it is lively and entertaining. It is a sad day in which there are not several laughs in THE WORLD. It cherishes no grouches—it prefers to hope for the best.

THE WORLD is never content with merely giving the news. It conceives itself as the attorney for the People. It abhors injustice and dares expose it. It can be depended on to defend the oppressed. Its history is a catalogue of public services. Its reputation is founded on the fights it has made against the enemies of the common weal. The consistent foe of misgovernment and corruption, it is feared more by political tricksters and spoilsmen than any other journal in America.

THE WORLD is clean. It does not pander to vice or to crime. It is fair—it has neither friends nor foes in public places. It is earnest in its effort to be accurate in stating the facts of the news. It has no purpose to serve save to tell the truth. It is intrinsically honest and believes its integrity is conceded even by those it has attacked.

The characteristics set forth here are rare in an individual and still rarer in a newspaper. They


GALE AND SLEET SWEEP CITY; MANY HURT

The Evening World.

CITY EDITION

GREEK ARMY ORDERED TO THRACE; WAR IS BELIEVED SURE

GREECE CALLS RESERVES. ARMY, ORDERED BY ATHENS, IS NOW MOVING ON THRACE

INSURGENTS OFFER NEW PLAN TO END STRIFE IN IRELAND

THRONG IN ALBANY BRAVES STORM TO WELCOME SMITH

ONLY TWO DAYS RESERVE SUPPLY OF COAL IN CITY

M'CARTHY GIRL KILLED BY GUN OF POSTAL WORKER

LIVES LOST, SHIPS ASHORE IN NEAR-BLIZZARD THAT SWEEPS STATE AND CITY

DANCE HALL RUM SELLERS MUST GO DECLARES BOLAN

Real Estate Advertisements in The World Sunday

The First in Results

are stated without boastfulness, for they are no more than a record of facts. They represent the spirit breathed into a journalistic entity by the ablest, most far-sighted personality that American journalism has produced. His thought, his message, have been held inviolate by his successors. THE WORLD is conducted by a group of men who are devoted to the ideals it stands for and whose hope is to be true to the faith that has been given them. WORLD men know that they serve a paper that is free and brave and they are proud of their connection with an institution that has no other cause to serve but Truth and the Right.

The Morning World

The best known of all American newspapers, with an international news service that has become world famed for its speed and accuracy.

Its Editorial page, under the direction of Frank I. Cobb, is the most trenchantly expressed in America.

Heywood Broun reviews books and plays and talks about things in general in a daily department called "It Seems to Me."

Franklin P. Adams (F. P. A.) conducts "The Conning Tower," the most brilliant daily column in newspaperdom.

S. S. Fontaine and Burton L. Read direct the most dependable financial department in the daily press.

George Daley covers the world of Sport; and the illustrated features include the masterly cartoons of Rollin Kirby and Frueh, "Mutt & Jeff," Fred Locher's "Cicero Sapp" and the inimitable "Metropolitan Movies" of Gene Carr.

The Sunday World

The best evidence of the popularity of THE SUNDAY WORLD is the fact that it has the largest Sunday morning circulation in New York.

In the first place, it is a complete newspaper, with a grasp of world events unrivalled in scope and authority.

THE WORLD MAGAZINE is a 16 to 24 page supplement printed in four colors and filled with the best fiction and most absorbing special articles obtainable.

THE WORLD GRAVURE is a picture section of surpassing beauty, printed in a special process and replete with the most interesting pictures of the day.

The "Metropolitan Section" is a brilliantly conceived review of New York life, illustrated by Herb Roth and other artists of note.

THE SUNDAY WORLD comic section in colors is a rib-tickling laugh from first to last page.

The Evening World

Long recognized as "the favored evening paper of New York homes," THE EVENING WORLD occupies a place peculiarly its own among the newspapers of Greater New York.

Its manifold features include many of the most successful regular departments in American journalism.

Through its editorial page have been waged some of the most important battles fought in the public's behalf, and the cartoons of John Cassel enjoy a nation-wide popularity.

Its special writers include Sophie Irene Loeb, Bide Dudley, Neal O'Hara, Roy L. McCardell, Marguerite Mooers Marshall, Charles Darnton and a host of other names well known to newspaperdom.

Its "comics" are tested laughmakers, produced by such humorists as Maurice Ketten, Counihan, Kling, "Vic" and Brinkerhoff.

New York World Syndicate

How to Torture Your Wife —By Webster.



Webster, "Mark Twain of Cartoonists," Joins the Staff of The World

WEBSTER now joins THE WORLD. Newspaper and magazine readers the length and breadth of America have chuckled over "How to Torture Your Wife," have felt the deep human sympathy in "Life's Darkest Moment," have turned back the years to childhood's hour with "The Thrill That Comes Once in a Lifetime," and have enjoyed many a rib-tickling laugh over "Poker Portraits," "The Beginning of a Beautiful Friendship," "The Old Man" and others numbered among the best series of sustained humor in the press of the country. Webster joins a staff already famous as including:

Dirks	*Ketten*	*Locher*
Mager	*Frueh*	*Gene Carr*
Brinkerhoff	*"Vic"*	*Counihan*
	Kling	

The Webster Service is available for enterprising newspapers that want to brighten up their pages and thereby add circulation.

NEW YORK WORLD SYNDICATE

Pulitzer Building New York

A News Service Is Judged by the Company It Keeps

he New York World news service carries the foreign, domestic and local news of The World
hundreds of thousands of readers of other newspapers. Among the papers which find its
ightly news reports of great value are

THE BOSTON GLOBE
THE BALTIMORE SUN
THE PITTSBURGH POST
THE LOUISVILLE COURIER-JOURNAL
THE PHILADELPHIA RECORD
LA NACION OF BUENOS AIRES
THE MEMPHIS COMMERCIAL-APPEAL
THE MILWAUKEE JOURNAL
THE TORONTO MAIL AND EMPIRE
THE CLEVELAND TIMES AND COMMERCIAL
THE PORTLAND OREGONIAN
ASAHI SHIMBUN OF TOKIO AND OSAKA, JAPAN.

HE NEW YORK WORLD news service supplies to these and other newspapers a full report of Washington news from the bur-
.. eau presided over by Charles Michelson, as well as the domestic news gathered by more than 500 special correspondents throughout America; the news of New York as covered by a local staff of 100 highly trained men and women writers, d the news of the Old World which is cabled nightly by a staff of specialists in every point of news importance throughout rope. This staff is centered as follows:

IN LONDON the WORLD Bureau is under the direction of John L. Balderston, until recently editor of The Outlook, of ndon. Mr. Balderston, one of the best known American journalists abroad, succeeded Mr. J. M. Tuohy, who has just re-ied after more than a quarter of a century as Chief European Correspondent of THE WORLD. Others in the London bur-u include Joseph N. Grigg and P. J. Kelley, each of whom has a broad grasp of British affairs and a proved ability to write cinctly and pleasingly. THE WORLD news service also receives and distributes in America the news reports of The Manchester ardian.

IN PARIS the WORLD Bureau is headed by Ferdinand Tuohy, a journalist with international experience and reputation, o during the war served on all five fronts as an officer in the British Intelligence Service and got an insight into things that e been invaluable in dealing with post-war news developments. Captain Tuohy is assisted by Hugh O'Connor and Alfred Murray, of long Paris residence and journalistic experience.

IN BERLIN Arno Dosch-Fleurot and his assistants, William Margreve and Axel Faber, give expert reports that have fre-ntly been exclusive on big news stories.

IN ROME Beatrice Baskerville heads THE WORLD Bureau. Her long residence there and her wide acquaintance in the le of Vatican and Quirinal alike, give her great value as chief Italian correspondent of THE WORLD.

IN MOSCOW Samuel Spewack and Bella Cohen are analyzing conditions and sending much important news of the Soviet me. Mr. Spewack has recently finished a tour through the interior provinces of Russia that produced many columns of resting and exclusive copy.

lishers of newspapers who are contemplating enlarging or changing their telegraphic news connections will find it profitable nd informative to write to any or all of the newspapers mentioned above for an expression of opinion regarding

EW YORK WORLD NEWS SERVICE

MERCHANDISING DEPARTMENT



Note:

This 78-page book is the most complete discussion of the merchandising problems that face the New York advertiser ever issued by a local newspaper. Copies may be had without charge by addressing the Merchandising Department of "The World."

THE MERCHANDISING SERVICE maintained by "THE WORLD" has been accepted as the standard of merchandising practice by the newspaper Committee of the National Association of Newspaper Executives on Advertising Agency relations .

Broadly comprehensive in its scope, it has successfully functioned in guiding many of the country's largest advertisers not alone in their preliminary investigations of the New York market, but in their subsequent moves in securing adequate distribution in this rich field.

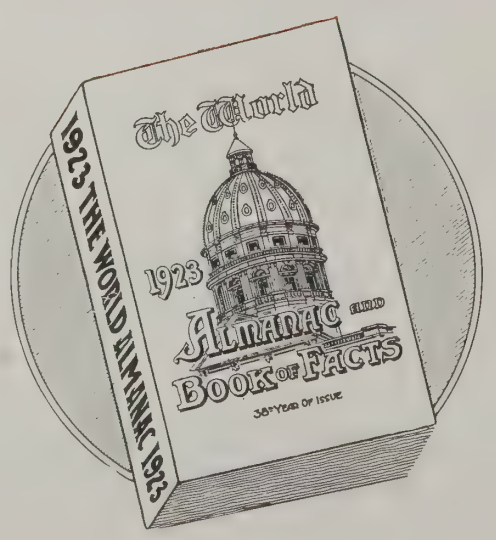
The Merchandising Department places a staff of experts at the service of the advertiser who contemplates entering America's largest area of retail sales, fortified with an experience gained by scores of careful industrial surveys of the principal buying centers of the city.

THE WORLD ALMANAC

THE WORLD ALMANAC has been called "the most frequently consulted work of reference after the dictionary." Its fame has been well-earned by a record for infallibility extending over thirty-eight years.

The 1923 volume, just issued, contains reference to 50,000 facts covering every phase of contemporary life, so cross-indexed as to be immediately available for instant use.

It includes authoritative information covering questions of the moment, such as the Bonus, the New Tariff, the Irish Free State, Naval Disarmament, the European Debt to this country, recent election results and the latest moves in the Labor world.



Heavy Paper Cover
35c—By Mail, 50c
Cloth Bound Copies
75c—By Mail, 90c

Full population statistics, the Year in Finance, in Commerce, in Sports, in Government, in Education are all treated with a degree of thoroughness found in no other annual publication of the kind.

The World Almanac is the busy man's encyclopedia. It is probably the most widely used reference work in the newspaper offices of the country, outside of the city telephone directory.



GRAVURE COVERAGE

(Figures in shaded areas indicate number of persons per acre)

A careful study of this chart indicates the concentration of the circulation of "The World Gravure" in those districts of MANHATTAN ISLAND which by reason of their degree of density of population are of most value to the advertiser.

For instance, there are three times as many copies of "The World Gravure" circulated in the extremely restricted districts East and West of Central Park, the centers of New York's wealth, than in the two vast lower East Side districts combined.

Over the whole of Manhattan Island, territory which "The Sunday World" rides with four other morning papers, he World" goes into one home in every ree, as indicated by a survey of the city.

In the Upper West Side, known as the chest Congressional District of Amer-," investigation shows the number of mes and the number of "Sunday orlds" delivered to be almost equal.

ne upper East Side, center of the city's alth, reveals a "World" to practically ery two homes.

In those sections of densest concentration population, we find a "World" in every en to fifteen homes.

Advertisers who have analyzed the posi-n of "The World Gravure" in covering w York efficiently are directly responsi- for a gain of 40% in the advertising ried by "The World Gravure" during 22 over the year previous.

IF CONCENTRATION directly within the limits of New York City means anything to the advertiser—and it should be one of his uppermost considerations—then "The World Gravure" is entitled to first place among the gravure sections of the city.

Not only has it a larger circulation than any other standard-sized gravure section in the country, but directly in Greater New York, within daily contact with its shops, "The World Gravure" has—

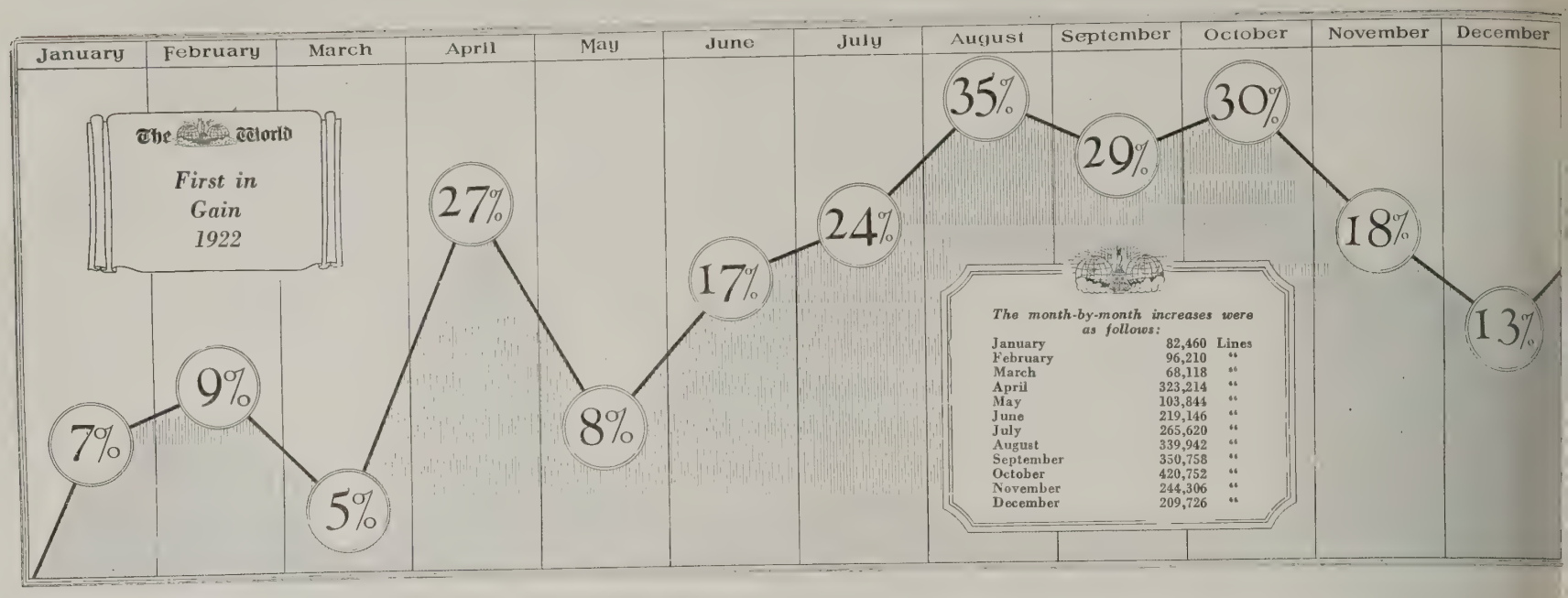
16% more circulation than its *three* Sunday morning competitors *combined*, purchasable at a saving of more than

82% in rate.

This brings the purchase of gravure space down to a simple matter of business economics, in which "The World Gravure" offers a service incomparably more effective in covering this well-defined territory, and at a rate designed to encourage the extensive use of this forceful medium of illustration.

Reference to the above chart showing the distribution of population on Manhattan Island, indicates more clearly than any available argument the domination of America's greatest area of retail sales by the

New York World Gravure



The World

NEW YORK

First in Gain!

THE YEAR 1922 found THE WORLD in practical domination of the greatest area of retail sales in America, so far as the growth of its advertising indicates its usefulness to the merchants of Greater New York.

Carrying a total lineage of 17,244,090, THE WORLD closed the year with a gain of 2,723,496 lines, an increase of approximately 19% over advertising carried during 1921. This increase is more than 233,000 lines in excess of the gain registered during the year by THE WORLD'S nearest competitor.

In the matter of individual transactions alone, an infallible test of a newspaper's contact with its public, THE WORLD set an enviable record, as the following table giving the number of separate advertisements run during the year will attest:

Separate Advertisements in 1922

	Advertisements Carried	*The World's Lead*
The World	1,712,181	.....
The Times	1,115,366	596,815
The Herald	431,695	1,280,486
The American	281,570	1,430,611
The Tribune	133,308	1,578,873

And during the year, THE WORLD increased its own lead over 1921 by printing 249,140 more advertisements, a sizable advertising business in itself. It is an achievement of no little importance to have served as the trusted intermediary in 1,712,181 separate transactions, each based upon belief in the ability of THE WORLD'S columns to produce results.

In the matter of gains in advertising lineage, the leadership of THE WORLD is even more apparent, as the following year-end comparison indicates:—

	Columns Gained	*Columns Lost*	*The World's Advantage*
The World	9,726.75	.....	.....
The Times	8,410.75	.....	1,316 columns
The American	3,058.75	.....	6,668 columns
The Herald	.....	511.25	10,238 columns
The Tribune	.....	421.25	10,148 columns

This gain in lineage came as the climax of a period during which, for eight consecutive months, THE WORLD outdistanced the fourteen newspapers of New York in advertising increases.

That it is indicative of a concerted move on the part of far-sighted advertisers to take full advantage of the highly concentrated service offered by THE WORLD and THE EVENING WORLD is further borne out by a gain of 53,41 lines registered by the latter paper in the month of Decembe alone.

By every standard of comparison common to advertising practice, these two newspapers offer the advertiser a value per dollar expended, unapproachable for effectiveness in the most conspicuously active market in the country.

Pulitzer Building, New York

Ford Building, Detroit — *Title Insurance Building, Los Angeles* — *Market and Third Streets, San Francisco* — *Securities Building, Seattle* — *Mallers Building, Chicago*

NEWSPAPER ADVERTISING REPRESENTATIVES IN U. S.

(Continued from page 66)

Key	Firm Name	Office Address	Manager
	D		
40-E	Daily News-Record (New York) (See Number 142-C).		
40-F	Dallas News and Journal	New York City..154 Nassau st..... Chicago, Ill.....140 S. Dearborn st...	L. D. Lorentz Walter J. Scott
41	David Co., George B.....	New York City*.171 Madison ave..... Chicago, Ill.....Hartford Bldg.....	G. B. David A. Roy Keator
41-A	Davies, O. G.....	Kansas City, Mo.Victor Bldg.....	O. G. Davies
41-B	Day-Warheit (Jewish) of New York.....	Boston, Mass.....38 Causeway st..... Philadelphia, Pa..332 S. 5th st.....	S. Malkiel David B. Tierkel
41-C	De Clerque, A. W.....	Chicago, Ill.*.....Mallers Bldg..... New York City...280 Madison ave..... San Francisco,. Cal. .....Sharon Bldg..... Los Angeles, Cal..San Fernando Bldg..	 Louis Klebahn Fred L. Hall Fred L. Hall
42	De Clerque, E. C.....	New York City...280 Madison ave..... Chicago, Ill.....Mallers Bldg..... San Francisco, Cal. .....Sharon Bldg..... Los Angeles, Cal.San Fernando Bldg..	Louis Klebahn E. C. DeClerque Fred L. Hall Fred L. Hall
43	De Clerque, Harry H....	Chicago, Ill.*.....5 S. Wabash ave..... New York City..280 Madison ave..... San Francisco, Cal. .....Sharon Bldg..... Los Angeles, Cal.San Fernando Bldg..	H. H. DeClerque Louis Klebahn Fred L. Hall Fred L. Hall
44	De Clerque, Inc., Henry.	Chicago, Ill.*.....5 S. Wabash ave... New York City..280 Madison ave..... San Francisco, Cal. .....55 N. Montgomery st. Los Angeles, Cal.San Fernando Bldg..	Henry DeClerque Louis Klebahn Fred L. Hall Fred L. Hall
44-A	Delaney & Hildebrand...	San Francisco, Cal. .....Flood Bldg.....	
44-B	Delano, Horace H. (See Number 31-D).		
44-C	De Llano, Rodrigo.....	New York City..Times Bldg.....Rodrigo De Llano	
44-D	Denning Co., Edwin.....	San Francisco, Cal. .....Chronicle Bldg.....	
44-E	Dennis, Sam	St. Louis, Mo....Globe-Democrat Bldg.	
44-F	Detroit Financial News Bureau (Financial America)	Detroit, Mich.....New Telegraph Bldg.D. L. Feinberg	
44-G	Dickson, J. A. (See Number 31-B).		
44-H	Dietter, F. W. (See Numbers 98-N, 98-T).		
45	Dillon, George F.....	Kansas City, Mo.Republic Bldg.....G. F. Dillon	
45-A	Donnelly Special Agency.	Philadelphia, Pa..920 Walnut st.....	George Donnelly Kean Donnelly
47	Douglas, Robert E.....	Chicago, Ill.*.....Marquette Bldg.....R. E. Douglas New York City..154 Nassau st.....William D. Ward	
46	Drey-Donohoe-Drey	New York City..44 Broad st..... Chicago, Ill.....208 S. LaSalle st....	
47-A	Dow, Jones & Co.....	New York City*.120 5th ave.....Adolf Drey Boston, Mass.....Little Bldg.....Frank H. Burns	
	E		
46-A	Eastern Press Association	New York City..522 5th ave .....S. E. Weaver	
46-B	Eaton, Richard.....	Washington, D. C.10 Jackson Square...Richard Eaton	
48	Eddy Co., Charles H....	New York City*.200 5th ave.....Charles H. Eddy Chicago, Ill.....People's Gas Bldg....Robert J. Virtue Boston, Mass.....Old South Bldg.....A. C. MacCarey	
48-A	Edge, Walter E.....	Atlantic City, N. J. .....1809 Atlantic ave....W. E. Edge	
48-B	Eldredge, C. H. (See Capper Publications, Kansas City Kansan, Topeka Capital).		
48-C	Elgin Courier.....	Aurora, Ill.*.....Beacon-News Bldg...J. K. Groom Chicago, Ill.....903 Boyce Bldg...Miss Hartigan	
48-D	Ellis, E. R.....	Boston, Mass.....244 Washington st...	
48-E	Evanston News-Index....	Chicago, Ill.....Chamber of Commerce Bldg.....W. W. Reed	
	F		
48-F	Fairchild, A. E. (See Number 142-C).		
48-G	Farley, Robert S.....	New York City..25 Beaver st.....R. S Farley	
48-H	Feinberg, D. L. (See Numbers 44-F, 98-N).		
48-I	Film Daily (New York)..	New York City..71 W. 44th st..... Hollywood, Cal...Hollywood Bldg.....	
48-J	Financial America (New York) (See Numbers 98-N, 98-T, 44-F, 35-A).		
49	Finugan & McClure.....	Chicago, Ill.* ....720 Cass st.....L. F. McClure Kansas City, Mo.Republic Bldg.....G. F. Dillon	
49-A	Fisher, H. R.....	Chicago, Ill* ....5 S. Wabash ave....H. R. Fisher Kansas City, Mo.Republic Bldg.....G. F. Dillon	
49-B	Fitzpatrick, J. F. (See Number 16-B).		
49-C	Flaherty, Robert (See Number 98-P).		
49-D	Fletcher, R. A. (See Number 116-D).		
49-E	Flowers, W. B. (See Numbers 28, 49-B, 130-B).		
50	Folsom, P. A.....	St. Louis, Mo....Chemical Bldg.....P. A. Folsom	
51	Ford-Parsons Co.....	Chicago, Ill.* ....Marquette Bldg..... San Francisco, Cal. .....58 Sutter st.....R. B. Johnston	
51-A	Foreign Language Advertising Service.....	Boston, Mass.....80 Boylston st.....	Joseph J. Borgatti Ellen A. O'Brien
51-B	Foreign Language Publishers Assn. of U. S., Inc.	New York City* 110 E. 42d st.....Wm. A. Grant Chicago, Ill.....725 S. Wells st.....Rathbun-Grant-Heller Co.	
51-C	Fort Worth Star-Telegram	Fort Worth, Tex.Star-Telegram Bldg..A. L. Shuman Dallas, Tex.....County Bank Bldg...Alger Jones	
52	Fralick & Bates, Inc.....	New York City..154 Nassau st. .....W. C. Bates Chicago, Ill.....605 N. Michigan ave.J. F. Fralick Atlanta, Ga.....Candler Annex Bldg.W. R. Wilson	
52-A	Frandsen, J. H. (See Number 28).		
53	Frost, Landis & Kohn, Inc.	Chicago, Ill.* ....People's Gas Bldg...E. R. Landis New York City..225 5th ave.....Joseph W. Zorna Atlanta, Ga.....Candler Bldg.....G. M. Kohn St. Louis, Mo....Security Bldg.....Carl A. Schulenburg	
	G		
54	Gagnier, Ltd., H. (See—Galveston Daily News...	New York City..154 Nassau st.....J. D. Lorentz Chicago, Ill.....140 S. Dearborn st...Walter J. Scott	
54-A	Gamble, J. Carr.....	St. Louis, Mo....Globe-Democrat Bldg.	
54-B	Gamble, Lynn H. (See Number 3).		
54-C	Gaughen, F. X. (See Numbers 28, 69-B, 130-B).		

See Explanatory Note on Page 66

Key	Firm Name	Office Address	Manager
54-E	Gibbs, H. W.....	Chicago, Ill.....208 La Salle st.....	H. W. Gibbs
54-F	Gilman, Don E. (See Number 31-D).		
55	Gilman, Nicoll & Ruthman	New York City*.Canadian-Pacific Bldg. Chicago, Ill.....Tribune Bldg..... Boston, Mass.....Tremont Bldg..... San Francisco, Cal. .....Monadnock Bldg.....	Louis Gilman A. W. Stanley A. C. Ruehlmann M. G. Anderson Stanley Pratt R. J. Davis
55-A	Gilmore, Lucille Brian...	Chicago, Ill.....30 N. Dearborn st...	L. C. Gilmore (Mrs.)
55-B	Govin, R. R.....	New York City..90 West st.....	
56	Grant, A. D.....	Atlanta, Ga.....Constitution Bldg....	
57	Gravure Service Corporation	New York City*.171 Madison ave..... Chicago, Ill.....308 N. Michigan ave. Los Angeles, Cal.San Fernando Bldg.. San Francisco, 55 New Montgomery Cal. .....st. ..... Boston, Mass.....Little Bldg.....	Francis Lawton, Jr James A. Young T. F. McGrane Fred L. Hall Frank H. Burns
58	Groom, J. K. (See Numbers 6-A, 48-C, 68-H).		
59	Gurnea, Martin W. (See Number 98-F).		
	H		
60	Hall, Fred L.....	San Francisco, 55 New Montgomery Cal.* ..... st. ..... Los Angeles, Cal.San Fernando Bldg..	 F. L. Hall T. F. Magrane
60-A	Hallett, H. A.....	New York City..820 8th ave.....	H. A. Hallett
61	Hamilton-De Lisser Co., Inc.	New York City*.25 W. 43d st..... Chicago, Ill.....127 N. Dearborn st..	L. R. Hamilton T. A. De Disser Palmer Terhune
61-A	Hammell, G. L. (See Number 3).		
62	Hammond & Walcott (See Numbers 34-D, 102-A, 116-E).		
62-A	Harris, M. H.....	Los Angeles, Cal..Security Bldg.....M. H. Harris	
62-B	Haun, Ray H.....	Detroit, Mich.....Ford Bldg.....R. H. Haun	
63	H, Bave Company (See C. L. Houser Co.)		
63-A	Henriquez, P. L. (See Number 116-D).		
63-B	Hessey, J. J. Evans (See Number 31-C).		
63-C	Hewitt Co., Inc., William M.	New York City*.12 E. 44 st..... Chicago, Ill.....283 E. Jackson Blvd.	 G. M. Young
64	Hill Co., A. J. Norris...	San Francisco, Cal. .....Hearst Bldg.....	A. J. N. Hill
64-A	Hiltz, P. (See Number 98-N).	Los Angeles, Cal..120½ S. Broadway..	
64-B	Hodgson, A. E.....	New York City..90 West st.....A. E. Hodgson	
66	Hohl, Lewis V.....	Chicago, Ill.....People's Gas Bldg...L. V. Hohl	
65	Holman, Everett A. (See Numbers 16-A, 31-B, 81-A, 98-E).		
65-A	Hooke, Victor A.....	New York City..2 Rector st.....Victor A. Hooke	
65-B	Houser Co., C. L.....	New York City..17 W. 42d st.....C. L. Houser Chicago, Ill.....Hartford Bldg.....A. R. Keator	
67	Howland & Howland....	New York City*.303 5th ave.....	J. H. Howland A. W. Howland
68	Hunter, J. W.....	Chicago, Ill.....10 S. La Salle st.... Chicago, Ill.* ....Marquette Bldg..... New York City..347 5th ave.....	Berry Stevens J. W. Hunter A. E. Clayden
68-A	Hursh, H. H. (See Numbers 28, 69-B, 130-B).		
68-B	Hutchinson, W. E. (See Number 37-A).		
	J		
68-C	Jacobs, Joseph (See Number 98-L).		
68-D	Jenkins, W. A. (See Number 98-N).		
68-E	Jenkins, Walter R.....	New York City..33 W. 42d st.....W. R. Jenkins	
68-F	Johansen, Inc., George P.	New York City..303 5th ave.....George P. Johansen	
68-G	Johnston, R. B.....	San Fran., Cal..58 Sutter st.....R. B. Johnston	
68-H	Joliet Herald-News.....	Aurora, Ill.*.....Beacon-News Bldg...J. K. Groom Chicago, Ill.....903 Boyce Bldg.....Miss Hartigan	
69	Jones, Alger.....	Dallas, Tex.....County Bank Bldg..Alger Jones	
69-A	Jones, F. R.....	Chicago, Ill.....29 S. La Salle st....F. R. Jones	
	K		
69-B	Kansas City (Kan.) Kansan (See Number 28).	New York City..501 5th ave.....Austin LaStrange	
69-C	Kansas City Star.....	New York City..15 W. 40th st.....A. W. Creel Chicago, Ill.....202 S. State st.....W. H. Matthews	
70	Katz Special Advertising Agency, E.....	New York City*.58 W. 40th st.....M. J. Beck Chicago, Ill.....Harris Trust Bldg...R. R. Black Atlanta, Ga.....Candler Annex Bldg.F. M. Bell San Fran., Cal..Monadnock Bldg....H. H. King Kansas City, Mo.Waldheim Bldg.....W. D. Shank	
70-A	Katz, M. L.....	Chicago, Ill.....People's Gas Bldg...M. L. Katz	
71	Keator, A. Roy.....	Chicago, Ill*.....Hartford Bldg.....A. Roy Keator New York City...171 Madison ave....George B. David Philadelphia, Pa..Mutual Life Bldg....A. F. Smith St. Louis, Mo...Century Bldg.....R. M. Saylor	
71-A	Keilson & Waxelbaum...	New York City..116 W. 39th st.....	
71-B	Kelch Co., J. W.....	Detroit, Mich....Kresge Bldg.....	
72	Kelly-Smith Co.....	New York City*.47 W. 34th st..... Chicago, Ill.....Lytton Bldg.	Frank W. Miller Arba J. Irwin
73	Keough, J. B.....	Atlanta, Ga.....Candler Bldg.....L. Britton	
73-A	Ketchum, Charles. (See Numbers 28, 69-B, 130-B)		
73-B	Kirkpatrick, A. W. (See 142-C).....		
73-C	Klebahn, Louis. (See Numbers 41-C, 42, 43, 44)		
74	Klein, I. A.....	New York City*.50 E. 42d st..... Chicago, Ill.....76 W. Monroe st....	I. A. Klein Howard I. Shaw
75	Klein, Joseph A.....	New York City..42 Broadway.....	J. A. Klein
75-A	Klein, M.....	New York City..1133 Broadway.....	M. Klein
76	Knill-Burke, Inc.....	Chicago, Ill.*.....People's Gas Bldg... New York City..1457 Broadway.....	E. M. Burke C. P. Knill
76-A	Kohn, George M.....	Atlanta, Ga.....Walton Bldg.....	G. M. Kohn
76-B	Koppe & Co., S. S.....	New York City..Times Bldg.....	S. S. Koppe
76-C	Kram, Inc., Louis.....	New York City..299 Broadway	Louis Kram
77	Krogness, C. George....	San Fran., Cal..Phelan Bldg.....	C. G. Krogness
77-A	Kunzmann, J. W. (See Numbers 28, 69-B, 130-B)		
	L		
77-B	La Coste, H. D. (See 116-F).		
78	La Coste & Maxwell....	New York City*.45 W. 34th st..... Chicago, Ill.....Marquette Bldg.....	H. D. LaCoste R. Heath Davis
78-A	Laky, Bela.....	Chicago, Ill.....327 S. LaSalle st....	
78-B	Langfeld, W. R. (See 142-C)		
78-C	La Strange, Austin (See Numbers 69-B, 130-B).		
78-D	Laue, Herman (See Number 98-S)		

(Continued on page 76)

NEWSPAPER ADVERTISING REPRESENTATIVES IN U. S.

(Continued from Page 75)

Key	Firm Name	Office Address	Manager
78-E	Leavenworth (Kan.) Daily Post	New York City..4 W. 53d st.	Albert T. Reid
78-F	Leith, S. E.	New York City*..200 5th ave.	S. E. Leith
79	Lewis, H. F.	New York City..154 Nassau st.	H. F. Lewis
80	Lindenstein, Inc., S. G.	New York City..342 Madison ave.	Sam'l G. Lindenstein
80-A	Link, E. M.	New York City..97 Water st.	
80-B	Loane, George (See Numbers 28, 69-B, 130-B		
82	Lorentz, J. D. (See Numbers 40-F, 54-A)		
81	Lorenzen & Thompson, Inc.	Chicago, Ill.*....122 S. Michigan ave.	A. F. Lorenzen / H. G. Schryver
		New York City..19 W. 44th st.	M. R. Thompson
		Detroit, Mich....Kresge Bldg.	E. C. Ferguson
		San Fran., Cal..Sharon Bldg.	Fred L. Hall
		Los Angeles, Cal.San Fernando Bldg..	T. F. Magrane
81-A	Los Angeles Examiner	New York City..1819 Broadway	W. W. Chew
		San Fran., Cal..Monadnock Bldg.	E. A. Holman
		Chicago, Ill.....Hearst Bldg.	Wm. H. Wilson
81-B	Los Angeles Evening Herald	New York City..Times Bldg.	H. W. Moloney
83	Lucius, N. L (See 31-C)		
84	Lutz, John E.	Chicago, Ill.....Tower Bldg.	J. E. Lutz
84-A	Luty, B. E. V.	Pittsburgh, Pa...Bessemer Bldg.	B. E. V. Luty

Mc

85	McDevitt, George A....	New York City*.303 5th ave.	George A. McDevitt
		Chicago, Ill.....People's Gas Bldg...	
86	McGinn, Neil (See 98-S)		
87	McKinney & Son, J. P..	New York City*.19 W. 44th st.	J. P. McKinney
		Chicago, Ill.....122 S. Michigan ave.	J. J. McConnell
		Los Angeles, Cal.Homer Laughlin Bldg	Karl J. Shull
86-A	McKinney, A. D.	St. Louis, Mo...3d Nat. Bank Bldg..	
87-A	McMahon, D. F.	Chicago, Ill.....7 S. Dearborn st.	D. F. McMahon
87-B	McNamee, William H....	Chicago, Ill.....326 W. Madison st..	W. M. McNamee

M

87-C	MacDonald, W. S. (See Numbers 35-A, 98-N)		
88	MacQuoid Special Agency	New York City*.103 Park ave.	Robert MacQuoid
		Chicago, Ill.....1st Nat. Bank Bldg.	I. S. Wallis & Son
88-A	Macy & Klaner	Chicago, Ill.	
88-B	Magrane Co., T. F.	Los Angeles, Cal.*.San Fernando Bldg..	T. F. Magrane
88-C	Malkiel, S. (See 41-B)		
88-D	Marcks, Oliver J.	St. Louis, Mo...Victoria Bldg.	O. L. Marcks
90	Mathews Special Agency, Julius	Boston, Mass.*..1 Beason st.	Julius Mathews
		New York City..171 Madison ave.	C. W. Brocker
		Chicago, Ill.....Hartford Bldg.	H. S. Gould
		Detroit, Mich....242 Lafayette Bv.	W. Roy Buell
91	Matthews, W. H. (See 69-C)		
91-A	Meigs, M. C.	Chicago, Ill.....328 W. Madison st..	M. C. Meigs
91-B	Melton, Quimby (See 3)		
92	Merrill, W. J. (See 31-C)		
93	Middleton, J. E. (See 98-S)		
94	Miller, Charles E.	New York City*.225 5th ave.	C. E. Miller / Philip H. Hubbard
		Chicago, Ill.....People's Gas Bldg...	W. H. Stockwell / H. A. Holman
94-A	Minnick, P. W. & G. F. (See 37-A)		
94-B	Mitchell, R. W.	Kansas City, Mo.Graphic Arts Bldg..	
95	Mogensen & Co., Inc., M. C.	San Fran., Cal.*.Hearst Bldg.	M. C. Mogensen
		Los Angeles, Cal.Title Insurance Bldg.	W. R. Emory
		Seattle, Wash...Securities Bldg.	B. N. Hutchinson
96	Moloney, Herbert W. (See Los Angeles Evening Herald 81-B;) (See San Francisco Call-Post 116-X)		
96-A	Montague Co., Allen.	Chicago, Ill.	
96-B	Morris, T. J.	Chicago, Ill.....Century Bldg.	T. J. Morris / F. H. Bell
96-C	Morrow, Marco (See Numbers 28, 69-B 130-B)		
97	Morton Co., William J.	New York City*.200 5th ave.	F. L. Murphy
		Chicago, Ill.....Tribune Bldg.	Elmer Wilson
98	Mulligan, Ralph R.	New York City*.30 E. 42d st.	R. R. Mulligan
		Chicago, Ill.....Marquette Bldg.	C. J. Anderson
98-A	Muniz Advertising Co.	New York City..27 Warren st.	Salvador Muniz
		Ponce, Porto Rico.Plaza Degetau.	Francisco Y. Muniz
		San Juan, P. R.	Luis Muniz Souffront
98-B	Murphy Co., A. S.	New York City*.23 5th ave.	H. Schade
		Philadelphia, Pa..Colonial Trust Bldg.	H. Schade

N

98-C	New Brunswick (N. J.) Home News	New York City..18 E. 41st st.	William B. Boyd
98-D	Newton, Mrs. Maud (See Number 31-D)		
98-E	New York American	Chicago, Ill.....Hearst Bldg.	Wm. H. Wilson
		San Fran., Cal..Monadnock Bldg.	E. A. Holman
		Boston, Mass....127 Federal st.	Sweeney & Price
		Chicago, Ill.....Hartford Bldg.	Don Campbell
98-F	New York Daily News	New York City..25 Park Place.	H. B. Sherwood
		Chicago, Ill.....Tribune Bldg.	M. W. Gurnea
98-G	New York Daily News-Record (See Number 40-E)		
98-H	New York Day-Warheit (See Number 41-B)		
98-I	New York Evening Journal	Chicago, Ill.....Hearst Bldg.	F. E. Crawford
		New York City..2 Columbus Circle.	W. N. Callender, Jr.
98-J	New York Evening Telegram	Chicago, Ill.....208 S. LaSalle st.	H. K. Clark
98-K	New York Herald	Chicago, Ill.....208 S. LaSalle st.	H. K. Clark
98-L	New York Jewish Morning Journal	New York City..77 Bowery	Joseph Jacobs
98-M	New York Morning Telegraph	Chicago, Ill.....38 S. Dearborn st.	Harry Coan
		Hollywood, Cal..Markham Bldg.	Frances Agnew
98-N	New York News Bureau Association (Financial America) (See Numbers 98-T, 44-F, 35-A)	New York City*.26 Beaver st.	Edw. Rascovar
		Pittsburgh, Pa...237 4th ave.	Wm. A. Wyman
		Philadelphia, Pa..112 S. 16th st.	W. A. Jenkins
		Baltimore, Md...Equitable Bldg.	E. G. Bennett
		Cleveland, O.....Leader-News Bldg.	P. Hiltz
		New Haven, Ct..87 Orange st.	F. W. Dietter
		Detroit, Mich....New Telegraph Bldg.	D. L. Feinberg
		Boston, Mass....109 State st.	W. S. Macdonald
		Chicago, Ill.....332 S. LaSalle st.	John O. Chase
98-O	New York Sun	Chicago, Ill.....208 S. LaSalle st.	H. K. Clark

See Explanatory Note on Page 66

Key	Firm Name	Office Address	Manager
98-P	New York Tribune	Chicago, Ill.....5 N. Wabash ave.	Robert H. Flaherty
98-Q	New York Wall Street Journal (See 132-B)		
98-R	New York Women's Wear (See 142-B)		
98-S	New York World	Chicago, Ill.....5 S. Wabash ave.	H. E. Middleton
		Detroit, Mich....Ford Bldg.	Neil McGinn
		New England....World Bldg, N. Y.	Herman Laue
98-T	New York & Connecticut News Bureau (Financial America)	New Haven, Ct..87 Orange st.	F. W. Dietter
98-U	New York Commercial	New York City*.350 Madison ave.	F. R. Northrup
100	Northrup, Frank R.	Chicago, Ill.....Advertising Bldg.	E. J. Powers
100-A	Northwest Daily Press Association	Minne'lis, Minn..Palace Bldg.	R. R. Ring / R. R. Palmer

O

101	O'Donnell Special Agency (See 20-A).		
102	O'Flaherty's N. Y. Suburban List, Inc.	New York City..313 W. 37th st.	E. W. Porter
		New York City..366 5th ave.	Hammond & Walcott
102-A	Omaha (Neb.) Daily News	Chicago, Ill.....Boyce Bldg.	C. D. Bertolet
		Kansas City, Mo.Victor Bldg.	O. G. Davies
103	O'Mara & Ormsbee, Inc.	New York City*.320 5th ave.	Miss M. G. Flanagan
		Chicago, Ill.....People's Gas Bldg.	E. C. Trowbridge
		San Fran., Cal..Monadnock Bldg.	C. E. Greenfield
103-A	Ordorico, Miguel.	New York City..165 Broadway	Miguel Ordorico
104	Osborn, Inc., Guy S.	Chicago, Ill.*....7 S. Dearborn st.	G. S. Osborn
		St. Louis, Mo...Globe-Democrat Bldg.	C. A. Cour
		Detroit, Mich....Ford Bldg.	Joseph R. Scolaro

P

104-A	Palmer, R. R (See Number 100-A)		
104-B	Papert, S. W. (See Number 129-E)		
104-C	Parker, K. (See Capper Publications, Kansas City Kansan, Topeka Capital)		
105	Pancoast, C. L (See 31-C)		
107	Payne Co., G. Logan.	Chicago, Ill.*....Marquette Bldg.	G. H. Payne
		New York City..200 5th ave.	G. D. Smith / G. J. Burns
		Detroit, Mich....Kresge Bldg.	Frank S. Payne
		Boston, Mass....100 Boylston st.	Daniel Fitzgerald
		St. Louis, Mo...Carleton Bldg.	Vic. H. Cunningham
		Los Angeles, Cal.Security Bldg.	Fred C. Veon
106	Payne, Burns & Smith.	New York City*.200 5th ave.	G. D. Smith / G. J. Burns
		Chicago, Ill.....6 N. Michigan ave.	G. H. Payne
		Detroit, Mich....Kresge Bldg.	Franklin Payne
		Boston, Mass....100 Boylston st.	Daniel Fitzgerald
		Los Angeles, Cal.Security Bldg.	Fred C. Veon
		St. Louis, Mo...Carleton Bldg.	Vic'r H. Cunningham
106-A	Pego, Aurelio	New York City..24 W. 16th st.	Aurelio Pego
106-B	Philadelphia Inquirer	New York City..Flatiron Bldg.	D. M. Shirk
		Chicago, Ill.....Harris Trust Bldg.	Jess F. Spencer
106-C	Philadelphia Public Ledger and Evening Ledger	New York City..366 Madison ave.	Hugh Burke
109	Powers, E. J.	Chicago, Ill.....19 S. La Salle st.	E. J. Powers
108	Powell, Robert E.	New York City..47 W. 34th st.	R. E. Powell
110	Powers & Stone, Inc.	New York City*.33 W. 42d st.	John H. Powers
		Chicago, Ill.....1st Nat. Bank Bldg.	H. P. Stone
		Boston, Mass....Little Bldg.	Warren H. Pierce
111	Prudden, King & Prudden, Inc.	New York City*.286 5th ave.	H. J. Prudden / L. C. Prudden
		Chicago, Ill.....Steger Bldg.	Harry W. King
		Boston, Mass....Globe Bldg.	V. P. Maloney
111-A	Prussing, H. J. (See Number 142-C)		
112	Putnam, C. I. (See 16-B)		

R

113	Randall, D. J.	New York City*.347 5th ave.	D. J. Randall
		Chicago, Ill.....Marquette Bldg.	J. W. Hunter
113-A	Rascovar, Edward (See 98-N)		
112-A	Rathbun-Grant-Heller Co. (See 51-B)		
113-B	Reed, W. W. (See 48-E)		
113-C	Reichard, George H. (See 3)		
114	Reid, Albert T. (See 78-E)		
114-A	Reynolds, B. J. (See Numbers 28, 69-B, 130-B)		
115	Richards, F. St. John (See 116-C)		
115-A	Richardson, Wallace G.	New York City..95 Madison ave.	W. C. Richardson
115-B	Riddle Co., James M.	Chicago, Ill.*.....Garland Bldg.	James M. Riddle
		New York City..Can. Pacific Bldg.	W. J. Delaney
		Atlanta, Ga.....Candler Bldg.	J. B. Keough
		Cleveland, O.....Ulmer Bldg.	Frank O. Young, Jr.
		Kansas City, Mo.Republic Bldg.	
		San Fran., Cal..Hobart Bldg.	E. Williams
		St. Louis, Mo....Syndicate Bldg.	Mrs. Williams
115-C	Ring, R. R. (See 100-A)		
116	Rockwood, Ralph K.	Chicago, Ill.....38 S. Dearborn st.	R. K. Rockwood
116-A	Rood, L. L. (See Number 3)		
116-B	Rose, Norman (See 31-D)		

S

116-C	St. Louis Globe-Democrat	New York City..154 Nassau st.	F. St. J. Richards
116-D	St. Louis Post-Dispatch.	New York City..World Bldg.	R. A. Fletcher
		Chicago, Ill.....Mallers Bldg.	P. L. Henriquez
116-E	St. Paul Daily News.	New York City..366 5th ave.	Hammond & Walcott
		Chicago, Ill.....Boyce Bldg.	C. D. Bertolet
		Kansas City, Mo.Victor Bldg.	O. G. Davies
116-F	San Francisco Bulletin.	New York City..47 W. 34th st.	H. D. LaCoste
116-G	San Francisco Examiner.	New York City..1819 Broadway	W. W. Chew
		Chicago, Ill.....Hearst Bldg.	Wm. H. Wilson
116-H	Saylor, R. M.	St. Louis, Mo...Century Bldg.	R. M. Saylor
116-I	Schaefer Co., B. J.	Los Angeles, Cal.Union League Bldg.	T. F. Magrane
		San Fran., Cal..Hobart Bldg.	B. J. Schaefer
116-X	San Francisco Call-Post.	New York City..Times Bldg.	H. W. Moloney
117	Scheerer, H. Edmund.	Chicago, Ill.*....Marquette Bldg.	H. E. Scheerer
		New York City..30 E. 42d st.	R. R. Mulligan
117-A	Schuyler, S. S. (See Number 3)		
118	Scolaro, Joseph R.	Detroit, Mich....Ford Bldg.	J. R. Scolaro
119	Scott, Walter J. (See Numbers 40-F, 54-A		
119-A	Scripps-Howard Newspapers (See Number 3)		

(Continued on page 78)

KNOWN CIRCULATION

"EVERY DAY IN EVERY WAY"

Applied to business through the Advertising Columns of Newspapers, is working wonders

Gloomy discussion of "business conditions" some time back almost supplanted weather talk in conversational circles. Great as was the harm done, it is quickly being repaired.

A new era is dawning. Confidence and assuredness are developing to an amazing degree.

Strange as it may seem, the public's ability and willingness to absorb has exceeded the producers' sale and supply energy.

It takes tremendous buyer demand to overcome the inertia of seller timidity, but a bold, confident seller activity quickly sweeps away buyer hesitancy.

The manufacturer and the seller found it a bit difficult to get up speed again, but it is gaining every day, and we are further along Prosperity Road than many people realize. The advertising columns of newspapers not only reflect this condition, but have contributed greatly to it.

We firmly believe that those who have bravely and intelligently kept before the prospective buying public with telling advertising in the newspapers covering their markets are OUTDISTANCING COMPETITION.

We are the National Advertising Representatives of twenty progressive newspapers in that many fine cities of the United States.

We are equipped to lay before any interested advertiser or advertising agency a vast amount of up-to-the-minute information regarding the market opportunities and publicity advantages of those cities, whenever and wherever you say.

The John Budd Company

National Advertising Representatives of Newspapers

9 East 37th Street NEW YORK
Tribune Building CHICAGO
Chemical Building ST. LOUIS
Healey Building ATLANTA
Examiner Building SAN FRANCISCO
Title Insurance Building LOS ANGELES
Securities Building SEATTLE

Should you change representation

—Please consider our list is composed entirely of papers of character and known value—noted for their reliability.

To be associated with such papers gives standing and prestige.

We are never in the unfortunate position where weak papers have to be pushed at the expense of the strong.

There is room here for two more newspapers that want high efficiency service and the increased lineage that goes with strong association, and aggressive representation.

Our list is:—

	Circulation		
Spokane, Wash., Spokesman-Review	43,321 51,131	(Daily) (Sunday)	The dominant morning and Sunday newspaper in the prosperous Spokane Country
Spokane, Wash., Chronicle	37,629		The dominant evening paper in this wonderfully prosperous field
Boise, Idaho, Statesman	14,491 14,958	(Daily) (Sunday)	The dominant paper of Boise and of Idaho
Fresno, Calif., Republican	30,577 31,645	(Daily) (Sunday)	The dominant paper of Fresno and Central California's eight great counties
Montreal, Canada, La Presse	146,392		The dominant evening newspaper of Montreal, French or English, and the Province of Quebec with over 30,000 more circulation than any other newspaper published in Canada.

Twenty-five years in the field—a wide acquaintance east and west—well covered territory.

Four solicitors for five newspapers—individual service.

No billing and collecting. Our motto is "Dual sales work—with advertiser and agency."

Write or wire. Full particulars furnished without incurring obligations.

Wm. J. Morton Co.

Tribune Bldg. Chicago — **200 Fifth Ave. New York**

NEWSPAPER ADVERTISING REPRESENTATIVES IN U. S.

(Continued from page 76)

Key	Firm Name	Office Address	Manager
120	Sears, A. T.	Chicago, Ill.	People's Gas Bldg. — A. T. Sears
120-A	Seattle Post-Intelligencer	New York City.	1819 Broadway — W. W. Chew
		Chicago, Ill.	Hearst Bldg. — Wm. H. Wilson
120-B	Select Country Newspaper Asscciatien, Inc.	New York City.	105 W. 40th st.
120-C	Sherwood, H. B. (See Number 98-F)		
121	Shirk, D. M. (See Number 106-B)		
122	Shull, Karl J.	Los Angeles, Cal.	Homer-Laughlin Bldg. — Karl J. Shull
122-A	Shuman, A. L. (See Number 51-C)		
123	Smith Special Agency, A. F.	Philadelphia, Pa.*	1001 Chestnut st. — A. F. Smith
		Chicago, Ill.	Hartford Bldg. — A. Roy Keator
123-A	Smith, A. H.	Chicago, Ill.	Hartford Bldg. — A. H. Smith
124	Spencer, Jess F. (See Number 106-B)		
124-A	Stapleford, E. B. (See Number 37-A)		
125	Stevens & Baumann, Inc.	New York City*.	47 W. 34th st. — S. C. Stevens, J. H. Baumann
		Chicago, Ill.	1st Nat. Bank Bldg. — L. A. Peterson
		Los Angeles, Cal.	Higgins Bldg. — H. H. Conger
		San Fran., Cal.	Holbrook Bldg. — W. K. Botsford
126	Stockwell, W. H.	Chicago, Ill.*	122 S. Michigan ave. — W. H. Stockwell
		New York City.	225 5th ave. — Charles E. Miller
126-A	Stone, Howard P.	Chicago, Ill.	1st Nat. Bank Bldg. — H. P. Stone
127	Story, Brooks & Finley.	New York City*.	200 5th ave. — W. H. Story, J. F. Finley
		Chicago, Ill.	People's Gas Bldg. — J. M. Brooks
		Philadelphia, Pa.	Colonial Trust Bldg. — H. C. Story
		Los Angeles, Cal.	Higgins Bldg. — H. H. Conger
		San Fran., Cal.	Holbrook Bldg. — W. K. Botsford
		St. Louis, Mo.	Star Bldg. — C. J. Edelmann
129	Swan, Caroll J.	Boston, Mass.	44 Bromfield st. — C. J. Swan
129-A	Sweeney & Price (See Number 98-U)		

T

129-B	Taylor, Carson	Los Angeles, Cal.	500 Ardmore st. — Carson Taylor
129-C	Taylor, Frank C.	New York City.	320 5th ave. — F. C. Taylor
129-D	Temple, W. M. (See Numbers 28, 69-B 130-B)		
129-E	Texas Daily Press League Advertising Bureau.	Dallas, Tex.	County Bank Bldg. — S. W. Papert
130	Theis Co., S. C.	New York City*.	141 W. 36th st. — S. C. Theis
		Chicago, Ill.	140 S. Dearborn St. — W. S. Grathwohl
130-A	Tierkel, David B. (See 41-B)		
130-B	Topeka, Capital (See Number 28)		
130-C	Tuerke, Carl W. (See 31-D)	New York City.	501 5th ave. — Austin LaStrange

U

131	Uhl, Milt.	Los Angeles, Cal.	236 S. Hill st. — Milt Uhl
131-A	United Country Press.	Louisville, Ky.	415 S. 3d st. — Mr. Lowman

V

132	Verree & Conklin	New York City*.	300 Madison ave. — Thomas E. Conklin
		Chicago, Ill.	28 E. Jackson Blvd. — J. E. Verree
		Detroit, Mich.	117 Lafayette Blvd. — C. L. Weaver
		San Fran., Cal.	Monadnock Bldg. — Allen Hofmann

W

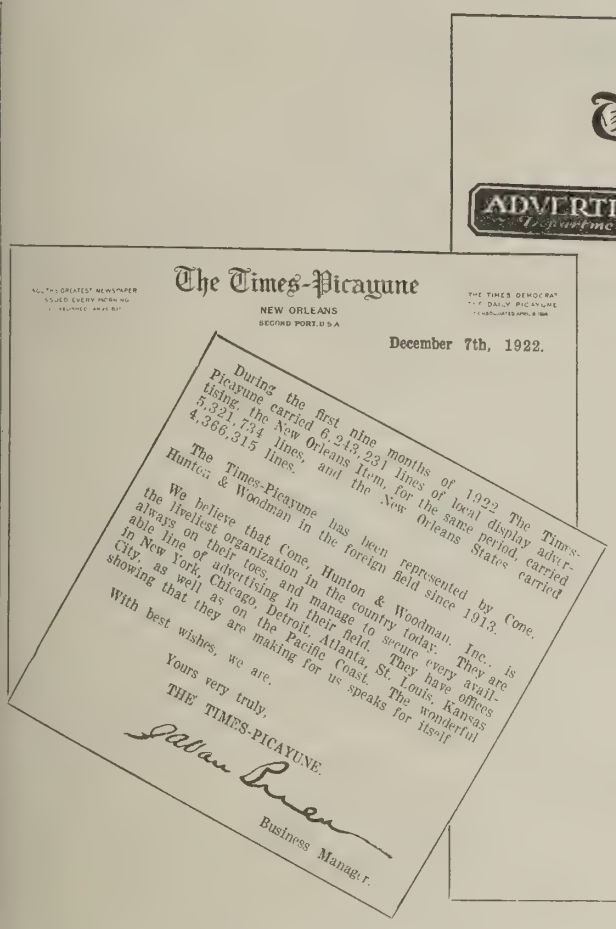
132-A	Wakefield, Manning	New York City.	Times Bldg. — Wakefield Manning
132-B	Wall Street Journal (See Dow, Jones & Co., 47-A)		
132-C	Wallace, A. G. (See Number 28)		
133	Wallis & Son, I. S.	Chicago, Ill.	1st Nat. Bank Bldg. — G. W. Wallis
133-A	Walty, Frank A.	Chicago, Ill.	
134	Ward, Inc., Robert E.	Chicago, Ill.*	5 S. Wabash ave. — J. W. Cullen
		New York City.	501 5th ave. — W. E. Jewett
135	Ward, William D.	New York City.	154 Nassau st. — W. D. Ward
		Chicago, Ill.	Marquette Bldg. — R. E. Douglas
135-A	Ward & Lewis	New York City.	154 Nassau st. — W. D. Ward
135-B	Warner, Robert O.	Chicago, Ill.	230 E. Ohio st. — R. O. Warner
136	Watson, Inc., M. C.	New York City*.	286 5th ave. — M. C. Watson
		Chicago, Ill.	122 S. Michigan ave. — A. W. Allen
136-A	Western Press Association	San Fran., Cal.	58 Sutter st. — W. K. Botsford
		Los Angeles, Cal.	Higgins Bldg. — H. H. Conger
136-B	Wheeler & Northrup.	Chicago, Ill.	140 S. Dearborn st.
137	Williams, Edwin C.	San Fran., Cal.	Hobart Bldg. — E. C. Williams
138	Williams, Lawrence & Cresmer Co.	New York City*.	225 5th ave. — W. H. Lawrence
		Chicago, Ill.	Harris Trust Bldg. — W. T. Cresmer
		San Fran., Cal.	742 Market st. — R. J. Bidwell
		Los Angeles, Cal.	Times Bldg. — R. J. Bidwell
139	Wilson, Elmer (See Number 14-A)		
140	Wilson, William H. (See Numbers 16-A, 81-A, 98-E, 116-G, 120-A)		
140-A	Winer Special Agency, H. L.	New York City.	154 Nassau st. — Morris Pessin
141	Withington, C. M. (See Boston News Bureau, 16-E)		
141-A	Wohl, Harry D.	Chicago, Ill.	4922 W. Albany ave.
142	Wolf, Sidney J.	San Fran., Cal.	Hearst Bldg. — S. J. Wolf
		Los Angeles, Cal.	Homer-Laughlin Bldg. — K. J. Shull
142-A	Wolsky, Inc., Alexander.	New York City.	110 W. 40th st. — Felix Wolsky
142-B	Women's Wear (New York) (See Number 142-C)		
142-C	Women's Wear Company	New York City.	8 E. 13th st. — A. E. Fairchild
		Chicago, Ill.	418 S. Market st. — H. J. Prussing
		Boston, Mass.	52 Chauncey st. — A. W. Kirkpatrick
		Philadelphia, Pa.	Bulletin Bldg. — W. R. Langfeld
		Rochester, N. Y.	183 St. Paul st. — Robert W. Woodruff
142-D	Woodruff, Robert W. (See Number 142-C)		
143	Woodward, John B.	New York City*.	Times Bldg. — J. B. Woodward
		Chicago, Ill.	Security Bldg. — Joseph F. Kelly
144	Woodward & Kelly	Chicago, Ill.*	Security Bldg. — Joseph F. Kelly
		Detroit, Mich.	Fine Arts Bldg. — F. B. Etter
144-A	Wyman, William A. (See Number 98-N)		

Y

144-B	Young, M. C.	Chicago, Ill.	141 W. Ohio st. — M. C. Young
144-C	Young & Ward	Chicago, Ill.	308 N. Michigan ave. — J. A. Young, M. A. Ward

See Explanatory Note on Page 66

RESULTS COUNT



The Times-Picayune
NEW ORLEANS
SECOND PORT.U.S.A

December 7th, 1922.

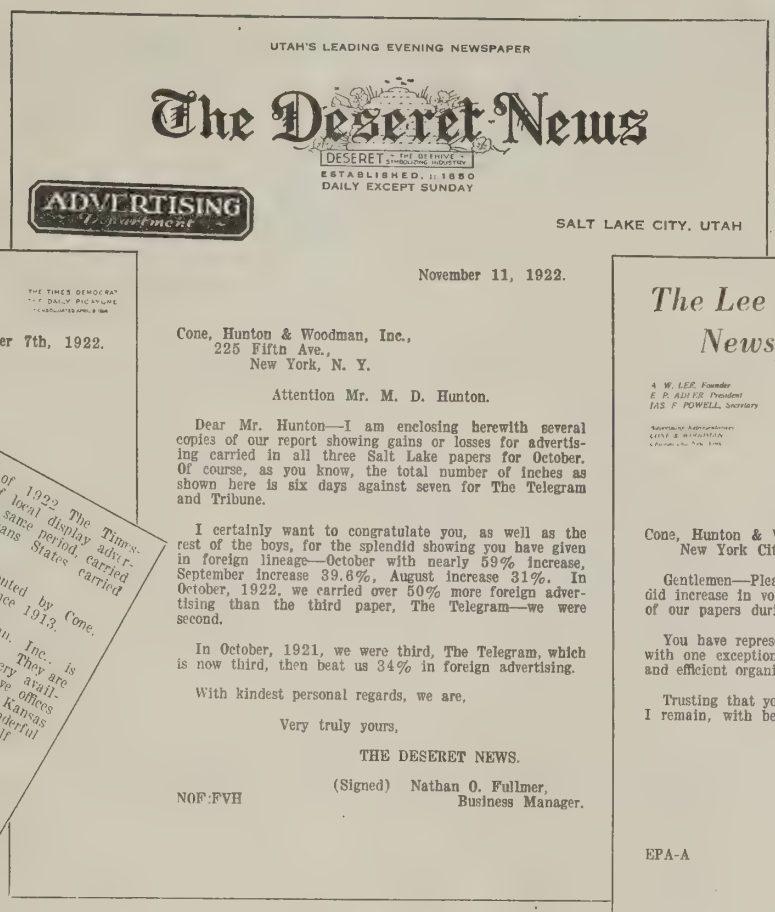
During the first nine months of 1922 The Times-Picayune carried 6,242,231 lines of local display advertising, the New Orleans Item, for the same period, carried 5,321,734 lines, and the New Orleans States carried 4,366,315 lines.

The Times-Picayune has been represented by Cone, Hunton & Woodman in the foreign field since 1913.

We believe that Cone, Hunton & Woodman, Inc., is the liveliest organization in the country today: They are always on their toes, and manage to secure every available line of advertising in their field. They have offices in New York, Chicago, Detroit, Atlanta, St. Louis, Kansas City, as well as on the Pacific Coast. The wonderful showing that they are making for us speaks for itself

With best wishes, we are,

Yours very truly,
THE TIMES-PICAYUNE,
Nathan Bruen
Business Manager.



UTAH'S LEADING EVENING NEWSPAPER

The Deseret News

DESERET - THE BEEHIVE - SYMBOLIZING INDUSTRY
ESTABLISHED, A. 1850
DAILY EXCEPT SUNDAY

ADVERTISING Department

SALT LAKE CITY, UTAH

November 11, 1922.

Cone, Hunton & Woodman, Inc.,
225 Fifth Ave.,
New York, N. Y.

Attention Mr. M. D. Hunton.

Dear Mr. Hunton—I am enclosing herewith several copies of our report showing gains or losses for advertising carried in all three Salt Lake papers for October. Of course, as you know, the total number of inches as shown here is six days against seven for The Telegram and Tribune.

I certainly want to congratulate you, as well as the rest of the boys, for the splendid showing you have given in foreign lineage—October with nearly 59% increase, September increase 39.6%, August increase 31%. In October, 1922, we carried over 50% more foreign advertising than the third paper, The Telegram—we were second.

In October, 1921, we were third, The Telegram, which is now third, then beat us 34% in foreign advertising.

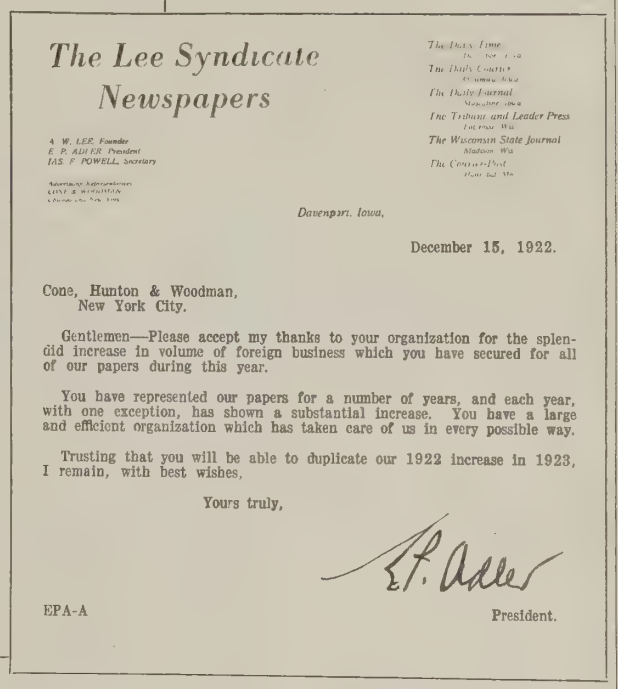
With kindest personal regards, we are,

Very truly yours,

THE DESERET NEWS.

NOF:FVH

(Signed) Nathan O. Fullmer,
Business Manager.



The Lee Syndicate Newspapers

A. W. LEE, Founder
E. P. ADLER, President
JAS. F. POWELL, Secretary

The Daily Times
The Daily Country
The Daily Journal
Muscatine, Iowa
The Tribune and Leader Press
Des Moines, Iowa
The Wisconsin State Journal
Madison, Wis.
The Commercial-Post

Davenport, Iowa,

December 15, 1922.

Cone, Hunton & Woodman,
New York City.

Gentlemen—Please accept my thanks to your organization for the splendid increase in volume of foreign business which you have secured for all of our papers during this year.

You have represented our papers for a number of years, and each year, with one exception, has shown a substantial increase. You have a large and efficient organization which has taken care of us in every possible way.

Trusting that you will be able to duplicate our 1922 increase in 1923, I remain, with best wishes,

Yours truly,

E. P. Adler

EPA-A

President.

THE SUPREMACY IN NATIONAL ADVERTISING which we are obtaining for the above and other newspapers we have the honor to represent is based on:

Our methods of analyzing markets and showing how the circulation of the newspapers we represent grips those markets

plus

An equipment of forceful solicitors operating from seven offices covering the entire country, and an unusual department of co-operation

plus

Work—Intelligent, Indefatigable, Never-let-up Work

IF you are not getting the results we are giving the newspapers we represent—

IF your market, and the buying power of your circulation with its influence in the community are not being sold to advertisers—

IF you believe in up-to-date business methods applied to securing National advertising in this modern business age and want

Work, Effective Work, More Work Behind Your Newspaper

THEN we shall be glad to discuss representation with you.

CONE, HUNTON AND WOODMAN

Newspaper Representatives

New York
225 Fifth Avenue

Chicago
130 North Wells Street

Atlanta
Constitution Bldg.

Detroit
Lightner Bldg.

St. Louis
Victoria Bldg.

San Francisco
Hobart Bldg.

Los Angeles
Salvage Trust Bldg.

DIRECTORY OF MERCHANDISING PAPERS

UNITED STATES

Compiled and Copyrighted 1923 by The Editor & Publisher Company

ARKANSAS

City	Paper		Publishing Paper	Editor	No. pgs.	Col. per p.
Fort Smith		(m)	Times Record	S. C. Speer, Jr.	4	7

CALIFORNIA

City	Paper		Publishing Paper	Editor	No. pgs.	Col. per p.
Escondido		(m)	Times Advocate / Daily Times	Percy Evans	1	6
Los Angeles	S. W. Druggist	(m)	Examiner	C. O. Davis	8	8
Los Angeles	S. W. Grocer	(m)	Examiner	C. O. Davis	8	8
Los Angeles	S. W. Retailer	(m)	Examiner	C. O. Davis	8	8
Sacramento		(m)	Star	W. A. Brewer, Jr.	4	5
San Francisco	Bulletin Business Builder	(m)	Bulletin	Budd Rosenberg	4	5
San Francisco	Exam. Retailer	(m)	Examiner	Rand. Madison	8-12	5
San Francisco	Co-operation	(m)	Daily News	L. H. LaRash	4-6	8
San Diego	Sun Co-Operator	(m)	Sun	Powell Thomas	8	8

COLORADO

City	Paper		Publishing Paper	Editor	No. pgs.	Col. per p.
Pueblo			Star-Journal	Morris Townsend	8-12	8

CONNECTICUT

City	Paper		Publishing Paper	Editor	No. pgs.	Col. per p.
Bridgeport	Post - Telegram Retailer	(m)	Post-Telegram	T. A. D. Weaver	8	4
Hartford	Hartford - Courant Merchandiser	(m)	Hartford-Courant	Wm. M. Greene	..	..

DISTRICT OF COLUMBIA

City	Paper		Publishing Paper	Editor	No. pgs.	Col. per p.
Washington	Co-operator	(q)	Evening Star	Evening Star	4	8

GEORGIA

City	Paper		Publishing Paper	Editor	No. pgs.	Col. per p.
Atlanta		(m)	Atlanta Georgian	S. T. Mattingly	8	8
Atlanta		(o)	Constitution	J. E. Holliday	8	4

ILLINOIS

City	Paper		Publishing Paper	Editor	No. pgs.	Col. per p.
Chicago	Chicago Retailer	(m)	Herald-Examiner	R. S. Shapira	12-16	8
Chicago	Co-operator	(m)	Chicago Tribune	George Morris	4-8	4
Marion	Merchants Mag.	(m)	Evening Star	C. R. Codrington	32	3
Mt. Vernon		(m)	Register News	Norman G. Sugg	4	3
Peoria		operation (m)	Peoria-Transcript	Carl A. Hardt	8	4
Springfield	Retail Informer	(m)	State-Journal	C. C. Callihan	8	32
Springfield		(m)	State Register	W. J. Barnes	8	4

INDIANA

City	Paper		Publishing Paper	Editor	No. pgs.	Col. per p.
Attica		(sa)	Ledger & Tribune	J. Frank McDermod, Jr.	20	7
Indianapolis	Co-operator & Merchandiser	(m)	Star	Paul J. Morgan	4	4
Muncie		(m)	Star	E. G. Brouilette	4	4
Richmond		(m)	Palladium	E. H. Harris	4	2
South Bend		(m)	News-Times		4	4
Warsaw		(bm)	Daily Times & Northern Indianian	Ted Williams	8	7

IOWA

City	Paper		Publishing Paper	Editor	No. pgs.	Col. per p.
Mason City		(m)	Globe Gazette & Times	J. W. Conroy	4	8

KANSAS

City	Paper		Publishing Paper	Editor	No. pgs.	Col. per p.
Hutchinson		(m)	News	W. S. Cady	4	4
Kansas City		(sm)	Kansas City Kansan	Knowlton Parker	4	4
Parsons		(q)	Daily Republican		16	21½
Parsons		(o)	Daily Sun	Lester Combs	4	8

KENTUCKY

City	Paper		Publishing Paper	Editor	No. pgs.	Col. per p.
Louisville	Merchandising Co-operator	(m)	Herald	Byron W. Orr	4	4

LOUISIANA

City	Paper		Publishing Paper	Editor	No. pgs.	Col. per p.
New Orleans	Merchandising & Advertising	(m)	Item	P. J. Thomson	12-16	4
New Orleans	The Store	(m)	Times-Picayune		8	8

MASSACHUSETTS

City	Paper		Publishing Paper	Editor	No. pgs.	Col. per p.
Boston		(m)	American	C. F. Whitney	6	8
Boston		(m)	Herald-Traveler	M. M. Lord	6	8
Lowell			Courier-Citizen	S. F. Whipple	8	4
Marlboro		(a)	Enterprise	John Burke	12	4
New Bedford		(m)	Standard & Mercury	Miss Gertrude L. Perkins	4 4	4 4
Springfield	Retail Informer	(m)	Union	Allan C. Inman	8	5
Worcester		(w)	Telegram-Gazette		8	4

MICHIGAN

City	Paper		Publishing Paper	Editor	No. pgs.	Col. per p.
Sheboygan		(m)	Tribune	Tom Fuller	68	8
Detroit		(m)	News	Jacob Albert	4	4
Detroit		(m)	Times	W. E. Anderman	6-8	8

MINNESOTA

City	Paper		Publishing Paper	Editor	No. pgs.	Col. per p.
Duluth		(m)	Herald	F. E. Phelan	4	8
Minneapolis		(m)	Tribune	Willis L. Williams	4	7
St. Paul		(m)	Dispatch Pioneer-Press	R. B. Liggett	4	4

MISSISSIPPI

City	Paper		Publishing Paper	Editor	No. pgs.	Col. per p.
Meridian		(m)	Star		16	2

MISSOURI

City	Paper		Publishing Paper	Editor	No. pgs.	Col. per p.
Joplin	Trade Review	(m)	Globe & News Herald	J. J. McClellan	8	8
Kansas City	Kansas City Trade Builder	(m)	Journal & Post	W. S. S. Johnson	8	4
St. Louis	Midwest Salesman	(sm)	Times	Clarence Snow	8-10	5
Webb City		(m)	Daily Sentinel	Hal Wise	4	6

MONTANA

City	Paper		Publishing Paper	Editor	No. pgs.	Col. per p.
Great Falls			Tribune	Mr. Wendt, Ad. Mgr.	..	..

NEBRASKA

City	Paper		Publishing Paper	Editor	No. pgs.	Col. per p.
Omaha	The Market Master	(m)	Bee	W. D. Israel	4	4

NEW JERSEY

City	Paper		Publishing Paper	Editor	No. pgs.	Col. per p.
Newark		(m)	Star-Eagle	C. H. Westbrook	4	5
Paterson		(m)	Press-Guardian / Sunday Chronicle	Alex Cruikshank	4	4
Trenton		(m)	Evening Times / Sunday Advertiser	James E. Mullins	4-8	5

NEW YORK

City	Paper		Publishing Paper	Editor	No. pgs.	Col. per p.
Batavia		(5a)	Daily News	L. W. Griswold	4	3
Buffalo		(w)	Courier	M. R. Clissold	8	7
Buffalo		(w)	Enquirer	M. R. Clissold	8	7
Buffalo		(m)	Evening News	Joseph F. Melia, Adv. Mgr.	4-6	8
Buffalo		(m)	Times	H. E. Pocock	16	5
Hudson		(m)	Republican	A. W. Fell	8	4
New York		(o)	American	P. C. Bergen	..	..
New York		(m)	Evening Journal	W. G. Hobson	..	..
New York		(m)	World	B. L. Chapman	16	4
New York		(m)	Evening World	B. L. Chapman	16	4
Syracuse		(m)	Herald	A. H. Anderson, Merchand. Mgr.	..	..
Syracuse		(m)	Journal	Andrew Thesbold	24	5
Syracuse		(m)	Post Standard		8	4

NORTH CAROLINA

City	Paper		Publishing Paper	Editor	No. pgs.	Col. per p.
Elizabeth City	The Ad Route	(m)	Daily Advance		..	..

OHIO

City	Paper		Publishing Paper	Editor	No. pgs.	Col. per p.
Akron		(m)	Akron Press	Walter Kramer	4	5
Cincinnati		m)	Post	J. K. Koons	8	4
Cleveland		(m)	News	D. W. McKinney	8	4
Cleveland		(m)	Press	I. E. Phillips	8	5
Columbus		m)	Citizen	John Q. Doty	4	5
Columbus		(m)	Dispatch	Harry M. Miller, Mgr. Foreign Adv.	8	4
Dayton		(sm)	News	O. Harrington	4	5
Fastonia	Ad Route	(m)	Daily Times		..	..
Toledo		(m)	News-Bee	H. E. Young	..	..

OKLAHOMA

City	Paper		Publishing Paper	Editor	No. pgs.	Col. per p.
Alva		(m)	Daily Review-Courier	C. D. Willard	16	4
Oklahoma City		(m)	News	Frank A. Lee	8-16	5

OREGON

City	Paper		Publishing Paper	Editor	No. pgs.	Col. per p.
Portland		(m)	Journal	Will F. Hessian	6	8
Portland	Co-operator	(m)	News		4	8

PENNSYLVANIA

City	Paper		Publishing Paper	Editor	No. pgs.	Col. per p.
Chester		(m)	Morning Republican		16	..
Chester		(m)	Times		16	..
Easton		(m)	Express	W. K. Wilson	4	4
Greenville		(o)	Evening Record		..	..
Wilkes-Barre		(m)	Times-Leader	Ernest G. Smith	4	8
York		(m)	Gazette & Daily	G. A. Dietz	4	2

RHODE ISLAND

City	Paper		Publishing Paper	Editor	No. pgs.	Col. per p.
Providence	Trade Aid Bulletin	(m)	Journal	A. L. Poorman, Adv. Mgr.	8	4
Providence	News Letter	(m)	News	Wm. P. Kennedy	12-16	4

TENNESSEE

City	Paper		Publishing Paper	Editor	No. pgs.	Col. per p.
Memphis	Merchandising & Co-operation	(m)	Commercial Appeal	Moss E. Penn	4	4
Memphis		(m)	Press	H. J. Moorehead	4	5

TEXAS

City	Paper		Publishing Paper	Editor	No. pgs.	Col. per p.
San Antonio		(m)	Express	T. M. Darlington	10 or more	4
San Antonio		(m)	Evening News	T. M. Darlington	10 or more	4

UTAH

City	Paper		Publishing Paper	Editor	No. pgs.	Col. per p.
Salt Lake City	Service Bulletin	(m)	Salt Lake Tribune	H. F. Robinson	8	3

VIRGINIA

City	Paper		Publishing Paper	Editor	No. pgs.	Col. per p.
Richmond		(m)	Times-Dispatch / Evening Dispatch	Paul Gibson	8	8
Roanoke	The Ad-Visor	(m)	Times	C. H. Carson	4	4

WASHINGTON

City	Paper		Publishing Paper	Editor	No. pgs.	Col. per p.
Seattle	Retail Post - Intelligencer	(m)	Post-Intelligencer	Richard Barrett	6-10	8
Seattle	Star Co-operator	(m)	Star	F. W. Webster	4	8
Tacoma	Times Co-operator	(m)	Times	C. Ray Allen	4	8
Vancouver	The Ad-Route	(m)	Evening Columbian	H. J. Campbell	16	2

WISCONSIN

City	Paper		Publishing Paper	Editor	No. pgs.	Col. per p.
Milwaukee		(m)	Journal	N. J. Greer	8	8
Milwaukee		(m)	News	E. E. Curtis	8	5
Milwaukee		(m)	Sunday Telegram	E. E. Curtis	8	5

CANADA

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MANITOBA

City	Paper		Publishing Paper	Editor	No. pgs.	Col. per p.
Winnipeg	Free Press Retail	(m)	Free Press / Bulletin	F. H. Avery	4	8

ONTARIO

City	Paper		Publishing Paper	Editor	No. pgs.	Col. per p.
Kingston	More Pep	(m)	British Whig	Leman A. Guild	16	1
Toronto	Retail Merchants Globe	(m)	Globe	Lloyd Moore	6-8	8

EXPLANATION OF KEY LETTERS: **A**—annually. **A** preceded by a number indicates number of issues in the year. **BM**—bi-monthly. **M**—monthly. **O**—occasionally. **Q**—quarterly. **SA**—semi-annually. **SM**—semi-monthly. **W**—weekly.

ANNIVERSARIES, CELEBRATIONS, ETC.

Dodge City (Kan.) Globe—50th anniversary founding.
Gloversville (N. Y.) Morning Herald—25 years old.
Hutchinson (Kan.) News—50th birthday.
Lebanon (Pa.) Daily News—50th birthday.
Lewiston (Me.) Journal—diamond jubilee.
Mobile (Ala.) Register—100th birthday.
New Orleans Times-Picayune—85th birthday.
Newton Kansan—50th anniversary.
New York Press Club—50th anniversary of founding.
Passaic (N. J.) Daily Herald—50th anniversary of founding.
Philadelphia Evening Bulletin—diamond jubilee.
Portland (Ore.) Journal—20th birthday.
Sandusky (O.) Register—100th birthday.
Shasta (Cal) Courier—70 years old.
Shereveport (La.) Times—50th anniversary of founding.
South Bend (Ind.) Tribune—50th birthday.
University of Wisconsin Daily Cardinal—30th birthday.
Wichita (Kan.) Eagle—50 years old.

Growth That Reflects Baltimore's Prosperity

Again The Sunpapers have made a splendid twelvemonth's showing in both advertising and circulation. In 1922 The Sunpapers carried a total of 29,016,436 agate lines of advertising, showing a gain over the previous year of 1,959,974 agate lines.

The Sunpapers' Advertising Record

(Agate Lines)

	1922	1921	GAIN
THE SUN.....	8,031,110	7,684,482	346,628
THE EVENING SUN.....	14,238,848	12,510,782	1,728,066
THE SUNDAY SUN.....	6,746,478	6,861,198	—114,720
THE THREE SUNPAPERS..	29,016,436	27,056,462	1,959,974

A Notable Gain in Circulation

In average net paid circulation for 1922, THE SUN and THE EVENING SUN show a gain of 13,461 over the year previous, an average gain of more than 6.2 per cent.

During the same period THE SUNDAY SUN made a gain of 7,833, or a 5.19 per cent. increase over the average net paid Sunday circulation for 1921.

The Sunpapers' Circulation Record

Average Net Paid

	1922	1921	Gain
THE SUN.....	118,291	114,632	3,659
THE EVENING SUN.....	110,867	101,065	9,802
MORNING & EVENING....	229,158	215,697	13,461

The Sunday Sun

	1922	1921	Gain
THE SUNDAY SUN.....	158,714	150,881	7,833

The Service Department of THE SUN stands always ready to assist those who may be planning an advertising campaign for Baltimore but who may be in need of special merchandising advice.

Everything In Baltimore Revolves Around

THE SUN

Morning Evening Sunday

GUY S. OSBORN
Tribune Bldg., Chicago

JOHN B. WOODWARD
Times Bldg., New York

Baltimoreans Don't Say Newspaper—They Say "SUNPAPER"

CIRCULATIONS AND ADVERTISING RATES OF 2,033 U. S. ENGLISH LANGUAGE DAILIES

Ninth Semi-Annual Listing by Editor & Publisher Also Includes 546 Sunday Newspapers, and All Dailies of Canada—Circulations as of Oct. 1, 1922—Rates Checked to Jan. 22, 1923

RECOVERY from the hard times of war and after-war periods has been more marked in the newspaper business in the past six months than at any time since 1918. There were five more newspapers published in the morning on January 22, 1923, than there were on May 15, 1922, when the lists closed on the last tabulation by EDITOR & PUBLISHER. There were 11 more evening newspapers and there were three more Sunday newspapers. The grand total of morning, evening and Sunday newspapers is 19 more than for the previous period. This is the first tabulation of the nine that have been published in which the number of morning papers shows an increase, and it marks the largest increase in the number of evening newspapers that has been noted.

Circulations of all morning, evening and Sunday newspapers totaled as of October 1, 1922, 49,384,666 copies per issue, an increase of 469,891 copies, or 1.07 per cent. There are listed 426 morning papers, 1,607 evening papers and 546 Sunday papers, a total of 2,579 issues. Other data given in the "Ready Reckoner for Space-Buyers" on the following page includes the advertising rates, by states, of morning, evening, combined morning and evening, and Sunday papers, the circulations by states of each of these classes, comparative summaries for semi-annual periods for the past two years, similar summaries, by provinces, for the Dominion of Canada and for the Territories of the United States.

United States circulations are taken from reports to the Audit Bureau of Circulations for the six months' period ending October 1, 1922, or from publishers' statements to the U. S. Postoffice for the same period. Canadian circulations are from reports to the A. B. C. or sworn statements by publishers.

Advertising rates are taken from statements by publishers to EDITOR & PUBLISHER and have been corrected to January 22, 1923. The rates given are the minimum charges per agate line on local and on national advertising, and the conslusions in the Ready Reckoner are based only on the latter. Local rates have never been tabulated before and it has not been possible to prepare in time for publication in EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK an analysis comparing local and national charges.

On this page appears a box entitled "Basic Facts for the Buyers and Sellers of Newspaper Advertising Space," analyzing and comparing the number of morning, evening and Sunday newspapers, with circulations, joint minimum advertising rates, and rates per line per million circulation, as of December 31, 1922; May 15, 1922; November 15, 1921; May 15, 1921, and November 15, 1920.

U. S. Morning Papers

Morning papers, according to this summary, increased between April 1, 1922, and December 31, 1922, from 421 to 426. Their net paid circulation on October 1, 1922, was 10,809,619 copies per issue. Their joint minimum advertising rate was $27,529. This circulation was an increase of 510,374 copies, 40 states showing an increase over their last previous totals and the other nine (including the District of Columbia) showing negligible declines. Of this increase, over 100,000 copies were accounted for in New York city.

The joint minimum national advertising rate increased $1,258 over the May 15 total for morning papers, and $1,577 over the total on November 15, 1921.

U. S. Evening Papers

Evening papers increased from 1,596 on April 1, 1922, to 1,607. Their circulations showed a slight decrease, due to the facts that several important consolidations and suspensions have taken effect in the past six months and that the resultant circulation from these changes and from the establishment of new evening papers in a number of large cities will not appear on official reports until April 1. The decrease shown by the present listing is 1,098 copies per day. Small losses are shown from the April 1 figures by 23 states and gains by 26.

Joint minimum advertising rates for evening papers rose to $63,116, an increase over the May 15 rate of $2,061, and an increase of $3,107 over the rate on November 15, 1921.

U. S. Sunday Newspapers

Sunday newspapers, numbering 546 on January 22, show an increase of three since the last listing. Their circulation averaged 19,676,725 net paid copies per issue and their joint minimum advertising rate was $45,829 per agate line.

Circulations of large Middle Western and Eastern Sunday newspapers are now in process of adjustment—particularly the Hearst New York and Chicago Sunday papers, which have cut down their distribution in territory covered by new Hearst enterprises whose totals do not yet appear in reports. The decrease in Sunday circulation from the total for the April 1 period is 39,385 copies, all of which is accounted for in this manner. Thirty states show healthy gains in Sunday circulation, one of these (New Hampshire) having a Sunday paper for the first time since these records have been kept, and 18, including New York and Illinois, show losses. Losses in circulation shown for evening and Sunday newspapers are, therefore, technical and, if the figures were available, these classifications would appear as having made substantial gains over their totals of last Spring.

Sunday joint advertising rates increased $1.412 over May 15 and $1.576 over November 15, 1921.

U. S. Morning and Evening Papers

Morning and evening newspapers totaled 2,033, an increase of 16 over the May 15 totals. Their circulations amounted to 29,707,941 copies a day and their joint advertising rate was $90.645. Six months ago these papers had 29,198,665 copies and a joint minimum advertising rate of $87.326 per line. As of November 15, 1921, there were 2,028 morning and evening papers, circulating 28,423,740 copies, at a joint rate of $86.051 per line.

U. S. Daily and Sunday Papers

Combined morning, evening and Sunday newspapers now number 2,579, almost up to the high water mark of the post-war period—2,584. There are 19 more than there were six months ago and 6 more than a year ago, which would seem to indicate that the birth rate is again ahead of the death rate for the daily press. Total circulations also set a new high mark—higher than that of the war era—and, with new dailies in large cities making their first statements next April 1, the tenth listing by EDITOR & PUBLISHER should show the fruition of some healthy gains that are now being nourished in all three classes. The present total, as it is, is almost 2,000,000 copies per issue ahead of the showing in October, 1921.

This gain of approximately 4 per cent in circulation fully warrants the increase noted in total advertising rates—$6.17, or a trifle less than 4 per cent. Increases in rate have been more frequent during the past three months—effective January 1, 1923—than since 1920, but they have been small increases fully justified by circulation growth and made necessary by steady rises in the cost of newspaper production. The general level of newsprint contract prices is about 7 per cent higher than it was a year ago and wages to mechanical forces, as weekly notes in EDITOR & PUBLISHER have shown, are either definitely higher than they were a year ago in most cities or approximately the same. Prospects of rising cost of living during the next few months face the newspapers with additions to their payrolls in the form of scale increases or temporary bonuses.

Canadian Newspapers

Canadian newspapers are tabulated separately from the United States publications. There are 118 morning, evening and Sunday newspapers, of which 26 are morning, 85 are evening and 7 are Sunday. This is a decrease from the listing as of May 15 of 1 morning paper and 5 evening papers. Circulations total, morning, evening and Sunday, 2,025,822 copies per issue, the major portion of this circulation being audited by the A. B. C. This is a decrease of 4,106 copies, but, like the similar decreases in the United States, it is technical rather than actual, as the results of changes in several fields, which would have been more than enough to overcome this loss, do not yet appear in the statements to the A. B. C.

Morning circulations are now 492,399 copies, against 500,478 copies six months ago. Evening circulations are 1,262,984 copies, against 1,262,511 copies as of April 1. Sunday circulations are 270,439 copies per issue, compared with 266,939 copies in the previous listing.

Combined minimum advertising rates of morning, evening and Sunday newspapers total $5.332. The rate for the 26 morning papers with their 492,399 circulation is $1.401. The rate for the 112 evening papers with the 1,262,984 copies per day is $3,326. The rate for the seven Sunday papers, with 270,439 circulation per day, is $0.605. Six months ago, the 27 morning papers had a combined rate of $1.446, the 91 evening papers sold for $3.497, while the seven Sunday papers had a joint rate of $0.593. This is a decrease of 4.5 cents in the morning rate, a decrease of 17.1 cents in the evening rate, and an increase of 1.2 cents in the Sunday rate.

Rate per line per million circulation of Canadian morning papers is now $2.84, a decrease of 4 cents from the previous total. Evening papers now circulate one agate line one million times for $2.63, against $2.77 six months ago. Sunday rate per line per million is now $2.23, against $2.22 in May.

Milline Rates

Returning to the United States dailies, we find that advertisers, with the greatest volume of daily and Sunday circulation that has ever been placed at their disposal, are paying less per line per million for it than they were two years ago. In other words, according to the recognized standard of measurement of the cost of newspaper space, it is cheaper now than it was two years after the war ended. Since October 1, 1920, newspaper circulations, daily and Sunday, have raised their totals from 44,874,260 copies per day to 49,384,666 copies. Their joint advertising rates have risen from $125.725 to $136.474 per agate line. Their charge for putting an agate line into circulation one million times in November, 1920, was $2.801. It is now $2.757, a decrease of 4.4 cents, or 1.56 per cent.

Morning paper rates per line per million circulation are lower now than at any time during the past two years. Their circulation since October 1, 1920, has risen from 9,827,775 net paid per day to 10,809,619 copies net paid per day, a gain of 981,844 copies, or 9.9 per cent. In the meantime their advertising rates have risen only from $26.141 to $27.529, an advance of $1.388 cents, or a trifle over 5 per cent. Their milline rate has dropped from $2.659 two years ago to $2.523, a decrease of 13.6 cents, or 5.11 per cent.

Calculations based on available evening paper circulation figures do not represent the truth, for the reasons given above. As it stands now, evening papers have a milline rate of $3.339, an increase of 10.9 cents, or 3.36 per cent over their figure of six months ago, and an increase of 23.4 cents, or 7.53 per cent over their rate of two years ago. To arrive at a true basis of comparison it would be necessary to omit from consideration all advertising rates of new or consolidated newspapers whose circulations are not yet officially recorded, and to do this on every tabulation for every period for which comparisons were desired. Obviously, the labor and expenditure of time entailed in this task would be too great for compensation by the nearer approach to accuracy that the method would secure.

The same is true of the figures for Sunday papers, of which a number were started during the six months ending October 1, or thereafter. Even with the lack of full circulation figures to offset the increases in advertising rates by the addition of new papers, the total rate per line per million is lower than it was two years ago by 7.6 cents, or 3.16 per cent. Then Sunday circulations totaled 17,083,604 copies per issue. Now, with the figures available, a total of 19,676,725 copies is shown. This is an increase of 2,593,121 copies, or 15.1 per cent.

Advertising rates of Sunday newspapers in the meantime have risen from $41.107 to $45.829, an increase of 11.4 per cent. For the reasons stated, the milline rate appears higher now than it was six months ago, but even at that, it is ridiculously low—$2.329.

Taking the October, 1922 figures in comparison with those for October, 1921, it is possible to draw a picture in truer perspective. Morning papers for that period show an increase in net paid circulation of 665,359 copies, or 6.6 per cent. Their advertising rates have increased from $25.952 to $27.529—$1.477, or 5.6 per cent. Their milline rate has dropped from $2.558 to $2.523—3.5 cents, or 1.37 per cent.

Evening paper circulations have increased in the twelve-month period from 18,279,480 copies per day to the nominal figure of 18,898,322 copies—actually the figure should be 100,000 copies per day over that mark. The gain is 618,842 copies, or 3.4 per cent. Their advertising rates have advanced from $60.009 to $63.116, an increase of $3.107, or 5.1 per cent. Their milline rate has increased from $3.287 to $3.339, a gain of 5.2 cents, or 1.58 per cent.

Sunday circulations have increased in the year from 19,041,415 copies to the nominal figure of 19,676,725 copies, a gain of 635,312 copies, or 3.3 per cent. Their advertising rates have increased from $44.253 to $45.829, an advance of $1.576, or 3.6 per cent. Their milline rate has increased from $2.324 to $2.329, a raise of half a cent, or one-fifth of one per cent.

It is therefore safe to conclude that there have been no inordinate increases in newspaper advertising costs in the past year, that in fact, with full data available, a decrease might be shown. Service to reader and to advertiser is now being rendered with a closer eye to results and a looser hold on the newspaper purse-strings than at any time in recent years.

BASIC FACTS FOR BUYERS AND SELLERS OF NEWSPAPER ADVERTISING SPACE

Morning Papers

Period	Number of Papers	Total Net Paid Circulations	Total Agate Line Rate	Rate Per Million Circulation	Difference in Rate Per Million Circulation as of Dec. 31, 1922		
12/31/22	426	10,809,619	$27.529	$2.523	.....		.....
5/15/22	421	10,299,245	26,271	2.550	Decrease	$0.027	1.05%
11/15/21	427	10,144,260	25.952	2.558	Decrease	0.035	1.37%
5/15/21	432	9,894,693	26.178	2.645	Decrease	0.122	4.61%
11/15/20	437	9,827,775	26.141	2.659	Decrease	0.136	5.11%

Evening Papers

12/31/22	1,607	18,898,322	63.116	3.339	.....		.....
5/15/22	1,596	18,899,420	61.055	3.230	Increase	0.109	3.36%
11/15/21	1,601	18,279,480	60.009	3.287	Increase	0.052	1.58%
5/15/21	1,606	18,238,389	59.995	3.289	Increase	0.050	1.52%
11/15/20	1,605	17,962,881	58.477	3.105	Increase	0.234	7.53%

Sunday Papers

12/31/22	546	19,676,725	45.829	2.329	.....		.....
5/15/22	543	19,716,110	44.412	2.252	Increase	0.077	3.01%
11/15/21	545	19,041,413	44.253	2.324	Increase	0.005	0.21%
5/15/21	536	18,948,178	43.388	2.289	Increase	0.040	1.74%
11/15/20	522	17,083,604	41.107	2.405	Decrease	0.076	3.16%

A QUICK ESTIMATE CAN BE MADE OF A CAMPAIGN'S COST IN NEWSPAPERS OF ANY OR ALL STATES

Circulations and Rates of 426 Morning, 1,607 Evening and 546 Sunday Newspapers Given in Detail on Preceding Pages, Are Summarized by States and Nationally For U. S. and Canada For Use of Buyers and Sellers of Newspaper Space

State	Population 1920 Census	Number of English Language Dailies			Total Net Paid Circulation			Joint Minimum Advertising Rate Per Line By State			Number Sunday Papers	Total Sunday Circulation	Joint Sunday Advertising Rate
		Morn.	Eve.	Total	Morning	Evening	Total	Morning	Evening	Total			
Alabama	2,348,174	3	19	22	70,155	156,752	226,907	$ .210	$ .694	$ .904	9	191,286	$ .583
Arizona	334,162	8	10	18	33,505	26,887	60,392	.262	.291	.553	9	38,749	.295
Arkansas	1,752,204	7	28	35	67,515	54,836	122,351	.238	.523	.761	9	115,102	.374
California	3,426,861	39	101	140	639,218	928,404	1,567,622	2.112	3.728	5.840	40	1,106,242	3.006
Colorado	939,629	9	26	35	59,693	231,397	291,090	.302	.860	1.162	12	300,876	.724
Connecticut	1,380,631	6	26	32	92,103	280,535	372,638	.300	.930	1.230	7	158,679	.460
Delaware	223,003	1	2	3	8,300	31,186	39,486	.040	.110	.150	1	14,169	.060
District of Columbia	437,571	2	3	5	109,721	194,327	304,048	.330	.560	.890	3	305,403	.680
Florida	968,470	12	21	33	87,964	72,181	160,145	.500	.568	1.068	17	115,668	.670
Georgia	2,895,832	8	20	28	128,666	185,831	314,497	.383	.724	1.107	16	383,954	.914
Idaho	431,866	5	8	13	27,049	26,564	53,613	.163	.210	.373	7	42,276	.229
Illinois	6,485,280	14	103	117	981,531	1,394,888	2,376,419	1.645	4.063	5.708	19	1,667,150	2.620
Indiana	2,930,390	23	103	126	276,951	585,347	862,298	.789	2.457	3.246	19	333,419	.953
Iowa	2,404,021	6	44	50	128,121	492,270	620,391	.325	1.793	2.118	10	307,252	.909
Kansas	1,769,257	10	52	62	127,156	228,535	355,691	.419	1.207	1.626	13	225,343	.654
Kentucky	2,416,630	9	22	31	132,535	160,020	292,555	.394	.779	1.173	10	187,651	.520
Louisiana	1,798,509	2	11	13	102,290	145,837	248,127	.220	.465	.685	4	302,694	.600
Maine	768,014	5	6	11	72,637	63,103	135,740	.220	.187	.407	1	28,658	.070
Maryland	1,449,661	5	10	15	193,355	249,252	442,607	.395	.646	1.041	3	337,522	.700
Massachusetts	3,852,356	10	59	69	816,204	1,243,206	2,059,410	1.480	3.539	5.019	13	1,404,629	2.633
Michigan	3,668,412	6	52	58	207,055	805,730	1,012,735	.445	2.246	2.691	12	555,786	1.410
Minnesota	2,387,125	6	33	39	160,918	544,116	705,034	.351	1.494	1.845	8	483,988	.919
Mississippi	1,790,618	3	11	14	11,746	37,399	49,145	.070	.259	.329	5	25,917	.140
Missouri	3,404,055	9	56	65	637,652	890,776	1,528,428	1.018	2.238	3.256	15	1,204,985	1.988
Montana	548,889	11	7	18	59,380	25,994	85,374	.390	.188	.578	11	83,029	.475
Nebraska	1,296,372	6	19	25	116,242	246,379	362,621	.264	.812	1.076	8	297,379	.724
Nevada	77,407	3	5	8	7,027	8,548	15,575	.055	.124	.179	3	7.027	.055
New Hampshire	443,083	2	10	12	16,170	41,652	57,822	.095	.260	.355	1	14,272	.070
New Jersey	3,155,900	7	30	37	83,613	505,480	589,093	.314	1.531	1.845	9	156,162	.521
New Mexico	360,350	1	5	6	8,419	13,857	22,276	.030	.102	.132	2	13,769	.059
New York	10,385,227	32	101	133	2,369,408	2,694,829	5,064,237	5.052	8.029	13.081	32	3,911,248	6.904
North Carolina	2,559,123	11	28	39	104,825	101,608	206,433	.436	.651	1.087	13	152,056	.561
North Dakota	646,872	2	8	10	21,547	34,405	55,952	.085	.278	.363	2	23,235	.120
Ohio	5,759,394	18	118	136	490,137	1,656,094	2,146,231	1.393	4.546	5.939	26	951,134	2.228
Oklahoma	2,028,283	11	38	49	132,411	198,027	330,438	.488	1.195	1.683	25	225,716	.974
Oregon	783,389	7	21	28	98,924	218,794	317,718	.315	.797	1.112	10	237,851	.615
Pennsylvania	8,720,017	37	136	173	1,106,850	1,865,831	2,972,681	2.631	4.975	7.606	20	1,616,942	3.307
Rhode Island	604,397	2	8	10	36,148	154,135	190,283	.092	.458	.550	3	69,748	.235
South Carolina	1,683,724	6	11	17	59,847	60,713	120,560	.243	.311	.554	8	88,378	.318
South Dakota	636,547	4	13	17	21,520	57,622	79,142	.114	.358	.472	4	22,824	.139
Tennessee	2,337,885	5	13	18	179,540	253,045	432,585	.350	.687	1.037	10	280,994	.800
Texas	4,663,228	20	84	104	257,193	512,717	769,910	1.080	2.585	3.665	48	714,854	2.427
Utah	449,396	1	5	6	38,143	63,497	101,640	.080	.253	.333	3	102,465	.270
Vermont	352,428	2	8	10	20,529	32,626	53,155	.090	.139	.229	..	.....	....
Virginia	2,309,187	9	20	29	108,678	178,720	287,398	.332	.704	1.036	11	147,115	.570
Washington	1,356,621	9	23	32	141,579	333,086	474,665	.515	1.172	1.687	12	318,407	.925
West Virginia	1,463,701	9	18	27	94,611	79,504	174,115	.318	.457	.775	12	128,503	.486
Wisconsin	2,632,067	2	45	47	53,592	489,993	543,585	.087	1.761	1.848	7	291,387	.775
Wyoming	194,402	2	6	8	7,682	17,738	25,420	.080	.161	.241	4	20,981	.160
Total U. S. English Language General Daily Newspapers	105,710,620	426	1,607	2,033	10,806,055	18,874,273	29,780,328	$27.540	$63.105	$90.645	546	19,712,874	$45.829
Territory of Hawaii		1	1	2	8,424	12,034	20,458	$.05	$.055	$.105	1	8,424	$.05
*For comparative purposes													
Newspapers as of April 1, 1922		421	1,596	2,017	10,299,245	18,899,420	29,198,665	$26.271	$61.055	$87.326	543	19,716,110	$44.412
Newspapers as of October 1, 1921		427	1,601	2,028	10,144,260	18,279,480	28,423,740	$25.952	$60.099	$86.051	545	19,041,413	$44.253
Newspapers as of March 31, 1921		432	1,606	2,038	9,894,693	18.238,389	28,133,082	$26.178	$59.995	$86.173	536	18,948,178	$43.388
Newspapers as of October 1, 1920		437	1,605	2,042	9,827,775	17,962,881	27,790,656	$26.141	$58.477	$84.618	522	17,083,604	$41.107
Province													
Alberta		2	5	7	18,706	53,462	72,168	$ .075	$ .215	$ .290	....	.....	....
British Columbia		4	9	13	41,106	95,880	136,986	.158	.313	.471	3	53,136	$ .155
Manitoba		1	5	6	23,654	88,701	112,355	.075	.216	.291	....	.....	....
New Brunswick		3	5	8	29,514	34,613	64,127	.105	.121	.226	....	.....	....
Nova Scotia		3	9	12	27,583	43,155	70,738	.108	.190	.298	1	5,640	.050
Ontario		6	34	40	267,230	490,847	758,077	.550	1.173	1.723	2	209,663	.370
Prince Edward Island		1	1	2	7,460	5,000	12,460	.030	.015	.045	....	.....	....
Quebec		4	13	17	57,003	409,408	466,411	.215	.885	1.100	1	2,000	.030
Saskatchewan		2	4	6	20,143	36,418	56,561	.085	.155	.240	....	.....	....
Yukon Territory		0	1	1	.....	5,500	5,500	....	.043	.043	....	.....	....
Total for Canadian dailies		26	86	112	492,399	1,262,984	1,755,383	$1.401	$3.326	$4.727	7	270,439	$.655

For Explanation and Interpretation of This Chart See Preceding Page. **All Rights Reserved by EDITOR & PUBLISHER.**

NEWSPAPER ADVERTISING MAKES THE LINE STRAIGHT BETWEEN FACTORY AND CONSUMER

Comparison of Circulations and Advertising Rates of 2,033 Daily and 546 Sunday Newspapers, With Those of 47 Monthly, Weekly, Women's and Class Magazines, Analyzed by Distribution in Territorial Market Groups.

THE best buy in advertising is now, as it was five years ago, the daily newspaper published in the American city and town. Despite all the radical changes and developments that the five years since the war era have brought to American journalism, with costs that soared vertically and remained at their new altitude, the daily newspaper continues to supply not only the best, but the cheapest form of business announcement.

This cannot be challenged. The facts to support it are reproduced on the following pages in the form of tabular listing of the circulations in territorial markets of daily newspapers and the leading general, women's, class and weekly magazines. The material for these tables was gathered and compiled by EDITOR & PUBLISHER working in co-operation with the Bureau of Advertising of the American Newspaper Publisher Association. It is a pleasure to acknowledge that the assistance rendered by this organizations and its director and associate director, Messrs. William A. Thomson and Thomas H. Moore, has been invaluable in getting this matter into form for reproduction in EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK.

Before going into details as to what is shown by the appended figures, the reader may judge of the scope of the investigation and the value of the data from the following brief particulars:

The newspaper list includes 426 morning papers, 1,607 evening newspapers and 546 Sunday papers. These are the newspapers regularly listed by EDITOR & PUBLISHER since 1918 in its semi-annual tabulations of newspaper circulations and rates. Business dailies are not included in the totals given. College newspapers are also excluded. We are discussing the bona fide regular daily newspapers which are delivered to American homes or readers every day in the year. The circulations of these newspapers are those given to the U. S. Government or the Audit Bureau of Circulation for the six months ending September 30, 1922—over 80 per cent of the circulation listed is audited by the A. B. C. The rates are the minimum charges on foreign advertising in force for these newspapers on January 1, 1923.

Forty-seven magazines are included in the periodical tables. There are 21 general magazines, monthlies with one exception, which has two issues a month. There are 11 magazines which appeal especially to women readers. There are seven trade or class magazines and there are eight weeklies. The circulations of all but one—the Literary Digest—are taken from A. B. C. reports, the latest available, and covering some part of 1922. The circulation of the Literary Digest is taken from an audited statement prepared by that publication for a year's period ending April 15, 1922. Rates are those effective on January 1, 1923.

Comparison of this kind was first made by EDITOR & PUBLISHER early in 1919, with late 1918 statistics as a working basis. The newspaper circulations at that time were at the peak, due to the demand for war news during the summer of 1918. Newspaper rates, on the other hand, were extremely low, for wages had barely begun their upward climb, which has not yet stopped, and print paper was selling at slightly more than $70 a ton. The magazine circulations of their period were less affected by the war than those of the newspapers and their rates had been fairly stable on a plane far above the newspaper level for a number of years. In the years between, costs on both newspapers and magazines have risen tremendously and have fluctuated so violently as to prevent until now any accurate comparison.

When the previous calculations were made the situation could have been put briefly as follows:

Publications	Circulations.	Agate Line Rates.	Milline Rates.
21 General magazines	6,184,658	$38.55	$6.233
11 Women's mags...	9,233,805	49.80	5.393
7 Class magazines..	1,101,242	8.20	7.446
8 Weeklies.....	4,451,847	26.35	5.918
47 Magazines.....	20,971,552	122.90	5.860
519 Morning papers.	10,271,137	19.208	1.870
1647 Evening papers.	18,353,904	42.532	2.317
503 Sunday papers..	16,056,580	26.811	1.666

At the beginning of 1923 the situation had changed materially. There are fewer newspapers, but the smaller number had more circulation than their more numerous brethren had during the feverish days of war. And rates are higher all around. Several of the magazines listed in the former tabulation have fallen before Father Time and their places are taken in the list by others whose circulation and advertising volume was as near as possible to those which were lost. In no case was the compiler's leaning toward the newspaper as an advertising medium permitted to influence him in the choice of substitutes. Every "break" that was given went to increase the total of the class of publication being listed.

From the tables on the following pages these high spots can be taken:

Publications	Circulation.	Agate Line Rates.	Milline Rates.
21 General magazines	6,797,204	$54.55	$8.025
11 Women's mags...	11,325,712	69.75	6.158
7 Class magagines..	1,018,805	9.85	9.668
8 Weekly magazines.	5,892,397	34.00	5.770
47 Magazines.....	25,034,178	168.15	6.716
426 Morning papers.	10,806,055	27.540	2.525
1,607 Eve. papers..	18,874,273	63.105	3.343
546 Sunday papers..	19,712,874	45.829	2.324

Here is a convenient take-off—the combined circulations and rates of all newspapers and all magazines for the periods ending in the fall of 1918 and the fall of 1922.

Magazine circulation increased in that period from 20,971,552 copies per issue to 25,034,178 copies per issue—4,062,626 copies per issue, of 19.3 per cent.

Daily newspaper circulation increased from 28,624,041 net paid daily to 29,780,328 copies per day—1,156,273 copies net paid, or 4.9 per cent.

Sunday circulation increased from 16,056,580 copies to 19,712,874 copies net paid per issue—3,656,294 copies, or 22.9 per cent.

Magazine agate line rates increased from a total of $122.90 to $168.15—$49.25 per agate line or 36.8 per cent.

Daily newspaper combined advertising rates increased from $61.74 to $90.645—$28.905, or 46.8 per cent.

Sunday newspaper advertising rates increased from $26.811 to $45.829—$19.018, or 70 per cent.

Magazine rates per agate line per million circulation increased from $5.860 to $6.716—$0.856, or 14.6 per cent.

Daily newspaper rates per line per million circulation increased from $2.157 to $3.033—$0.876, or 40 per cent.

Sunday newspaper rates per line per million increased from $1.666 to $2.324—$0.658, or 39 per cent.

The magazine circulation as of October, 1918, was 46.9 per cent of the newspaper circulation for that period; magazine circulation as of October, 1922, was 50.5 per cent of the newspaper circulation for the six months ending September 30, 1922.

Newspaper rates in the former tabulation were 72 per cent of the magazine tariffs; in the present tabulation, despite the tremendous increases which have borne on newspapers far more heavily than on magazines, they are only 81 per cent of the total magazine charges.

Newspaper milline rates in 1918 were 33.8 per cent of the magazine rate per line per million; in 1918, the newspapers put a line into circulation a million times for 41 per cent of what the magazines charged for the same service. And that's the big fact behind the initial statement that the newspaper is still the cheapest advertising medium known to American business. Its efficacy doesn't need to be defended any longer. Advertisers have supplied all the testimony needed by their steady migration into newspaper advertising during the past five years, the last of which was in many ways the biggest the newspaper ever enjoyed.

These comparisons could be carried on indefinitely, but that is not the purpose of this tabulation. Circulations are analyzed by market groups, which do not necessarily follow the divisions usually found in geographies. It is the aim of the Bureau of Advertising and of EDITOR & PUBLISHER to demonstrate by the actual circulation figures, without forcing any conclusions, that the daily newspapers cover their fields far more intensely than it is possible for any magazine to do and that the newspaper can introduce any product to any market at so low a cost that the magazines cannot approximate it.

Take, at random, the Central States market group, including the states of Illinois, Ohio, Michigan, Indiana, Wisconsin and Iowa, where are resident more than 20 per cent of the population of the continental United States. There are 23,879,564 people, or roughly 6,000,000 families in this area. And there are 5,424,322 evening papers and 2,137,387 morning papers circulated every day—a total of 7,561,709 copies put out by 69 morning and 465 evening newspaper plants. That might conservatively be called saturated circulation.

Then take the magazine circulation in this area where native born Americans are probably more numerous than in any other thickly populated region, and it is found that 47 magazines—monthly, women's, weekly and class publications have a total of 6,113,314 copies. Of these magazines, the 21 general publications, whose names and detailed circulation for each state can be found in the table on page 11, circulate 1,504,080 copies per issue, or one to every four families. The eleven publications which appeal to women have a circulation of 2,969,997 copies, or one to every two families. The eight weeklies have 1,406,869 circulation, or less than one to every four families.

So much for the coverage. Now for the cost.

An advertiser who wanted one insertion in all of the 534 morning and evening papers would page for it $21.55 an agate line. If he used a 10,000-line campaign in these papers, his cost would be $215,500. This would enable him to use four full pages in each of these newspapers, or eight half pages, or sixteen quarter-pages. His cost is less than 4 cents to reach every family. If he uses quarter-page space, his cost is less than one-quarter of a cent for each of sixteen opportunities to present his message to his prospective customers.

But suppose that he is made to believe that the magazines have as effective coverage and that their greater opportunity for expensive art work will enhance his sales campaign. Suppose that he decided to use the list of 21 general magazines, eleven women's publications, and the eight weeklies—an ambitious list, to be sure, but not an impossible one. Let us assure that his product has a universal appeal—a new flour that can't fail to produce big, tasty pancakes—and that it lends itself well to color copy.

His space in the 21 monthly magazines, reaching 1,504,080 homes, would cost him $19,440 per page or $54.555 cents an agate line. Page copy would be the thing, of course, for fancy color copy—the dominant idea, you know. And equally, of course, one single page would be worthless — six pages is the minimum he could use with any chance of getting his bait back. And six pages in all of these magazines would set him back $116,640 for space alone, without considering the color charges, artists' fees, and incidentals. To reach his 1,504,080 homes with these magazines, his expense per family is over 7 cents. And he is covering only one-quarter of the field the newspapers cover for half the same expenditure per home. He is demanding the attention of his prospects usually only once during each month, possibly twice or three times, when he uses these 21 magazines.

He is competing with a volume of other advertising designed in striking and expensive colors and unless his copy is unusually striking—which as a rule means costly—there is an excellent chance that his advertising won't receive any attention. In his elegant magazine copy, he cannot tell the people he wants to use his flour that Reilly's Grocery Store on Fourth street has received a fresh stock and is ready to meet all demands and that his goods are packed as the lady of the house wants pancake flour packed and that his price can meet that of any goods of approximately equal quality in the local market. He can't send the customer to the store to ask for his product.

He can do these things in the newspapers. He can do them as elaborately as he wants to—in a three-liner on page one, or on the food page in a small card, or in a full page that cannot escape attention, or in pithy, well-prepared 200-line copy. The newspaper advertiser has an elastic medium. He can vary his copy on a few hours' notice to take advantage of changing conditions. Using the magazines, he makes his dispositions weeks ahead, months ahead in fact, and the spearhead that should drive his message home is dulled in the long period between preparation and publication. The newspaper word is sharp, keen and attention-compelling. And its cost is infinitesimal.

If the advertiser is convinced that monthly magazines are too infrequent a medium, he may be induced to use the list of eight weekly publications analyzed on one of the following pages. His circulation in the Central States market group is 1,406,869 copies per issue, or slightly less than the one copy to four families that the monthly magazines afford. His rate per page is $18,157 in all of the eight. His cost to reach each of these families on the weeklies' subscription lists with one page is about 1.3 cents per family. If he used one page a month in each of these publications, his total cost would be $217,884, or 15.6 cents per family. Recall that he could use a 10,000-line campaign in each of the 534 morning and evening papers in this territory for only $215,500 and that he was practically certain to reach every family in the region that read the English language. His cost for the newspaper campaign, using sixteen quarter-pages, which is about the usual weekly magazine full-page size, was one-quarter of a cent per message per family. For more money spent in the weekly magazines, he reaches only one-quarter of the field and his cost per message on a twelve-insertion basis is more than 60 times as great.

But maybe Mr. Flour Manufacturer thinks that the women's magazines—eleven of them—will furnish a more certain avenue to his market than any other medium. He's still trying to break down the Central States, and he finds that these magazines, all monthly with one exception, which issues twice a month, have 2,969,997 circulation in these states, or about one copy to every two families in the group. Then he looks to the bottom of the column and sees that a page in each of the eleven will cost $45,350. Six pages in each magazine will take $272,100 of his appropriation to buy the space. Art work, engraving, electrotyping, agency fees, etc., are extra.

To reach half of the families in the area once his cost would be 1.5 cents. To reach them six times it would be nine cents. Compare this with the four cents needed to reach every one of the families in the area through the newspapers, not once, or six times, but sixteen times.

Using all of these magazines (except the class group, which can be considered separately), the advertiser would reach 5,880,946 families—assuming that there is no duplication of circulation by these periodicals, which is a rash assumption. That would practically cover the region, though not so thickly as the newspapers cover it. The cost per page is $87,028.75. The cost per agate line is $168.15. As stated above a 10,000-line campaign in the newspapers would cost $215,500. An equal amount of space in the magazines—monthly, weekly and women's—would cost $1,681,500. To be sure, for the latter price, he would be covering not only the Central States, but every other part of the United States, regardless of whether he could or wanted to distribute his product outside of the Central States region. A 10,000-line campaign in newspapers where distribution is secured will move goods. Nobody knows whether a 10,000-line campaign in a composite and conglomerate list of magazines would even be read. And the newspaper campaign costs only 13 per cent of the magazine outlay.

It is a poor case that the magazines make when their circulations and rates are confronted with those of the daily newspapers for any given section or for the whole country. The class magazines, due to their limited fields of circulation, do not fare any better in financial comparisons. As a specific example, assume that the manufacturer of a new radio device wants to try out its selling possibilities in the Central States, where he is certain of a larger possible market than in any other of our groups. It is a low-priced proposition, demanding a large volume of sales and a low advertising cost.

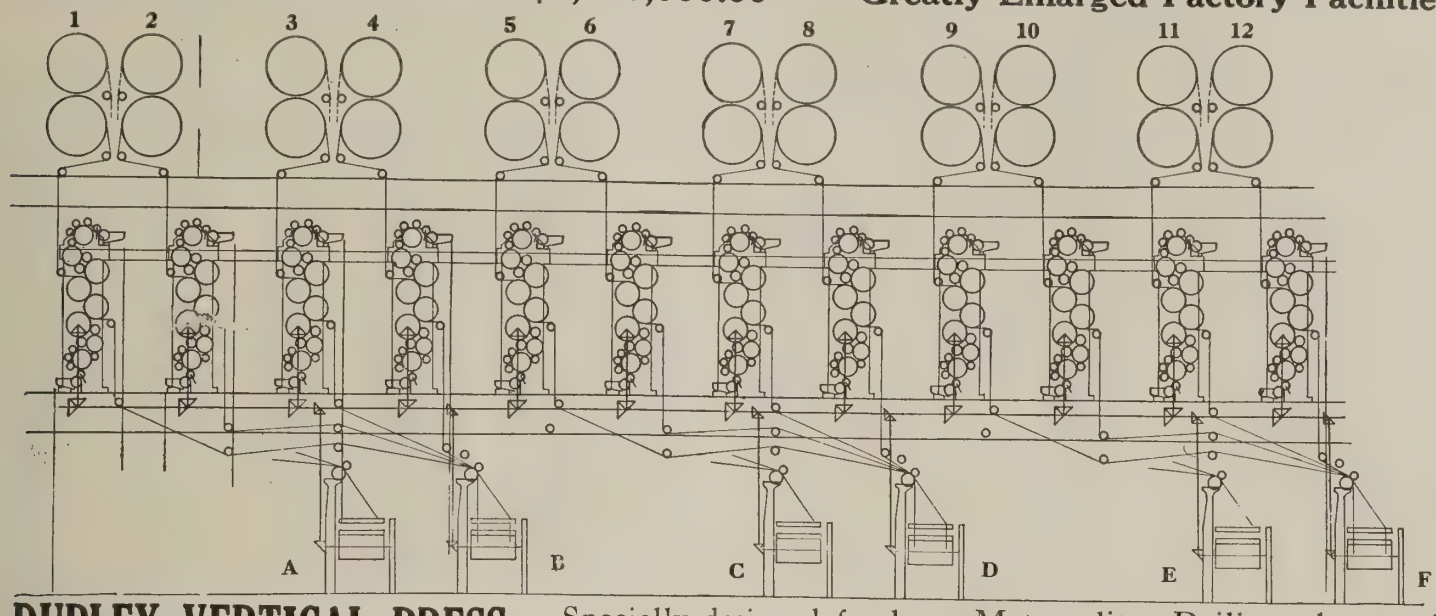
He might use all of the daily newspapers of this group in a 5,000-line campaign, which would afford him fifty 100-line advertisements in each of these papers. The cost would be $10,750 for the campaign.

Or he might decide that the radio fans were closer readers of the Scientific American and Popular Science than they were of their daily newspapers. While the newspapers give him 6,113,314 circulation, or more than one copy to every family which now possesses a radio outfit and which may acquire one in the future, the scientific magazines give him a total of 66,969 circulation once a month, for a cost of $2.70 a line, or $13,500 for the 5,000-line campaign that the newspapers furnish for $10,750. In a word, the newspapers have almost 100 times the circulation for 80 per cent of the cost of the scientific periodicals. And the advertiser can assume that his radio fans all read

(*Continued on page* 86)

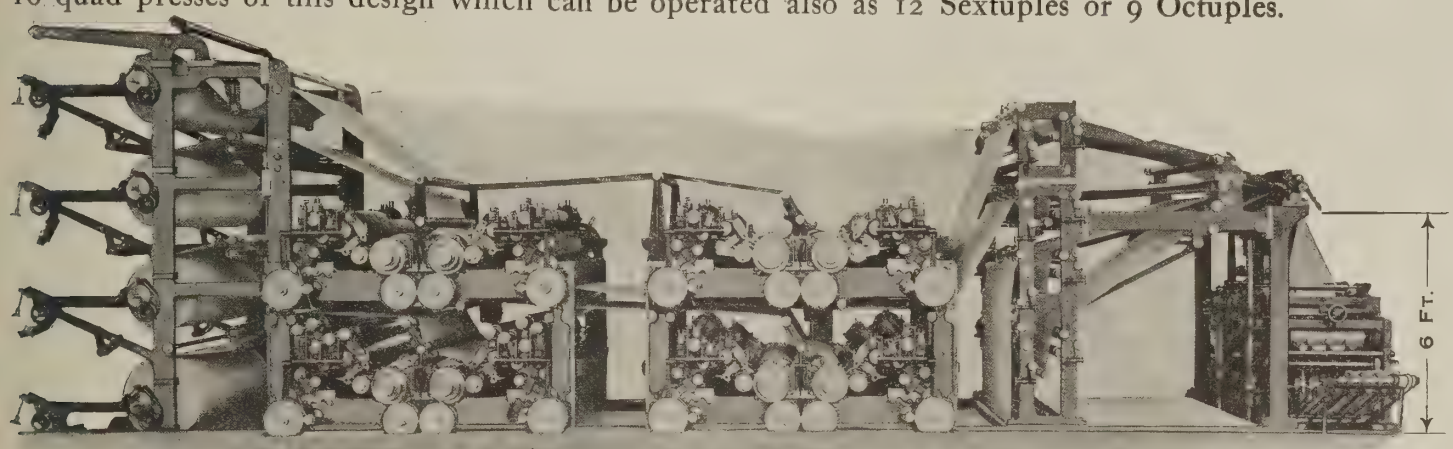
The DUPLEX PRINTING PRESS CO. of Battle Creek, Michigan

Specialists in Development and Manufacture of
NEWSPAPER PRINTING PRESSES and STEREOTYPE MACHINERY
Reorganized 1922—Resources $4,000,000.00 Greatly Enlarged Factory Facilities



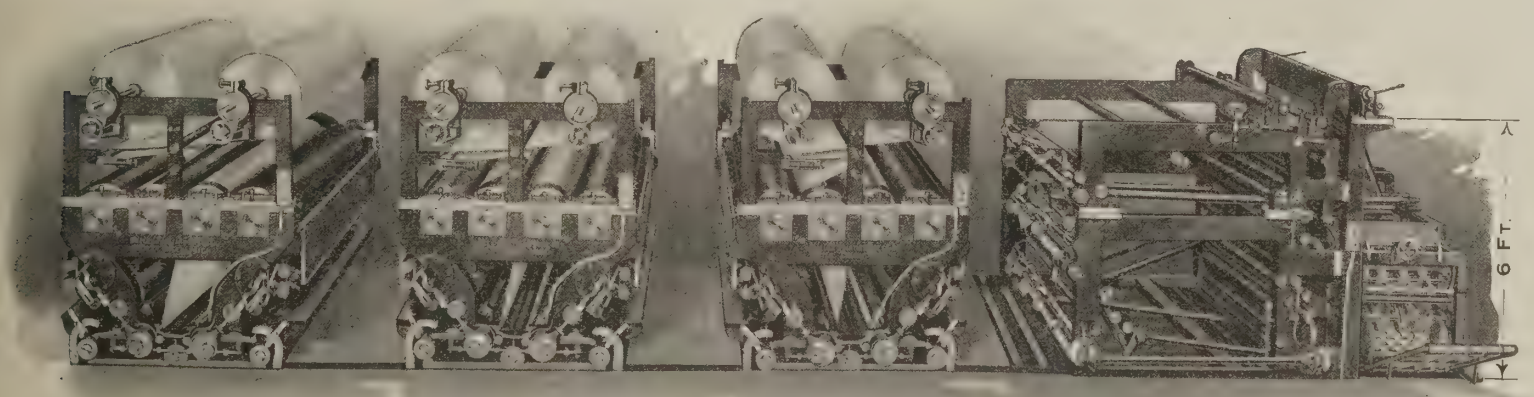
DUPLEX VERTICAL PRESS

Specially designed for large Metropolitan Dailies, where real estate values are high, straight line routing is important and economy of space is essential. A room 50′ x 75′ accommodates 18 quad presses of this design which can be operated also as 12 Sextuples or 9 Octuples.



DUPLEX 4-PLATE WIDE TUBULAR PLATE PRESS

Doubles the Product Plate for Plate. The press illustrated produces 4, 6, 8, 10, 12, 14 or 16 pages at 60,000 per hour from two sets of plates also 18, 20, 22, 24, 26, 28, 30 or 32 pages at 30,000 per hour from one set of plates.



DUPLEX LOW-DOWN UNIT TYPE PRESS

Originated and Patented by Duplex Printing Press Company. Built in quad, sextuple, octuple and augmented sizes in a variety of arrangements.

DUPLEX FLAT BED WEB PERFECTING PRESSES

Built for the weekly, smaller daily or class Publication and offered in various models and sizes.

newspapers. He can't make that assumption when dealing with magazines of very limited circulation.

Then the advertiser may be in doubt as to whether to use the 93 Sunday papers in the Central States, with their 4,106,128 circulation, or the eight weekly magazines, with their 1,406,869 circulation. If he placed his faith in the Sunday papers, his space would cost him $8.895 per line, and he would be certain of reaching more than two-thirds of the families in the area, probably more than 90 per cent of the English-reading public in these states. His 10,000-line campaign would permit him to use full-page space on four successive Sundays for a total expenditure of $88,950.

But, if he decided that the weekly magazines deserved the preference, his purchase would be one-third of the circulation that the Sunday papers afford for $34.00 per agate line, or about four times the newspaper rate. On a rate per line per million basis, the newspaper rate is about eight per cent of the magazine rate for the Central States group. It would seem that the magazines would have to claim all kinds of quality, class circulation, opportunity for display and color that the newspapers could not supply, if they were to succeed in offsetting a disadvantage of 1,100 per cent in cost.

For the manufacturer who wants to present his message once a week to consumers in the Central States only, in the localities where he has distribution and where he can make his profits, the weekly magazine is an expensive luxury, an ornament to his sales campaign, but the newspaper, be it morning, evening or Sunday, is a driving force that takes goods from his warehouse to the dealer's shelves and with dispatch to the consumer's closets. The Sunday papers will have accomplished their task for the advertiser and returned his investment in their space to him many fold while the weekly magazine is still trying to remind a third of the Sunday paper's family of readers that the product is coming on the market.

"Newspaper reading is a fixed daily habit in our lives and nothing is so close to the people of the land as the newspaper which each man and each woman swears by, or swears at, as the case may be," said William A. Thomson, director of the Bureau of Advertising of the American Newspaper Publishers' Association a few days ago.

"Manufacturers who use newspaper advertising find it a simple matter to interest retail dealers in selling their goods. The retail dealer believes in newspaper advertising because it is the kind which he himself uses when he advertises, or hopes to use when he can afford to advertise. When a manufacturer enters his city with a campaign of advertising in the newspapers which the dealer knows and reads, the dealer is invariably willing to stock up on the articles which the manufacturer wishes him to sell, simply because he understands these articles already have been half-sold to his own customers before he puts them on the shelves."

Leaving all consideration of cost aside, that last argument is sufficient to establish the newspaper's superiority as the medium for selling goods. Magazine advertising has its place in the scheme of merchandising, beyond a doubt, but in times when cost of manufacture are high and competition is keen—and when isn't it?—the newspaper's columns cannot be equalled for results, granted that the product is right and that the copy presents its merits. Newspaper advertising means low cost for space, low cost for copy, large results in sales, therefore, low advertising cost per sale. Magazine advertising at its best can do no more than make people remember a name, provided it is repeated often enough. It cannot bring people to the point of demanding a trade-marked brand from their dealers, to the degree that the dealer feels compelled to stock that brand. It sprays its message in a thin stream over the entire country, no matter whether the advertised goods can be sold universally or all the time. The newspaper puts the manufacturer's sales argument directly on the target, not six weeks or two months after the copy is written, but 24 hours, if that speed is needed.

Newspaper advertising permits advertisers to sell in markets where he can make a profit and to avoid those where the cost of selling is so high that profits are impossible. Magazine advertising makes him take the fat with the lean, with a potential large proportion of waste in any campaign.

It is now generally realized that the United States cannot be sold as a single market, but as a group of markets, which in turn include the usual geographical divisions of the country. These market groups differ widely in their tastes and requirements of food, wearing apparel, housing facilities, etc. Furnaces, oil heaters and fuels of various sorts may be in great demand in Vermont and Montana during the same days and weeks that Florida and California are calling for white trousers and iced soft drinks. But the same issue of the magazine that carries furnace advertisements into Montana and Vermont moves simultaneously into the sun-drenched regions of Palm Beach and Coronado. And the manufacturer of the furnace pays for a great deal of circulation that he cannot possibly use with the chance of getting his ideas accepted by the remaining readers. It is pure waste and it cannot be retained when margins of profit are as tenuous

(*Continued on page* 88)

Analysis of Magazine and Newspap

Compiled by EDITOR & PUBLISHER, With the Co-operation of the Bu

TERRITORIAL MARKET	Population 1920	MAGAZINE CIRCULATIONS 21 General	11 Women's	7 Class	8 Weeklies	Total 47 Magazines
WESTERN STATES.						
California	3,426,861	361,355	501,066	64,462	381,406	1,308,289
Washington	1,356,621	118,115	195,056	21,289	124,815	459,275
Colorado	939,629	81,684	116,296	11,899	71,306	281,185
Oregon	783,389	70,245	123,215	12,771	71,514	277,745
Montana	548,889	39,902	59,479	6,036	43,009	148,426
Utah	449,396	25,264	35,249	4,201	29,186	93,900
Idaho	431,866	28,152	44,285	3,911	28,039	104,387
Arizona	334,162	20,305	28,172	3,283	22,317	74,077
Wyoming	194,402	20,034	25,649	2,462	16,672	64,817
Nevada	77,407	7,089	9,802	1,093	7,343	25,327
Totals	8,542,622	772,145	1,138,269	131,407	795,607	2,837,428
SOUTHERN STATES.						
Georgia	2,895,832	64,233	100,205	9,174	61,180	234,792
North Carolina	2,559,123	49,881	100,148	7,787	59,447	217,263
Kentucky	2,416,630	61,209	120,578	7,562	60,852	250,201
Tennessee	2,337,885	59,856	104,116	8,352	55,956	228,280
Alabama	2,348,174	43,469	68,338	6,104	44,589	162,500
Virginia	2,309,187	73,504	131,673	9,837	78,540	293,554
Mississippi	1,790,618	30,227	53,467	2,778	31,850	118,322
Louisiana	1,798,509	55,487	76,781	9,227	50,719	192,214
South Carolina	1,683,724	29,017	54,514	4,427	34,230	122,188
Florida	968,470	57,940	83,806	8,650	61,102	211,498
Totals	21,108,152	524,823	893,626	73,898	538,465	2,030,812
CENTRAL STATES.						
Illinois	6,485,280	418,760	757,188	64,441	354,464	1,594,853
Ohio	5,759,394	398,479	753,559	65,285	372,579	1,589,902
Michigan	3,668,412	256,526	452,341	40,869	228,587	978,323
Indiana	2,930,390	157,414	367,036	23,052	165,768	713,270
Wisconsin	2,632,067	126,456	277,819	19,408	131,580	555,263
Iowa	2,404,021	146,456	362,054	19,313	153,891	681,703
Totals	23,879,564	1,504,080	2,969,997	232,368	1,406,869	6,113,314
NORTHWESTERN STATES.						
Missouri	3,404,055	167,600	345,866	23,774	163,015	700,255
Minnesota	2,387,125	160,379	285,852	21,927	162,265	630,423
Kansas	1,769,257	87,598	225,458	11,850	96,599	421,505
Nebraska	1,296,372	79,188	185,535	12,201	78,266	355,190
North Dakota	646,872	27,009	61,482	3,304	33,433	125,228
South Dakota	636,547	29,449	75,738	4,482	38,182	147,851
Totals	10,140,228	551,223	1,179,931	77,538	571,760	2,380,452
SOUTHWESTERN STATES.						
Texas	4,663,228	198,228	309,094	27,260	166,990	701,572
Oklahoma	2,028,283	89,624	152,782	15,598	82,141	340,145
Arkansas	1,752,204	37,645	74,582	5,445	38,792	156,464
New Mexico	360,350	14,045	20,768	2,160	14,360	51,333
Totals	8,804,065	339,542	557,226	50,463	302,283	1,249,514
MIDDLE ATLANTIC STATES.						
Pennsylvania	8,720,017	504,215	874,323	73,364	467,709	1,919,611
West Virginia	1,463,701	58,539	107,016	8,616	51,444	225,615
Maryland	1,449,661	66,927	116,464	9,890	69,857	263,138
District of Columbia	437,571	66,826	77,182	9,052	55,557	208,617
Delaware	223,003	12,162	23,309	1,066	11,230	47,767
Totals	12,293,953	708,669	1,198,294	101,988	655,797	2,664,748
NEW YORK-NEW JERSEY.						
New York	10,385,227	801,028	1,081,000	116,840	642,267	2,641,135
New Jersey	3,155,900	201,726	348,429	26,242	179,612	756,009
Totals	13,541,127	1,002,754	1,429,429	143,082	821,879	3,397,144
NEW ENGLAND STATES.						
Massachusetts	3,852,356	306,868	471,524	40,739	268,665	1,087,796
Connecticut	1,380,631	98,927	174,075	14,538	94,742	382,282
Maine	768,014	42,500	98,802	7,201	44,787	193,290
Rhode Island	604,397	42,402	62,336	5,635	35,259	145,632
New Hampshire	443,083	26,108	62,048	4,442	29,630	122,228
Vermont	352,428	20,922	48,522	2,390	22,611	94,445
Totals	7,400,909	537,727	917,307	74,945	495,694	2,025,673
MISCELLANEOUS.						
Newsdealers	.....	546,087	527,178	58,444	54,252	1,185,961
Unclassified	.....	34,078	82,511	6,411	42,825	165,825
Canada	.....	202,736	337,981	41,809	103,893	686,419
Alaska & U. S. Possessions	.....	20,634	13,865	4,338	36,235	75,072
Foreign	.....	45,344	69,396	16,510	65,545	196,795
Other Items	.....	7,362	10,702	5,604	1,293	24,961
Totals	.....	856,241	1,041,633	133,116	304,043	2,335,033
RECAPITULATION.						
Western	8,542,622	772,145	1,138,269	131,407	795,607	2,837,428
Southern	21,108,152	524,823	893,626	73,898	538,465	2,030,812
Central	23,879,564	1,504,080	2,969,997	232,368	1,406,869	6,113,314
Northwestern	10,140,228	551,223	1,179,931	77,538	571,760	2,380,452
Southwestern	8,804,065	339,542	557,226	50,463	302,283	1,249,514
Middle Atlantic	12,293,953	708,669	1,198,294	101,988	655,797	2,664,748
New York-New Jersey	13,541,127	1,002,754	1,429,429	143,082	821,879	3,397,144
New England	7,400,909	537,727	917,307	74,945	495,694	2,025,673
Miscellaneous	.....	856,241	1,041,633	133,116	304,043	2,335,033
Grand Total	105,710,620	6,797,204	11,325,712	1,018,805	5,892,397	25,034,178
Grand Total April 1, 1919	105,252,211	6,184,658	9,233,805	1,101,242	4,451,847	20,971,552
Page Rate		$19,440.00	$45,350.00	$4,081.75	$18,157.00	$87,028.75
Page rate April 1, 1919		14,393.00	34,205.00	2,840.00	14,585.00	66,023.00
Rate per agate line		54.55	69.75	9.85	34.00	168.15
Rate per agate line April 1, 1919		38.55	49.80	8.20	26.35	122.90
Average rate per page per million		2,859.99	4,004.16	4,006.40	3,081.42	3,476.39
Average rate per page per million April 1, 1919		2,327.21	3,704.32	2,598.90	3,276.16	3,148.21
Average rate per line per million		8.025	6.158	9.668	5.770	6.716
Average rate per line per million April 1, 1919		6.233	5.393	7.446	5.918	5.860

rculations and Rates By States and Territorial Market Groups

certising. American Newspaper Publishers' Association.

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TERRITORIAL MARKET		NEWSPAPER CIRCULATIONS			NUMBER OF NEWSPAPERS			MINIMUM AGATE LINE NEWSPAPER SPACE RATE		
WESTERN STATES.	Population 1920	Morning Net Paid	Evening Net Paid	Sunday Net Paid	Morning Papers	Evening Papers	Sunday Papers	Joint Rate Morning	Joint Rate Evening	Sunday Min. Agate line Space Rates
California	3,426,861	639,218	928,404	1,106,242	39	101	40	2.112	3.728	3.006
Washington	1,356,621	131,579	333,086	318,407	9	23	12	.515	1.172	.925
Colorado	939,629	59,693	231,397	300,876	9	26	12	.302	.860	.724
Oregon	783,389	98,924	218,794	237,851	7	21	10	.315	.797	.615
Montana	548,889	59,380	25,994	83,029	11	7	11	.390	.188	.475
Utah	449,396	38,143	63,497	102,465	1	5	3	.080	.253	.270
Idaho	431,866	27,049	26,564	42,276	5	8	7	.163	.210	.229
Arizona	334,162	33,505	26,887	38,749	8	10	9	.262	.291	.295
Wyoming	194,402	7,682	17,738	20,981	2	6	4	.080	.161	.160
Nevada	77,407	7,027	8,548	7,027	3	5	3	.055	.124	.055
Totals	8,542,622	1,112,200	1,880,909	2,257,903	94	212	111	4.274	7.784	6.754
SOUTHERN STATES.										
Georgia	2,895,832	128,666	185,831	383,954	8	20	16	.383	.724	.914
North Carolina	2,559,123	104,825	101,608	152,056	11	28	13	.436	.651	.561
Kentucky	2,416,630	132,535	160,020	187,651	9	22	10	.394	.779	.520
Tennessee	2,337,885	179,540	253,045	280,994	5	13	10	.350	.687	.800
Alabama	2,348,174	70,155	156,752	191,286	3	19	9	.210	.694	.583
Virginia	2,309,187	108,678	178,720	147,115	9	20	11	.332	.704	.570
Mississippi	1,790,618	11,746	37,399	25,917	3	11	5	.070	.259	.140
Louisiana	1,798,509	102,290	145,837	302,694	2	11	4	.220	.465	.600
South Carolina	1,683,724	59,847	60,713	88,378	6	11	8	.243	.311	.318
Florida	968,470	87,964	72,181	115,668	12	21	17	.500	.568	.670
Totals	21,108,152	986,246	1,352,106	1,875,713	68	176	103	3.138	5.842	5.676
CENTRAL STATES.										
Illinois	6,485,280	981,531	1,394,888	1,667,150	14	103	19	1.645	4.063	2.620
Ohio	5,759,394	490,137	1,656,094	951,134	18	118	26	1.393	4.546	2.228
Michigan	3,668,412	207,055	805,730	555,786	6	52	12	.445	2.246	1.410
Indiana	2,930,390	276,951	585,347	333,419	23	103	19	.789	2.457	.953
Wisconsin	2,632,067	53,592	489,993	291,387	2	45	7	.087	1.761	.775
Iowa	2,404,021	128,121	492,270	307,252	6	44	10	.325	1.793	.909
Totals	23,879,564	2,137,387	5,424,322	4,106,128	69	465	93	4.684	16.866	8.895
NORTHWESTERN STATES.										
Missouri	3,404,055	637,652	890,776	1,204,985	9	56	15	1.018	2.238	1.988
Minnesota	2,387,125	160,918	544,116	483,988	6	33	8	.351	1.494	.919
Kansas	1,769,257	127,156	228,535	225,343	10	52	13	.419	1.207	.654
Nebraska	1,296,372	116,242	246,379	297,379	6	19	8	.264	.812	.724
North Dakota	646,872	21,547	34,405	23,235	2	8	2	.085	.278	.120
South Dakota	636,547	21,520	57,622	22,824	4	13	4	.114	.358	.139
Totals	10,140,228	1,085,035	2,001,833	2,257,754	37	181	50	2.251	6.387	4.544
SOUTHWESTERN STATES.										
Texas	4,663,228	257,193	512,717	714,854	20	84	48	1.080	2.585	2.427
Oklahoma	2,028,283	132,411	198,027	225,716	11	38	25	.488	1.195	.974
Arkansas	1,752,204	67,515	54,836	115,102	7	28	9	.238	.523	.374
New Mexico	360,350	8,419	13,857	13,769	1	5	2	.030	.102	.059
Totals	8,804,065	465,538	779,437	1,069,441	39	155	84	1.836	4.405	3.834
MIDDLE ATLANTIC STATES.										
Pennsylvania	8,720,017	1,106,850	1,865,831	1,616,942	37	136	20	2.631	4.975	3.307
West Virginia	1,463,701	94,611	79,504	128,503	9	18	12	.318	.457	.486
Maryland	1,449,661	193,355	249,252	337,522	5	10	3	.395	.646	.700
District of Columbia	437,571	109,721	194,327	305,403	2	3	3	.330	.560	.680
Delaware	223,003	8,300	31,186	14,169	1	2	1	.040	.110	.060
Totals	12,293,953	1,512,837	2,420,100	2,402,539	54	169	39	3.714	6.748	5.233
NEW YORK-NEW JERSEY.										
New York	10,385,227	2,369,408	2,694,829	3,911,248	32	101	32	5.052	8.029	6.904
New Jersey	3,155,900	83,613	505,480	156,162	7	30	9	.314	1.531	.521
Totals	13,541,127	2,453,021	3,200,309	4,067,410	39	131	41	5.366	9.560	7.425
NEW ENGLAND STATES.										
Massachusetts	3,852,356	816,204	1,243,206	1,404,629	10	59	13	1.480	3.539	2.633
Connecticut	1,380,631	92,103	280,535	158,679	6	26	7	.300	.930	.460
Maine	768,014	72,637	63,103	28,658	5	6	1	.220	.187	.070
Rhode Island	604,397	36,148	154,135	69,748	2	8	3	.092	.458	.235
New Hampshire	443,083	16,170	41,652	14,272	2	10	1	.095	.260	.070
Vermont	352,428	20,529	32,626	.....	2	8	...	.090	.139	...
Totals	7,400,909	1,053,791	1,815,257	1,675,986	27	117	25	2.277	5.513	3.468
MISCELLANEOUS.										
Newsdealers	.....	.....	.....	.....	...	...	...	...	...	...
Unclassified	.....	.....	.....	.....	...	...	...	...	...	...
Canada	.....	.....	.....	.....	...	...	...	...	...	...
Alaska and U. S. Possessions	.....	.....	.....	.....	...	...	...	...	...	...
Foreign	.....	.....	.....	.....	...	...	...	...	...	...
Other Items	.....	.....	.....	.....	...	...	...	...	...	...
Totals	.....	.....	.....	.....	...	...	...	...	...	...
RECAPITULATION.										
Western	8,542,622	1,112,200	1,880,909	2,257,903	94	212	111	4.274	7.784	6.754
Southern	21,108,152	986,246	1,352,106	1,875,713	68	176	103	3.138	5.842	5.676
Central	23,879,564	2,137,387	5,424,322	4,106,128	69	465	93	4.684	16.866	8.895
Northwestern	10,140,228	1,085,035	2,001,833	2,257,754	37	181	50	2.251	6.387	4.544
Southwestern	8,804,065	465,538	779,437	1,069,441	39	155	84	1.836	4.405	3.834
Middle Atlantic	12,293,953	1,512,837	2,420,100	2,402,539	54	169	39	3.714	6.748	5.233
New York-New Jersey	13,541,127	2,453,021	3,200,309	4,067,410	39	131	41	5.366	9.560	7.425
New England	7,400,909	1,053,791	1,815,257	1,675,986	27	117	25	2.277	5.513	3.468
Miscellaneous	.....	.....	.....	.....	...	...	...	...	...	...
Grand Total	105,710,620	10,806,055	18,874,273	19,712,874	426	1,607	546	27.540	63.105	45.829
Grand Total, April 1, 1919	105,252,211	10,271,137	18,353,904	16,056,580	519	1,647	503	19.208	42.532	26.811
Average rate per line per million								2.525	3.343	2.324
Average rate per line per million April 1, 1919								1.870	2.317	1.666

NEWSPAPER ADVERTISING MAKES LINE STRAIGHT

(*Continued from page 86*)

as they are likely to be for several years to come.

If an advertiser buys magazine space, he cannot avoid a certain percentage of waste. If he buys newspaper space, however, he cuts his proportion of waste to what minimum he chooses. He can select his newspapers, using one, or all, or a chosen few, in any locality. He can try them out in brief campaigns, dropping those which fail to produce the required volume of sales and holding his space and expenditure to the amounts that are necessary—and no more—to do the work he wants done. He will know how much it costs him—almost to the dollar—to get business through advertising, as many newspaper advertisers already have learned, and he can base his manufacture and sales plans for the future on that knowledge.

The man who buys newspaper advertising to sell his goods can buy it just as he buys the iron or the wood as the raw materials from which he makes them. When he buys newspaper space in market groups selected after close examination, he is raking the unknown quantity out of the equation. He is engaged in a regular commercial transaction, with no hidden factors, with risk and speculation cut to the minimum. And finally, he is taking the high road to solution of the day's most pressing social problem—reduction in the cost of getting goods from the manufacturer's plant to the consumer's doorstep. On that there can be no argument.

NEW DAILY NEWSPAPERS

Albany (N. Y.) Evening News—publishers of Knickerbocker Press.
Athens (O.) Evening Messenger.
Baltimore Post—Scripps-Howard Newspapers.
Baltimore Times (tabloid)—Arthur C. Montell, Sr., John H. Trowbridge, Charles D. Coker, Emanuel Baum.
Beaumont (Tex.) News—morning edition.
Bellingham (Wash.) American—L. H. Darwin, E. E. Sherwood and A. M. Hilmes.
Biloxi and Gulfport (Miss.) Daily Herald.
Bristow (Okla.) Daily Record—L. M. Nichols and associates.
Burlington (N. C.) Daily News—O. F. Crowson.
Champaign (Ill.) Evening Herald—Evening Herald Company.
Chicago Staats-Zeitung—resumed publication.
Cleveland (Tenn.) Daily Banner—W. E. and W. L. Rogers.
Detroit Sunday Times—William R. Hearst.
Eagle Pass (Tex.) Daily Times—L. M. Huffman.
Eastland (Tex.) Morning Chronicle—publishers of semi-weekly Chronicle.
East St. Louis (Mo.)—Plans were announced by Edward E. Campbell in November for new daily paper to start within next six months.
El Paso (Tex.) Post—Scripps-Howard Newspapers.
Eustis (Fla.) Lake Region—A. D. Miller and George A. Pierce (suspended).
Fairfield (Ia.) Ledger-Journal (Sunday edition).
Fayetteville (N. C.) Observer (Sunday edition).
Fort Meyers (Fla.) Daily Tropical News.
Fort Pierce (Fla.) Daily News-Tribune—L. F. Chapman and C. S. Miley (now issued twice a week).
Fresno (Cal.) Bee—J. V. and C. K. McClatchy.
Gilmer (Tex.) Daily Mirror—resumed publication.
Goldsboro (N. C.) Daily News—R. F. and John Beasley, R. E. Powell and Miss Elizabeth Warren.
Greenville (Fla.) Daily News (Sunday edition).
Hackensack (N. J.) Bergen Evening Times (started April 17, suspended April 22).
Hinton (W. Va.) Daily News—H. C. Clark, Edward Salade, A. C. Neil, C. W. Rahr.
Houston (Tex.) Evening Post—Roy G. Watson.
Huntsville (Ala.) News—V. V. Evans.
Ilion (N. Y.) Daily Citizen.
International Falls (Minn.) Evening Tribune—H. J. Miner.
Jeannette (Pa.) Daily News-Dispatch—C. M. Bomberger.
Johnstown (Pa.) Sunday Ledger (suspended).
Kosse (Tex.) Daily Cyclone.
Lakeland (Fla.) Evening Advertiser—R. B. Childs, William Seitz, J. C. Rogers.
Laredo (Tex.) Morning News—Donald M. Bernard, Walter F. Doney (suspended).
Lawrenceville (Ill.) Daily Record—V. H. Wisemen, R. R. Dennison and others.
Lawton (Okla.) Constitution (Sunday edition).
Lodi (Cal.) News—Frank DeMille and Delbert Rinfret.
Los Angeles (Cal.)—La Presna (Spanish) daily edition.
Manchester, (N. H.) Sunday Union—Publishers of Daily Union.
Mannington (W. Va.) Evening Leader—James F. Hovey.
Marion (O.) Tribune—Sunday edition.
Memphis News—Scimitar Sunday edition.
Mexia (Tex.) Daily News (resumed)—George McQuaid and associates.
Middletown (N. Y.) Daily Herald started Sunday edition.
Monett (Mo.) Daily Tribune—T. L. Tilman.
Mt. Vernon (Wash.) Daily Herald—M. J. Beaumont and others.
Newburg (N. Y.) Daily Star (started in January, suspended in December).
Newkirk (Okla.) Daily Eagle—resumed publication.

(*Continued on page 89*)

ANALYSIS OF CIRCULATIONS BY TERRITORIAL M
WOMEN

Compiled by EDITOR & PUBLISHER, With the Co-Operatio

Copyright, 1923, by

TERRITORIAL MARKETS	Ladies' Home Journal	Good House-keeping	Woman's Home Companion	Delineator	Pictorial Review	Designer & Women's Magazine	People's Popular Monthly
Total net paid	1,894,687	780,560	1,576,247	847,701	1,951,662	276,383	658,533
Total net paid, including bulk	1,895,240	780,560	1,576,247	847,893	1,952,693	276,383	658,533
Total distribution	1,909,294	793,337	1,596,958	872,946	1,964,835	310,571	689,836
Detailed distribution for WESTERN STATES.	Population 1920	March, 1922	March, 1922	March, 1922	Dec., 1921	June, 1922	Dec., 1921	May, 1922
California	3,426,861	105,591	50,742	63,114	32,369	118,824	9,252	2,926
Washington	1,356,621	45,222	15,879	28,080	10,265	45,656	5,475	2,512
Colorado	939,629	25,671	7,868	18,569	5,444	21,234	1,141	4,643
Oregon	783,389	26,691	9,224	17,542	8,255	25,799	3,469	1,472
Montana	548,889	15,003	4,503	9,834	2,311	6,877	973	3,020
Utah	449,396	10,013	2,178	5,107	2,000	5,507	1,093	655
Idaho	431,866	9,815	3,485	7,399	4,735	5,707	1,317	1,340
Arizona	334,162	6,464	2,723	3,847	2,842	5,695	732	327
Wyoming	194,402	4,887	1,958	4,206	885	4,867	555	1,328
Nevada	77,407	1,867	886	1,379	1,141	2,011	61	109
Total	8,542,622	251,224	99,446	159,077	70,247	242,177	24,068	18,332
SOUTHERN STATES.								
Georgia	2,895,832	20,434	8,840	10,561	7,770	21,163	2,793	722
North Carolina	2,559,123	24,102	8,174	13,643	4,785	18,207	1,995	1,382
Kentucky	2,416,630	21,456	6,752	15,033	7,397	20,299	1,763	8,831
Tennessee	2,337,885	21,724	8,079	12,214	6,717	19,972	1,519	3,178
Alabama	2,348,174	13,379	4,625	8,191	4,731	13,570	1,726	940
Virginia	2,309,187	30,439	10,559	16,765	5,902	24,331	2,348	1,859
Mississippi	1,790,618	10,004	3,224	7,322	4,217	9,182	1,237	871
Louisiana	1,798,509	12,158	4,729	8,102	5,682	19,798	928	777
South Carolina	1,683,724	11,603	4,083	8,132	3,533	10,319	1,136	505
Florida	968,470	19,639	8,642	11,168	4,565	16,103	388	975
Total	21,108,152	184,938	67,707	111,131	55,299	172,944	15,883	20,040
CENTRAL STATES.								
Illinois	6,485,280	108,783	50,264	118,152	39,598	119,149	27,357	84,693
Ohio	5,759,394	114,348	40,432	129,720	45,310	118,121	7,852	88,796
Michigan	3,668,412	66,898	27,618	82,770	23,470	72,532	5,919	53,208
Indiana	2,930,390	57,822	15,648	56,743	20,095	62,478	6,117	51,787
Wisconsin	2,632,067	40,404	16,146	42,546	19,173	42,769	6,290	35,662
Iowa	2,404,021	46,846	15,364	52,233	25,457	46,251	10,765	67,532
Total	23,879,564	435,101	165,472	482,164	173,103	461,300	64,300	381,678
NORTHWESTERN STATES.								
Missouri	3,404,055	55,316	16,413	50,841	18,885	68,042	5,773	39,686
Minnesota	2,387,125	47,679	19,125	47,840	19,134	42,774	5,510	35,607
Kansas	1,769,257	36,229	8,513	25,332	20,309	30,350	7,220	35,813
Nebraska	1,296,372	23,294	7,330	26,873	9,407	32,703	4,300	34,136
North Dakota	646,872	11,066	3,527	7,456	3,962	7,601	1,826	10,217
South Dakota	636,547	11,423	3,776	8,330	6,154	10,038	2,985	12,701
Total	10,140,228	185,007	58,684	166,672	77,851	191,508	27,614	168,160
SOUTHWESTERN STATES.								
Texas	4,663,228	59,581	17,232	43,708	28,758	62,555	11,126	6,236
Oklahoma	2,028,283	26,923	8,882	19,707	12,376	27,953	5,785	13,102
Arkansas	1,752,204	14,408	4,335	8,677	6,134	10,942	2,074	7,232
New Mexico	360,350	4,583	1,581	3,354	1,081	3,680	76	724
Total	8,804,065	105,495	32,030	75,446	48,349	105,130	19,061	27,294
MIDDLE ATLANTIC STATES.								
Pennsylvania	8,720,017	169,365	57,186	141,634	46,931	162,295	12,082	21,452
West Virginia	1,463,701	19,753	7,716	12,813	5,562	16,179	3,311	4,818
Maryland	1,449,661	25,450	10,199	14,649	3,451	24,759	1,679	898
Dist. of Columbia	437,571	15,783	17,701	12,751	1,701	13,142	1,017	136
Delaware	223,003	4,918	1,839	3,101	2,147	2,817	188	133
Total	12,293,953	235,269	94,641	184,948	59,792	219,192	18,277	27,437
NEW YORK-NEW JERSEY.								
New York	10,385,227	179,355	101,088	170,654	68,978	192,418	10,998	9,946
New Jersey	3,155,900	61,684	26,697	46,210	25,780	69,363	3,492	1,038
Total	13,541,127	241,039	127,785	216,864	94,758	261,781	14,490	10,984
NEW ENGLAND STATES.								
Massachusetts	3,852,356	82,064	44,227	95,885	37,427	92,411	6,882	1,194
Connecticut	1,380,631	34,858	16,334	29,216	8,474	32,940	3,967	827
Maine	768,014	17,180	7,430	12,905	3,286	18,615	2,342	726
Rhode Island	604,397	10,600	4,996	14,838	2,835	12,517	825	246
New Hampshire	443,083	10,301	4,390	9,307	4,894	12,973	1,278	373
Vermont	352,428	8,722	3,534	5,920	2,058	9,523	1,113	478
Total	7,400,909	163,725	80,911	168,071	58,974	178,979	16,407	3,844
MISCELLANEOUS.								
Newsdealers	.....	.....	.....	.....	145,145	28,180	44,656	.....
Unclassified	.....	.....	17,556	801	25,824	1,451	5,309	.....
Canada	.....	84,293	33,495	33,358	27,901	87,525	19,489	197
Alaska & U. S. Pos.	.....	4,517	2,575	2,978	36	589	4	112
Foreign	.....	48,646	3,017	3,385	1,656	8,251	203	38
Other items	.....	36	205	.....	1,150	.....	.....	.....
Total	.....	137,492	56,848	40,522	201,712	125,996	69,661	347
MARKET GROUPS.								
Western	8,542,622	251,224	99,446	159,077	70,247	242,177	24,068	18,332
Southern	21,108,152	184,938	67,707	111,131	55,299	172,944	15,833	20,040
Central	23,879,564	435,101	165,472	482,164	173,103	461,300	64,300	381,678
Northwestern	10,140,228	185,007	58,684	166,672	77,851	191,508	27,614	168,160
Southwestern	8,804,065	105,495	32,030	75,446	48,349	105,130	19,061	27,294
Middle Atlantic	12,293,953	235,269	94,641	184,948	59,792	219,192	18,277	27,437
N. York-N. Jersey	13,541,127	241,039	127,785	216,864	94,758	261,781	14,490	10,984
New England	7,400,909	163,725	80,911	168,071	58,974	178,979	16,407	3,844
Miscellaneous	.....	137,492	56,848	40,522	201,712	125,996	69,661	347
Grand Total	105,710,620	1,939,290	783,524	1,604,895	840,085	1,959,007	269,711	658,116
Page rate		$8,000.00	$2,500.00	$6,300 00	$4,000.00	$8,000.00	$1,500.00	$2,000.00
Rate per agate line		$12.00	$6.00	$9.50	$6.00	$12.00	$2.25	$3.50

Decrease— *Two issues a month.

T GROUPS AND ADVERTISING RATES OF LEADING AGAZINES

Bureau of Advertising, American Newspaper Publishers Association

PUBLISHER Company

TERRITORIAL MARKETS	McCall's Magazine	People's Home Journal	Modern Priscilla	*Vogue	Women's Magazines Total 1918	Women's Magazines Total 1922	Gain or Loss 1922 vs. 1919
Total net paid	1,587,674	858,196	622,408	141,980	9,180,387	11,196,031	2,015,644
Total net paid, including bulk	1,596,396	858,196	622,408	142,481	9,209,989	11,207,030	1,997,041
Total distribution	1,619,809	863,291	642,909	148,655	9,492,938	11,412,441	1,919,503
Detailed distribution for WESTERN STATES.	Population 1920	March, 1922	Feb., 1922	March, 1922	April 1, 1922		
California	3,426,861	65,733	13,900	26,451	12,164	316,995	501,066	184,071
Washington	1,356,621	24,577	8,419	6,519	2,452	142,502	195.056	52,554
Colorado	939,629	17,531	8,081	5,200	914	89,140	116,296	27,156
Oregon	783,389	15,569	7,886	5,438	1,870	92,867	123,215	30,348
Montana	548,889	10,059	3,517	2,936	446	62,119	59,479	—2,640
Utah	449,396	4,592	1,520	2,127	457	30,555	35,249	4,694
Idaho	431,866	5,808	2,860	1,607	212	36,277	44,285	8,008
Arizona	334,162	3,373	754	1,045	370	19,204	28,172	8,968
Wyoming	194,402	3,474	1,772	1,361	356	16,534	25,649	9,115
Nevada	77,407	1,225	323	625	175	9,074	9,802	728
Total	8,542,622	151,941	49,032	53,309	19,416	815,267	1,138,269	323,002
SOUTHERN STATES.								
Georgia	2,895,832	16,415	6,596	3,325	1,586	96,105	100,205	4,100
North Carolina	2,559 123	18,377	5,434	3,118	931	62,731	100,148	37,417
Kentucky	2,416,630	23,023	8,645	5,933	1,446	85,900	120,578	34,678
Tennessee	2,337,885	19,842	6,076	3,529	1,266	77,289	104,116	26,827
Alabama	2,348,174	14,555	3,146	2,701	774	62,163	68,338	6,175
Virginia	2,309,187	21,547	11,561	4,835	1,527	97,733	131,673	33,940
Mississippi	1,790,618	11,304	3,119	2,437	550	41,899	53,467	11,568
Louisiana	1,798,509	15,780	3,419	4,094	1,314	54,170	76,781	22,611
South Carolina	1,683,724	10,256	2,548	1,806	593	49,438	54,514	5,076
Florida	968,470	14,424	4,187	2,352	1,363	45,269	83,806	38,537
Total	21,108,152	165,523	54,731	34,130	11,350	672,697	893,626	220,929
CENTRAL STATES.								
Illinois	6,485,280	108,833	51,155	37,624	11,580	579,042	757,188	178,146
Ohio	5,759,394	117,926	60,359	22,336	8,359	563,324	753,559	190,235
Michigan	3,668,412	62,060	32,589	20,114	5,163	336,338	452,341	116,003
Indiana	2,930,390	53,779	28,325	11,041	3,201	248,180	367,036	118,856
Wisconsin	2,632,067	35,728	23,788	13,033	2,280	201,062	277,819	76,757
Iowa	2,404,021	47,900	35,374	12,561	1,771	279,746	362,054	82,308
Total	23,879,564	426,226	231,590	116,709	32,354	2,207,692	2,969,997	762,305
NORTHWESTERN STATES.								
Missouri	3,404,055	54,940	18,545	11,136	6,289	261,291	345,866	84,575
Minnesota	2,387,125	39,988	12,324	13,097	2,774	205,806	285,852	80,046
Kansas	1,769,257	32,281	20,155	8,361	895	163,619	225,458	61,839
Nebraska	1,296,372	26,548	12,710	7,058	1,176	126,958	185,535	58,577
North Dakota	646,872	8,942	3,540	3,055	290	54,076	61,482	7,406
South Dakota	636,547	10,913	5,911	3,121	386	60,753	75,738	14,985
Total	10,140,228	173,612	73,185	45,828	11,810	872,503	1,179,931	307,428
SOUTHWESTERN STATES.								
Texas	4,663,228	51,239	15,236	10,288	3,135	251,480	309,094	57,614
Oklahoma	2,028.283	22,403	8,950	5,540	1,161	105,208	152,782	47,574
Arkansas	1,752,204	13,460	4,218	2,514	588	55,168	74,582	19,414
New Mexico	360,350	3,130	1,240	1,013	306	17,667	20,768	3,101
Total	8,804,065	90,232	29,644	19,355	5,190	429,523	557,226	127,703
MIDDLE ATLANTIC STATES.								
Pennsylvania	8.720,017	132,391	75.205	42,994	12,788	659,326	874,323	214,997
West Virginia	1,463,701	22,405	10,210	3,364	885	71,095	107,016	35,921
Maryland	1,449,661	16,100	12,544	4,489	2,246	72,426	116,464	44,038
Dist. of Columbia	437,571	9,670	1,663	1,888	1,730	31,432	77,182	45,750
Delaware	223,003	3,968	2,573	1,354	271	19,399	23,309	3,910
Total	12,293,953	184,534	102,195	54,089	17,920	853,678	1,198,294	344,616
NEW YORK-NEW JERSEY.								
New York	10,385,227	182,152	82,400	55,721	27,290	706,051	1,081,000	374,949
New Jersey	3,155,900	55,431	28,154	24,712	5,868	214,704	348,429	133,725
Total	13,541,127	237,583	110,554	80,433	33,158	920,755.	1,429,429	508,674
NEW ENGLAND STATES.								
Massachusetts	3,852,356	61,242	13,482	37,435	9,275	336,639	471,524	134,885
Connecticut	1,380,631	23,658	11,687	9,147	2,967	126,767	174,075	47,308
Maine	768,014	13,549	7,419	4,659	691	64,899	98,802	33,903
Rhode Island	604,397	8,846	2,171	3,385	1,077	53,420	62,336	8,916
New Hampshire	443,083	9,987	4,055	4,243	247	44,815	62,048	17,233
Vermont	352,428	7,491	5,768	3,538	377	38,312	48,522	10,210
Total	7,400,909	124,773	44,582	62,407	14,634	664,852	917,307	252,455
MISCELLANEOUS.								
Newsdealers			162,062	147,135		1,384,062	527,178	—856,884
Unclassified		17.058	2,661	11,671	180	107,047	82,511	—24,536
Canada		32,895	2,881	11,407	4,540	232,473	337,981	105,508
Alaska & U. S. Pos.		1,250	251	1,135	418	12,227	13,865	1,638
Foreign		935	114	2,246	905	38,799	69,396	30,597
Other items		9,023		210	78	22,230	10,702	—11,528
Total		61,161	167,969	173,804	6,121	1,796,838	1,041,633	—755,205
MARKET GROUPS.								
Western	8,542,622	151,941	49,032	53,309	19,416	815,267	1,138,269	323,002
Southern	21,108,152	165,523	54,731	34,130	11,350	672,697	893,626	220,929
Central	23.879,564	426,226	231,590	116.709	32,354	2,207,692	2,969,997	762,305
Northwestern	10,140,228	173,612	73,185	45.828	11,810	872,503	1,179,931	307,428
Southwestern	8,804,065	90,232	29,644	19,355	5,190	429,523	557,226	127,703
Middle Atlantic	12.293,953	184,534	102,195	54,089	17,920	853,678	1,198,294	344,616
N. York-N. Jersey	13,541,127	237,583	110,554	80,433	33,158	920,755	1,429,429	508,674
New England	7,400,909	124,773	44,582	62,407	14,634	664,852	917,307	252,455
Miscellaneous		61,161	167,969	173,804	6,121	1,796,838	1,041,633	—755,205
Grand total	105,710,620	1,615,585	863,482	640,064	151,953	9,233,805	11,325,712	2,091,907
Page rate		$6,000.00	$3,600.00	$2,250.00	$1,200.00	$34,205.00	$45,350.00	$11,145.00
Rate per agate line		$9.00	$5.50	$4.00	.....	$49.80	$69.75	$19.95

Decrease — *Two issues a month.

(*Continued from page* 88)

New Orleans Daily Construction and Industrial News.
New York Bronx Home News (daily and Sunday edition).
New York—Corriere D'America (tabloid morning paper)—Luigi Barzini.
Niles (O.) Evening Register—F. L. and P. F. Bixler.
Noblesville (Ind.) Morning Times—D. M. Hudley and John G. Baker.
Norristown (Pa.) Herald.
Palm Beach (Fla.) Evening Times—F. P. Fildes.
Palm Beach (Fla.) Record—George L. Moreland, M. K. Wanaga, F. L. Corey and others.
Passaic (N. J.) Sunday Leader—E. J. David (started in September, suspended Oct. 8).
Paterson (N. J.) Times—J. F. Van Noorte, J. J. O'Rourke and associates.
Pawhuska (Okla.) Daily Times—E. L. Gray and E. L. Knight.
Peekskill (N. Y.) Daily Star—Richard E. Coon and associates.
Pittston (Pa.) Daily Press—W. H. Hughes and others.
Portland (Ore.)—La Stella (Italian daily)—Dr. B. DeRosa and associates.
Pottsville (Pa.) Morning Paper—J. H. Zerbey.
Rapid City (S. D.) Daily Guide—T. B. Werner.
Reading (Pa.) Tribune—John J. Garvin and associates.
Rochester (N. Y.) Journal—William R. Hearst.
Rochester (N. Y.) Sunday American—William R. Hearst.
Saginaw (Mich.) Evening Star—Robert J. Brown, Edward M. Lucas, Harry L. Freking (plans announced for starting in 1923).
Sapulpa (Okla.) Star—A. E. Ross and E. W. Sprague.
San Benito (Tex.) Light (resumed as daily).
Scranton (Pa.) Sunday Telegram—publishers of Elmira (N. Y.) Sunday Telegram.
South Bend (Ind.) Sunday Tribune—publishers Daily Tribune.
Syracuse (N. Y.) American—William R. Hearst.
Syracuse (N. Y.) Telegram—William R. Hearst.
Tampa Sunday Morning Citizen—Frank B. Hill and associates.
Tonawanda (N. Y.) Twin City Daily Advertiser.
University of Oregon Emerald (daily edition), Eugene, Ore.
Van Buren (Ark.) Daily Press—Argus (resumed publication).
Walla Walla (Wash.) Times—Northwest Service Corporation.
Wilkes-Barre (Pa.) Sunday Telegram—publishers of Elmira (N. Y.) Sunday Telegram.
Wilson (N. C.) Mirror—R. F. Beasley and associates.
Wilson (Okla.) Daily News—Fred L. Yates.
Wilson (Okla.) Morning Gazette—Archibald Clark and W. O. Melton.
Worcester (Mass.) Sunday Times—started by J. F. Estes in September (discontinued after three issues).

Foreign

London, England—The Daily Mail completed plans for starting ocean editions on board Cunard Line steamships, between England and New York and North Atlantic ports, beginning February 11, 1923.
Havana, Cuba—El Pais (Spanish daily) started by Alfredo Hornedo.
Osaka, Japan—English language newspaper, the Osaka Mainichi, appeared in April; owned by same company which conducts the Japanese Osaka Mainichi and Tokyo Nichi-Nichi.
Rio Janeiro, Brazil—First South American daily newspaper devoted entirely to sports was started by O. Esporto.

CHANGES IN PRICE

UNITED STATES

Aroostook (Me.) Daily News—from 3c. to 2c. per copy.
Birmingham (Ala.) Age-Herald—from 5c. to 3c. daily and 7c. to 5c. Sunday.
Brooklyn (N. Y.) Standard-Union—Sunday edition from 5c. to 2c.
Buffalo (N. Y.) Commercial—from 2c. to 1c.
Chicago Tribune—reduced mail subscription rates as follows: one month, $1 to 50c; three months, $2.50 to $1.25; six months, $3.75 to $2.50; year, $7.50 to $5; effective Jan. 15, 1923.
Concord (N. H.) Patriot—from 3c. to 2c.
Daytona (Fla.) Daily News—40 per cent reduction in subscription to $6 a year and 15c. a week, delivered by carrier.
Holyoke (Mass.) Telegram—from 2c. to 1c.
Joplin (Mo.) News-Herald—subscription price from 15c. to 10c. weekly; Globe from 15c. to 13c.; combination sold for 20c. per week.
Montgomery (Ala.) Advertiser—20 per cent cut in subscription price—from $10 to $8 per year.
Montpelier (Ida.) Examiner—from $2.50 to $2 per year.
New York Call—from 5c. to 2c.
Oklahoma City (Okla.) Leader—from $4 to $5 per year.
St. Louis Globe-Democrat—from 10c. to 5c. Sunday; 3c. to 2c. daily.
St. Louis Post-Dispatch—from 10c. to 5c. Sunday; 3c. to 2c. daily.
St. Louis Star—from 10c. to 5c. Sunday; 3c. to 2c. daily.
St. Louis Times—from 10c. to 5c. Sunday; 3c. to 2c. daily.
Springfield (Mass.) Republican—to 1c.
Springfield (Mass.) Union—to 1c.
Tampa (Fla.) Tribune—Sunday edition from 10c to 5c.
Topeka State Journal—city subscription price from 15c. to 10c. weekly; from 3c. to 2c. per copy on street.
Virginia (Minn.) Daily Virginian—from 15c. to 10c. per week and $6 to $4 per year.

ANALYSIS OF CIRCULATIONS BY TERRITORIAL MARKET GROUPS AND ADVERTISING RATES OF THE LEADING WEEKLY MAGAZINES

Compiled by EDITOR & PUBLISHER, With the Co-operation of the Bureau of Advertising, American Newspaper Publishers Association.

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TERRITORIAL MARKETS		Saturday Evening Post	Literary Digest	Colliers	American Legion	Outlook	Life	Judge	Christian Herald	Weekly Magazines Total, 1918	Weekly Magazines Total, 1922	Gain or Loss 1922 vs. 1919
Av. net paid—A. B. C. June 30, 1922		2,202,330	*1,354,384	992,035	708,489	87,807	226,350	111,324	180,974	4,465,352	5,863,693	1,398,341
Av. net paid, including bulk, A. B. C.		2,202,927	.....	.....	708,620	95,565	226,995	111,324	181,340	4,467,395	5,873,190	1,405,795
Average distribution — bulk, A. B. C.		2,213,620	*1,389,539	1,003,568	716,830	97,939	230,488	116,015	194,695	4,530,532	5,962,694	1,432,162
Detailed distribution for		Mar. 11, 22	Apr. 15, 22	June 15, 22	June 9. 22	Jan. 25, 22	May 25, 22	Nov. 26, 21	Feb., 1922			
WESTERN STATES												
	Population 1920											
1 California	3,426,861	166,975	97,025	55,940	24,864	5,168	17,647	6,572	7,215	274,057	381,406	107,349
2 Washington	1,356,621	53,715	32,167	20,159	8,938	1,210	3,570	2,320	2,736	102,250	124,815	22,565
3 Colorado	939,629	30,203	18,718	10,237	5,465	937	2,842	635	2,269	59,176	71,306	12,130
4 Oregon	783,389	30,009	17,980	9,570	8,255	594	1,832	1,328	1,946	52,487	71,514	19,027
5 Montana	548,889	18,827	11,732	4,451	4,969	396	1,110	568	956	43,980	43,009	—971
6 Utah	449,396	9,518	8,988	5,694	2,012	231	1,640	992	111	25,704	29,186	3,482
7 Idaho	431,866	11,092	9,262	2,785	2,622	306	914	287	771	25,089	28,039	2,950
8 Arizona	334,162	9,679	6,271	3,027	1,824	220	874	121	301	20,294	22,317	2,023
9 Wyoming	194,402	6,472	4,425	1,742	2,507	186	734	276	330	11,569	16,672	5,103
10 Nevada	77,407	3,068	2,074	982	756	66	206	123	68	7,406	7,343	—63
Totals	8,542,622	339,558	208,642	114,587	62,212	9,314	31,369	13,222	16,703	622,012	795,607	173,595
SOUTHERN STATES.												
1 Georgia	2,895,832	22,681	18,280	8,600	4,639	398	4,431	1,008	1,143	56,654	61,180	4,526
2 No. Carolina	2,559,123	19,294	19,915	5,774	7,717	639	2,103	1,479	2,526	43,520	59,447	15,927
3 Kentucky	2,416,630	19,752	17,076	9,697	8,880	573	2,433	711	1,730	44,425	60,852	16,427
4 Tennessee	2,337,885	20,216	18,229	5,554	6,406	441	2,656	452	2,002	48,574	55,956	7,382
5 Alabama	2,348,174	15,476	14,729	7,255	2,811	414	2,462	466	976	37,430	44,589	7,159
6 Virginia	2,309,187	25,662	23,034	10,170	8,983	663	4,069	1,937	4,022	65,601	78,540	12,939
7 Mississippi	1,790,618	10,618	10,265	3,909	4,231	178	1,535	151	963	26,486	31,850	5,364
8 Louisiana	1,798,509	16,121	15,844	8,169	5,191	320	2,602	1,872	600	36,800	50,719	13,919
9 So. Carolina	1,683,724	10,684	10,113	3,802	5,625	189	1,709	825	1,283	32,077	34,230	2,153
10 Florida	968,470	25,327	14,260	10,093	5,162	797	3,220	603	1,640	39,391	61,102	21,711
Totals	21,108,152	185,831	161,745	73,023	59,645	4,612	27,220	9,504	16,885	430,958	538,465	107,507
CENTRAL STATES.												
1 Illinois	6,485,280	143,994	80,478	59,474	42,441	5,152	7,234	5,812	9,879	270,235	354,464	84,229
2 Ohio	5,759,394	140,726	93,021	67,828	36,947	5,637	8,233	7,399	12,788	264,453	372,579	108,126
3 Michigan	3,668,412	88,199	47,043	38,212	33,192	3,188	6,898	4,846	7,009	162,218	228,587	66,369
4 Indiana	2,930,390	57,627	41,317	32,979	20,987	1,695	3,879	2,454	4,830	114,320	165,768	51,448
5 Wisconsin	2,632,067	45,410	30,492	22,349	22,390	1,970	2,207	2,899	3,863	91,033	131,580	40,547
6 Iowa	2,404,021	47,524	34,124	22,274	37,298	2,001	2,112	1,182	7,376	109,261	153,891	44,630
Totals	23,879,564	523,480	326,475	243,116	193,255	19,643	30,563	24,592	45,745	1,011,520	1,406,869	395,349
NORTHWESTERN STATES.												
1 Missouri	3,404,055	64,120	36,720	20,130	26,129	1,391	3,412	6,883	4,230	114,252	163,015	48,763
2 Minnesota	2,387,125	51,052	34,334	28,237	36,745	2,137	3,667	2,466	3,627	106,578	162,265	55,687
3 Kansas	1,769,257	31,591	23,724	10,932	19,016	1,157	1,743	2,929	5,507	71,744	96,599	24,855
4 Nebraska	1,296,372	24,095	19,267	11,896	16,726	810	1,717	584	3,171	60,905	78,266	17,361
5 North Dakota	646,872	11,843	8,102	3,037	8,209	385	321	285	1,251	29,424	33,433	4,009
6 South Dakota	636,547	12,764	8,467	3,004	10,836	592	536	301	1,682	28,809	38,182	9,373
Totals	10,140,228	195,465	130,614	77,236	117,661	6,472	11,396	13,448	19,468	411,712	571,760	160,048
SOUTHWESTERN STATES.												
1 Texas	4,663,228	62,586	50,765	23,907	15,408	782	6,634	3,672	3,236	138,858	166,990	28,132
2 Oklahoma	2,028,283	26,285	21,790	10,498	16,856	470	1,582	2,885	1,775	59,665	82,141	22,476
3 Arkansas	1,752,204	14,541	11,592	4,533	5,149	343	1,183	394	1,057	31,752	38,792	7,040
4 New Mexico	360,350	5,455	4,003	1,820	2,074	134	406	141	327	15,131	14,360	—771
Totals	8,804,065	108,867	88,150	40,758	39,487	1,729	9,805	7,092	6,395	245,406	302,283	56,877
MIDDLE ATLANTIC STATES.												
1 Pennsylvania	8,720,017	170,878	117,476	82,224	49,571	6,276	17,752	7,270	16,262	351,502	467,709	116,207
2 West Virginia	1,463,701	17,818	15,750	6,421	5,781	800	1,780	973	2,121	41,267	51,444	10,177
3 Maryland	1,449,661	24,479	16,639	18,695	3,504	878	2,622	941	2,099	52,357	69,857	17,500
4 Dist. of Columbia	437,571	22,549	15,342	9,210	3,173	776	3,178	700	629	35,746	55,557	19,811
5 Delaware	223,003	4,153	3,189	1,983	488	157	451	123	686	9,386	11,230	1,844
Totals	12,293,953	239,877	168,396	118,533	62,517	8,887	25,783	10,007	21,797	490,258	655,797	165,539
NEW YORK-NEW JERSEY.												
1 New York	10,385,227	277,362	124,105	106,176	50,728	13,048	30,723	21,083	19,042	466,346	642,267	175,921
2 New Jersey	3,155,900	64,098	40,315	31,428	21,279	3,839	8,606	4,371	5.676	134.492	179.612	45,120
Totals	13,541,127	341,460	164,420	137,604	72,007	16,887	39,329	25,454	24,718	600,838	821,879	221,041
NEW ENGLAND STATES.												
1 Massachusetts	3,852,356	105,185	57,422	50,720	29,753	6,902	11,066	2,788	4,829	186,291	268,665	82,374
2 Connecticut	1,380,631	35,985	21,263	18,469	5,126	2,719	5,992	2,290	2,898	75,318	94,742	19,424
3 Maine	768,014	16,114	13,297	4,055	6,019	1,421	1,297	656	1,928	32,084	44,787	12,703
4 Rhode Island	604,397	11,951	7,405	9,468	2,983	955	1,393	375	729	28,256	35,259	7,003
5 New Hampshire	443,083	9,259	7,897	3,718	4,652	1,002	694	765	1,643	20,897	29,630	8,733
6 Vermont	352,428	7,623	5,408	1,988	3,813	1,004	424	570	1,781	17,444	22,611	5,167
Totals	7,400,909	186,117	112,692	88,418	52,346	14,003	20,866	7,444	13,808	360,290	495,694	135,404
MISCELLANEOUS.												
Newsdealers	.....	.....	.....	47,583	67	6,205	.....	.....	397	11,798	54,252	42,454
Unclassified	.....	.....	.....	21,265	.....	1,351	889	.....	19,320	14,761	42,825	28,064
Canada	.....	66,198	17,801	3,978	664	654	7,246	4,753	2,599	175,702	103,893	—71,809
Alaska & U. S. Pos.	.....	7,224	3,818	19,892	3,470	480	1,251	39	61	19,852	36,235	16,383
Foreign	.....	23,959	6,786	23,868	3,832	1,728	4,506	.....	866	53,374	65,545	12,171
Other Items	.....	30	.....	972	195	79	17	.....	.....	3,366	1,293	—2,073
Totals	.....	97,411	28,405	117,558	8,228	10,497	13,909	4,792	23,243	278,853	304,043	25,190
RECAPITULATION.												
1 Western	8,542,622	339,558	208,642	114,587	62,212	9,314	31,369	13,222	16,703	622,012	795,607	173,595
2 Southern	21,108,152	185,831	161,745	73,023	59,645	4,612	27,220	9,504	16,885	430,958	538,465	107,507
3 Central	23,879,564	523,480	326,475	243,116	193,255	19,643	30,563	24,592	45,745	1,011,520	1,406,869	395,349
4 Northwestern	10,140,228	195,465	130,614	77,236	117,661	6,472	11,396	13,448	19,468	411,712	571,760	160,048
5 Southwestern	8,804,065	108,867	88,150	40,758	39,487	1,729	9,805	7,092	6,395	245,406	302,283	56,877
6 Middle Atlantic	12,293,953	239,877	168,396	118,533	62,517	8,887	25,783	10,007	21,797	490,258	655,797	165,539
7 N. Y.-N. J.	13,541,127	341,460	164,420	137,604	72,007	16,887	39,329	25,454	24,718	600,838	821,879	221,041
8 New England	7,400,909	186,117	112,692	88,418	52,346	14,003	20,866	7,444	13,808	360,290	495,694	135,404
9 Miscellaneous	.....	97,411	28,405	117,558	8,228	10,497	13,909	4,792	23,243	278,853	304,043	25,190
Grand total	105,710,620	2,218,066	1,389,539	1,010,833	667,358	92,044	210,240	115,555	188,762	4,451,847	5,892,397	1,440,550
Page Rate		$7,000	$4,000	$3,000	$1,287	$400	$850	$420	$1,200	$14,585.00	$18,157	$3,572.00
Rate per agate line		11	9	5	3	1	2	1	2	26.35	34	7.65

Decrease —

*Publishers' Sworn Audit.

ANALYSIS OF CIRCULATIONS BY TERRITORIAL MARKET GROUPS AND ADVERTISING RATES OF LEADING CLASS PUBLICATIONS

Compiled by EDITOR & PUBLISHER, With the Co-operation of the Bureau of Advertising, American Newspaper Publishers Association.

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TERRITORIAL MARKETS		System	Scientific American	Popular Science	Forest & Stream	Physical Culture	Field & Stream	House Beautiful	Class Magazines Total 1918	Class Magazines Total 1922	Gain or Loss 1922 vs. 1919
Total net paid		201,354	81,902	222,981	55,116	252,415	82,822	52,185	1,102,766	948,775	—153,991
Total net paid, including bulk		203,733	82,217	222,981	55,116	252,415	85,173	52,185	1,105,353	953,820	—151,533
Total distribution		216,246	88,041	228,959	58,406	254,346	88,145	54,136	1,171,662	988,279	—183,383
Detailed distribution for											
WESTERN STATES.	Population 1920	June, 1922	June, 1922	May, 1922	Dec., 1921	May, 1922	May, 1922	Feb., 1922			
1 California	3,426,861	12,935	3,507	18,972	1,171	20,401	4,505	2,971	53,426	64,462	11,036
2 Washington	1,356,621	2,943	1,171	5,539	262	8,033	2,542	799	19,751	21,289	1,538
3 Colorado	939,629	1,972	623	2,593	544	4,640	1,037	490	10,703	11,899	1,196
4 Oregon	783,389	1,603	938	3,524	211	4,727	1,189	579	11,647	12,771	1,124
5 Montana	548,889	745	176	1,842	362	2,218	477	216	9,220	6,036	—3,184
6 Utah	449,396	1,041	618	902	45	1,175	309	111	4,261	4,201	—60
7 Idaho	431,866	727	245	950	63	1,583	190	153	4,906	3,911	—995
8 Arizona	334,162	737	133	782	95	1,258	113	165	4,133	3,283	—850
9 Wyoming	194,402	552	143	524	183	726	216	118	2,676	2,462	—214
10 Nevada	77,407	182	114	289	27	300	140	41	1,440	1,093	—347
Total	8,542,622	23,437	7,668	35,917	2,963	45,061	10,718	5,643	122,163	131,407	9,244
SOUTHERN STATES.											
1 Georgia	2,895,832	2,674	164	2,162	165	2,690	713	606	7,786	9,174	1,388
2 North Carolina	2,559,123	1,475	192	2,029	183	2,454	764	690	4,988	7,787	2,799
3 Kentucky	2,416,630	1,998	483	1,568	508	1,683	597	725	6,428	7,562	1,134
4 Tennessee	2,337,885	2,036	666	1,321	164	3,007	593	565	7,052	8,352	1,300
5 Alabama	2,348,174	1,362	396	1,247	198	1,911	644	346	4,661	6,104	1,443
6 Virginia	2,309,187	2,122	503	1,946	405	3,163	851	847	8,451	9,837	1,386
7 Mississippi	1,790,618	739	110	599	106	654	286	284	2,784	2,778	—6
8 Louisiana	1,798,509	2,502	362	2,152	480	2,602	773	356	5,701	9,227	3,526
9 South Carolina	1,683,724	741	92	1,233	97	1,321	672	271	3,281	4,427	1,146
10 Florida	968,470	1,598	171	2,575	246	2,683	881	496	6,551	8,650	2,099
Total	21,108,152	17,247	3,139	16,832	2,552	22,168	6,774	5,186	57,683	73,898	16,215
CENTRAL STATES.											
1 Illinois	6,485,280	16,975	2,207	14,826	6,117	15,884	4,955	3,477	60,743	64,441	3,698
2 Ohio	5,759,394	14,646	4,090	15,019	1,780	20,299	5,724	3,727	50,565	65,285	14,720
3 Michigan	3,668,412	8,667	1,991	11,327	2,434	10,919	3,683	1,848	32,164	40,869	8,705
4 Indiana	2,930,390	5,191	872	5,472	1,519	6,598	2,014	1,386	21,392	23,052	1,660
5 Wisconsin	2,632,067	4,295	689	4,653	1,331	5,418	1,778	1,244	18,915	19,408	493
6 Iowa	2,404,021	3,389	798	5,025	2,311	4,765	1,680	1,345	22,666	19,313	—3,353
Total	23,879,564	53,163	10,647	56,322	15,492	63,883	19,834	13,027	206,445	232,368	25,923
NORTHWESTERN STATES.											
1 Missouri	3,404,055	6,650	679	6,151	874	5,882	2,353	1,185	21,152	23,774	2,622
2 Minnesota	2,387,125	5,127	1,096	5,453	1,081	6,023	2,158	989	21,128	21,927	799
3 Kansas	1,769,257	2,402	435	3,223	1,307	2,982	656	845	12,917	11,850	—1,067
4 Nebraska	1,296,372	2,716	563	3,503	1,482	2,542	952	443	10,516	12,201	1,685
5 North Dakota	646,872	551	119	862	227	1,126	300	119	5,629	3,304	—2,325
6 South Dakota	636,547	735	259	939	860	1,116	353	220	6,007	4,482	—1,525
Total	10,140,228	18,181	3,151	20,131	5,831	19,671	6,772	3,801	77,349	77,538	189
SOUTHWESTERN STATES.											
1 Texas	4,663,228	7,255	484	6,086	969	9,105	2,113	1,248	22,796	27,260	4,464
2 Oklahoma	2,028,283	3,267	201	3,649	1,553	5,009	1,404	515	10,357	15,598	5,241
3 Arkansas	1,752,204	1,292	380	1,159	332	1,480	505	297	4,066	5,445	1,379
4 New Mexico	360,350	554	60	595	53	692	124	82	2,565	2,160	—405
Total	8,804,065	12,368	1,125	11,489	2,907	16,286	4,146	2,142	39,784	50,463	10,679
MIDDLE ATLANTIC STATES.											
1 Pennsylvania	8,720,017	16,448	4,853	17,772	3,760	19,752	7,162	3,617	62,891	73,364	10,473
2 West Virginia	1,463,701	2,014	395	2,090	277	2,583	726	531	5,954	8,616	2,662
3 Maryland	1,449,661	2,432	448	2,841	437	2,399	694	639	6,847	9,890	3,043
4 District of Columbia	437,571	1,958	418	2,247	162	3,238	631	398	5,954	9,052	3,098
5 Delaware	223,003	184	67	212	37	277	165	124	1,665	1,066	—599
Total	12,293,953	23,036	6,181	25,162	4,673	28,249	9,378	5,309	83,311	101,988	18,677
NEW YORK-NEW JERSEY.											
1 New York	10,385,227	25,056	4,115	27,441	4,111	38,309	10,864	6,944	103,598	116,840	13,242
2 New Jersey	3,155,900	6,215	1,258	6,259	1,086	6,445	2,768	2,211	24,322	26,242	1,920
Total	13,541,127	31,271	5,373	33,700	5,197	44,754	13,632	9,155	127,920	143,082	15,162
NEW ENGLAND STATES.											
1 Massachusetts	3,852,356	8,155	1,738	9,718	1,120	11,721	3,182	5,105	37,118	40,739	3,621
2 Connecticut	1,380,631	2,395	549	3,474	390	4,548	1,653	1,529	14,866	14,538	—328
3 Maine	768,014	1,051	235	2,158	457	1,851	854	595	9,798	7,201	—2,597
4 Rhode Island	604,397	877	229	1,823	144	1,431	575	556	5,119	5,635	516
5 New Hampshire	443,083	550	191	1,366	237	1,043	587	468	4,162	4,442	280
6 Vermont	352,428	183	151	657	139	533	410	317	2,529	2,390	—139
Total	7,400,909	13,211	3,093	19,196	2,487	21,127	7,261	8,570	73,592	74,945	1,353
MISCELLANEOUS.											
Newsdealers	.....	.....	37,444	.....	21,000	.....	.....	.....	243,180	58,444	—184,736
Unclassified	.....	.....	747	4,519	621	524	.....	.....	8,411	6,411	—2,000
Canada	.....	8,942	773	11,464	568	17,083	2,076	903	43,372	41,809	—1,563
Alaska & U. S. Possessions	.....	455	352	1,395	.....	1,619	307	210	5,457	4,338	—1,119
Foreign	.....	747	4,374	2,092	189	8,454	155	499	12,278	16,510	4,232
Other Items	.....	.....	47	2,642	.....	.....	2,716	199	297	5,604	5,307
Total	.....	10,144	43,737	22,112	22,378	27,680	5,254	1,811	312,995	133,116	—179,879
MARKET GROUPS.											
1 Western	8,542,622	23,437	7,668	35,917	2,963	45,061	10,718	5,643	122,163	131,407	9,244
2 Southern	21,108,152	17,247	3,139	16,832	2,552	22,168	6,774	5,186	57,683	73,898	16,215
3 Central	23,879,564	53,163	10,647	56,322	15,492	63,883	19,834	13,027	206,445	232,368	25,923
4 Northwestern	10,140,228	18,181	3,151	20,131	5,831	19,671	6,772	3,801	77,349	77,538	189
5 Southwestern	8,804,065	12,368	1,125	11,489	2,907	16,286	4,146	2,142	39,784	50,463	10,679
6 Middle Atlantic	12,293,953	23,036	6,181	25,162	4,673	28,249	9,378	5,309	83,311	101,988	18,677
7 New York-New Jersey	13,541,127	31,271	5,373	33,700	5,197	44,754	13,632	9,155	127,920	143,082	15,162
8 New England	7,400,909	13,211	3,093	19,196	2,487	21,127	7,261	8,570	73,592	74,945	1,353
9 Miscellaneous	.....	10,144	43,737	22,112	22,378	27,680	5,254	1,811	312,995	133,116	—179,879
Grand Total	105,710,620	202,058	84,114	240,861	64,480	288,879	83,769	54,644	1,101,242	1,018,805	—82,437
Page Rate		$1,000.00	$600.00	$675.00	$321.75	$625.00	$400.00	$460.00	$2,840.00	$4,081.75	$1,241.75
Rate per agate line		2.60	1.00	1.70	.75	1.85	.95	1.00	8.20	9.85	1.65
—Decrease											

ANALYSIS OF CIRCULATIONS BY TERRITORIAL MARKET GROUP

Compiled by EDITOR & PUBLISHER, With the Co-operation of

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MARKETS		Cosmopolitan	American Review of Reviews	American	Harper's	McClure's	World's Work	Metropolitan	Scribner's	American Boy	Atlantic	Red Book	Century
Total net paid		994,366	205,263	1,742,651	70,190	365,074	116,122	302,169	82,858	212,910	114,933	717,848	48,979
Total net paid including bulk		994,366	205,263	1,742,651	71,598	365,074	116,316	330,343	83,088	226,361	117,352	718,786	48,979
Total distribution		1,003,976	210,277	1,763,614	74,388	368,418	118,548	332,927	85,119	257,816	120,185	723,710	50,896
Detailed Distribution for		Mch., 1922	May, 1922	Feb., 1922	Dec., 1921	May, 1921	April, 1922	Nov., 1921	June, 1922	June, 1922	Feb., 1922	June, 1922	April, 1922
WESTERN STATES—Population 1920													
California	3,426,861	75,421	10,354	69,109	2,327	5,819	5,269	15,980	3,013	12,352	7,404	46,240	4,458
Washington	1,356,621	20,642	3,348	29,944	546	3,173	1,333	6,747	621	5,869	1,375	17,449	1,647
Colorado	939,629	12,244	2,502	22,252	476	2,768	1,009	5,023	586	4,127	1,444	11,329	591
Oregon	783,389	11,068	1,864	18,905	293	2,063	820	3,795	403	3,747	964	10,591	920
Montana	548,889	5,907	1,509	10,964	187	917	583	1,938	188	1,500	414	6,171	1,092
Utah	449,396	4,326	1,482	6,072	96	516	257	1,492	168	1,117	278	3,047	175
Idaho	431,866	4,693	1,110	8,469	119	750	319	839	225	1,249	305	3,944	190
Arizona	334,162	3,918	1,015	4,841	102	439	339	547	112	615	535	2,959	230
Wyoming	194,402	3,596	1,596	4,629	77	620	182	648	139	539	168	3,546	130
Nevada	77,407	1,485	391	1,147	30	150	100	235	41	229	59	1,099	23
Total	8,542,622	143,300	25,171	176,332	4,253	17,215	10,211	37,244	5,496	31,344	12,946	106,375	9,456
SOUTHERN STATES.													
Georgia	2,895,832	12,861	2,096	12,316	296	2,700	666	6,762	390	1,763	886	8,247	216
North Carolina	2,559,123	8,511	2,102	15,401	379	1,293	792	1,313	553	1,771	789	6,262	249
Kentucky	2,416,630	7,940	1,997	17,690	378	2,093	639	4,528	524	2,294	921	7,671	229
Tennessee	2,337,885	10,476	1,640	16,259	325	1,395	598	2,554	379	2,613	575	9,783	169
Alabama	2,348,174	7,223	1,847	9,998	195	1,384	424	3,708	264	1,320	440	6,208	247
Virginia	2,309,187	12,006	2,884	16,314	621	2,840	1,065	6,067	959	2,222	1,603	9,334	394
Mississippi	1,790,618	5,218	1,168	8,275	136	814	304	1,754	164	1,070	279	4,406	147
Louisiana	1,798,509	11,583	1,794	8,775	172	2,204	691	6,145	345	1,482	590	6,998	292
South Carolina	1,683,724	5,055	1,228	8,719	252	728	463	1,515	249	1,020	503	3,095	116
Florida	968,470	12,618	2,176	12,511	278	1,367	662	4,259	364	1,644	715	7,909	207
Total	21,108,152	93,491	18,932	126,258	3,032	16,818	6,304	38,605	4,191	17,199	7,301	69,973	2,266
CENTRAL STATES.													
Illinois	6,485,280	60,198	10,673	129,164	2,635	13,047	3,542	18,377	3,839	16,190	8,058	38,053	1,442
Ohio	5,759,394	54,408	9,257	149,177	2,309	9,992	3,930	18,996	2,484	17,135	6,705	41,844	1,307
Michigan	3,668,412	35,860	6,308	93,628	1,278	5,049	2,205	11,190	1,557	10,943	3,977	27,038	766
Indiana	2,930,390	20,431	3,811	61,257	935	4,189	1,186	7,274	984	5,640	1,970	16,374	488
Wisconsin	2,632,067	16,790	2,917	46,538	830	3,465	1,529	7,447	1,015	4,739	2,805	11,185	476
Iowa	2,404,021	16,298	4,087	58,213	947	4,945	1,673	8,061	917	7,633	2,019	15,173	538
Total	23,879,564	203,985	37,053	537,977	8,934	40,687	14,065	71,345	10,796	62,280	25,534	149,667	5,017
NORTHWESTERN STATES.													
Missouri	3,404,055	26,833	3,746	53,285	713	4,834	1,240	10,301	808	8,675	1,942	20,140	411
Minnesota	2,387,125	21,061	3,902	54,383	881	3,331	1,748	8,252	1,053	6,609	2,915	18,178	689
Kansas	1,769,257	11,269	2,989	28,480	482	4,390	963	6,284	446	4,395	1,155	10,796	323
Nebraska	1,296,372	10,495	2,547	28,968	398	2,073	741	4,079	378	4,070	815	9,918	286
North Dakota	646,872	3,840	1,215	8,463	110	890	445	1,217	125	1,467	279	3,184	277
South Dakota	636,547	4,131	1,281	9,268	157	885	488	1,796	214	1,628	337	3,239	108
Total	10,140,228	77,629	15,680	182,847	2,741	16,403	5,625	31,929	3,024	26,844	7,443	65,455	2,094
SOUTHWESTERN STATES.													
Texas	4,663,228	35,098	5,416	51,768	552	5,650	1,290	11,656	1,812	6,856	1,442	31,192	636
Oklahoma	2,028,283	17,125	2,385	24,432	201	3,407	542	4,500	589	2,676	591	13,436	149
Arkansas	1,752,204	6,710	1,135	10,206	133	717	315	1,241	247	1,294	333	6,035	139
New Mexico	360,350	2,241	461	3,605	83	466	328	756	118	466	204	2,140	80
Total	8,804,065	61,174	9,397	90,011	969	10,240	2,475	18,153	2,766	11,292	2,570	52,803	1,004
MID. ATLANTIC STATES													
Pennsylvania	8,720,017	77,564	17,216	148,483	3,668	16,808	4,807	29,387	5,549	16,520	9,380	47,029	2,161
West Virginia	1,463,701	9,611	2,039	14,230	333	3,773	602	5,378	748	1,594	527	8,320	142
Maryland	1,449,661	11,420	2,111	14,163	682	2,091	914	4,537	545	2,618	1,885	8,168	435
Dist. of Columbia	437,571	18,418	2,122	13,357	626	870	906	2,907	392	2,239	1,572	7,421	585
Delaware	223,003	1,413	470	2,955	143	659	147	855	153	317	314	1,106	99
Total	12,293,953	118,426	23,958	193,188	5,452	24,201	7,376	43,064	7,387	23,288	13,678	72,044	3,422
NEW YORK-NEW JERSEY.													
New York	10,385,227	135,789	25,410	189,403	7,182	29,742	9,798	54,558	10,466	21,672	21,514	73,521	3,696
New Jersey	3,155,900	23,771	6,268	43,865	2,025	10,851	2,614	19,526	3,033	4,830	5,583	16,017	1,104
Total	13,541,127	159,560	31,678	233,268	9,207	40,593	12,412	74,084	13,499	26,502	27,097	89,538	4,800
NEW ENGLAND STATES.													
Massachusetts	3,852,356	36,368	7,024	95,941	4,565	7,983	5,484	14,613	3,824	8,150	13,108	25,714	2,266
Connecticut	1,380,631	13,015	2,802	28,366	1,515	2,520	1,737	5,777	1,477	3,290	3,735	9,878	631
Maine	768,014	6,643	1,432	10,528	680	1,545	915	1,679	678	1,865	1,100	4,715	248
Rhode Island	604,397	4,662	927	14,646	472	1,038	603	2,503	358	1,222	1,052	3,449	416
New Hampshire	443,083	3,246	874	7,074	509	922	688	1,452	484	985	990	2,106	202
Vermont	352,428	2,438	830	6,105	412	877	577	1,413	598	999	657	1,939	151
Total	7,400,909	66,372	13,889	162,660	8,153	14,885	10,004	27,437	7,419	16,511	20,642	47,801	3,914
MISCELLANEOUS.													
Newdealers		.....	.....	.....	29,000	160,472	40,681	.....	27,000	12,717	.....	.....	14,887
Unclassified	.....	6,614	5,873	524	538	6,058	43	.....	.....	.....	.....	.....	.....
Canada	.....	58,050	2,178	25,653	507	4,276	871	8,647	683	2,472	1,847	47,446	306
Alaska & U. S. Pos.	.....	3,065	1,901	3,974	221	122	877	360	312	373	672	2,530	223
Foreign	.....	3,483	1,773	3,898	978	754	2,393	3,198	715	673	2,320	7,364	794
Other items	.....	209	.....	.....	1,500	.....	30	.....	1,396	.....	322	33	19
Total	.....	71,421	11,725	34,049	32,744	171,682	44,895	12,205	30,106	16,235	5,161	57,373	16,229
MARKET GROUPS.													
Western	8,542,622	143,300	25,171	176,332	4,253	17,215	10,211	37,244	5,496	31,344	12,946	106,375	9,456
Southern	21,108,152	93,491	18,932	126,258	3,032	16,818	6,304	38,605	4,191	17,199	7,301	69,973	2,266
Central	23,879,564	203,985	37,053	537,977	8,934	40,687	14,065	71,345	10,796	62,280	25,534	149,667	5,017
Northwestern	10,140,228	77,629	15,680	182,847	2,741	16,403	5,625	31,929	3,024	26,844	7,443	65,455	2,094
Southwestern	8,804,065	61,174	9,397	90,011	969	10,240	2,475	18,153	2,766	11,292	2,570	52,803	1,004
Middle Atlantic	12,293,953	118,426	23,958	193,188	5,452	24,201	7,376	43,064	7,387	23,288	13,678	72,044	3,422
N. York-N. Jersey	13,541,127	159,560	31,678	233,268	9,207	40,593	12,412	74,084	13,499	26,502	27,097	89,538	4,800
New England	7,400,909	66,372	13,889	162,660	8,153	14,885	10,004	27,437	7,419	16,511	20,642	47,801	3,914
Miscellaneous	.....	71,421	11,725	34,049	32,744	171,682	44,895	12,205	30,106	16,235	5,161	57,373	16,229
Grand Total	105,710,620	995,358	187,483	1,736,590	75,485	352,724	113,367	354,066	84,684	231,495	122,372	711,029	48,202
Page rate		$3,000.00	$360.00	$4,200.00	$300.00	$600.00	$350.00	$1,050.00	$300.00	$1,480.00	$350.00	$1,800 00	$250.00
Rate per agate line		$7.00	$1.90	$10.00	$1.50	$1.50	$1.75	$2.50	$1.50	$2.00	$1.75	$5.00	$1.50

— Decrease

D ADVERTISING RATES OF THE LEADING MONTHLY MAGAZINES

of Advertising, American Newspaper Publishers' Association.

UBLISHER COMPANY

MARKETS	Blue Book	Hearst's	Everybody's	Saint Nicholas	Boy's Magazine	Photoplay	Motion Picture	Munsey's	Current Opinion	General Magazines Total 1918	General Magazines Total 1922	Gain or Loss, 1922 vs. 1919
Total net paid	223,393	249,766	278,223	69,767	45,389	423,582	308,618	96,938	56,231	5,968,935	6,725,270	756,335
Total net paid including bulk	223,577	249,766	280,591	69,767	45,485	423,582	312,190	96,938	56,231	6,046,097	6,778,304	732,207
Total distribution	225,295	269,338	285,971	70,744	69,237	430,440	318,160	98,495	61,401	6,198,673	6,938,955	740,282
Detailed Distribution for Population 1920	June, 1922	Mch., 1922	Dec., 1921	April, 1922	Dec., 1921	June, 1922	May, 1922	June, 1922	Oct., 1921			
WESTERN STATES.												
California	3,426,861	17,670	21,135	1,566	4,235	1,904	30,686	23,487	394	2,532	313,179	361,355	48,176
Washington	1,356,621	5,477	4,212	561	777	1,072	7,292	5,190	72	768	117,976	118,115	139
Colorado	939,629	3,770	2,979	427	634	756	5,052	3,039	92	584	60,179	81,684	21,505
Oregon	783,389	3,582	2,283	293	600	766	4,008	2,771	37	472	70,021	70,245	224
Montana	548,889	1,631	1,840	202	354	453	2,076	1,578	56	342	50,726	39,902	—10,824
Utah	449,396	939	991	126	128	151	2,070	1,525	20	288	23,779	25,264	1,485
Idaho	431,866	1,369	1,189	146	197	401	1,278	1,134	23	203	28,918	28,152	—766
Arizona	334,162	882	1,210	109	186	184	780	1,088	24	190	28,474	20,305	—8,169
Wyoming	194,402	1,035	1,081	101	107	154	1,040	464	35	147	13,544	20,034	6,490
Nevada	77,407	456	575	25	48	87	380	444	11	74	9,188	7,089	—2,099
Total	8,542,622	36,811	37,495	3,556.	7,266	5,928	54,662	40,720	764	5,600	715,984	772,145	56,161
SOUTHERN STATES.												
Georgia	2,895,832	1,677	3,040	251	396	545	4,912	3,490	62	661	56,953	64,233	7,280
North Carolina	2,559,123	1,673	1,974	209	498	582	3,283	1,551	64	632	36,457	49,881	13,424
Kentucky	2,416,630	1,949	2,005	2,231	513	692	4,154	2,031	112	618	44,314	61,209	16,895
Tennessee	2,337,885	2,201	2,751	235	396	550	3,590	2,564	62	741	45,311	59,856	14,545
Alabama	2,348,174	1,522	1,659	215	251	625	3,545	1,905	54	435	39,692	43,469	3,777
Virginia	2,309,187	3,160	3,078	419	651	650	5,102	3,089	165	881	61,875	73,504	11,629
Mississippi	1,790,618	1,099	1,447	206	182	399	1,728	974	47	350	23,300	30,227	6,927
Louisiana	1,798,509	2,290	2,880	271	236	377	4,351	3,546	48	417	35,299	55,487	20,188
South Carolina	1,683,724	870	1,192	160	269	351	1,609	1,197	35	391	26,607	29,017	2,410
Florida	968,470	1,973	3,453	259	339	531	3,825	2,414	69	367	35,229	57,940	22,711
Total	21,108,152	18,414	23,479	4,456	3,731	5,302	36,099	22,761	718	5,493	405,037	524,823	119,786
CENTRAL STATES.												
Illinois	6,485,280	13,494	17,706	23,394	3,170	2,822	32,630	17,741	373	2,212	366,465	418,760	52,295
Ohio	5,759,394	11,191	11,795	7,770	3,119	3,654	23,589	16,758	473	2,586	298,094	398,479	100,385
Michigan	3,668,412	6,914	8,477	8,407	1,828	1,818	16,824	10,859	229	1,371	206,717	256,526	49,809
Indiana	2,930,390	5,400	4,971	725	1,160	1,406	12,143	5,865	180	1,025	126,803	157,414	30,611
Wisconsin	2,632,067	3,339	4,642	762	1,328	1,170	7,791	5,993	128	1,567	104,301	126,456	22,155
Iowa	2,404,021	4,206	4,922	1,145	989	1,838	7,262	4,546	158	875	126,172	146,445	20,273
Total	23,879,564	44,544	52,513	42,203	11,594	12,708	100,239	61,762	1,541	9,636	1,228,552	1,504,080	275,528
NORTHWESTERN STATES.												
Missouri	3,404,055	5,158	6,406	630	1,072	1,237	11,706	7,270	147	1,046	131,085	167,600	36,515
Minnesota	2,387,125	4,820	5,206	7,152	1,179	1,533	10,418	5,992	154	923	110,140	160,379	50,239
Kansas	1,769,257	2,059	2,986	521	604	1,478	4,137	3,108	92	641	68,185	87,598	19,413
Nebraska	1,296,372	2,084	2,924	446	437	808	4,545	2,243	76	857	62,456	79,188	16,732
North Dakota	646,872	832	1,194	217	164	556	1,299	918	20	297	26,773	27,009	236
South Dakota	636,547	975	1,323	236	231	482	1,391	766	37	476	28,691	29,449	758
Total	10,140,228	15,928	20,039	9,202	3,687	6,094	33,496	20,297	526	4,240	427,330	551,223	123,893
SOUTHWESTERN STATES.												
Texas	4,663,228	7,553	9,856	928	733	1,335	12,290	10,318	117	1,730	137,540	198,228	60,688
Oklahoma	2,028,283	2,533	5,743	373	305	703	4,769	4,128	18	1,019	59,393	89,624	30,231
Arkansas	1,752,204	1,518	2,066	155	210	616	2,296	1,893	34	352	27,581	37,645	10,064
New Mexico	360,350	609	626	107	98	136	582	771	27	141	16,634	14,045	—2,589
Total	8,804,065	12,213	18,291	1,563	1,346	2,790	19,937	17,110	196	3,242	241,148	339,542	98,394
MID. ATLANTIC STATES.												
Pennsylvania	8,720,017	14,647	15,916	18,068	4,463	4,271	39,015	25,290	744	3,229	342,910	504,215	161,305
West Virginia	1,463,701	2,116	2,517	273	403	590	2,669	2,067	54	553	38,110	58,539	20,429
Maryland	1,449,661	2,795	2,508	483	799	489	5,879	3,756	143	506	49,431	66,927	17,496
Dist. of Columbia	437,571	2,114	2,977	201	583	70	5,258	3,746	77	385	44,408	66,826	22,418
Delaware	223,003	372	338	1,162	167	83	920	380	32	77	9,443	12,162	2,719
Total	12,293,953	22,044	24,256	20,187	6,415	5,503	53,741	35,239	1,050	4,750	484,302	708,669	224,367
NEW YORK-NEW JERSEY.												
New York	10,385,227	24,012	26,883	36,850	8,319	3,020	65,678	47,611	1,129	4,775	511,157	801,028	289,871
New Jersey	3,155,900	5,512	4,880	14,363	3,001	1,044	19,280	12,680	332	1,147	203,113	201,726	—1,387
Total	13,541,127	29,524	31,763	51,213	11,320	4,064	84,958	60,291	1,461	5,922	714,270	1,002,754	288,484
NEW ENGLAND STATES.												
Massachusetts	3,852,356	8,259	9,016	22,371	4,266	1,022	23,474	11,337	665	1,418	255,616	306,868	51,252
Connecticut	1,380,631	3,786	2,677	629	1,515	487	9,623	4,716	259	492	88,152	98,927	10,775
Maine	768,014	1,402	1,963	404	544	516	2,691	2,275	167	510	40,273	42,500	2,227
Rhode Island	604,397	1,430	1,145	219	469	140	4,685	2,728	73	165	35,151	42,402	7,251
New Hampshire	443,083	1,394	972	247	452	191	1,734	1,278	103	205	25,603	26,108	505
Vermont	352,428	534	572	225	419	290	934	654	109	189	21,412	20,922	—490
Total	7,400,909	16,805	16,345	24,095	7,665	2,646	43,141	22,988	1,376	2,979	466,207	537,727	71,520
MISCELLANEOUS.												
Newsdealers	.....	.....	.....	142,415	10,350	13,624	.....	.....	83,393	11,548	1,085,397	546,087	—539,310
Unclassified	.....	7	3,735	8,067	.....	.....	.....	167	261	2,191	212,074	34,078	—177,996
Canada	.....	16,448	6,282	529	907	175	12,883	11,961	320	295	119,723	202,736	83,013
Alaska & U. S. Pos.	.....	995	840	48	351	118	1,969	1,180	107	396	22,987	20,634	—2,353
Foreign	.....	3,178	962	562	847	64	4,145	5,856	1,025	362	46,047	45,344	—703
Other items	.....	.....	66	200	37	892	619	2,035	4	.....	15,600	7,362	—8,238
Total	.....	20,628	11,885	151,821	12,492	14,873	19,616	21,199	85,110	14,792	1,501,828	856,241	—645,587
MARKET GROUPS.												
Western	8,542,622	36,811	37,495	3,556	7,266	5,928	54,662	40,720	764	5,600	715,984	772,145	56,161
Southern	21,108,152	18,414	23,479	4,456	3,731	5,302	36,099	22,761	718	5,493	405,037	524,823	119,786
Central	23,879,564	44,544	52,513	42,203	11,594	12,708	100,239	61,762	1,541	9,636	1,228,552	1,504,080	275,528
Northwestern	10,140,228	15,928	20,039	9,202	3,687	6,094	33,496	20,297	526	4,240	427,330	551,223	123,893
Southwestern	8,804,065	12,213	18,291	1,563	1,346	2,790	19,937	17,110	196	3,242	241,148	339,542	98,394
Middle Atlantic	12,293,953	22,044	24,256	20,187	6,415	5,503	53,741	35,239	1,050	4,750	484,302	708,669	224,367
N. York-N. Jersey	13,541,127	29,524	31,763	51,213	11,320	4,064	84,958	60,291	1,461	5,922	714,270	1,002,754	288,484
New England	7,400,909	16,805	16,345	24,095	7,665	2,646	43,141	22,988	1,376	2,979	466,207	537,727	71,520
Miscellaneous	.....	20,628	11,885	151,821	12,492	14,873	19,616	21,199	85,110	14,792	1,501,828	856,241	—645,587
Grand Total	105,710,620	216,911	236,066	308,296	65,516	59,908	445,889	302,367	92,742	56,654	6,184,658	6,797,204	612,546
Page rate		$250.00	$1,350.00	$450.00	$250.00	$850 00	$1,050 00	$750.00	$250 00	$200.00	$14,393.00	$19,440.00	$5,047.00
Rate per agate line		$1.25	$3.50	$2.25	$1.50	$1.25	$2.60	$1.80	$1.50	$1.00	$38.55	$54.55	$16.00

— Decrease.

THE
STORY
of
TODAY

ELEVEN and a half million of the eighteen million subscribers to afternoon newspapers in the United States and Canada read the story of TODAY in world-wide news dispatches of the United Press.

"By United Press" is the hall mark of progressive journalism in more than 800 of the leading afternoon newspapers of North America.

UNITED



PRESS

ADVERTISING AGENCIES AND THEIR SPACE BUYERS

United States, Hawaii, Porto Rico and Cuba

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A

Name	Address	City	Space Buyers
AALWYN ADVG. AGCY.	Boyleston Bldg.	Chicago, Ill.	A. Aalwin
ACE ADV. AGCY.	408 S. Spring St.	Los Angeles, Calif.	
ACEL, ERVIN S. *d*	115 Broadway	New York City	Ervin S. Acel
ACME ADV. CO. *a-b-g*	59 Luckie St.	Atlanta, Ga.	H. G. Graves
ACORN AGCY., INC. *a-e-g*	132 Nassau St.	New York City*	H. H. Dyrsen
	Van Dam Bldg.	Philadelphia	L. S. Schneider
AD AIDS CORPORATION *d*	Times Square Bldg.	New York City	Ralph M. Eisenberg
ADAMANT ADVG. AGCY. *d*	132 Nassau St.	New York City	James C. Cleveland
ADAMARS CO. *a-e-g*	2100 Pine St.	St. Louis, Mo.	C. W. Lamont
ADAMS ADV. AGCY. INC. *d*	City Bank Bldg.	Mobile, Ala.	George W. Adams
ADAMS-PRAGOFF CO. *d-e*	24 Milk St.	Boston, Mass.	Otis H. Adams
ADCO COMPANY	Publicity Bldg.	Boston, Mass.	
AD-CRAFT AGCY.	Gas Bldg.	Portland, Ore.	O. S. Haugen
ADDISON ADV. AGCY.	Times Bldg.	Seattle, Wash.	
ADDISON & McMULLEN	608 S. Dearborn St.	Chicago, Ill.	
ADELPHIA ADVG. AGY.	329 Walnut St.	Philadelphia	
AD-KRAFT SERVICE	Industrial Bldg.	Baltimore, Md.	H. Hormes
ADLEY, A.	20 W. 34th St.	New York City	A. Adley
ADVA TALKS CO		Dallas, Tex.	
ADVANCE ADV. AGCY.		Rolling Prairie, Ind.	
ADVANCEMENT ADV. EXCHANGE	P. O. Box 212	Ogden, Utah	
ADVERTISERS PRESS, INC.		Lockport, N. Y.	
ADVERTISERS' SERVICE	118 E. Jefferson St.	Syracuse, N. Y.	
ADVERTISING AGENCIES CORPORATION, *a-c-g*	Metropolitan Tower.	New York City	Clarence A. Hope
ADVERTISING CORP. *d-e*	Drew Bldg.	Waterloo, Iowa	H. E. Kiester; F. G. Weston
ADVERTISING LABORATORIES.	12 St. & Market Av.	Canton, Ohio	
ADVERTISING SERV. AGCY. *d*	45 Academy St.	Newark, N. J.	C. A. Poindexter
ADVERTISING SERVICE CO.	47 W. 34th St.	New York City	Luella B. Joseph
ADVERTISING SERVICE CO., INC., *a-e-f*	Chronicle Bldg.	San Francisco, Cal.	E. N. Kelsey
ADVERTISING SERVICE BUREAU *d*	45 4th St.	Portland, Ore.	G. E. Boyersmith
AETNA ADV. CORPORATION	Times Bldg.	New York City	
AGENCE HAVAS		Paris, France*	Albert Lieberfield (New York)
	51 Chambers St.	New York City	Robert Remy (Washington)
	Albee Bldg.	Washington, D. C.	
AITKEN-KYNETT CO. *a-e-f-g-h*	1328 Walnut St.	Philadelphia, Pa.	A. K. Aitken; H. H. Kynett; E. J. McGuiggan
AKEN CO., WILLIAM B.	Frick Annex	Pittsburgh, Pa.	
AKRON ADV. CO. *g*	115 S. Union St.	Akron, Ohio	
ALBANY ADV. AGCY. *d*	294 Catherine St.	Albany, N. Y.	Alice M. Becker
ALBEE CORPORATION *a-e-g*	Lytton Bldg.	Chicago, Ill.	Robert E. Clayton
	1st Nat. Bank Bldg.	Milwaukee, Wis.	
	Marquette Bldg.	Detroit, Mich.	
ALDEN CO., EDWIN *e-f*	171 Mitchell St.	Cincinnati, Ohio.	L. B. Blakemore
ALERT ADV. AGCY.	57 W. 57th St.	New York City	Joseph L. Fox
ALEXANDER ADV. AGCY. *a-g*	1482 Broadway	New York City	E W. Alexander
ALEXANDER ADV. AGCY. *e-g*	Webster Bldg.	Chicago, Ill.	
ALEXANDER CO., MILTON *a-g*	748 Book Bldg.	Detroit, Mich.	
ALLEN ADV. AGCY., INC. *a-e-g*	440 4th Av.	New York City	
ALLEN, ELMER L. *e-g*	15 East 26th St.	New York City	E. L. Allen
ALLEN ADV. AGCY., WM. S.		Philadelphia, Pa.	
ALTNOW-SINGLETON, INC., *e-g*	Marion Bldg.	Seattle, Wash.	F. R. Singleton; George G. Altnow; Viola Thurmond
AMERICAN ADV. AGCY.	51 East 59th St.	New York City	
	Publicity Bldg.	Boston	
	16 W. 3d St.	Troy, N. Y.	
AMERICAN INT'L ADV. AGCY.	287 Broadway	New York City	A. M. Spiegel
AMERICAN SPORTS PUB. CO. *a-g*	45 Rose St.	New York City	John T. Doyle
AMSTERDAM AGENCY, INC. *a-e-g-h*	1180 Broadway	New York City	Wm. M. Tyack
ANCHOR ADVG. AGCY.	929 Chestnut St.	Philadelphia	
ANDERSON ADV. AGCY.	Stahlman Bldg.	Nashville, Tenn.	
ANDREWS, BROWN & COLE.	Finance Bldg.	Cleveland, Ohio.	
	Commonw'th Bldg.	Pittsburgh, Pa.	
ANFENGER-JACOBSON ADV. CO. *a-e-g*	Odd Fellows Bldg.	St. Louis, Mo.	L. E. Anfenger; D. L. Jacobson; Enno D. Winius; W. N. Black; C. H. Trapp
ANKRUM ADV. AGCY. *e-g*	20 W. Jack'n Blvd.	Chicago, Ill.	A. R. Morlock
APATOW & ASSOCIATES, JOHN J.	214 William St.	New York City*	J. J. Apatow
ARCADY CO. *e*	12th & Jefferson Sts.	Portland, Ore.	
ARKENBERG SPECIAL AGCY.	World Bldg.	New York City	
	14 E. Jackson Blvd.	Chicago, Ill.	
ARKIN ADVERTISERS' SERV.		Chicago, Ill.	
ARMER CO., H. T.		Milwaukee, Wis.	
ARMSTRONG ADV. SERVICE.	Crocker Bldg.	Des Moines, Iowa.	
ARMSTRONG, F. WALLIS *e-g*	16th & Locust Sts.	Philadelphia, Pa.	
ARNSTEIN'S ADV. AGCY. *d*	263 W. 125th St.	New York City	
ARROW CO., *e-f-g*	1718 Cherry St.	Philadelphia, Pa.	
ART ADSERPRINT CO., INC.		Bellaire, N. Y.	
ART ADVG. AGCY., CARL W.		Spokane, Wash.	
ASH ADVERTISING AGENCY *e*	Broad Theater Bldg.	Newark, N. J.*	
ASH ADV. AGCY., THEODORE E.	Com'rc'l Trust Bldg.	Philadelphia, Pa.	Miss G. Greenfield
ASSOCIATED NEWSPAPER SERVICE		Cleveland, O.	
ATKIN ADV. SERVICE	422 S. Wabash Av.	Chicago, Ill.	
ATKINSON ADV. SERVICE, WILLIAM C.	205 E. Front St.	Wheaton, Ill.	N. H. Atkinson
AUSTIN ADV. AGCY., ALFRED *e-g*	244 5th Av.	New York City	Jack Goldburg
AUBREY & MOORE ADV. AGCY.		Chicago, Ill.	
AUSTIN CO., O. *d*	116 W. 39th St.	New York City	Osias Austin; Leon Kelley
A. W. ADVERTISING, INC. *a-e-f-g*	1476 Broadway	New York City	Sidney Friend
AYER ADV. SERVICE, ALLEN.	Ledger-Disp'ch Bldg.	Norfolk, Va.	
AYER & SON, N. W. *a-e-g*	308 Chestnut St.	Philadelphia, Pa.*	
	200 5th Av.	New York City	Eugene Greiner
	30 State St.	Boston	F. L. Swigert
	105 La Salle St.	Chicago	
	Un'n Nat. Bk. Bldg.	Cleveland	
AYRES & CO., H. E. *a-e-g-h*	164 Federal St.	Boston, Mass.	A. Q. Miller

B

Name	Address	City	Space Buyers
BACK ADV. AGCY., J. *a-b-g*	Presbyterian Bldg.	Nashville, Tenn.	
BAER, INC., JOSEPH E. *a-g*	17 E. 49th St.	New York City	
BAGLEY ADV. AGCY.	11 Gates Av.	Brooklyn, N. Y.	
BAILEY, JOHN RAYBOURNE *e*	Peoples Gas Bldg.	Chicago, Ill.	Anita Kepler
BAILEY-HEMINGTON CO. *g*	Hippodrome Bldg.	Cleveland, Ohio.	
BAKER ADV. CO. *d-e-g*	Central Bldg.	Pueblo, Colo.	J. Corry Baker
BAKER, J. E.	11 E. Saratoga St.	Baltimore, Md.	
BAKER-ROBINSON CO.	Campeau Bldg.	Detroit, Mich.	
BAKER, WILLIAM HENRY *d-f*	Guardian Bldg.	Cleveland, Ohio.	Wm. Henry Baker
BALLARD ADV. AGCY.	503 Beatty Bldg.	Houston, Tex.	
BALLYNTINE ADV. AGCY.	20 Chestnut St.	Rockville, Conn.	
BANKER - EVANS - BRISEBOIS CO., INC. *e-g*	704 Marquette Bldg.	Detroit, Mich.	
BANKERS & LAWYERS ADV. AGCY.	68 William St.	New York City	
BANNICK, CHRISTIAN J. M. A. *g*	Berkeley Bldg.	Berkeley, Cal.	
BARBER & CO., EARL E. S. *a-e*	Wrigley Bldg.	Chicago, Ill.	H. E. Jordan
BARBER ADV. AGCY., J. W. *a-e-g-h*	80 Boylston St.	Boston, Mass.	
	170 Broadway	New York City	
BARIGHT, GEORGE F.	Commonwealth Bldg	Denver, Colo.	
BARKER-CONDON CO.			
BARKER, DUFF & MORRIS, INC. *a-e-g*	323 4th Av.	Pittsburgh, Pa.	
BARKER, ROBERT M.	Trust-Deposit Bldg.	Syracuse, N. Y.	
BARNARD ADV. AGCY. *e-g*	308 N. Mich'n Blvd.	Chicago, Ill.	
BARNES & FEHLING CO. *a-e-g*	1530 Chestnut St.	Philadelphia, Pa.	Louis A. Fehling
BARRITT & CO. *a-e-g*	220 S. State St.	Chicago, Ill.	M. Henderson
BARROWS & RICHARDSON *a-e-f-g-h*	Drexel Bldg.	Philadelphia, Pa.*	R. G. Clark (Philadelphia); H. M. Billerbeck (New York)
	19 W. 44th St.	New York City	
	201 Devonshire St.	Boston, Mass.	
BARTON ADVG. AGCY., C. V.	205 S. Broadway	Los Angeles, Cal.	
BARTON, DURSTINE & OSBORN, INC. *a-e-f-g-h*	25 W. 45th St.	New York City*	F. G. Hubbard
	Ellicott Square Bldg.	Buffalo, N. Y.	
	Little Bldg.	Boston, Mass.	
BASFORD, G. M. *f*	17 E. 43d St.	New York City	
BASHAM CO., THOMAS E. *a-b-e-f-g-h*	Inter-Southern Life Bldg.	Louisville, Ky.	Thos. E. Basham; F. M. Turner; L. D. Wallace
BATCHELOR, MASON & BROWN, INC.	Buhl Bldg.	Detroit, Mich.	
BATES ADV. AGCY.	1182 Broadway	New York City	
BATES, H. ELLIOTT, M. D.	23 E. 26th St.	New York City	
BATES ADV. AGCY., J. D. *a-e-g*	257 Main St.	Springfield, Mass.	C. W. Burt; J. D. Bates
BATES, HARRISON & JANES, INC.	Marsh-Strong Bldg.	Los Angeles, Calif.	
BATTEN CO., INC., GEORGE *a-e-f-g-h*	381 4th Ave.	New York City*	F. M. Lawrence; H. C. Brandau; W. C. Babcock; R. F. Owsley (New York); D. R. Hathaway (Chicago)
	10 State St.	Boston, Mass.	
	McCormick Bldg.	Chicago, Ill.	
BAUER-KREHBIEL-SMALL CO.		Cincinnati, O.	
BAUERLEIN, INC. *a-b*	Hibernia Bank Bldg.	New Orleans, La.	J. L. Thatcher, Jr.
BAUM ADVG. AGCY., I. W.	119 Federal St.	Pittsburgh, Pa.	
BAUM ADV. AGCY.	Union League Bldg.	Los Angeles, Calif.	Frank Baum
BAUMGARTNER ADVG.-PUBLICITY CO. *a*	Continental Bldg.	Baltimore, Md.	J. H. Baumgartner
BAWDEN BROTHERS, INC.	121 E. 3d St.	Davenport, Ia.	A. R. Bawden
BAXTER ADV. CO. *a-e-g-h*	Commerce Trust Bldg.	Kansas City, Mo.	
BEACH & ASSOCIATES, WILBUR	25 Broad St.	New York City	
BEALL PUBLICITY SERVICE.	518 S. Broadway	Los Angeles, Calif.	
BEAUMONT & HOHMAN *d*	Mattei Bldg.	Fresno, Calif.	H. H. Huggins
BEAUVEAU, W. L.	Box 427 Artesans.	Portland, Ore.	
BEBEL & HARVEY ADVG. AGCY.		Chicago, Ill.	
BEDFORD ADV. SERVICE	1180 Fulton St.	Brooklyn, N. Y.	M. C. Bly
BEEK ADVG. AGCY., INC. *a-e-g*	Gas Bldg.	Houston, Tex.	James H. Beek; H. Wirt Steele
BEERS ADV. AGCY.	9½ O'Reilley St.	Havana, Cuba	L. MacLean Beers
BEHEL & HARVEY	79 W. Monroe St.	Chicago, Ill.	V. H. Behel, Jr.; W. O. Harvey, Jr
BEHR, JULIAN J. *a-e-g*	Palace Theatre Bldg.	Cincinnati, Ohio.	
BELL ADV. AGCY. *d*	230 Pearl St.	New York City	J. S. Bell
BELLAMY-NEFF CO. *a-e-g*	127 N. Dearborn St.	Chicago, Ill.*	E. G. Iverson; E. M. Ames; Chicago; J. P Neff, C. A. Pope New York
	149 Broadway	New York City	
BENJAMIN ADV. CORPORAT'N.	Onondaga Bk. Bldg.	Syracuse, N. Y.	
BENJAMIN, CHARLES L.	742 Michigan Av.	Chicago, Ill.	
BENJAMIN - RICKARD ADVG. CO. *e-g*	Kresge Bldg.	Washington, D. C.	Wm. H. Benjamin
BENING ADV. CO.	Forum Bldg.	Sacramento, Calif.	
BENSON, GAMBLE & SLATEN *a-e-g-h*	Tribune Bldg.	Chicago, Ill.	Francis H. Marling
	Caxton Bldg.	Cleveland, O.	
BERG ADVERTISING AGCY *a-e-g*	Rowell Bldg.	Fresno, Calif.	E. A. Berg
BERGEN ADV. CO. *a-e-g*	906 Times Bldg.	St. Louis, Mo.	W. H. Besack; I. B. Wassor; H. L. Haak; Fred W. Sands
BESACK-SANDS ADV. CO. *e-f*	Gumbel Bldg.	Kansas City, Mo.	
BETTING-THOMPSON-MADDEN, INC. *a-e-f-g*	Globe Bldg.	St. Paul, Minn.	H. M. Thompson; J. M. Dougherty; C. I. Taylor
BEVERAGE & CO.	121 Center St.	Portland, Me.	
BIDDLE AGCY., INC. *a-g*	1827 Ranstead St.	Philadelphia, Pa.	H. T. Salzer
BILLINGS ADV. CO. *d*	Stapleton Bldg.	Billings, Mont.	W. W. Gail
BINGER CO.	43 W. 13th St.	New York City	
BIOW CO., INC. *a-e-g-h*	116 W. 32d St.	New York City	Miss G. Taub
BIRCH CO., F. H.	Boylston St.	Boston, Mass.	
BIRCH-FIELD & CO., INC. *a-g*	110 W. 40th St.	New York City	Joseph S. Norto; M. G. Galano
BIRCHARD CO., *e*	Securities Bldg.	Seattle, Wash.	
BITTING & SERVICE ADVG. AGENCY		Los Angeles, Cal.	
BLAAUW-HIPPLE CO. *a-g*	Fidelity Bldg.	Tacoma, Wash.*	
	L. C. Smith Bldg.	Seattle, Wash.	
BISBERNE ADV. CO. *a-e-g*	58 E. Wash'g'n St.	Chicago, Ill.	H. Bernstein
BISSELL & LAND, INC.		Pittsburgh, Pa.	
BLACKMAN CO., INC. *a-e-f-g-h*	120 W. 42d St.	New York City*	F. J. Hermes; L. T. Bush; Max Hacker
	Gwynne Bldg.	Cincinnati, O.	
BLACKBURN ADV. AGCY.	32 S. Jefferson St.	Dayton, Ohio	
BLAINE-THOMPSON CO., INC. *a-e-g*	5th Natl. Bk. Bldg.	Cincinnati, Ohio.	Myer Lesser; A. L. Pope; C. T. Henderso; S. C. Baer
	Commercial Bldg.	Dayton, Ohio	

(*Continued on page* 100)

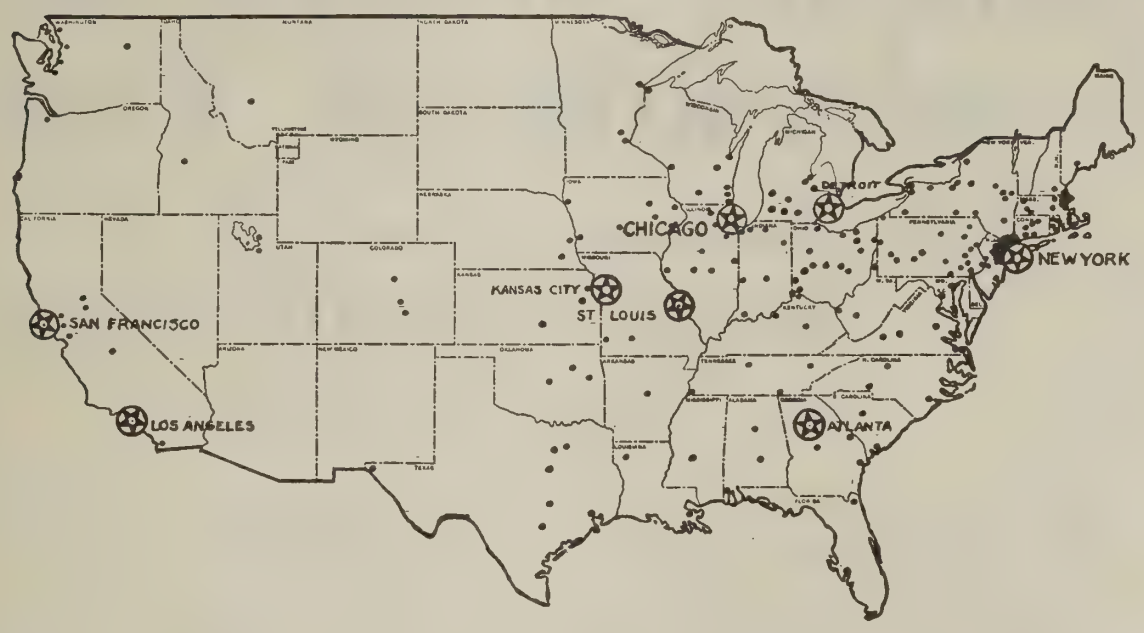
EXPLANATION OF KEY LETTERS

A—Recognized by American Newspaper Publishers' Association. **B**—Recognized by Southern Newspaper Publishers' Assn. **C**—Recognized by Canadian Daily Newspapers' Association. **D**—Local publishers' recognition (agency's statement). **E**—Recommended for recognition by Agricultural Publishers' Association. **F**—Approved by Associated Business Papers, Inc. **G**—Recommended by Periodical Publishers' Association. **H**—Member of American Association of Advertising Agencies. **I**—Member California Advertising Service Association. **J**—Member Canadian Association of Advertising Agencies. *—Head Office.

Where agency has American Newspaper Publishers' Association recognition, it also has local recognition, so notation to that effect has been purposely omitted in listing.

NEWSPAPER ADVERTISING

THE S. C. BECKWITH SPECIAL AGENCY
"'Twas in the Newspaper and all the world now knows it"...
ESTABLISHED 1880



• Indicates cities of 30,000 or more.
★ Indicates Beckwith offices.

BECKWITH *COVERS* UNITED STATES

The above map emphasizes the wide-spread influence of The S. C. Beckwith Special Agency and the strategic positions of its 8 offices. Each office commands a well defined field of national advertising.

No important advertising point is more than a night's ride from a Beckwith Office.

The Beckwith organization totals 74 people, of which 24 are trained advertising salesmen. It is the oldest, largest, most powerful and best known special agency in America.

The character and leadership of the newspapers together with the years of satisfactory service, are a most substantial endorsement of the high standard of representation rendered by this agency.

THE S. C. BECKWITH SPECIAL AGENCY
MAIN OFFICE, WORLD BUILDING, NEW YORK

BRANCHES: CHICAGO - DETROIT - ST. LOUIS - KANSAS- CITY - ATLANTA - LOS ANGELES - SAN FRANCISCO

1922
Repeats the Long-Time
Leadership of The Chic

1922 maintained The Daily News traditiona
Chicago in both Display and Classified

Display Advertising

	Agate Lines	Comparison
THE DAILY NEWS	13,779,569	13,779,569
The Daily Tribune	10,525,259	10,525,259
The American	8,064,865	
The Post	4,446,923	
The Journal	4,270,771	
The Daily Herald-Examiner	4,232,869	

THE DAILY NEWS' excess over the next highest score, that of the Daily Tribune, is 3,254,310 lines

To the experienced advertiser there is added interest and encouragement in the fact that during the last six months of the year THE DAILY NEWS turned an earlier loss in lineage to gains, month by month, which by the end of the year placed the lineage of the whole year, 470,414 lines in excess of the year 1921, thereby reflecting a corresponding improvement in business conditions generally up to the very end of the year. Here is a comparison of the display lineage of the daily newspapers of Chicago for the last six months of 1922 and 1921:

	1922	1921	Gain	Comparison
THE DAILY NEWS	6,839,894	6,258,118	581,776	581,776
The Daily Tribune	5,275,972	4,762,718	513,254	513,254
The American	4,131,031	4,009,157	121,874	
The Post	2,262,485	2,313,547	51,062 (loss)	
The Daily Herald-Examiner	2,169,408	2,068,568	100,840	
The Journal	2,143,288	2,214,728	71,440 (loss)	

From which it appears that during this period THE DAILY NEWS' excess of gain over that of its nearest competitor was ..... 68,522 lines

The Advertising Record of 1922 Confirms

THE DAILY NEWS—

Advertising
ago Daily News

leadership among the daily newspapers of dvertising. Here are the figures:—

Classified Advertising

More people placed their "want-ads" in THE DAILY NEWS in 1922 than in any other daily newspaper in Chicago, as is evidenced by the total number of individual advertisements printed by each of the recognized daily want-ad mediums. Here are the figures:

	Number of Ads	Comparison
THE DAILY NEWS	909,920	909,920
The Daily Tribune	871,061	871,061
The Daily Herald-Examiner	149,179	

From which it appears that in 1922 THE DAILY NEWS led its nearest competitor, The Daily Tribune, by 38,859 ads

THE DAILY NEWS is Chicago's "Want-Ad" Directory.

The figures quoted are compiled by The Advertising Record Co. an independent audit service maintained by all the Chicago newspapers.

THE DAILY NEWS' year-in and year-out advertising leadership among the daily newspapers of Chicago bears convincing testimony to its pre-eminent power of service in every line of business in which general publicity is essential to success, whether it be a matter of personal service, general merchandising or investment.

First In Chicago

In 1922

The Providence Journal

(Morning and Sunday)

and

The Evening Bulletin

Printed

20,469,245 Lines

of paid advertising

This is a gain of 1,587,815 lines over 1921 and a gain of 1,434,693 lines over the best previous record. It is also the largest volume of paid advertising ever carried by any morning, evening and Sunday combination in New England in any one calendar year. The reason for this splendid showing is to be found in the one word—

RESULTS

The sworn average net paid circulation figures for the 12 months ending December 31, 1922, were as follows:

The Providence Journal.....32,240
The Providence Sunday Journal.....55,318
The Evening Bulletin.....59,715

This makes a new high record for all three newspapers, which is a tribute to the confidence in which they are held by the people of Rhode Island.

Providence Journal Co.

Providence, R. I.

Representatives

CHAS. H. EDDY CO.

New York Boston Chicago

R. J. BIDWELL CO.

San Francisco Los Angeles

ADVERTISING AGENCIES AND THEIR SPACE BUYERS

(Continued from page 96)

Name	Address	City	Space Buyers
BLAIR CO.	421 7th Av.	Pittsburgh, Pa.	
BLAKE, JOHN W. *e-g*	Proctor Bldg.	Yorkers, N. Y.	M. L. De Vore
BLAKER ADV. AGCY. *d-e-f-g*	110 W. 40th St.	New York City.	J. Maynard Morgan
BLISS ADVG. SERVICE, HARRY A. *g*	1000 Elmwood Av.	Buffalo, N. Y.	
BLOCK CO., DAVID	110 E. 42d St.	New York City.	
BLODGETT CO., HARVEY	University & Wheeler Aves.	St. Paul, Minn.*	H. A. Blodgett
	1st Natl. Bk. Bldg.	Chicago, Ill.	
BLOESER, WALT	168 N. Mich'n Av.	Chicago, Ill.	
BLOODHEART-SOAT CO., INC. *a-e-f-g*	Arthur Bldg.	Omaha, Nebr.	Milo T. Gates; R. R. Foster
BLOOMINGDALE-WEILER ADV. AGCY. *a-e-g*	1420 Chestnut St.	Philadelphia, Pa.	Samuel Taubman
BLUM ADV. CORPORATION, CHARLES *a-e-f-g-h*	608 Chestnut St.	Philadelphia, Pa.	Edw. A. McCay; H. F. Kairer
BLUMENSTOCK, INC., GEO. C.	11 S. LaSalle St.	Chicago, Ill.	
BLUM'S ADV. AGCY.	733 Market St.	San Francisco, Cal.	
BOGIN, INC., A. R.	111 E. 4th St.	New York City.	
BOLDT CO., KARL F.	Security Bldg.	Dubuque, Ia.	
BOLTON, MEEK & WEARSTLER *d-e*	Hippodrome Bldg.	Youngstown, Ohio.	Paul H. Bolton; Park Meek
BOLLING, JOHN RANDOLPH	2340 S St.	Washington, D. C.	
BOND, ARTHUR T. *a-g*	20 Central St.	Boston, Mass.	A. T. Bond
BORDER ADV. AGCY. *d*	Cham. of Commerce.	El Paso, Texas.	Rufe P. March
BOROUGH ADV. AGCY. *a-g*	Arbuckle Bldg.	Brooklyn, N. Y.	Max Laventhall; D. Laventhall
BOSTON FINANCIAL NEWS ADV. CO.	109 State St.	Boston, Mass.	
BOSTON NEWS BUREAU *a-g*	30 Kilby St.	Boston, Mass.*	Guy Bancroft
	44 Broad St.	New York City.	John Barak
BOSTON PUBLICITY BUREAU.	200 Devonshire St.	Boston, Mass.	
BOSTWICK, INC., C. A. *d*	213 East Av.	Rochester, N. Y.	
BOSWELL-FRANKEL ADVG SERVICE *a-e-g*	786 6th Av.	New York City.	C. A. Benson; T. A. Brennen; Peter Burton
BOSTWICK, INC., C. A. *d*	213 East Av.	Rochester, N. Y.	C. A. Bostwick; Lynn B. Parker
BOTSFORD-CONSTANTINE CO. *a-e-f-g-h*	45 4th St.	Portland, Ore.	D. M. Botsford (Portland), R. P. Milne (Seattle)
	Douglas Bldg.	Seattle, Wash.	
BOTT ADV. AGCY. *a-b-e-g*	Southern Trust Bldg.	Little Rock, Ark.	Carl W. Lemmon
BOWERS CO., INC., THOMAS M. *a-e-g*	25 E. Jackson Blvd.	Chicago, Ill.	
BOYD ADV. AGCY.	Capital Club Bldg.	Raleigh, N. C.	
BOYLE, INC., JOHN D.	562 5th Av.	New York City.	
BOYNTON-BRETT CO. *f-g*	1313 Engineers Bldg.	Cleveland, Ohio.	
BOYNTON, HENRY P. *e*	607 Prospect Fourth Bldg.	Cleveland, Ohio.	
BRADLEY, INC. *d*	294 Washington St.	Boston, Mass.	C. H. Bradley, Jr.
BRANDT ADV. CO. *a-e-g*	7 S. Dearborn St.	Chicago, Ill.	F. P. Thurman
BRANN, INC., W. L. *e*	11 E. 43d St.	New York	S. E. Langdoc
BREARLEY - HAMILTON CO., INC. *a-e-g*	Mich'n Trust Bldg.	Grand Rapids, Mich.	A. W. Miller; H. K. Brearley; C. B. Hamilton
BRENISER & CO., *d-e-g*	331 Walnut St.	Philadelphia, Pa.	Ross D. Breniser
BRENTANO-KORNBLUM ADV. AGCY.	Courier Bldg.	Evansville, Ind.	
BRETT ASSOCIATES	Engineers Bldg.	Cleveland, O.	
BREWTON, A. C.	6th & F Sts., N. W.	Washington, D. C.	
BREYTSPRAAK CO., VICTOR C. *e-g*	109 N. Dearborn St.	Chicago	
BRIARCLIFF ADVG. AGCY.	47 W. 42d St.	New York City.	
BRICKA-FORD CO. *g*	1457 Broadway.	New York City.	G. W. Bricka; A. J. Ford; B. J. Paris
BRIGGS CO., ALBERT M.	122 S. Michigan Av.	Chicago, Ill.	
BRISACHER & STAFF, EMIL *a-e-g*	Flood Bldg.	San Francisco, Cal.	A. McKie Donnan
BROCK-HARRISON CO.	Hearst Bldg.	San Francisco, Cal.	
BROMFIELD & CO., INC. *a-e-g-h*	45 W. 34th St.	New York City.	P. B. Bromfield
BROOKS, SMITH & FRENCH, INC. *a-e-f-g-h*	206 Eliot St.	Detroit, Mich.	
BROOKS, ROBERT H. *e-f-g*	30 N. Michigan Av.	Chicago, Ill.	
BROOKS ADV. AGCY., S. M. *a-b-e*	Boyle Bldg.	Little Rock, Ark.	S. M. Brooks; E. L. Saunders
BROOKS OF ILLINOIS, INC.	30 N. Michigan Av.	Chicago, Ill.	
BROOME & SANDO COMPANY *d*	455 W. 5th St.	Dayton, Ohio	Stanley E. Sando
BROTHERTON CO. *a-e-f-g*	10 Peterboro, W.	Detroit, Mich.	
BROUILETTE, LUCIEN M.		Chicago, Ill.	
BROWN ADV. AGCY., INC. *a-e-g*	110 W. 40th St.	New York City.	H. Mitchell Price; Morris Diamond; William Epner
BROWN, CONNERY & CO. *e-g*	Oklahoman Bldg.	Oklah'ma City, Okla.	
BROWN CO., INC., DERBY *a-e-g*	11 Avery St.	Boston, Mass.	C. M. Turner; Derby Brown; J. B. Hydom
BROWNE, INC., T. B.	33 W. 42d St.	New York City.	
BROWN & CO., W. V. *d*	1st Nat. Bank Bldg.	Columbus, Ohio.	W. V. Brown
BROWNELL ADV. SERVICE	Hanselman Bldg.	Kalamazoo, Mich.	
BRYAN, ALFRED STEPHEN	655 5th Av.	New York City.	
BRYANT ADV. CORP., INC.	103 Park Ave.	New York City.	
BRYANT & BRYANT		Shreveport, La.	
BUCHANAN ADVG. CO.	Santa Fe Bldg.	San Francisco, Cal.	
BUCHANAN, C. C.	Peters Trust Bldg.	Omaha, Neb.	
BUCHANAN ADV. AGCY., JOHN *a-e-g*	244 Washington St.	Boston, Mass.	B. Brown
BUCHANAN CO., INC., R. C.	I. W. Hellman Bldg.	Los Angeles, Cal.	
BULL, NORRIS L. *f*	721 Main St.	Hartford, Conn.	N. L. Bull
BURCHARD, FLORENCE *g*	15 W. 46th St.	New York City.	
BURDETTE CO., PHILLIPS	35 West 39th St.	New York	
BURGESS CO., L. W.	1st National - Soo Line Bldg.	Minneapolis, Minn.	
BURNETT & FOYE	168 Bridge St.	Springfield, Mass.	
BURNETT-KUHN CO. *a-e-g*	605 N. Michig'n Av.	Chicago, Ill.	
BURNHAM, RUFUS BRADFORD *e-f*	50 Church St.	New York City.	
BURNHAM & FERRIS *g*	50 Church St.	New York City.	
BURNS-HALL ADV. AGCY. *e-g*	Merrill Bldg.	Milwaukee, Wis.	B. K. Burns; N. L. Telander
BUSH ADVERTISING SERV. *g*	130 W. 42d St.	New York City.	
BURNS-WOLAVER CO. *f*	5005 Euclid Av.	Cleveland, Ohio.	E. D. Wolaver
BUSHNELL, HENRY D.	817 Kresge Bldg.	Detroit, Mich.	
BUSINESS RESEARCH & DEVELOPMENT CO., INC. *e-g*	14 E. Jackson Blvd.	Chicago, Ill.	C. A. Pace; W. W. Pace; Anderson Pace
BUSWELL SERVICE	1028 Lay Boulevard.	Kalamazoo, Mich.	James H. Buswell
BUTLER ADV. CO. *e-g*	36 W. Gay St.	Columbus, Ohio.	
BUZBY-RAUGHLEY CO. *g*	Bulletin Bldg.	Philadelphia, Pa.	

(*Continued on page* 102)

EXPLANATION OF KEY LETTERS

A—Recognized by American Newspaper Publishers' Association. **B**—Recognized by Southern Newspaper Publishers' Assn. **C**—Recognized by Canadian Daily Newspapers' Association. **D**—Local publishers' recognition (agency's statement). **E**—Recommended for recognition by Agricultural Publishers' Association. **F**—Approved by Associated Business Papers, Inc. **G**—Recommended by Periodical Publishers' Association. **H**—Member of American Association of Advertising Agencies. **I**—Member California Advertising Service Association. **J**—Member Canadian Association of Advertising Agencies. *—Head Office.

Where agency has American Newspaper Publishers' Association recognition, it also has local recognition, so notation to that effect has been purposely omitted in listing.

America's Most Prosperous Market Covered Thoroughly by Detroit News

Facts and Figures for Space Buyers Who Wish to Enter the Detroit Market

DETROIT completed a banner year with the approach of 1923, for 1922 proved to be one of the greatest eras of its history.

Employment records soared, employment reaching almost as high a peak as during the spring of 1920 When Detroit experienced its greatest prosperity. At present there exists an actual scarcity of skilled labor, indicating how manufactures in Detroit are occupied.

More motor cars were manufactured in Detroit in 1922 than in any year in the history of the industry. Ford price cuts have brought the motor vehicle more and more within the reach of the mass of the populace and even though motor car production was phenomenal in 1922 this record is bound to be beaten subsequently.

All this means, of course, a still greater and more prosperous Detroit. With 75% of all American made automobiles being manufactured in Detroit and vicinity, this city holds for advertisers a remarkable field for exploitation.

Indicative of the general trend of conditions in Detroit is the building program. Some 19 structures are under way in downtown Detroit, alone, ranging from $100,000 to $12,000,000 in cost. Few of these buildings are less than eight stories high; one is to be 21 stories. While most of these structures are to be used for offices and stores, two are being expressly constructed for hotel purposes, showing how the hotel interests view Detroit's future. In total building Detroit is unsurpassed by any city even remotely approximating its population.

Leads In Advertising

FOLLOWING Detroit's unusual prosperity, advertisers have naturally sought this field out with the result that The Detroit News was third in 1922 among the newspapers of the country in total advertising. It was kept from being first only because of the increase of editorial and news matter in its columns which compelled The News to omit many columns of advertising during the heavy advertising periods of the year.

The News has been first, second or third in total advertising in America for the last eight years.

In practically every important selling classification of advertising The News was first in Detroit.

It published more than a million Want Ads in 1922—650,000 more than its nearest competitor. This is an indication of how the Detroit public regard The News as an advertising medium.

The News also led in automotive advertising, carrying 60,000 more agate lines than its nearest competitor; automotive advertisers realizing that the thorough coverage of The News is an invaluable aid to sales.

Leads In Circulation

In Rotogravure advertising, The News has always led the field. In 1922 it carried 122% more or over twice as much Rotogravure advertising as its nearest competitor.

The Detroit News having purchased the Detroit Journal and consolidated its circulation, July 19th, 1922, is now the only evening paper in Detroit having the Associated Press franchise. Before this consolidation The News had a thorough coverage of the field. Now it reaches practically every English speaking home in Detroit and vicinity, having more than 280,000 circulation on week days. With 240,000 Sunday circulation The News has over 65,000 more circulation than its nearest Sunday competitor.

The Detroit News weekday and Sunday offers advertisers an opportunity to reach the whole field at one rate, an opportunity unequaled by any other metropolitan city in the United States.

Advertisers should take advantage of Detroit's unusual prosperity and The News ability to cover this field.

Advertisers Can Cover All Detroit at One Rate With the News

The Detroit News

Greatest Circulation Weekday and Sunday In Michigan

"Always In the Lead"

ADVERTISING AGENCIES AND THEIR SPACE BUYERS—Continued from page 100

Name	Address	City	Space Buyers
C			
CADWALLADER & COULTER	215 W. Commerce St.	San Antonio, Tex.	A. H. Cadwallader, Jr.; R. G. Coulter; J. G. Belcher
CADY ADV. SERVICE	Yellowstone - Merchants Bank Bldg.	Billings, Mont.	
CAHILL ADV. CO. *a-e-g*	Pacific Bldg.	San Francisco, Cal.	M. A. Cahill; L. O'Dowd
CALDWELL CO., HOWARD *d*	Merchants Bk. Bldg.	Indianapolis, Ind.	Howard Caldwell; Ellis Baker; D. S. McNulty
CALKINS & HOLDEN, INC. *a-e-g-h*	250 Fifth Av.	New York City	E. B. Wilson
CALLOWAY ASSOCIATES, INC. *d-e-f-g*	121 Beach St.	Boston, Mass.	Morris Susman
CALUMET ADV. CO. *d-e-g*	2316 Calumet Ave.	Chicago, Ill.	Paul McCalla
CAMPBELL ADV. AGCY	19 W. 44th St.	New York City	J. S. Peckham; Wallace Campbell
CAMPBELL-EWALD CO. *a-e-f-g-h*	General Motors Bldg.; Mallers Bldg.; 18 W. 34th St.; Hamilton Trust Bldg.	Detroit, Mich.*; Chicago, Ill.; New York City; Toronto, Ont., Can.	George C. Fries
CAMPBELL-MOSS, INC. *d*	21 E. 40th St.	New York City	DeWitt J. Hinman
CAMPBELL, TRUMP & CO. *a-e-f-g*	Penobscot Bldg.	Detroit, Mich.	Hal G. Trump
CAPEHART-CAREY CORP. *a-e-g*	Times Bldg.	New York City	C. H. Freudenthal
CAPITAL ADV. CO., OF N. Y., INC. *d-e-g*	120 W. 42d St.	New York City*	L. S. Barr, M. P. Gill, Charles Reichart, William L. Banning (New York): C. J. Cutajar, C. C. Provost (Washington)
CARLYSLE COMPANY	47 West 34th St.	New York	Samuel Goldman
CAROLINA ADV. AGCY		Raleigh, N. C.	
CARPENTER-WEBBE CO.	Sloan Bldg.	Cleveland, O.	
CARPENTER - REESE - OSWALD CO. *d-e-g*	Sloan Bldg.	Cleveland, O.	J. J. Marquart
CARR & COLUMBIA, INC. *d-e-f-g*	132 Madison Av.	New York City	G. Gamble
CASEY-LEWIS ADV. CO., INC. *d*	Stahlman Bldg.	Nashville, Tenn.	Rumsey Lewis
CASS ADV. AGCY		Mount Carmel, Ill.	
CASTELLO, RAYMOND L.	Miller Bldg.	Pittsfield, Mass.	
CATES ADV. CO. *d*	Slaughter Bldg.	Dallas, Tex.	C. C. Cates
CENTRAL ADVERTISERS AGENCY *d*	Orpheum Bldg.	Wichita, Kan.	C. R. Winters
CECIL, BARRETO & CECIL, INC. *a-b-e-g-h*	1121 Bank St.; 366 Madison Av.	Richmond, Va.*; New York City	John H. Cecil; S. Jackson
CENTRAL ADVERTISING AGCY		Bakersfield, Cal.	
CENTRAL ADV. SERVICE	286 5th Av.	New York City	Robert Morse; Louis Briturtz
CENTRAL INT'L ADV. AGCY.	1152 Milwaukee Av.	Chicago, Ill.	
CENTURY ADV. SERVICE	244 5th Av.	New York City	
CHAMBERS ADV. AGCY., INC. *a-b-e-g-h*	Maison Blanche Bldg.; 130 W. 42d St.	New Orleans, La.*; New York City	M. J. Burvant; A. H. Patterson
CHAMBERS & WISSWELL, INC. *a-e-g*	296 Boylston St.	Boston, Mass.	
CHANCE ADV. AGCY., FRANK S. *a-g*	Kahn Bldg.	Indianapolis, Ind.	Harry S. Joseph
CHANDLER & CO., CLEVELAND *a*	25 Congress St.	Boston, Mass.	C. A. Chandler
CHAPIN, BURNET & FOYE	168 Bridge St.	Springfield, Mass.	
CHAPPELOW ADV. CO. *a-f-g-h*	1709 Washington Av.	St. Louis, Mo.	W. J. Johnson
CHARLES ADV. SERV. *a-e-f-g-h*	23 E. 26th St.	New York City	Joseph Boorster
CHARLESTON ADV. CO. *d*	134 Meeting St.	Charleston, S. C.	H. T. McGee
CHATHAM ADV. AGENCY, INC. *a-e-f-g*	3 W. 29th St.	New York City	L. Z. Guck; Bertha Bernste
CHELSEA ADV. AGCY	621 Broadway	New York City	
CHESMAN & CO., NELSON *a-b-e-g-h*	1127 Pine St.; 512 N. Dearborn St.; 130 W. 42d St.; Leader-News Bldg.; 42 E. 11th St.	St. Louis, Mo.*; Chicago, Ill.; New York City; Cleveland, O.; Chattanooga, Tenn.	John Feinstein; P. J. Mullally; Vincent McGr (St. Louis); A. R. Johnson (Chicago)
CHESSLER & ROSE ADVG. AGCY.	Lexington Bldg.	Baltimore, Md.	
CHICAGO ADVG. AGENCY	127 N. Dearborn St.	Chicago, Ill.	
CHICAGO UNION ADV. AGCY.	210 S. Dearborn St.	Chicago, Ill.	
CHILTON ADV. AGCY. *a-g*	Kirby Bldg.	Dallas, Tex.	A. L. Chilton; G. G. Addingt
CHURCHILL-HALL, INC. *a-e-g-h*	50 Union Square	New York City	E. S. Leonard; C. L. Overma; Earl C. Norris; H. B. LeQuatt
CHUTE CO., L. E.	Security Bldg.	Davenport, Iowa	L. E. Chute
CIRKER & CO., INC. *a-e-g*	1472 Broadway	New York City	
CITY ADVERTISING CO., INC.	51 Chambers St.	New York City	John A. Sanche
CLAFFEY ADV. CO.	Ashland Block	Chicago, Ill.	
CLARK-WHITCRAFT CO. *e-g-h*	527 Hale Bldg.	Philadelphia, Pa.	
CLARKE ADV. AGCY., E. H. *a-e-g-h*	28 E. Jackson Blvd.; 37 W. 39th St.	Chicago, Ill.*; New York City	S. R. Tiedman; A. E. Stern
CLATFELTER, HARRY *d-f*	Jefferson Bldg.	Peoria, Ill.	Harry Clatfelter
CLAY, H. J., *d*	Union Nat. Bk. Bldg.	Wichita, Kan.	
CLOUGH ADV. AGCY., INC., JOHN L. *a-e-f-g*	18 E. Vermont St.	Indianapolis, Ind.	J. L. Clough; E. F. Rowe; J. W. Ridge
CLUTCH ADVG. AGCY., ROBERT W. *d*	Penfield Bldg.	Philadelphia	Robt. M. Clutch,
COAST ADV. SERVICE	83 Columbia St.	Seattle, Wash.	
COCHRANE ADV. BUREAU	Oliver Bldg.	Pittsburgh, Pa.	
COCKRANE ADV. AGCY., WITT K. *a-e-g*	30 N. Dearborn St.	Chicago, Ill.	
COHEN, ABRAHAM	1493 Broadway	New York City	
COLLIER ADVG. AGENCY		Dallas, Tex.	
COLLIER, BARRON G.	220 W. 42d St.; Munsey Bldg.	New York City; Washington, D. C.	
COLLINS ADVG. AGCY.	Van Nuys Bldg.	Los Angeles, Cal.	
COLLINS, INC., CLARKSON A., JR. *e-f-g*	350 Madison Av.	New York City	

(*Continued on page* 104)

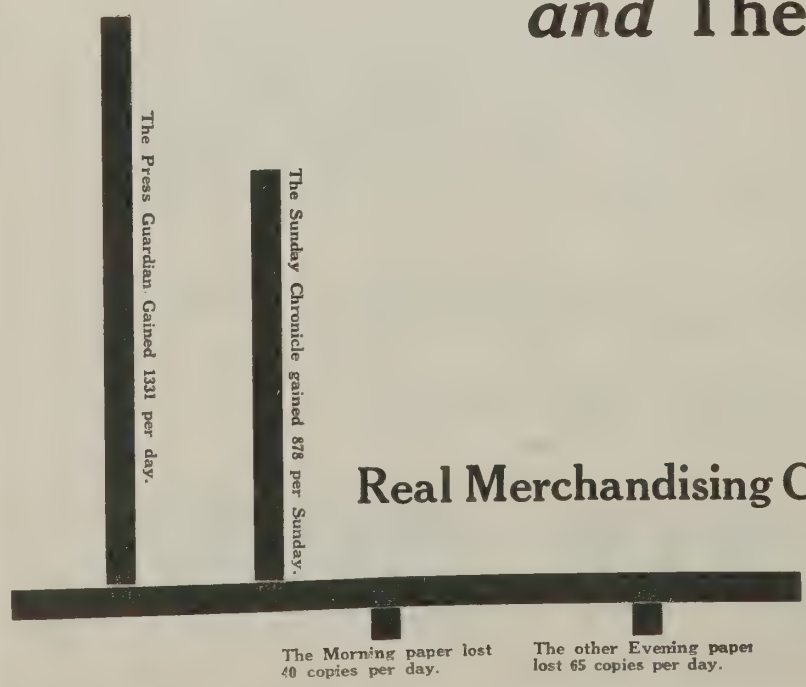
EXPLANATION OF KEY LETTERS

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Where agency has American Newspaper Publishers' Association recognition, it also has l recognition, so notation to that effect has been purposely omitted in listing.

Only Two Newspapers Showed a Gain in Paterson in 1922

They were The Press-Guardian *and* The Sunday Chronicle [Sunday Edition of The Press Guardian]



This chart shows the average net paid gain per day based on statements rendered the Government on October 1, 1921 and October 1, 1922.

Since its last report was made The Press Guardian has been steadily climbing and the advent of another morning paper has again altered the situation.

Foreign Representatives: Payne, Burns and Smith, New York and Boston
G. Logan Payne Co., Chicago, Detroit, Los Angeles

Real Merchandising Cooperation to the National Advertiser

The Press Guardian

is the Paterson member of The New Jersey Daily League

THE IMPORTANCE OF WASHINGTON

To-day it is not only the Capital City of the United States, but it rises to the dignity of the foremost city of the world—in political and economic leadership.

For your product not to be properly represented in Washington is to lose not only the large local patronage, but to miss the prestige of its far-reaching influence.

In Washington The Star is the leading newspaper of this leading city. A real necessity to cover Washington as it should be covered.

It's a convincing fact that the local merchants use The Star to carry their unabridged messages to the public—in fact it frequently is true that the number of lines of advertising appearing in The Star exceeds considerably that carried by all the other papers combined.

Of course, Washington merchants are in a position to know the value of The Star as an advertising medium.

The Evening Star

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

Write us direct or through our

New York Office:
DAN A. CARROLL
150 Nassau Street

Paris Office:
5 Rue Lamartine

Chicago Office
J. E. LUTZ
Tower Building

ADVERTISING AGENCIES AND THEIR SPACE BUYERS—Continued from page 102

Name	Address	City	Space Buyers
COLLINS-KIRK, INC. *a-e-g*	Waller Bldg.	Chicago, Ill.	
COLLISON CO.	Palace Bldg.	Minneapolis. Minn.	Charles F. Collison
COLTON CO., WENDELL P. *a-e-g-h*	165 Broadway	New York City	W. J. McDonald / P. J. McAward
COLUMBUS ADV. AGENCY	150 Nassau St.	New York City	Ruggero Bolino
COMRIE CO., FRANK M. *d-e-f-g*	36 S. State St.	Chicago, Ill.	Geo. A. Kramer
CONDON ADV. AGCY. *d-e-g*	Perkins Bldg.	Tacoma, Wash.	John Condon / E. L. Jardeen
CONDON, MONTROSE, INC.		Denver, Colo.	
CONE GENERAL ADV. AGCY., ANDREW *a-e-g-h*	154 Nassau St.	New York City	
CONNER ADV. AGCY., INC. *a-e-f-g-h*	Mercantile Bldg.	Denver, Colo.	A. B. McCallom
CONOVER CO., S. A. *a-e-g-h*	99 Chauncey St.	Boston, Mass.	S. A. Conover
CONOVER-MOONEY CO. *a-e-g-h*	111 W. Monroe St.	Chicago, Ill.	R. S. Collins
CONRAD ADVG. AGCY. *g*	Foster Bldg.	Denver, Colo.	
CONTINENTAL ADVG. BUREAU	159 N. State St.	Chicago, Ill.	W. H. Evans
CONTINENTAL ADVG. CO.	8 W. 40th St.	New York City	
	117 N. Dearborn St.	Chicago, Ill.	
	Bessemer Bldg.	Pittsburgh, Pa.	
COOK CO., C. LAWRENCE	Magee Bldg.	Pittsburgh, Pa.	
COOLIDGE ADV. CO. *a-e-f-g-h*	1216 Grand Av.	Des Moines, Iowa.	
COONEY-CRAHAN CO.	170 Summer St.	Boston, Mass.	
	17 Federal St.	Worcester, Mass.	
CO-OPERATIVE ADV. CO.	3339 Lancaster Av.	Philadelphia, Pa.	
COOPER, EDWARD	292 Washington St.	Brooklyn, N. Y.	
COOPER, E. F. C.		Newport News, Va.	
COPE ADV. AGCY.	Box 233	Champaign, Ill.	
COPE ADV. CO., INC.	620 Chestnut St.	St. Louis, Mo.	Will C. Cope
COPIC SERVICE CO., INC.	473 Broome St.	New York City	
CORMAN CO., INC. *a-e-g-h*	19 W. 44th St.	New York City	Leavitt Corning
CORNING, INC. *a-e-f-g*	89 E. 4th St.	St. Paul, Minn.	Lloyd R. Gates
COSMOPOLITAN DISTRIBUTING CORP.	119 W. 40th St.	New York City	
COTTER ADVG. AGCY. *a*	97 Oliver St.	Boston, Mass.	James J. Cotter / L. J. Weidman
COUCHE ADV. SERVICE, INC. *g*	Dekum Bldg.	Portland, Ore.	
COURTNEY, W. H.	1402 W. Mulberry St.	Baltimore, Md.	
COUTLEE, INC., DOUGLAS W. *e-g*	1 W. 34th St.	New York City	H. L. Stedfield / G. M. Meyer
COWEN CO., INC. *a-e-g*	50 Union Square.	New York City	Fred Blauvelt
COWPERTHWAITE ADV. AGCY.	35 W. 42d St.	New York City	
COX ADV. AGCY. *b-e-g*	Amer. Trust Bldg.	Birmingham, Ala.	Oliver Cox
CRAMER-KRASSELT CO. *a-e-f-g-h*	354 Milwaukee St.	Milwaukee, Wis.	C. M. Daniell / F. R. Plate
CRAWFORD ADVG. CO.	119 East 5th St.	Cincinnati, O.	
CRESKE-EVERETT, INC. *d-f-g*	33 W. 42d St.	New York City	Henry H. Creske
CRIM, FLORENCE M.	505 W. Market St.	Salem, Ind.	
CRITCHFIELD & CO. *a-e-g-h*	Brooks Bldg.	Chicago, Ill.*	J. Hartigan
	Palace Bldg.	Minneapolis, Minn.	
	Fuller Bldg.	New York City	
	Book Bldg.	Detroit, Mich.	
	Hearst Bldg	San Francisco, Cal.	
	327 13th St.	Oakland, Cal.	
	1 Wardour St.	London, England	
CRITERION ADV. CO., INC.	225 5th Av.	New York City*	
	20 E. Jackson Blvd.	Chicago, Ill.	
CROSBY-CHICAGO *a-e-g*	29 Quincy St.	Chicago, Ill.	J. H. Krause
CROSBY SERVICE, ARTHUR	220 W. 42d St.	New York City	Arthur A. Crosby
CROSS CO., J. H. *a-e-f-g-h*	Cross Bldg.	Philadelphia, Pa.	
CROSSLEY & FAILING, INC.		Portland, Ore.	
CRUMRINE CO., ARTHUR M. *a-e-g*	Crumrine Bldg. / 300 Madison Av.	Columbus, O.* / New York City	T. A. Boggs / D. J. Clugston
CULVER, R. J.	Central Bldg.	Los Angeles, Cal.	R. J. Culver
CUMMINGS ADV. CO. *d-i*	Syndicate Bldg.	Oakland, Cal.	G. A. Cummings
CUMMINGS, J. HOYT	Finance Bldg.	Cleveland, O.	
CUNNINGS-HARGRAVE CO.	Blake Bldg.	Oakland, Cal.	
CURTIS-BAUM CO.	Easton Bldg.	Oakland, Cal.	
CURTIS-NEWHALL ADV. AGCY. *e-g*	920 Chapman Bldg.	Los Angeles, Cal.	M. A. Curtis
CURTISS CO., INC., JOHN *a-e-g*	1476 Broadway	New York City	W. J. Byrne
D			
DAIGER & CO., J. M.	345 St. Paul Place.	Baltimore, Md.	J. P. Daiger
DAKE ADV. AGCY., INC. *a-e-g*	121 2d St.	San Francisco, Cal.	A. Loretz
DAKE-JOHANET ADV. AGCY. *a-e-g*	Charleston Bldg. / Union League Bldg.	San Francisco, Cal. / Los Angeles, Cal.	M. E. Gilligan / F. W. Bowman / F. W. Johanet / C. L. Young
DAKEN ADV. AGCY. *a-e-g*	415 Olive St.	Seattle, Wash.	T. D. Daken
DAKO ADV. AGCY	535 Boston Block.	Minneapolis. Minn.	
DAKOTA ADV. AGCY., INC.	318 Citizens Bldg.	Aberdeen, S. Dak.	
DALE & MARX	949 Broadway	New York City	
DAMPMAN ADV AGENCY		Reading, Pa.	
DAN ADV. AGCY., SOL.	Castle Bldg.	Tulsa, Okla.	Sol Dan
DANIELSON & SON, *a-e-f-g-h*	Industrial Trust Bldg.	Providence, R. I.	G. W. Danielson
DAPPRICH ADVG. AGENCY	Times - Dispatch Bldg.	Richmond, Va.	R. C. Hall
D'ARCY ADV. AGCY. *a-e-f-g-h*	Int'l Life Bldg.	St. Louis, Mo.	J. E. Sullivan / R. G. Timmerm
DARLOW ADV. CO. *a-e-g-h*	410 S. 19th St.	Omaha, Nebr.	E. H. Allen / C. B. Darlow
DAUCHY CO. *a-e-g-h*	9 Murray St.	New York City	E. A. Marsh / G. E. Harris / W. H. Bennett / H. S. Max
DAVID ADV. AGCY., S.S	2102 N. Wabash Av.	Chicago, Ill.	
DAVIES CO., MAXTON R. *e-f*	1022 B. F. Keith Bldg.	Cleveland, Ohio	
DAVIS, J. W. *a-g*	Railway Exch. Bldg.	Chicago, Ill.	
DAVIS & ARMSTRONG, INC. *d-e-f-g*	McKnight Bldg.	Minneapolis, Minn.	J. C. Armstron / H. M. Shaw
DAVIS-ELTON ADV. CO.	Bessemer Bldg.	Pittsburgh, Pa.	
DAVIS & MEYER ADV. AGCY.	Bessemer Bldg.	Pittsburgh, Pa.	
DAVIS-SMITH CO.	531 Atlantic Av.	Boston, Mass.	
DAY ADV. AGCY., STANLEY *e-g*	955 Prospect Av.	Plainfield, N. J.	Irene Day
DEAN, BEN *d*	Mich. Trust Bldg.	Grand Rapids, Mich.	Ben Dean
DE ARMAND, LOUIS G. *d*	1st Natl. Bk. Bldg.	Davenport, Iowa	R. R. Dodds
DEATEL ADVG. SERVICE, INC.	10-20 St. Paul St.	Baltimore, Md.	George A. Deatel

(*Continued on page* 106)

EXPLANATION OF KEY LETTERS

A—Recognized by American Newspaper Publishers' Association. **B**—Recognized by South Newspaper Publishers' Assn. **C**—Recognized by Canadian Daily Newspapers' Association. **D**—Lo publishers' recognition (agency's statement). **E**—Recommended for recognition by Agricultu Publishers' Association. **F**—Approved by Associated Business Papers, Inc. **G**—Recommended Periodical Publishers' Association. **H**—Member of American Association of Advertising Agenci **I**—Member California Advertising Service Association. **J**—Member Canadian Association of vertising Agencies. *—Head Office.

Where agency has American Newspaper Publishers' Association recognition, it also has lo recognition, so notation to that effect has been purposely omitted in listing.

Please Read *All* This Story!

A little more than a year ago, The Detroit Times came under its present ownership.

It had, then, a circulation of 26,000.

There were at that time three evening newspapers.

Today, The Detroit Times has a circulation in excess of 170,000 and there are now only two papers left in the evening field.

But that is not all—

There is a SUNDAY Detroit Times, also.

The Sunday Detroit Times is only five months old.

Its circulation is more than 175,000.

Some people say that this breaks all national records for circulation growth.

That's interesting! So is the fact that in the last nine months the advertising volume of The Evening Times has increased more than 260%—while The Sunday Times carries already more than 250 columns of advertising in each issue—exclusive of the wonderful American Weekly.

In addition to carrying the large copy of every leading Detroit merchant, The Times has flattering representation from the principal national advertisers.

The Automobile Section of The Detroit Times on *Sunday* carries a most interesting array of the copy of all good cars, accessories, and tires.

The Detroit Times, in its *evening* edition has heavy automobile representation week after week.

Circulation and advertising are growing steadily—in fact, we've twice outgrown our plant facilities—and another expansion is in process.

All of this is by way of saying that The Times in Detroit is creating national records for solid, substantial, circulation and advertising growth.

It is a medium respected by the local advertiser, because it is respected by the local reader—and the business acumen of the national advertiser has, as usual, not failed to sense this condition.

The rate for national advertising contracts signed before February 1, will be 29 cents a line, too low, by far. Rate after February 1, 1923, will be 33 cents—and too cheap then. The Detroit Times is worth the careful consideration of every space buyer who respects the purchasing power of the advertising dollar.

We have a merchandising department trained to do things a little better than you might expect—nothing freakish—just sensible merchandising aid. Our monthly Retail Times is said to be one of the best trade-aids in the country. Our national representation is in the hands of the G. Logan Payne Company, and Payne, Burns & Smith—folks who know what it's all about from your end.

Thanks for wading through this long tale—but you must admit that we have a "story."

FIFTEEN YEARS OF DOMINANT SUPREMACY

The uninterrupted proven preference of advertisers, both local and national, for the CINCINNATI TIMES-STAR was evidenced again in the year 1922 by

10,459,407 Lines of Display Advertising

This is 1,921,031 lines more than the lineage published by the second paper, including both daily and Sunday editions—or six days against seven.

1921 was the banner year in the history of the TIMES-STAR, with 182,497 lines more than 1922. Yet this amount, by which the year just closed falls short of its 1921 record, is less than one-tenth of the amount by which it still leads its nearest competitor.

The display advertising published by the TIMES-STAR in 1922 is

1,880,823 lines more than the largest amount ever published by any other paper in the city

8,578,584 lines having been published by the second paper in 1920.

That the dominant leadership of the TIMES-STAR is not temporary, accidental or fluctuating, but that it is continuous, progressive and permanent is proved by the display advertising space records for the past 15 years:

	TIMES-STAR Total Display	EXCESS OVER Second Paper	EXCESS OVER Third Paper
Year 1922	10,459,407 lines	1,921,031 lines	3,949,463 lines
Average 10 years	7,439,714 lines	1,734,459 lines	2,425,881 lines
Average 15 years	6,273,153 lines	1,362,626 lines	1,941,186 lines

CINCINNATI TIMES-STAR

CHARLES P. TAFT, Publisher *C. H. REMBOLD, Manager*

MEMBER AUDIT BUREAU OF CIRCULATIONS

報知新聞



The Hochi's Magnificent New Building Just Completed in the Heart of Tokyo

THE HOCHI SHIMBUN

Japan's Oldest Evening Newspaper
With Large Morning Edition

TOTAL PAID CIRCULATION LARGEST IN TOKYO

The Hochi Shimbun was established in 1872 by the late Marquis Okuma, and continuously since that early date has lent all its influence to the support of its great founder's lofty ideals.

In the foreign news field the Hochi has built up a service which is unexcelled, and which has earned for it many readers who are intensely interested in persons and events abroad. This interest has been found to exert considerable influence on their taste in the purchase of imported commodities and undoubtedly has increased their consumption of products from abroad.

Advertising Rates

Per line	Y	1.25
Per Column	Y	170.00
Per inch	Y	12.50
Per page	Y	2,000.00

The Hochi Shimbun

TOKYO, JAPAN

ADVERTISING AGENCIES AND THEIR SPACE BUYERS

(Continued from page 104)

Name	Address	City	Space Buyers
DECKER, LTD., HENRY *a-e-g*	Fuller Bldg.	New York City	George S. Dyer
DECKER, J. J.	1301 G St., N. W.	Washington, D. C.	
DEIMEL, ADOLPH	5 Beekman St.	New York City	A. Deimel
	735 Brunswick Av.	Brooklyn, N. Y.	
DELANEY ADVG. SERV., J. F.	326 W. Madison St.	Chicago, Ill.	
DE LEURY-REEDER *a*	J. M. Studebaker Bldg.	South Bend, Ind.	Lewis J. Fricke
DELLEFIELD, A. S.	127 N. Dearborn St.	Chicago, Ill.	
DELMONICO, CHARLES C.	110 W. 40th St.	New York City	
DE LUXE ADVG. BUREAU *d-f*	139 N. Clark St.	Chicago, Ill.	M. E. Maggert L. M. Stick
DEL PASO ADV. AGCY.	Herald Bldg.	El Paso, Texas	
DEMPOLIS ADVG. AGCY.	Bell Bldg.	Demopolis, Ala.	
DENHARD, CHARLES H.	297 Fourth Av.	New York City	Chas. H. Denhard W. E. Thwing
DENNY CO., WM. H. *a-g*	1 Madison Av.	New York City	Arthur Nathan
DERBY ADV. AGCY. *d*	Munsey Bldg.	Washington, D. C.	W. E. Luetzenkirchen S. R. White
DE ROODE, LOUIS K.	5 Beekman St.	New York City	L. K. DeRoode
DE ROUVILLE, GEORGE S. *a-g*	Albany Co. Savings Bk. Bldg.	Albany, N. Y.	G. S. DeRouville H. L. Havenor
DETROIT ADV. SERVICE	Free Press Bldg.	Detroit, Mich.	
D'EVELYN, NORMAN F. *d-i*	Balfour Bldg.	San Francisco, Cal.	N. F. D'Evelyn
DEVINE, JAMES A.	41 Park Row	New York City	
DIENER & DORSKIND *d*	1393 Broadway	New York City	Henry Gold
DIPPY ADV. AGCY. R. H. *a-e-g*	Deuckla Bldg.	Philadelphia, Pa.	R. H. Dippy Henry Haas
DIRECT ADV. CO.	538 S. Clark St.	Chicago, Ill.	
DISTLEHORST CO., A. E.	105 S. Court Sq.	Memphis, Tenn.	
DITTMANN ADV. AGCY.	1309 Locust St.	Philadelphia, Pa.	
DOBBS ADVG. AGENCY *a-e-g*	228 Main St.	Danbury, Conn.	Miss L. M. Sniffen
DOE ADV. AGCY., E. H. *a-e-g*	Keller Bldg.	Louisville, Ky.	C. H. L. Hudson
	Stevens Bldg.	Chicago, Ill.	Elmer H. Doe
	9 E. 46th St.	New York City	
DOLLENMAYER ADV. AGCY. *a-e-g*	315 Marquette Ave.	Minneapolis, Minn.	
DOLINSKI ADVG. AGCY., M. R.	1136 Milwaukee Av.	Chicago, Ill.	
DOLMAN & HOPKINS *d-e-f*	New Call Bldg.	San Francisco, Cal.	H. C. Hopkins M. T. Dolman
DOMBROWER, RALPH L. *d*	Mutual Bldg.	Richmond, Va.*	R. L. Dombrower
	1334 G St., N. W.	Washington, D. C.	
DONATH SERVICE	110 W. 40th St.	New York City	
DONAHUE ADV. AGCY., INC.	233 Broadway	New York City	John J. Hagan
	603 E. Tremont Av.		
DONNELLY CO., LEE E.	Ulmer Bldg.	Cleveland, Ohio	
DONOVAN-ARMSTRONG *a-e-g*	1211 Chestnut St.	Philadelphia, Pa.	J. A. McFadden
DOOLITTLE, R. EDSON	656 Broadway	New York City	
DOREMUS & CO., INC. *a-e-g*	44 Broadway	New York City	
	208 S. La Salle St.	Chicago, Ill.	
DORLAND ADV. AGCY., INC. *a-e-g*	244 Madison Av.	New York City*	Martin J. Conway
	Presston Bldg.	Atlantic City, N. J.	
	213 Bond St.	Asbury Park, N. J.	
	16 Regent St. SWI.	London, England	
	24 Blvd. Des Capucines	Paris, France	
	Jerusalemer St., 46	Berlin, Germany	William Manning
	Avenida de Mayo, 560	Buenos Aires, Argentine	
	137 Avenida Rio-l'Branco	Rio Janeiro, Brazil.	
DORRANCE & SULLIVAN, INC. *a-e-g*	New York City	130 W. 42d st.	Harry E. Pengel
	Chicago, Ill.	332 S. Michigan ave.	G. C. Jefferson
	South Bend, Ind.	W. Colfax Av. & Main St.	
DOUGHTON ADVG. AGCY., STEPHEN	Volunteer Bldg.	Chattanooga, Tenn.	J. R. Jarnagin Robert Patterson
DOUGHTY ADV. AGCY. CO., CHARLES L. *a-e-g*	448 Main St.	Cincinnati, O.	J. V. Ewan
DOW-JONES & CO.	208 S. La Salle St.	Chicago, Ill.	
DOWN, INC., CLINTON A. *d*	496 Exchange St.	Rochester, N. Y.	Clinton A. Down
DRANE ADV. AGCY., JAMES W.	306 Union St.	Nashville, Tenn.*	J. W. Drane
	150 E. Main St.	Gallatin, Tenn.	
DRECHSLER-PEARD CO. *d*	Munsey Bldg.	Baltimore, Md.	
DRURY COMPANY *d*	Monadnock Bldg.	San Francisco, Cal.	Newton B. Drury Aubrey Drury
DUKELOW & WALKER CO., INC. *a-g*	246 Washington St.	Boston, Mass.*	C. F. Dukelow
	71 Broad St.	New York City	
DUNHAM CO. JOHN H. *a-d-e-g*	400 N. Michigan Av.	Chicago, Ill.	H. R. Van Gunten
DUNLAP-WARD ADV. CO. *a-e-g-h*	308 Euclid Av.	Cleveland, Ohio	F. K. Hall
DUNLOP ADV. AGCY.	Silver Bow Bldg.	Butte, Mont.	L. F. Dunlop
DUNNE CO., INC., DESMOND *g*	30 E. 42d St.	New York City	
DU NOYER ADV. AGCY., FRANK	Mayro Bldg.	Utica, N. Y.	
DUPELL, A. E.	752 Fulton St.	Brooklyn, N. Y.	
DURST, JASON E.		Dayton, Ohio	
DWIGHT CO., JOHN	216 Worthington St.	Springfield, Mass.	
DYER CO., GEORGE L. *a-e-g-h*	42 Broadway	New York City*	W. L. Dotts
	76 W. Monroe St.	Chicago, Ill.	

E

EASTERN ADV. CO.	Liberty Bldg.	New Haven, Conn*	George H. Gould
EASTMAN ADV. AGCY.	Central Nat. Bk. Bldg.	Topeka, Kans.	
EASTMAN & CO. *f*	53 W. Jackson Blvd.	Chicago, Ill.	D. T. Eastman
ECCLES, WARREN	443 Cedar Av.	Long Beach, Cal.	Warren Eccles M. L. Eccles
ECHTERNACH ADVG. AGCY.	New Call Bldg.	Denver, Colo.*	
		San Francisco, Cal.	
ECLIPSE ADV. AGCY.	5601 Aberdeen St.	Chicago, Ill.	
	210 Pearl St.	Buffalo, N. Y.	
ECONOMY ADV. SERVICE		Iowa City, Ia.	
ECONOMY SERVICE	231 W. 39th St.	New York City	
	215 S. Market St.	Chicago, Ill.	
EDDY, LOUIS O. *e-g*	Marshall Field Bldg.	Chicago, Ill.	
EDUCATIONAL ADVG. AGCY.	1133 Broadway	New York City*	Paul C. Hunter George D. Bryson New York; Agne F. Pilnoy, Chicago
	6 N. Michigan Av.	Chicago, Ill.	
EDWARDS & CO., G. W. *a-e-g-h*	328 Chestnut St.	Philadelphia, Pa.	Geo. T. Street, Jr.
EGYPTIAN ADVG. AGENCY *d*		Marion, Ill.	Oldham Paisley
EHLBERT ADV. SERV., INC.	14 E. Jackson Blvd.	Chicago, Ill.	
EHRLICH, I. J.	282 Court St.	Brooklyn, N. Y.	

(Continued on page 111)

EXPLANATION OF KEY LETTERS

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Where agency has American Newspaper Publishers' Association recognition, it also has local recognition, so notation to that effect has been purposely omitted in listing.

"As Milwaukee Buys—The Nation Buys!—
—Try It Out In Representative Milwaukee"

Sell Milwaukee First

THERE are half a million buyers in the first city of diversified industry in the United States. Purchases run high in Milwaukee, averaging more than $9,000,000 every business day—more than one million dollars every hour. Wisconsin purchases average $33,000,000 every business day.

Business has been consistently good here during the last year, and, based on present activity, 1923 should develop even bigger buying.

A receptive audience in a receptive market invites additional advertising and sales effort. The response of this market is assured. Have you as a manufacturer or advertiser something to contribute to the comfort and daily life of Milwaukee and Wisconsin people? Remember there are approximately three million people in this market, and 54% of this population is concentrated in the 150 mile zone of which Milwaukee is the metropolis.

Here The Milwaukee Journal offers most as your sales medium. The Journal delivers 80% direct coverage of Milwaukee at one low cost, being read by four out of every five English-reading Milwaukee families.

Furthermore, The Journal penetrates to every corner of Wisconsin and Upper Michigan. Constant repetition will brand your name, your product, your trade mark in the buying consciousness of the people of this territory which is served by Milwaukee jobbers.

The Milwaukee JOURNAL
FIRST - by Merit

Sales and advertising managers are requested to send for The Journal's analyses of the Milwaukee Market in relation to various products.

The Ault & Wiborg Co

Ink problems are eliminated the day you start using Gritless News Ink

CREATORS OF—

Gritless Ne

OUR WEB PRESS COLORS
have raised the comic supplements and magazine sections to the same enviable position now held by all black and white sections printed with Gritless News Ink.

Manufa
of clean,
and sn

Web

GRITLESS
THE AULT AND WIBORG CO.
NEWS INK

American Branches of The Ault & Wiborg Co.

CINCINNATI	PHILADELPHIA	DETROIT	MILWAUKEE
NEW YORK	RICHMOND	BUFFALO	MINNEAPOLIS
BOSTON	CHICAGO	ATLANTA	ST. PAUL
BALTIMORE	CLEVELAND	ST. LOUIS	SAN FRANCISCO
FORT WORTH		LOS ANGELES	

Establishing and maintaining high standards in the production of ink could have but one result—the building of an enviable and an ever increasing demand for The Ault & Wiborg Co. products.

HIC ET UBIQUE

The Sign of Quality

s Ink

GRITLESS NEWS INK
has been tested under all conditions and still maintains its position as the fastest selling and most popular ink in the United States. Used on the best printed newspapers, eliminating the "filled-in cut" and the time wasting "wash-up." America's best news ink.

ress Colors

First—(today the largest)—American producers of—

OUR ROTOGRAVURE INKS set the American standard — (recognized as the highest)—and naturally are preferred in this most exacting field of artistic printing.

Rotogravure Ink

THE NEW LEADER

OF THE SOUTH'S NEWSPAPERDOM

FORT WORTH STAR-TELEGRAM

FORT WORTH, TEXAS

The Official Score Oct. 1st, 1922

GOVERNMENT REPORT

	Average Net Paid Circulation Daily and Sunday Combined
STAR-TELEGRAM, FORT WORTH, TEXAS.	93,074
COMMERCIAL APPEAL, MEMPHIS, TENN.	88,546
TIMES-PICAYUNE, NEW ORLEANS, LA.	76,755
JOURNAL, ATLANTA, GA.	67,293
DALLAS NEWS, DALLAS, TEXAS.	66,269
RECORD, FORT WORTH, TEXAS.	29,536

FORT WORTH STAR-TELEGRAM

FORT WORTH, TEXAS

NOW OVER
90,000 DAILY

NOW OVER
105,000 SUNDAY

Has considerably more circulation than any other three papers combined in West Texas, one of the richest sections in the South, covering 897 towns, with a population close to 2,000,000.

No Contests, Premiums or Schemes—Just a Newspaper

AMON G. CARTER,
Vice President and Gen. Mgr.

A. L. SHUMAN,
Advertising Manager

CHARTER MEMBER A. B. C.

ADVERTISING AGENCIES AND THEIR SPACE BUYERS—Continued from page 106

Name	Address	City	Space Buyers
EDREDGE CO., FRANK M.	403 Stephens Bldg.	Detroit, Mich.	F. M. Eldredge
ELIOTT ADV. SERVICE, INC. *e-g*	262 East Ave.	Rochester, N. Y.	L. B. Elliott
ELIOTT, A. R. *a-e-g*	53 Park Place	New York City	Daniel M. Elliott
ELIOTT ADVG. SERVICE, HARRY	Chronicle Bldg.	San Francisco, Cal.*	
	Pacific Bldg.	Oakland, Cal.	
	Railway Bldg.	Los Angeles, Cal.	
LIS CO., A. W. *a-e-g-h*	40 Central St.	Boston, Mass.	H. C. Magown
TON ADV. CO., RAY *f*	Bessemer Bldg.	Pittsburgh, Pa.	
ERY, MORGAN J. *d*	Tacoma Bldg.	Tacoma, Wash.	M. J. Emery
ERY CO., INC., WILLIAM S.	118 E. 28th St.	New York City	
PIRE ADV. SERVICE *a-e-g*	298 Broadway	New York City	Fred'k F. Roeding
PIRE ADV. SERVICE	750 E. 47th St.	Chicago, Ill.	
PIRE ADV. SERVICE	Empire Bldg.	Philadelphia, Pa.	
PIRE ADV. AGCY		Livonia, Ga.	
GLEMAN ADV. AGENCY, ARTHUR H. *d*	Franklyn Trust Bldg.	Philadelphia, Pa.	Miss Clare Salzman
NIS - ANDERSON ADV. GCY. *d*	Cory Bldg.	Fresno, Cal.	Frank Ennis; E. E. Anderson
D ADV. CO.		Durham, N. C.	
SIGN ADV. AGCY., INC., F. *a-e-g*	Union Arcade	Pittsburgh, Pa.	William R. Hovis
STEIN ADVG. AGCY., DADE.	209 S. State St.	Chicago, Ill.	
CKSON CO., INC. *a-e-g-h*	381 4th Av.	New York City	G. A. Burd
CKSON ADV. AGCY., E. N. *e-g*	21 Park Row	New York City	
VIN, WASEY & CO. *a-e-g-h*	58 E. Wash'gt'n St.	Chicago, Ill.*	E. Ross Gamble
	25 W. 43d St.	New York City	
	245 Oxford St., W. I.	London, England.	
	19 Boulevard Malesherbes	Paris, France	
HERINGTON SERVICE, LEONARD *d-f*	100 Boylston St.	Boston, Mass.	Leon. Etherington
NS & BARNHILL, INC. *e-f-g-h*	10 E. 43d St.	New York City*	Clara H. Sachs
	1st Nat. Bk. Bldg.	San Francisco, Cal.	
PORT ADV. AGCY. *e-g*	Transportation Bldg.	Chicago, Ill.	

F

RALL & BATTENFIELD, INC.	Century Bldg.	Des Moines, Ia.	L. R. Fairall; W. E. Battenfield
RFIELD & CO.	Wrigley Bldg.	Chicago, Ill.	
	52 Vanderbilt Av.	New York City	
RFAX ADVG. AGCY., INC., W. *a-e-g*	63 Park Row	New York City	H. W. Fairfax; F. H. Mehle; Val Spotto; H. Van Biskirk
RMER'S ADVG. BUREAU	Transport'n Bldg.	Chicago, Ill.	
RNSWORTH, BROWN & CHAEFER, INC. *a-e-g*	2 W. 45th St.	New York City	August H. Koch
RQUHAR & SEID, INC. *d-i*	Hearst Bldg.	San Francisco, Cal.	S. T. Farquhar
RRAR ADV. CO. *a-e-g*	Fulton Bldg.	Pittsburgh, Pa.	G. B. Martin; C. T. Johnson
RROTE, FAY LEONE	677 5th Av.	New York City	
RVCETT ADV. AGCY. *a-e-g*	Ferguson Bldg.	Colorado Sp'gs, Col.	R. S. M. Noland; T. S. Thompson; G. E. Hathaway
	Thatcher Bldg.	Pueblo, Colo.	
ERAL ADV. AGCY. *a-e-f-g-h*	6 E. 39th St.	New York City	A. V. B. Geoghegan (newspapers)
RHEIMER, RICHARD	33 W. 34th St.	New York City	
RSENBAUM ADVG. SERVICE, HARRY *d-e-g*	Land Title Bldg.	Philadelphia, Pa.	David Werman
	1019 Market St.	Philadelphia, Pa.	
RTON, RICHARD L. *e-g*	185 Devonshire St.	Boston, Mass.	
RGER-SILVA ADV. CO. *f*	Carew Bldg.	Cincinnati, O.	
REE - TAYLOR - BROWN DVG. AGCY		St. Louis, Mo.	
RY - HANLY ADV. CO.	1110 Grand Av.	Kansas City, Mo.*	A. J. Lambkin (Kansas City); Warren A. Humphrey (New Orleans); Messrs. Freeman and Harris (Chicago)
a-e-f-g-h	Carondelet Bldg.	New Orleans, La.	
	6 N. Michigan Av.	Chicago, Ill.	
ELITY ADV. AGCY., INC. *e-f-g*	Swetland Bldg.	Cleveland, O.	
LD ADV. SERVICE *a-e-f-g*	State Life Bldg.	Indianapolis, Ind.	V. E. Field; R. G. Elvin; C. R. Switzer
LD & BAKER, INC.		Chicago, Ill.	
K & PAINE, INC.	299 Madison Av.	New York City	
CH ADV. AGCY., INC., L. *a-g*	1367 Broadway	New York City	Ellis J. Finch; J. P. Kaempfer
ESTONE ADV. AGCY., HARLD	Woolworth Bldg.	Reading, Pa.	H. A. Benner
LEY ADVG. AGCY.	Henry Bldg.	Seattle, Wash.	
NEY ADVG. AGCY., GUY W.	Hellman Bldg.	Los Angeles, Cal.	
NEY ADV. CO., W. B. *a-e-g*	Firestone Bldg.	Kansas City, Mo.	Otto Grasse
ESTONE ADV. SERVICE *d*	15 Park Row	New York City	S. C. Koren
ST NATIONAL ADV. AGCY.	209 S. Water St.	Chicago, Ill.	
IER ADV. AGCY., L. P.	Merchants Ex. Bldg.	San Francisco, Cal.	H. W. Knoll
IER-BROWN ADV. AGCY. *e-f-g-h*	1627 Locust St.	St. Louis, Mo.	J. L. Tait
TCHER CO.	1214 Arch St.	Philadelphia, Pa.	
TCHER NEWSPAPER ADV. CY.	6304 Ellen Av., N. W.	Cleveland, O.	A. F. Fletcher
Y ADV. AGCY., LOUIS O.		Bloomington, Ill.	
EY ADV. AGCY., INC., CHARD A. *a-e-g-h*	219 N. Broad St.	Philadelphia, Pa.	Fred D. Stahl
DA - HAUPT CO., INC. *f-g-h*	286 5th Av.	New York City*	
	99 Chauncey St.	Boston, Mass.	
D CO., INC., G. W. *a-b-e-f-g*	Austell Bldg.	Atlanta, Ga.	S. C. Ingram
EIGN ADV. SERVICE BUAU, INC.	175 Fifth Av.	New York City	Dan Russell
EIGN PRESS PUBLICITY RVICE	286 5th Av.	New York City	Sigmund Gottlober
KER, DONALD E. *d*	Brack Shops	Los Angeles, Cal.	Donald E. Forker; F. W. Meyer, Jr.
T, LEWIS D.	Madison Av. Bldg.	Memphis, Tenn.	L. D. Fort
TER, WILLIAM G.	261 Broadway	New York City	
LCK ADV. AGCY., R. F.	326 4th Av.	Pittsburgh, Pa.	
ADV. SERVICE	Central Nat'l Bk. Bldg.	St. Louis, Mo.	
& MACKENZIE *d-e*	1214 Locust St.	Philadelphia, Pa.	W. A. Fox; J. B. Mackenzie
ILEY ADV. CO.	Hibernia Sav. & Loan Bldg.	Youngstown, O.	
NCIS ADV. AGCY.	612 Lincoln Bldg.	Detroit, Mich.	
NK & CO., ALBERT *a-e-f-g-h*	14 Stone St.	New York City*	
	332 S. La Salle St.	Chicago, Ill.	H. J. Riordan
	5 New Bridge St.	London, England.	Robt. W. Dawson
	60 W. Madison St.	Chicago, Ill.	George Borst
NKLIN ADV. AGCY.			
NKLIN ADVG. CORP.	404 4th Av.	New York City	
NKLIN ADV. SERV., INC.	De Long Bldg.	Philadelphia, Pa.	M. F. Bruck
NKLIN CO. *e-g*	309 5th Av.	New York City	

Name	Address	City	Space Buyers
FRAZIER CO., CHARLES R. *d*	Kauikeolani Bldg.	Honolulu, Hawaii	
FREDERICKSBURG ADVG. CO. *d*	103 Commerce St.	Fredericksburg, Va.	
FREEMAN ADV. AGCY., INC. *a-b-e-g*	Mutual Bldg.	Richmond, Va.	F. E. Matson
FREITAG-WILLIAMS CO.		Atlanta, Ga.	J. E. Hall
FREY CO., CHARLES DANIEL *a-e-f-g*	Monroe Bldg.	Chicago, Ill.*	
FRIEND ADVG. AGCY. *a-e-g*	949 Broadway	New York City	
FRIEND-WIENER ADVG. AGCY.	171 Madison Av.	New York City	
FRISBIE, MYLES T.	Woolworth Bldg.	New York City	
FRIZZELL ADV. AGCY., INC. *a-e-g*	121 E. Water St.	Syracuse, N. Y.	M. T. Frisbie
FROST CO., INC., HARRY M. *a-e-g*	Dispatch Bldg.	St. Paul, Minn.	A. B. Frizzell; F. L. Frizzell; H. Myser
	101 Tremont St.	Boston, Mass.	K. M. Frost; H. M. Frost
	Gas & Elec. Bldg.	Lynn, Mass.	
FROWERT CO., INC., PERCIVAL K.	151 W. 42d St.	New York City*	P. K. Frowert
	250 S. Broad St.	Philadelphia, Pa.	
FUGUET & CO., INC., RAYMOND *a-g*	18 W. 34th St.	New York City	E. S. Pleasanton; R. Fuguet
FULLER CO., CHARLES H. *a-e-g*	623 S. Wabash Av.	Chicago, Ill.*	W. J. Strange; Frank M. Meyers
	Brisbane Bldg.	Buffalo, N. Y.	
FULLER & SMITH *a-e-f-g-h*	Bulkley Bldg.	Cleveland, O.	R. Ziesing, Jr.; G. W. Belsey
FYFFE CO., NORMAN A. *d*	50 Madison Av.	New York City	N. A. Fyffe; Willard H. Bond; Edward Andreas

G

GAEBLER ADV. AGCY.	2200 Locust St.	St. Louis, Mo.	
GAMELIN ADVG. SERVICE *d*	360 Worthington St.	Springfield, Mass.	Henry A. Gamelin
GANTERT, C. PALMER *d*	30 E. 42d St.	New York City	C. P. Gantert; Miss Van
GARDNER-GLENN BUCK ADV. CO. *a-e-g-h*	1627 Locust St.	St. Louis, Mo.*	E. A. W. Schulenburg
	Mich. Blv. Bldg.	Chicago, Ill.	
	23 E. 26th St.	New York City	
GARDINER & WELLS, INC. *a-e-g*	150 Madison Av.	New York City	John J. Corkery
GARVEY-ANDERSON CO.	111 Opera Pl.	Cincinnati, Ohio	
GATES & CO., W. N.	409 Garfield Bldg.	Cleveland, Ohio	
GAYLOR, ALBRO C.	280 Broadway	New York City	A. C. Gaylor
	29 S. La Salle St.	Chicago, Ill.	
GENERAL ADV. SALES CORP.	Hollingsworth Bldg.	Los Angeles, Cal.	
GENESEE ADV. AGCY.	45 E. 17th St.	New York City	
GERMO, ELEANOR	Detwiler	Los Angeles, Cal.	Eleanor Germo
GEYER-DAYTON ADV. CO. *a-e-f-g*	Dayton Savings & Trust Bldg.	Dayton, Ohio	B. B. Geyer
GIBSON CO., GEORGE H. *f*	100 Gold St.	New York City*	Geo. H. Gibson
	5146 N. 17th St.	Philadelphia, Pa.	E. C. Mayer
GILL, J. NELSON	489 5th Av.	New York City	J. Nelson Gill
GILLAM'S SERVICE	110 W. 34th St.	New York City	
GILLESPIE CO. *d*	Empire Bldg.	Detroit, Mich.	C. W. Gillespie; G. A. Gillespie
GILLESPIE, JOHN I.	Citizens' Bldg.	Cleveland, Ohio	
GILLHAM CO., INC., L. S. *a-e-f-g-i*	California Bldg.	Los Angeles, Cal.	Hugh Stillwell; Don Fellows; E. L. Bourne
	Atlas Bldg.	S. Lake City, Utah.	
GLADE & GILES ADV. AGCY.	52 S. Main St.	S. Lake City, Utah.	
GLASER CORPORATION *d-e*	234 Boylston St.	Boston, Mass.	E. D. Parent
GLEASON ADV. AGCY., J. P.	704 Broadway	Fargo, N. Dak.	
GLIDDEN & EVERS	225 N. Michigan Av.	Chicago, Ill.	Thomas H. Canty
GLOBE ADV. AGCY., INC. *e-g*	17½ S. Main St.	So. Norwalk, Conn.	
GOEBEL ADVG. SERVICE *d*	Vinton Bldg.	Detroit, Mich.	M. M. Goebel, Jr.
GOLDEN CO., LOUIS H.	53 N. Duke St.	Lancaster, Pa.	L. H. Golden
GOLDEN STATE ADV. CO.	506 B'way Central Bldg.	Los Angeles, Cal.	
GOLDINE ADV. AGCY.	445 Broadway	Albany, N. Y.	
GOLDMAN'S ADV. SERV. *a-g*	1270 Broadway	New York City	
GOLDMAN, CARRIGAN & CO., INC.	565 5th Av.	New York City	
GOLDSMITH CO. *a-e-g*	207 Market St.	Newark, N. J.	Harry Goldsmith; Benjamin Blank
GOLDSMITH, L. S.	244 5th Av.	New York City	
GOLDSTEIN, LOUIS L. *d*	43 Fulton St.	New York City	
GOOD ADV. CO., H. H.	45 Murray St.	New York City	
GOODCELL ADVG. AGCY., FRANK		S. Lake City, Utah.	
GOODCELL-PARTON ADVG. AGCY.	Mills Bldg.	San Francisco, Cal.	
GOODE & BERRIEN, INC. *a-e-g-h*	19 W. 44th St.	New York City	W. M. Engelmann
	100 Boylston St.	Boston, Mass.	
GOODNOW ADVG. AGCY., MARC N.	Amer. Bank Bldg.	Los Angeles, Cal.	Marc N. Goodnow
GOODMAN, PHILIP	555 5th Av.	New York City	
GOODWIN, INC., H. C. *d-e-f-g*	19 Main St. W.	Rochester, N. Y.	H. C. Goodwin; A. T. Jones; A. T. Stewart; E G. Countryman
GOODWIN-MANN, INC. *e-g*	Central Nat. Bank Bldg.	Richmond, Va.*	
	19 W. 34th St.	New York City	
GORDON-MARX CO.	So. Ohio Bk. Bldg.	Cincinnati, O.	I. P. Gordon; Joe J. Marx; Harold Riggs
GORMLEY-SMITH-PEIFER, INC. *a-g*	1312 Atlantic Av.	Atlantic City, N. J.	H. J. Gormley
GORNAY, INC. *g*	605 5th Av.	New York City	
GOTHAM ADV. CO. *e-f-g*	95 Liberty St.	New York City	W. G. Hildebrant
GOULD ADV. AGCY., P. T. *d-e-g*	University Bldg.	Detroit, Mich.	P. T. Gould
GOULD CO., M. P. *a-e-g-h*	450 4th Av.	New York City	C. M. McLean
GOULSTON ADV. AGCY., INC., ERNEST J. *a-e-g*	18 Tremont St.	Boston, Mass.	Page S. Edmands
GRAY ADV. CO., INC., *a-e-f-g*	Gray Bldg.	Kansas City, Mo.	J. W. Hubbell
GRAY & CO., A. A. *d-f*	133 W. Wash. St.	Chicago, Ill.	A. A. Gray
GRAY, RUSSELL T. *f*	624 S. Mich. Av.	Chicago, Ill.	Frank S. Rieder
GRAYHURST, J. W.	16 W. 45th St.	New York City	
GREEN ADV. AGENCY, INC., CHARLES C. *a-e*	15 W. 37th St.	New York City	Miss E. Deery; Miss D. K. Colledge
	454 E. Walnut Lane	Philadelphia, Pa.	
GREEN ADVG. AGCY., DR. C. W. *a*	225 5th Av.	New York City	J. W. Dickey
GREEN-FULTON-CUNNINGHAM Co. *e-f-g-h*	Steger Bldg.	Chicago, Ill.*	Alfred J. Globe
	Free Press Bldg.	Detroit, Mich.	
GREENLEAF CO. *a-e-f-g-h*	41 Mt. Vernon St.	Boston, Mass.*	G. R. Dunham
	516 5th Av.	New York City	Chas. W. Foley
GREEN-LUCAS CO. *a-e-g*	103 South St.	Baltimore, Md.	Hilda V. Quensen
GREENE, CARL H.		New York City	
GRIEG & WARD, INC. *g*	155 E. Superior St.	Chicago, Ill.	
GREVE ADV. AGCY., INC. *a-e-g-h*	Hamm Bldg.	St. Paul, Minn.	Walter M. Robbins
GRIFFIN & JOHNSON, INC. *d-e*	350 Madison Av.	New York City	C. H. Johnson
GRIFFITH ADVG. AGENCY	229 W. 58th St.	New York City	
GRIFFITH ADVG. AGENCY	Keefe Bldg.	Racine, Wis.	
GRISWOLD - ESHLEMAN CO. *e-f-g-h*	Leader-News Bldg.	Cleveland, Ohio	

(*Continued on page* 112)

EXPLANATION OF KEY LETTERS

—Recognized by American Newspaper Publishers' Association. **B**—Recognized by Southern paper Publishers' Assn. **C**—Recognized by Canadian Daily Newspapers' Association. **D**—Local hers' recognition (agency's statement). **E**—Recommended for recognition by Agricultural hers' Association. **F**—Approved by Associated Business Papers, Inc. **G**—Recommended by lical Publishers' Association. **H**—Member of American Association of Advertising Agencies. **I**—Member California Advertising Service Association. **J**—Member Canadian Association of Advertising Agencies. *****—Head Office.

Where agency has American Newspaper Publishers' Association recognition, it also has local recognition, so notation to that effect has been purposely omitted in listing.

ADVERTISING AGENCIES AND THEIR SPACE BUYERS—Continued from page 111

Name	Address	City	Space Buyers
GROESBECK, HEARN, HINDLE, INC. *a-e-f*	350 Madison Av.	New York Citv.	John C. Hindle
GUARDIAN ADV. CORP.	511 5th Av.	New York City.	
GUENTHER-BRADFORD & CO. *a-e-g*	7 S. Dearborn St.	Chicago, Ill.	William O'Brien
GUENTHER-GLAZE ADV. AGCY. *e-g*	Felix-Jenkins Bldg.	St. Joseph, Mo.	Glenn Snyder; G. H. Simpson
GUENTHER-LAW, INC. *a-e-f-g*	133 Cedar St.	New York City.	
GUILLEMET, INC.	18 W. 34th St.	New York City.	
GUNDLACH ADV. AGCY. *a-e-g*	Wrigley Bldg. Fuller Bldg.	Chicago, Ill.* New York City.	F. E. Duggan; I. L. Stewart; George F. Noyes
GUNNELL, INC. *g*	30 N. Michigan Av.	Chicago, Ill.	
GUNNISON, INC., STANLEY E. *a-e*	30 Church St. 208 N. Wells St.	New York City. Chicago, Ill.	Robt. J. Chambers
GURWIT ADV. AGCY.			

H

H. & H. COMPANY.	8 S. Dearborn St.	Chicago, Ill.	
HADDEN, HOWARD S. *e-g*	331 Madison Av.	New York City.	
HAINES, J. B. *e-g*	1218 Chestnut St.	Philadelphia, Pa.	
HAHN-RODENBERG CO.	Broadwell Bldg.	Springfield, Ill.	
HALL ADV. CO.	Disque Bldg.	Erie, Pa.	R. W. Hall
HALL CO., CHARLES A.	1st Nat. Bk. Bldg.	Omaha, Neb.	D. J. Hall
HALL ADVG. AGCY., S. ROLAND *a-e-f-g*	1st Nat. Bk. Bldg.	Easton, Pa.	S. Roland Hall
HALL & EMORY AGCY., INC. *a-e-g*	Graphic Arts Bldg.	Portland, Ore.	L. Van Anderson; I. W. Olson
HALL & PARKER *e*	17th & Sansom Sts.	Philadelphia, Pa.	
HALLOCK, W. W. *e-g*	239 W. 39th St.	New York City.	
HALLOWELL, C. S.	103 Park Av.	New York City.	
HAMILTON ADV. AGCY., INC., J. R. *a-e-g*	326 W. Madison St.	Chicago, Ill.	
HAMILTON CORPN., ROBERT *d-e-f-g*	50 Union Square.	New York City.	C. C. Squire; O'Brien Atkinson
HAMILTON & HAMILTON ADVERTISING CORP.	522 5th Av.	New York City.	
HAMILTON, WM. IRVING *e*	267 5th Av.	New York City.	
HAMMAN, K. L. *d-e-f-g*	525 Market St. 316 13th St.	San Francisco, Cal. Oakland, Cal.	N. R. Bower; C. F. Jenz
HANBERY CO., WELCH *d*	Central Bldg.	Long Beach, Cal.	Welch Hanbery
HAMMEL & DERMOTT	Hume-Mansur Bldg.	Indianapolis, Ind.	
HAMMEL, SUTPHEN & CO. *d-i*	Detwiler Bldg.	Los Angeles, Cal.	Elliott C. Hensel
HAMILTON & HAMILTON ADV. CORP. *d*	522 5th Av.	New York City.	R. B. Hamilton; G. L. Pollock
HANFF-METZGER, INC. *a-e-f-g-h*	95 Madison Av.	New York City.	C. J. G. Atkinson; Edwin J. Byrne
HANKINS ADV. AGCY., W. B. *e-g*	120 N. Erie St.	Toledo, Ohio.	
HANNAH-CRAWFORD CO.		Milwaukee, Wis.	
HANSER AGCY., INC. *a-e-g*	601 Broad St.	Newark, N. J.	
HANSON, C. B. & A. B.	520 Walnut St.	Cincinnati, Ohio.	
HARDY-GRISWOLD CO.	People's Tr'st Bldg. Harris Trust Bldg.	Ft. Wayne, Ind.* Chicago, Ill.	B. J. Griswold
HARDY, INC., WALTER E. *a-g*	111 W. Monroe St.	Chicago, Ill.	
HARGRAVE-CUMMINGS CO.	Blake Bldg.	Oakland, Cal.	
HARRIS ADVERTISING AGCY.		Bakersfield, Cal.	
HARRIS & AUSTIN	Pacific Bldg.	Oakland, Cal.	Daniel Harris; Harold C. Austin
HARRIS ADVERTISING AGCY.	171 Madison Av. Land Title Bldg.	New York City. Philadelphia, Pa.	T. R. Harris
HARRISON COMPANY.		St. Louis, Mo.	
HARRISON-LANDAUER, INC.	Calvert Bldg.	Baltimore, Md.	
HART ADV. AGCY., FREDERIC B. *d-f*	1323 Michigan Ave.	Chicago, Ill.	F. B. Hart; C. T. Harper
HARTWIG ADV. CO., INC.	Wainwright Bldg.	St. Louis, Mo.	H. A. Hartwig
HARTZELL CO., J. H. *g*	Bulletin Bldg.	Philadelphia, Pa.	
HARVEY ADV. AGCY., INC. *b*	Walton Bldg.	Atlanta, Ga.	F. E. Milam
HASSE, FREDERICK J.	132 W. 42d St.	New York City.	
HATCHER & YOUNG *e-g*	508 S. Dearborn St.	Chicago, Ill.	F. G. Hatcher
HATFIELD & CO.	160 Broadway	New York City.	
HAULENBEEK AGENCY, G. H.	2 W. 45th St.	New York City.	
HAWKEYE ADV. CO.	Brown Block	Manitou, Colo. Clarinda, Iowa	J. Fred Thomas
HAVEN, EDWIN H. *a-e-g*	5 Beekman St.	New York City.	E. H. Haven
HAWLEY ADV. CO., INC. *a-e-f-g-h*	95 Madison Av.	New York City.	Miss M. L. Mulligan; Wm. H. Meyer
HAWKIND, WILLIS M.	Coca-Cola Bldg.	Kansas City, Mo.	
HAYDOCK & CO., W. H.	109 W. 42d St.	New York City.	
HAYS ADV. AGCY., INC. *a-e-g*	196 Main St.	Burlington, Vt.	
HAZARD ADV. CORP'N *a-e-f-g*	7 E. 42d St.	New York City.	Jas. McCurrach; C. H. Hazard
HEILBRONNER ADVG. AGCY.		Dallas, Texas.	
HEILBRONNER CO., A. H *d*	1st Nat. Bk. Bldg.	Butte, Mont.	A. H. Heilbronner
HELD ADVG. CO. *d*	Henry Bldg.	Seattle, Wash.	J. F. Held; E. Serf; C. J. O'Reilly
HELLWIG CO., INC., E. W. *a-e-g*	299 Madison Av.	New York City.	W. W. Griffith
HENKE, INC. *e-g*	57 E. Huron St.	Chicago, Ill.	
HENRI, HURST & McDONALD *a-e-f-g*	58 E. Wash. St.	Chicago, Ill.	Gerald F. Ganser
HENRICKSON, CARL I. *e*	417 S. Dearborn St.	Chicago, Ill.	
HERNDON-JOHNSON ADV. CO., INC.	F. & M. Bk. Bldg.	Ft. Worth, Tex.	E. J. Herndon; C. C. Johnson, Jr.
HERR, JAMES G.	McKnight Bldg.	Minneapolis, Minn.	
HERTZ-HANDLEY CO.	157 E. Ohio St.	Chicago, Ill.	
HEWITT, GANNON & CO., INC. *a-e-g*	52 Vanderbilt Av.	New York City.	
HEYL, MARTIN L.	Union Arcade	Pittsburgh, Pa.	
HIBSON & BRO. *a-g*	116 Nassau St.	New York city.	C. H. O'Donnell; Harry B. King; Joseph Dorfman
HICKS ADV. AGCY. *a-e-g*	52 Vanderbilt Av.	New York City.	Fred G. Russel; M. F. Weinberg
HICKS & STAFF, BRUCE	1303 Main St.	Wheeling, W. Va.	
HILL CO., INC., ALBERT P. *a-e-f-g-h*	233 Oliver Av.	Pittsburgh, Pa.	C. F. Billings
HILL CO., W. S. *a-e-f-g*	323 4th Av. 8 West 40th St.	Pittsburgh, Pa.* New York City.	Geo. B. Kerr; Allen Fink; A. W. Hill; H. J. Winsten
HILL-WINSTEN CO. *f-g*	25 W. 44th St.	New York	
HINDS ADV. AGCY., L. A.	615 Congress St.	Portland, Me.	
HIRSCHBERG, INC., C. A. *e-f-g*	150 Nassau St.	New York City.	H. L. Hicks; G. C. Townsend
HITZ, FRANK J.		Chattanooga, Tenn.	
HOFFHINE BULLETIN SYSTEM.	709 Moss St.	St. Joseph Mo.	
HOFFMEYER-RUTLEDGE CO.	Garfield Bk. Bldg.	Cleveland, Ohio.	
HOFHEIMER, S. D. *e-f-g*	Land Title Bldg.	Philadelphia, Pa.	S. D. Hofheimer
HOGE, INC., HUBER *e-g*	347 Madison Av.	New York City.	
HOLDEN ADV. AGCY., J. T. *d-e-i*	Oschner Bldg.	Sacramento, Cal.	J. T. Holden
HOLLAND ADV. AGCY., J. A. *d*	68 Devonshire St.	Boston, Mass.	John A. Holland
HOLLAND ADV. CO., INC.	244 5th Av.	New York City.	
HOLMES ADVG. AGCY., C. A.	Westinghouse Bldg.	Pittsburgh, Pa.	
HOLMES ADV. AG., FRANCES. *a-e-g*	I. N. Van Nuys Bldg.	Los Angeles, Cal.	Frances Holmes; O. W. Holmes
HONIG-COOPER CO. *a-e-g-h*	74 New Montgomery St. 180 N. Wabash Av. 1 W. 37th St.	San Francisco, Cal. Chicago, Ill. New York City.	R. A. Claypool; F. H. Lynch
HOOPES ADVG. AGCY., EDGAR M., INC. *a-g*	Equitable Bldg.	Wilmington, Del.	E. M. Hoopes; B. L. Houpt
HOOPS ADV. CO. *a-e-f-g-h*	9 E. Huron St.	Chicago, Ill.	Chas. H. Marvin
HOPKINS, M. O.	418 S. Market St.	Chicago, Ill.	
HOPPER ADVG. AGCY., INC. *g*	110 W. 40th St.	New York City.	
HORNE & LIVINGSTON *a-e-g-i*	1st Nat. Bk. Bldg.	San Francisco, Cal.	Chas. A. Horne; L. G. Livingston; J. R. Case, Jr.
HORSTING & CO.	1st Nat. Bk. Bldg.	Chicago, Ill.	
HOUGHTON COUNTY ADV. AGCY.	832 Lake Av.	Hancock, Mich.	
HOUSE OF HUBBELL *d-e-g*	648 Huron Road.	Cleveland, Ohio.	I. M. Adams
HOUSE OF LIGHTFOOT	1 Madison Av.	New York City.	
HOUSTON ADV. SERV. CO. *f-i*	Marsh-Strong Bldg.	Los Angeles, Cal.	A. J. Houston
HOWARD CO., INC., E. T. *a-e-g*	36 W. 42d St.	New York City.	J. P. Daniel
HOWARD, FRANK R.	257 Main St.	Poughkeepsie, N. Y.	
HOWARD ADV. SERVICE	Transpor'tion Bldg.	Chicago, Ill.	
HOWER ADV. AGCY. CO. *a-e-f-g*	Ernest & Cramer Bldg.	Denver, Colo.	C. M. Hower; C. F. Woolley; Meredith R. Pratt
HOWE ADVERTISING AGCY. *d*	Realty Bldg.	Port Arthur, Tex.	A. W. Howe
HOWLAND ADVG. AGCY., INC., H. S. *a-e-g*	20 Broad St.	New York City.	R. H. Howland; H. S. Howland
HOYT'S SERVICE, INC. *a-e-f-g-h*	116 W. 32d St. Little Bldg. 3d Nat. Bk. Bldg. Hanna Bldg.	New York City*. Boston, Mass. Springfield, Mass. Cleveland, Ohio.	John S. Boyd
HUBBARD BROTHERS CO. *d*	515 N. 61st St.	Philadelphia, Pa.	W. W. Hubbard
HUBBARD PUBLICITY CO.	324 Atlas Block	S. Lake City, Utah.	A. E. Hubbard
HUDSON ADV. CO.	141 Broadway	New York City.	
HULL, HARWOOD	81 San Francisco St.	San Juan, P. R.	
HULL & CO., W. H. H. *a-e-f-g-h*	Tribune Bldg.	New York City.	John Lang
HULSCHER-ROTHENBERG, INC. *e-g*	2 W. 45th St.	New York City.	A. H. Hulscher
HUMBERT & JONES *f*	209 W. 38th St.	New York City.	Ralph C. Jones
HUMMERT-HATFIELD CO. *g*	Chemical Bldg.	St. Louis, Mo.	C. P. Hatfield
HUMPHREY CO., H. B. *a-e-g-h*	581 Boylston St.	Boston, Mass.	H. B. Humphrey
HUMPHREYS & MATTHEWS *e-g*	Mail Bldg.	Sacramento, Cal. Stockton, Cal.	I. W. Humphrey
HUNT CO., ATLEE F. *a-e-f-g-i*	Syndicate Bldg.	Oakland, Cal.	
HUNT CO., C. B.	20 Vesey St.	New York City.	
HUNTINGTON CO. *d*	143 W. 127th St.	New York City.	M. E. Carlson
HUNTINGTON & ASSOCIATES, R. T.	47 W. 34th St.	New York City.	
HUNT-LUCE ADV. AGCY., INC. *a-e-g*	Little Bldg. Lincoln Bldg.	Boston, Mass. Bridgeport, Conn.	Geo. B. Hunt; Harry L. Stone
HURD, RALPH G.			
HYATT CO., NILES G. *e*	Masonic Temple	Phoenix, Ariz.	
HYSKELL & SON, INC., FREDERICK *d-e-g*	Henry Bldg.	Portland, Ore.	F. T. Hyskell

I

INDEPENDENT ADV. CO.	Indep'n't Life Bldg.	Nashville, Tenn.	
INGALLS A1DV. AGCY., EDWIN W	333 Union St.	Lynn, Mass.	
INGOLDSBY CO., WM. A. *a-e-g-i*	Chamber of Commerce Bldg. Timken. Bldg.	Los Angeles, Cal.* San Diego, Cal.	Wm. A. Ingoldsb; A. L. Callopy; Wm. M. Geddes
INTERNATIONAL ADV. CO.		Oswego, N. Y.	
INTERNATIONAL PRESS ASSN.	15 Park Row 287 Broadway 56 Potsdamer St.	New York City. New York City. Berlin, Germany.	L. F. Perczell; A. K. Finn
INTERNATIONAL PROPRIETARIES, INC.	4th Nat. Bk. Bldg.	Atlanta, Ga.	E. C. Harris
INTER-STATE ADV. AGCY.		Sherman, Texas.	
IRELAND ADV. AGCY., INC.	331 Walnut St.	Philadelphia, Pa.	
IRELAND, ARTHUR E.	405 Fourth Av.	Pittsburgh, Pa.	
IRELAND ADV. AGCY., J.	Lock Box 199	Elizabeth, N. J.	
IRONMONGER ADV. AGCY., C. *a-e-g-h*	23 E. 26th St.	New York City.	
IZZARD CO. *a-e-g*	Times Bldg. Call Bldg.	Seattle, Wash.* San Francisco, Cal.	

J

JACOBS AGCY., DILLARD *a-b-e-g*	Candler Bldg.	Atlanta, Ga.	R. S. Peacock
JACOBS & CO., *b-d*	10 Carolina Av.	Clinton, S. C.	M. E. Wilson; W. P. Jacobs
JAFFE & JAFFE *d*	Lissner Bldg.	Los Angeles, Cal.	Rubin Jaffe
JAMES ADV. AGCY. *e-g*	120 W. 42d St.	New York City.	
JAMIESON & CO., INC. *d*	353 5th Av.	New York City.	William A. Raidy
JAYO ADVG. AGCY., INC.	Masten Bldg.	Winst'n-Salem, N.C.	H. Tracy Odom
JEFFERSON & CO., H. M.		Niles, Mich.	
JENKINS-MARTIN	Presser Bldg. An'x.	Philadelphia, Pa.	
JENNER ADV. AGCY., GEORGE.	1114 S. Los Angeles St.	Los Angeles, Cal.	
JENKINS, FARSON & WALBERG, INC. *e*	Wrigley Bldg.	Chicago, Ill.	
JEWISH PUBLICITY SERV. INC.	116 W. 39th St.	New York City.	Samuel Insulbuch
JOACHIM, M. P.	382 3d St.	Brooklyn, N. Y.	Paul Joachim
JOERNS CO., INC., ARNOLD *a-e-f-g*	26 E. Huron St.	Chicago, Ill.	P. A. Johnson
JOHNSON ADV. SERVICE BUREAU, INC., GARDNER	Star Bldg.	Washington, D. C.	Gardner F. Johns
JOHNSON-DALLIS CO. *a-b-e-g-h*	136 Marietta St.	Atlanta, Ga.	
JOHNSON & McBRIDE	Gardner Bldg.	Utica, N. Y.	
JOHNSON-READ & CO. *a-e-f-g-h*	202 S. State St.	Chicago, Ill.	L. H. Schroeder
JOHNSTON-AYRES CO. *a-e-f-g-h*	525 Market St. 316 13th St.	San Francisco, Cal. Oakland, Cal.	N. R. Bower; C. F. Jenz
JONES SONS CO., EDWARD S. *f*	178 Union Av.	Providence, R. I.	R. B. Jones; G. T. Metcalf
JONES CO., RALPH H. *a-e-g-h*	1st Nat. Bk. Bldg. 171 Madison Av. Niagara Life Bldg.	Cincinnati, O. New York City. Buffalo, N. Y.	R. H. Jones; W. C. Krause; E. R. Trangma
JONES ADV. AGCY., INC., WYLIE B. *a-e-f-g*	107 Chenango St. 381 4th Av. 35 Clarence St., N. S. W.	Binghamton, N. Y. New York City. Sydney, Australia.	B. W. Heimer; E. W. Whalon
JONES-MORTON, INC. *a-g*	City Hall Square.	Johnstown, Pa.	Morgan V. Jones
JOSEPH ADV. AGCY., JESSE M. *a-e-f-g*	Union Central Bldg.	Cincinnati, Ohio.	Jesse M. Josep; Eli Cohan
JOWETT ADVG. AGENCY		Boston, Mass.	

K

KAHN, SIGMUND, *a-e-g*	1328 Broadway	New York City.	Sigmund Kahn; C. H. Norwoo
KALETSKY ADV. AGCY., CHARLES H.		Fayetteville, N. Y.	
KA-LO SERVICE, INC.		New York City.	
KAMSLER CO., INC., SETH *e-f-g*	1123 Broadway	New York City. Detroit	

(*Continued on page* 116)

EXPLANATION OF KEY LETTERS

A—Recognized by American Newspaper Publishers' Association. **B**—Recognized by Southern Newspaper Publishers' Assn. **C**—Recognized by Canadian Daily Newspapers' Association. **D**—Local publishers' recognition (agency's statement). **E**—Recommended for recognition by Agricultural Publishers' Association. **F**—Approved by Associated Business Papers, Inc. **G**—Recommended by Periodical Publishers' Association. **H**—Member of American Association of Advertising Agencies. **I**—Member California Advertising Service Association. **J**—Member Canadian Association of Advertising Agencies. *—Head Office.

Where agency has American Newspaper Publishers' Association recognition, it also has local recognition, so notation to that effect has been purposely omitted in listing.

Letters Like These

Fort Worth Star-Telegram

FULL DAY ASSOCIATED PRESS REPORT BY LEASED WIRE

DAILY & SUNDAY SWORN CIRCULATION

Fort Worth, Texas.

LOUIS J. WORTHAM, President
ARON G. CARTER, V.-P. AND GEN'L MGR.
BERT M. HONEA, Secretary
A. L. SHUMAN, Treasurer

OFFICE OF
ADVERTISING MANAGER

December 30, 1921.

Thomas W. Briggs Company,
Goodbar Building,
Memphis, Tennessee.

Gentlemen:

It is a pleasure to advise that we are going to press Saturday, December 31st, with our second Business Review page containing 128 1/2 inches of advertising.

We desire to express our appreciation of the splendid corps of salesmen who have secured this business. We are very much pleased with the manner in which they have co-operated with us in placing only the best class of business on this page. The entire crew is to be commended for their efficient methods and dignified solicitation.

Wishing you every success, we are

Yours very truly,

FORT WORTH STAR-TELEGRAM,
A. L. Shuman
Advertising Mgr. & Treas.

ALS/lms

THE BEACON JOURNAL

C. L. KNIGHT, PUBLISHER.
J. H. BARRY, BUSINESS MANAGER

POPULATION OF AKRON 1900 42,728
POPULATION OF AKRON 1910 69,089
POPULATION OF AKRON 1920 208,435
GAIN IN TEN YEARS 201%

THE BEACON JOURNAL IS DELIVERED INTO 80% OF ALL AKRON HOMES AND INTO 70% OF THE HOMES WITHIN THE TRADING RADIUS OF AKRON.

MEMBER OF AUDIT BUREAU OF CIRCULATIONS
MEMBER OF ASSOCIATED PRESS
MEMBER OF OHIO NEWSPAPER ASSOCIATION

DAILY AVERAGE NET PAID CIRCULATION FOR 6 MONTHS ENDING SEPT. 30 1921 32,587

AKRON, OHIO. December 6, 1921.

Thos. W. Briggs Co.,
Memphis, Tenn.

Dear Sirs:

We were able to go to press Saturday December 3rd., with our first INDUSTRIAL PAGE, carrying one hundred thirty-two inches of advertising.

We wish to say a word of comendation for the excellent force of workers who carried the work forward to a successful finish, despite the depression which has been felt in Akron for several months. It has never before been our pleasure to work in such perfect accord with men as we have been privileged during the progress of this work.

They did their work efficiently and quietly, without any undue collaboration with The Beacon Journal, and if we at any time can say a good word to further your interest we will be glad to do so.

We have no doubt but that the good impression made will continue to exist, and trust we may again look forward to its continuance after the expiration of the present contract.

Yours very truly,

THE BEACON JOURNAL CO.,
J. H. Barry
Business Manager

Speak for Themselves

Our "Weekly Business Review Page" is a permanent feature that adds 10,000 lines of local display to your monthly count. And it is business which you would not get otherwise.

The fact that we can send you dozens of fac-simile letters like the above, from publishers all over the country, proves our claim of service of the highest type. We make the contracts and renew them before expiration.

We make advertisers of non-advertisers. We prove the value of local advertising to your manufacturers and wholesale jobbers.

If your city is larger than 40,000, we can offer you a very interesting proposition for our weekly business review page. And should there be a legitimate reason for one, we can sell a special edition for you.

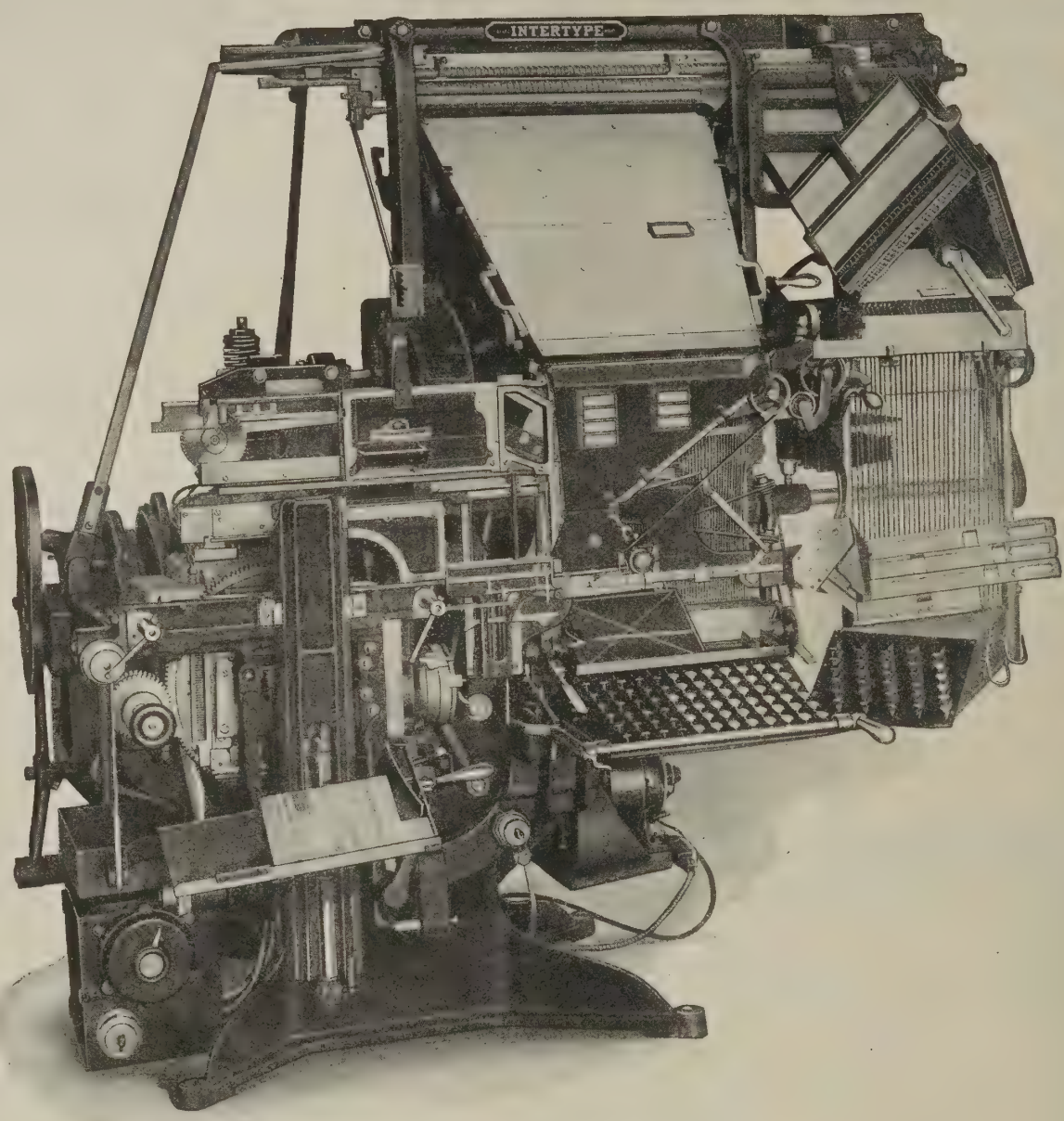
To get samples of our work, to get details of our plan, to get list of references, places you under no obligations, simply write or wire—

Thomas W. Briggs Co.

Operating In United States and Canada

Home Office - Memphis, Tenn., U. S. A.

Financial References: Dun's and Bradstreet's



The Only 42-em Line Composing Machine

Large type is usually set in wide lines. The common limit of width for slug-casting machines is 30 ems (5 inches)—less than three newspaper columns. Wide Measure Intertypes, one of which, Model D-s.m., is illustrated above, can set a line up to 42 ems wide (7 inches) on a single slug. This exclusive Intertype feature, which is applicable to all models, is useful for ordinary text composition in extra wide measures, as well as for display work.

INTERTYPE

Save Money with Display Intertypes

Display lines up to full width 36-point bold can be set on economical Intertype slugs

MOST display composition is in sizes not larger than 36-point. Display Intertypes, which set all sizes up to full width 36-point bold, offer a wonderful opportunity for substantially larger profits on this class of work.

It is the old story of hand work versus machine work—and the machines always win.

The time-savings start with the actual setting of the line—keyboard operation and automatic justification in place of picking up and justifying separate pieces of type. Then come the advantages of Intertype slugs in handling, make-up, and lock-up. Finally, the Intertype way simplifies breaking up the form *and eliminates distribution.*

Display Intertypes are very flexible—easy to change from one size or face to another. Small fonts of matrix faces, especially the larger Intertype sizes up to full width 36-point bold, can be stored in Intertype Split Magazines and used very profitably for job and display ad composition. The Split Magazines are provided with convenient handles, as shown in the illustration, and can be changed in a few seconds.



Intertype Corporation

General Offices, 50 COURT STREET, BROOKLYN, N. Y.

New England Sales Office, 49 Federal Street, Boston
Middle Western Branch, Rand-McNally Building, Chicago

Canadian Agents: Toronto Type Foundry Co., Ltd., Toronto

Pacific Coast Branch, 560 Howard Street, San Francisco
Southern Branch, 160 Madison Avenue, Memphis
British Branch, Intertype Limited,
15 Britannia St., King's Cross, London, W. C. 1

INTERTYPE

NEW HAVEN

Connecticut's Largest City

NEW HAVEN is the Largest city in the state of Connecticut in the midst of the most active Manufacturing districts of the United States.

NEW HAVEN is a world's center for the manufacture of household hardware, clocks, steel wire, copper wire, rifles, ammunition, sporting goods, paper boxes, corsets, hosiery and rubber goods, a great diversity of manufactures.

NEW HAVEN is a prosperous community with a population of over 186,000 and a large percentage of wage earners owning their own homes.

NEW HAVEN has banking resources of over 125 Million Dollars.

NEW HAVEN is the opening wedge to the fertile Connecticut field.

THE NEW HAVEN REGISTER Covers The Field

THE REGISTER is overwhelmingly first in New Haven and is everywhere recognized as the leading and influential medium of the community.

THE REGISTER carried several million lines of advertising each year, more than its nearest competitor.

THE REGISTER with over 35,000 net paid circulation daily, 91% of which is delivered within 10 miles of the New Haven City Hall, has a larger circulation than the combined totals of its two nearest competitors.

THE REGISTER brings results to its advertisers. Its concentrated circulation brings from five to ten times the results of any competitor.

THE REGISTER completely covers the field at minimum cost. It is not necessary to use any other paper in New Haven to secure maximum results.

THE REGISTER has more exclusive accounts than any other paper in the state. It covers the field.

No Connecticut Campaign is Complete without

The New Haven Register

INCLUDE *THE REGISTER* IN YOUR 1923 SELLING PLANS

THE JULIUS MATHEWS SPECIAL AGENCY

Boston New York Chicago Detroit

ADVERTISING AGENCIES AND THEIR SPACE BUYERS

(Continued from page 112)

Name	Address	City	Space Buyers
KARRER ADVG. SERVICE *d*	113 Lincoln St.	Boston, Mass.	H. J. Manthorne
KASS & CO., W. I.	36 E. 23d St.	New York City	
KASTOR & SONS ADVG. CO., H. W. *a-e-g*	Lytton Bldg. Arcade Bldg. 52 Vanderbilt Av.	Chicago, Ill.* St. Louis, Mo. New York City Kansas City, Mo.	A. G. Kastor
KATZ CO., JOSEPH *a-f*	Lexington Bldg.	Baltimore, Md.	Joseph Katz
KAUFMAN-CLIFFORD, INC.	Webster Bldg.	Chicago, Ill.	
KAW ADV. AGCY.	Aetna Bldg.	Topeka, Kans.	
KAY CO., J. ROLAND *a-e-g*	161 E. Erie St. 18 E. 41st St.	Chicago, Ill.* New York City	
KEANE, N. W. *a-g*	95 Nassau St.	New York City	
KEAN'S SERVICE, INC. *e-g*	16 Central St.	Boston, Mass.	Charles D. Kean
KEARNEY ADV. CO.	Phoenix Bldg.	Butte, Mont.	D. Kearney
KEECH & BECK *d-e-g*	1269 Broadway	New York City	William B. Collins
KEEFER, C. A.	. . . . .	Ravena, N. Y.	
KEELOR & HALL CO. *f*	325 E. 4th St.	Cincinnati, Ohio.	S. B. Mallon R. E. Forshee
KEEMER CO., CLARENCE B.	. . . . .	Toledo, Ohio	
KEENAN ADV. AGCY., J. L. *e-g*	550 Main St.	Rochester, N. Y.	J. L. Keenan J. E. Keenan
KEESHEN ADV. CO. *d-e-g*	211½ W. 1st St.	Oklah'ma City, Okla.	James Keeshen
KEHLER, JAMES HOWARD	645 N. Mich. Av. 9 E. 40th St.	Chicago, Ill. New York City	
KEIM ADVG. AGCY. *d*	1517 3d Av.	New York City	H. Steiner
KELLEY CO., MARTIN V. *a-e-g*	2d Nat. Bk. Bldg. 19 W. 44th St.	Toledo, Ohio New York City	C. M. Faben (Toledo); P. B. Bronfield, C. Wohlpar (New York)
KELLY, EDWARD M.	952 Ellicott Sq.	Buffalo, N. Y.	
KELSEY, FENTON	People's Gas Bldg.	Chicago, Ill.	
KELSEY ADV. SERVICE, L. H. *d-i*	. . . . .	San Francisco, Cal.	
KEMPER & THOMAS	. . . . .	Cincinnati, O.	
KENDALL CO.	102 W. 42d St.	New York City	
KILMER AGCY, WILLIS SHARFE	Lewis & Chenango Sts.	Binghamton, N. Y.	Edith Quirk
KIERNAN & CO., FRANK *a-e-g*	135 Broadway	New York City	
KILLIAN ADVG. AGCY., THOS.	. . . . .	Los Angeles, Cal.	
KINDSGRAB CO., INC. *e-g*	41 Union Square	New York City	
KING, JOHN S. *a-e-g*	Newman-Stern Bld.	Cleveland, Ohio.	
KINGSLEY ADV. AGCY., GUY	Flood Bldg.	San Francisco, Cal.	
KINGSLEY, INC., RALPH *f*	47 W. 34th St.	New York City	
KINGSTON CO.	Citizens' Bldg.	Cleveland, Ohio.	
KINNEY & MURRAY	25 Church St.	New York City	H. G. Murray
KIRKGASSER & CO., GEORGE J.	Wrigley Bldg. 127 29th St.	Chicago, Ill. Milwaukee, Wis.	L. A. Drew T. C. Hatch
KIRKPATRICK ADV. SERVICE, W. S. *a-e-g*	Northwestern Bank Bldg.	Portland, Ore.	
KIRTLAND-ENGEL CO. *a-e-g*	646 N. Mich. Ave.	Chicago, Ill.	
KLAUSNER, JULIUS	280 Madison Av.	New York City	
KLAU-VAN PIETERSOM-DUNLAP, INC. *a-e-g-h*	131 2d St.	Milwaukee, Wis.	F. De Wolfe
KLEIN ADV. CO.	1 W. 34th St.	New York City	A. Van Pieterson
KLEINMAN ADV. AGCY., H. J. *d*	1215 Filbert St.	Philadelphia, Pa.	H. J. Kleinman R. C. Crane O. B. Sutherlan
KLINE ADV. AGCY	Kline Bldg. 1442 E. 112th St.	Kent, Ohio* Cleveland, Ohio	Fred L. Kline
KLING CO., ARTHUR R.	Rea Bldg. Merch'ts Bk. Bldg.	Terre Haute, Ind. Evansville, Ind.	
KLING-GIBSON CO. *a-e-f-g*	220 S. State St.	Chicago, Ill.	Caroline E. Bonnese
KLOTZ & CO., H. M.	1st Nat. Bk. Bldg.	Hammond, Ind.	
KNIGHT CO.	137 S. La Salle St.	Chicago, Ill.	
KNIGHT, INC., EMERSON B.	Fidelity Tr. Bldg.	Indianapolis, Ind.	
KNOTT, INC., HENRY *a-e-g*	739 Boylston St.	Boston, Mass.	Henry Knott
KNOWLES COMPANY, S. E.	320 Market St.	San Francisco, Cal.	
KOBBE CO., INC., PHILIP *a-e-g*	208 5th Ave.	New York City	
KOCH'S ADV. AGCY.	208 Broadway	Brooklyn, N. Y.	
KOCH CO. *a-f-g-h*	432 Broadway	Milwaukee, Wis.	M. M. Taylor C. F. Bennett C. E. Walters C. B. Caldwell
KOHL ADVERTISING AGCY.	Rust Bldg.	Tacoma, Wash.	
KOHORN ADV. AGCY., H. B. *d*	Leader-News Bldg.	Cleveland, Ohio.	H. B. Kohorn
KOLLOCK, EDWARD D. *a-g*	201 Devonshire St.	Boston, Mass.	E. D. Kollock
KOSTER ADV. AGENCY	365 E. 169th St.	New York City	
KRAFF ADV. AGCY. *a-e-f-g*	Palace Bldg.	Minneapolis, Minn.	E. A. Engstrom Norm E. Kraff
KROH, HARRY H. *e*	Kinmonth Bldg. 280 Broadway	Asbury Park, N. J. New York City	Harry H. Kroh J. F. Lyon
KRUEGER ADVG. AGCY., JOHN G. *d*	32 Clinton St.	Newark, N. J.	John G. Krueger William Rankin
KUNSMAN ADVG. SERVICE	528 Washington St.	Reading, Pa.	

L

LAFFERTY ADVG. SERVICE *d*	Savings Bank Bldg.	Grand Rapids, Mich.	J. W. Lafferty, S J. W. Lafferty, J
LAFLEN, H. A.	Syndicate Bldg.	Oakland, Cal.	
LAKE & DUNHAM ADV. AGCY., INC. *a-b-e-g*	Exchange Bldg.	Memphis, Tenn.	Ed. S. Dunham
LAMBERT & FEASLEY, INC.	17 East 49th St.	New York City	E. W. Whitlock
LAMPORT-MACDONALD CO. *a-e-f-g*	J. M. S. Bldg.	South Bend, Ind.	E. B. Gemberling
LAMY ADV. AGCY.	822 Mayo Bldg.	Tulsa, Okla.	
LANDAU, ADOLPH B.	157 E. Broadway	New York City	
LANDSHEFT ADV. AGCY. *e-f-g*	Brisbane Bldg.	Buffalo, N. Y.	
LANDSMAN, BENJAMIN	47 W. 34th St.	New York City	Benjamin Landsma
LANFORD, H. G.	Austell Bldg.	Atlanta, Ga.	
LANGDON-LAWRENCE CO.	608 S. Dearborn St.	Chicago, Ill.	
LAPORTE & AUSTIN *e-f-g*	261 Broadway	New York City	
LARCHER-HORTON CO. *a-e-g*	44 Franklin St.	Providence, R. I.	
LAWYERS' ADV. CO., INC.	55 Liberty St.	New York City	
LEDDY & JOHNSTON *a-e-g*	41 Park Row	New York City	James F. Martin Thos. W. Ferro William Eichhor
LEE, L. K.	Dispatch Bldg.	St. Paul, Minn.	
LEE, WALKER T.	. . . . .	Atlanta, Ga.	
LEE, WILSON H. *e-g*	6 Church St. 945 Main St.	New Haven, Conn. Bridgeport, Conn.	
LEES, GEORGE E. *d-e-f-g*	Euclid Bldg.	Cleveland, Ohio.	G. E. Lees
LEGGETT, J. ALEXANDER	1476 Broadway	New York City	
LEMEN ADVG. AGCY., JOS. G.	Merritt Bldg.	Los Angeles, Cal.	
LENHOFF, FRANK W.	20 W. Jackson Blvd.	Chicago, Ill.	
LENINGTON & SHAW ADVERTISING SERVICE	. . . . .	Dallas, Tex.	
LENOX HILL ADVG. AGCY. *d*	1318 2d Av.	New York City	Henry Weissfeld
LENT & CO., EDWARD O., JR. *a*	Plymouth Bldg.	Sioux City, Ia.	Ed. O. Lent, Jr.
LESAN ADV. AGCY., H. E. *a-e-f-g-h*	440 4th Av. Republic Bldg.	New York City* Chicago, Ill.	Charles Lansdow C. H. Weissner

(*Continued on page* 188)

EXPLANATION OF KEY LETTERS

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Your Advertisement Is Read

WHEN it appears in The Christian Science Monitor, for people really READ the Monitor's advertisements, as well as its clean, constructive news, its literary, artistic and critical articles, its forceful, unbiased editorials.

National Advertisers in the Monitor include Railway and Steamship Lines, Hotels, Schools, Investment Houses and the manufacturers of many products whose nation-wide distribution corresponds with the Monitor's nation-wide circulation.

To reach a discriminating and unusually responsive element of the buying public put the Monitor on your schedule.

THE
CHRISTIAN SCIENCE
MONITOR

AN INTERNATIONAL DAILY NEWSPAPER

MEMBER A. B. C.

Published in Boston and Read Throughout the World

FLORIDA TIMES-UNION

JACKSONVILLE, FLA.

THE FLORIDA TIMES-UNION leads all other newspapers in its territory in daily and Sunday circulation.

The Home delivered circulation of the Florida Times-Union in the City of Jacksonville is 7,000 greater than that of the afternoon paper. The circulation of the Sunday Times-Union in the City of Jacksonville is greater than the total paid circulation of the afternoon paper.

Practically every national account in this territory uses the Times-Union; very many of them use the Times-Union exclusively.

The Times-Union's merchandising department is alert and promptly renders efficient service.

Representatives in the national field: Benjamin & Kentnor Company, New York and Chicago.

ADVERTISING AGENCIES AND THEIR SPACE BUYERS

(Continued from page 116)

Name	Address	City	Space Buyers
LESSING ADV. CO. *d-e-g*	914 Grand Av.	Des Moines, Iowa.	P. B. Lessing, R. J. Flynn
LE VENE ADV. AGCY., NATE *a-e-g-i*	26 O'Farrell St.	San Francisco, Cal.	Nate Le Vene, Harold M. Friesley
LEVEY, H. H. *a-e-g*	Marbridge Bldg.	New York City	M. A. Odhener
LEVIN CO., INC., CHARLES D. *a-e-g*	158 W. 45th St.	New York City	Henry Blum, Charles D. Levin
LEVY, ALFRED *d-e-g*	171 Madison Av.	New York City	M. Maher
LEWIS ADV. AGCY., INC. *a-g*	Evening Star Bldg.	Washington, D. C.	
LEWIS ADVG. CORP. *g*	220 Broadway	New York City	John Karch, Jr.
LEWIS & COFFEE ADV. AGCY. *a-b-e-g*	Citizens & Southern Bldg.	Atlanta, Ga.	F. E. Coffee, P. A. Trimble
L'HOMMEDIEU CO.	1625 California St.	San Francisco, Cal.	
LIGHTFOOT, W. R.	1 Madison Av.	New York City	
LIGHTS ADV. AGCY.		Birmingham, Ala.	
LILLIBRIDGE, INC., RAY D.	111 Broadway	New York City	
LILLY & CO., ALFRED	5 N. La Salle St.	Chicago, Ill.	
LINCOLN ADV. SERVICE, INC. *d-e-g*	263 5th Ave.	New York City	L. V. Storr
LINDER, EMANUEL *a-g*	25 W. 42d St.	New York City	Henry Linder
LINDSAY, W. H.	231 W. 39th St.	New York City	
LIPMAN, A. *d*	201 Concord St.	Brooklyn, N. Y.	
	77 Bowery	New York City	
LITTLEHALE ADV. AGCY., INC. *a-e-g*	175 5th Av.	New York City	F. M. Weber
LIVERMORE & KNIGHT C. *a-e-g*	42 Pine St.	Providence, R. I.	R. C. R. Noren
LOCALIZED ADV. CORPORAT'N.	Book Bldg.	Detroit, Mich.	
LOCKWOOD - SHACKELFORD CO. *a-e-g*	22 Kearney St.	San Franc'co, Cal.	Maxw'l Shackelford
	643 S. Olive St.	Los Angeles, Cal.	
LOEWY ADV. AGCY. *g*	5 Beekman St.	New York City	Arnold Loewy
LOGAN, INC., THOS. F. *a-e-f-g*	680 5th Av.	New York City	
	332 S. Michigan Av.	Chicago, Ill.	
	Hibbs Bldg.	Washington, D. C.	
LONE STAR ADV. CO.	444 S. Alamo St.	San Antonio, Tex.	
LONG ADV. SERVICE *e-g-i*	Porter Bldg.	San Jose, Cal.	Alvin Long
LONG-COSTELLO, INC. *a-e-g*	Mallers Bldg.	Chicago, Ill.	
LONG & MAYERS	46 Cortlandt St.	New York City	
LORD & THOMAS *a-e-g-i*	Wrigley Bldg.	Chicago, Ill.*	E. E. Bullis, P. V. Troup, Gaybert B. Little
	366 Madison Av.	New York City	
	Corporation Bldg.	Los Angeles, Cal.	
	Surrey House, Victoria Embankment WC 2	London, England	
LOSS, J. H.	3115 Fulton St.	Chicago, Ill.	
LOUCHARD ADV. AGCY.	1616½ Main St.	Dallas, Tex.	
LOUGHEE, E. F. *d*	4 Fleet St.	Haverhill, Mass.	E. F. Loughee
LOVE & LOVE *d*	People's Savings Bank Bldg.	Evansville, Ind.	D. E. Love
LOVEKIN CORPOR'N, R. E. *f*	10 S. 18th St.	Philadelphia, Pa.	Mr. Holland, Mr. Garwood
LOW CO., INC., F. J. *d-e-f*	15 W. 44th St.	New York	Irwin Smith
LOYD ADV. AGCY., SAM	246 Fulton St.	Brooklyn, N. Y.	
LUNKES ADV. CO.	Northwestern Bldg.	Chicago, Ill.	
LYDDON & HANFORD CO., INC. *a-e-f-g*	42 East Av.	Rochester, N. Y.*	John P. McCarthy (Rochester); Dorothy W. Hagen (New York); Charles H. Kaletsk (Syracuse)
	200 5th Av.	New York City	
	S. A. & K. Bldg.	Syracuse, N. Y.	
LYNCH, INC., HARRY M. *a-e-g*	Citizen's Bank Bldg.	Kokomo, Ind.	Harry M. Lynch, C. Ben Wilson
LYON AGCY *e*	Underwood Bldg.	San Francisco, Cal.	M. Stillman
LYON ADVG. AGCY., INC. *a-e-g*	Times Bldg.	New York City	J. Bernard Lyon, Ralph A. Sayres, How. R. Mulford, Robert E. Carey
LYTLE CO., J. HORACE *a-e-f-g*	Mutual Home Bldg.	Dayton, Ohio	S. H. Ankeney, E. G. Frost

Mc

McADAM ADV. SERVICE *f*	Nat'l Bk. Bldg.	Wheeling, W. Va.	Will McAdam, Ray B. Goetz
McBRYDE ADVG. AGCY.	Hamilton Nat. Bk. Bldg.	Chattanooga, Tenn.	
McCANDLISS CO. *d-e-g*	Com'wealth Bldg.	Portland, Ore.	Royce McCandliss
McCANN CO., H. K. *a-e-f-g-h*	61 Broadway	New York City*	F. F. Hilson, H. J. Gilmore, A. J. Brohn
	Nat. City Bldg.	Cleveland, Ohio	
	McCann Bldg.	San Francisco, Cal.	
	14 King St., E.	Toronto, Canada	
	Contin'tal Oil Bldg.	Denver, Colo.	
McCARTY COMPANY *e-f-g-i*	Detweiler Bldg.	Los Angeles, Cal.	Terrell J. McCarty
McCLURE'S ADV. SERVICE	Union Nat. Bank Bldg.	Cleveland, Ohio	
McCLURE ADV. AGCY., O. J. *a-g*	111 W. Monroe St.	Chicago, Ill.	O. J. McClure
McCORMICK - VAN DEMARK ADVG. SERVICE	Beattie Bldg.	Houston, Texas	
McCREADY, T. L. *g*	18 E. 41st St.	New York City	
McCUTCHEON-GERSON SERVICE *a-e-g*	64 W. Randolph St.	New York City	F. M. Johnson, T. J. Strong
	21 Park Row	Chicago, Ill.	
McFARLAND PUBLICITY SERVICE *a-e-g*	Crescent & Mulberry Sts.	Harrisburg, Pa.	E. Fred Rowe, Milton M. Leme
McGUCKIN CO., EUGENE *a-e-f-g-h*	1211 Chestnut St.	Philadelphia, Pa.	Miss E. M. Leve
McHUGH, ROBERT C.	123 W. Madis'n St.	Chicago, Ill.	
McJUNKIN ADV. CO. *a-e-g-h*	5 S. Wabash Av.	Chicago, Ill.	Frank B. Avery
McKEE CO., INC., HOMER *a-e-g*	Kahn Bldg.	Indianapolis, Ind.	
McKENNA-MULLER *d*	290 Washington St.	Brooklyn, N. Y.	T. J. McKenna, John Muller
McKENNEE, O. W.	350 Madison Av.	New York City	
McKINNEY CO. *a-e-f-g*	58 E. Wash. St.	Chicago, Ill.	C. C. McKinney, J. L. Jones
McLAIN-SIMPERS ORGANIZATION *a-e-f-g-h*	210 W. Wash. Sq.	Philadelphia, Pa.*	Miss F. Dart
	331 Madison Av.	New York City*	
McLAUGHLIN ADV. AGCY.	Ledger-Dispatch Bldg.	Norfolk, Va.	J. H. McLaughlin, Ed. F. Grace
McLAUGHLIN & CO., INC.	30 N. Michigan Av.	Chicago, Ill.	
McMANUS-O'REAGAN AGCY. *a-g*	B'way Market Bldg.	Detroit, Mich.	Wm. B. O'Regan
McMULLEN CO., ROBERT M. *a-e-g-h*	522 5th Av.	New York City	W. W. Henderson
McQUAIG, C. B.	144 Sterling Av.	Buffalo, N. Y.	C. B. McQuaig
McQUILKIN ADVERTISING AGENCY, J. ST. CLAIR		Sheboygan, Wis.	
McSWIGAN-TEBBETS CO.	230 5th Av.	Pittsburgh, Pa.	
McVEY ADV. CO., HUGH *a-e-g*	122 S. Lawrence	Wichita, Kans.	Miss Jewel Bunya

M

MacAVINCHE, A. J.	30 N. Dearborn St.	Chicago, Ill.	
MACE ADV. AGCY. *a-e-f-g*	Lehmann Bldg.	Peoria, Ill.	J. M. Smithson
MacGIBBON ADV. SERVICE *i*	Easton Bldg.	Oakland, Cal.	E. B. Connitt
MACHEN & DOWD CO. *a-e-f-g-h*	Produce Exch. Bldg.	Toledo, Ohio	E. A. Machen
MacINTOSH ADV. AGCY.	Torry Bldg.	Duluth, Minn.	
MacMANUS, INC., THEO. F. *a-e-g*	44 E. Hancock Av.	Detroit, Mich.*	
	Nicholas Bldg.	Toledo, Ohio	

(*Continued on page* 120)

EXPLANATION OF KEY LETTERS

A—Recognized by American Newspaper Publishers' Association. B—Recognized by Souther Newspaper Publishers' Assn. C—Recognized by Canadian Daily Newspapers' Association. D—Loca publishers' recognition (agency's statement). E—Recommended for recognition by Agriculture Publishers' Association. F—Approved by Associated Business Papers, Inc. G—Recommended b Periodical Publishers' Association. H—Member of American Association of Advertising Agencies I—Member California Advertising Service Association. J—Member Canadian Association of Ad vertising Agencies. *—Head Office.

Where agency has American Newspaper Publishers' Association recognition, it also has loca recognition, so notation to that effect has been purposely omitted in listing.

Leadership of

The New York Times

From "A Study of The New York Times" by John F. Sweeney, of the Sweeney & James Co., advertising agents, Cleveland, Ohio

In 1922 *The New York Times published* 24,142,222 *agate lines of advertising,* 2,489,609 *lines more than in* 1921 *and an excess of* 6,898,132 *lines over the volume printed by the second New York newspaper.*

The New York Times has for years led all other New York newspapers in volume of advertising. The Times believes that the function of a newspaper advertising department is to sell advertising space. What it offers to advertisers in quality and volume of circulation, buying power, confidence and responsiveness of readers and established results is of great value to an advertiser.

FIRST ON THE LIST

Rarely does a newspaper advertising campaign covering the New York metropolitan district fail to include The New York Times as the first newspaper on the list. In national campaigns, where only one New York newspaper is used, The Times, with few exceptions, is chosen.

Announcements of merchandise frequently appear only in The Times, at least in the eastern United States. Advertisements of companies specializing in the construction of large buildings, announcements of gas engines, machinery, hardware and other lines, heretofore advertised almost exclusively in trade periodicals, now appear with increasing frequency in The New York Times.

The development of new lines of business and the encouragement of heretofore undeveloped sources of advertising is considered well worth while by The Times. In this, as in many other enterprises on which The Times expends time and money, it is rendering a service to other newspapers.

PRODUCES UNUSUAL RESULTS

The confidence which readers feel in the dependability of the news columns of The New York Times is reflected in the advertising columns and in the great purchasing power of its readers, producing results to advertisers which frequently are remarkable. Many profitable businesses have been built up, efficient selling organizations formed and merchandise of every description sold in large volume through the Times.

The New York Times is distributed in 8,000 cities, towns and villages throughout the United States. On week days the sale of The Times is 350,000 and on Sundays it is purchased by 550,000 persons.

LEADING THE LIST

In a city and nation where class circulation means everything, where American advertisers in the ordinary newspaper buy waste circulation among Japanese whose purchasing power is low, The Jiji Shimpo leads all. With a monthly subscription rate of Y1.10, *The Jiji is the highest-priced newspaper in Japan.*

THE JIJI SHIMPO

時事新報

Is the newspaper of prosperous, ambitious Japan—a young nation, newly-endowed with means for enjoying the goods of the West. Her most progressive sons and daughters, eager to learn more of America and all America has to give Japan, read The Jiji Shimpo. Not only on account of its superior presentation of domestic and foreign news, but because it carries the bulk of foreign advertising appearing in Japan, The Jiji is the favorite of the class the American advertiser must reach.

The Jiji's New York representative, Mr. J. P. Barry, will gladly discuss the opportunities of the Japanese market, which he has studied at close range.

New York Office:
JAPAN ADVERTISER SUITE
Equitable Bldg., 120 Broadway

THE JIJI SHIMPO

Cables: "Jiji Tokyo" Bentley Code

TOKYO, JAPAN

Morning and Evening Editions

"In Japan, the Buyers Read the Jiji"

ADVERTISING AGENCIES AND THEIR SPACE BUYERS

(Continued from page 118)

Name	Address	City	Space Buyers
MAC MARTIN ADV. AGCY., INC., *d-e-f-g-h*	Security Bldg.	Minneapolis, Minn.	
MADISON ADV. SERVICE	347 5th Av.	New York City	M. E. Maggert
MAGGERT, MAYNARD E. *d*	139 N. Clark St.	Chicago, Ill.	L. M. Stick
MAGUIRE ADVG. AGCY., E. V. *a*	Penfield Bldg.	Philadelphia, Pa.	Marg't T. Maguire
MAHOOL, KATHERINE H. *d*	14 E. Lexington St.	Baltimore	Kath. H. Mahool Miriam Moses
MAILO ADVG. AGCY. *d*	118 E. 18th St.	New York City	Sylvan Magnus
MALEY SERVICE, HARRY *e*	155 E. Superior St.	Chicago, Ill.	
MANDEL, ERNEST L.	132 Nassau St.	New York City	
MANTERNACH CO. *a-e-f-g*	983 Main St.	Hartford, Conn.	Harry H. Lozier
MANUFACTURERS' PUBLICITY CO. *e-f-g*	30 Church St.	New York City	W. Hull Western
MARBLE ADV. AGCY.	Evening Star Bldg.	Washington, D. C.	
MARCH, RUFE P.	Ch. of Com. Bldg.	El Paso, Texas	
MAR-GE-LET ADV. CO.	Title Guar'tee Bldg.	Cincinnati, Ohio	A. W. Margilet
MARGON, ROBINSON CO. *b-e-g*	Lincoln Bldg.	Louisville, Ky.	S. Margon Fred Brand
MARKS ADV. CO., INC. *a-g*	45 W. 34th St.	New York City	Paul J. Marks
MARSH ADV. AGCY., EDWARD H. *e-g*	Bessee Bldg.	Springfield, Mass.	
MARSH, OLIVER ALLYN.	20 W. 34th St.	New York City	
MARTIN ADVG. CO.	Security Bldg.	Minneapolis, Minn.	
MARTIN CO., FRANK V.	Owen Bldg.	Detroit, Mich.	Frank V. Martin
MARTIN, GEORGE *d*	105 W. 40th St. 346 River St.	Chicago, Ill. New York City	C. Golden
MARTIN, JOHN *e-g*	Century Bldg.	Chicago, Ill.	Edwin E. Martin
MARTIN & DAVIDSON *d*	Spreckels Bldg.	San Diego, Cal.	
MARTINIERE ADV. SERVICE		Columbus, Ga.	
MARVIN, NEWTON R.	101 Park Av.	New York City	
MARYLAND ADVG. SERVICE	207 W. Redwood St.	Baltimore, Md.	
MASON ADV. AGCY.		Hancock, Md.	
MASON ADVG. AGCY., CARMEN R.		Cincinnati, Ohio	
MASON, C. HENRY *a-e-g*	136 East Av.	Rochester, N. Y.	
MASSENGALE ADV. AGCY. *a-b-e-f-g-h*	127 W. Peachtree St.	Atlanta, Ga.	W. R. Massengale N. L. Angier Norman Cole
MATOS ADV. CO., INC. *a-e-g-h*	Bulletin Bldg.	Philadelphia, Pa.	W. M. Matos M. W. Thompson
MATTESON-FOGARTY-JORDAN CO. *a-e-f-g-h*	215 N. Mich. Av.	Chicago, Ill.	
MATTHEWS ADV. CORPORATION, R. A. *a-e-g*	110 S. Dearborn St.	Chicago, Ill.	
MATTHEWS COMPANY *f*	145 College St.	Buffalo, N. Y.	E. C. Matthews J. M. Matthews
MATHEWSON, WARD M. *d*	1400 Broadway	New York City	W. M. Mathewson
MAXON ADVG. EFFICIENCY SERVICE, E. LEE.	521 Pettygrove St. P. O. Box 3575 1416 Western Av.	Portland, Ore.* Seattle, Wash.	E. Lee Maxon
MAXWELL-McLAUGHLIN CO. *e*	30 N. Mich. Av.	Chicago, Ill.	
MAY ADVG. AGCY., BERTRAM *d*	1520 Chestnut St.	Philadelphia, Pa.	Frank McGinnis
MAYER CO., GEORGE H.	224 W. Huron St.	Chicago, Ill.	
MAYERS CO. *d*	Pac. Finance Bldg.	Los Angeles, Cal.	Henry Mayers
MAYS ADV. AGCY., THOMAS D. *a-b-g*	Professional Bldg.	Charleston, W. Va.	A. D. Williams Mabel R. Wende
MEARS ADVERTISING, INC. *a-g*	36 W. 40th St.	New York City	H. B. Gundrey
MEARS, CHARLES W.	Keith Bldg.	Cleveland, Ohio	Chas. W. Mears
MELLETT ADVG. SERVICE	Hume-Mansur Bldg.	Indianapolis, Ind.	
MERCANTILE SERVICE CORP.	739 Thatcher Bldg.	Pueblo, Colo.	
MERCHANTS ADVG. SERVICE.	231 W. 39th St.	New York City	
MERCHANTS BUSINESS BUILDERS SERVICE	239 W. 39th St.	New York City	
MERCHANTS SERVICE	231 W. 39th St.	New York City	
MEREDITH & CO. *d*	410 Cannon Pl.	Troy, N. Y.	Russell D. Meredit
MERRIAM COMPANY		Newburyport, Mass.	F. M. Merriam, Jr
MERRILL CO., RALPH W. *e-g*	Wrigley Bldg.	Chicago, Ill.	
MERTZ AGCY. *a-e-f-g*	58 E. Wash. St. 730 Chapman Bldg.	Chicago, Ill. Los Angeles, Cal.	M. H. Mertz H. E. Millar
METROPOLITAN ADV. CO. *a-e-g*	111 Broadway	New York City	Charles L. Your William A. Lyn R. L. LeGrand H. D. Adair J. L. Schiffman
MEUSER, BERNHARD *a-g*	140 S. Dearborn St.	Chicago, Ill.	Bernhard Meuser
MICHAELS CO., HARRY C. *a-e-f-g*	113 Lexington Av.	New York City	David J. Crimmin
MICHEL & STAFF, A. EUGENE *d-e-f-g*	116 Nassau St.	New York City	A. E. Michel F. G. Small
MICHIGAN ADV. AGCY.		Portland, Mich.	
MID-CONTINENT ADV. AGCY. *a-b-e-f-g*	Co. State Bk. Bldg.	Dallas, Texas	L. W. Chandler W. T. Pickerin
MIDDLE STATES NEWS & ADV. AGCY.	1513 Sansom St.	Philadelphia, Pa.	
MILBOURNE ADV. AGCY. *g*	Munsey Bldg.	Baltimore, Md.	L. Jeff Milbourne
MILLAR, HARRY E. *d*	Chapman Bldg. 58 E. Wash. St.	Los Angeles, Cal. Chicago, Ill.	H. E. Millar
MILLER ADV. SERVICE *a-e-g*	26 E. 42d St.	New York City	William Rogers
MILLER AGENCY CO. *e-g*	2144 Madison Av.	Toledo, Ohio	C. E. Miller D. Heer
MILLER, FRED W.	Century Bldg.	Chicago, Ill.	
MILLER, J. T.	110 W. 40th St.	New York City	
MILLER-BEASLEY CO.	Book Bldg.	Detroit, Mich.	
MILLER & CRAIG		Madison, Wis.	
MILLIS, INC., FRED *a-e-f*	Ch. of Com. Bldg.	Indianapolis, Ind.	O. H. Tarleton
MILLS CO. ADV. AGCY., INC.	432 4th Av. Cristo 22	New York City* San Juan, P. R.	
MINER, DAN B. *a-f-g-i*	1110 Story Bldg.	Los Angeles, Cal.	
MINOR, C. HARRISON	Shubert Bldg.	Kansas City, Mo.	
MITCHELL ADV. AGCY., INC. *a-e-f-g-h*	806 LaSalle Av.	Minneapolis, Minn.	B. M. Jorgensen
MITCHELL, INC., J. T. H. *a*	331 Madison Av.	New York City	Robert W. Orr
MITCHELL-FAUST ADVG. CO. *a-e-g-h*	Tribune Bldg.	Chicago, Ill.	H. P. Leffingw S. McWilliams
MIX ADV. AGCY. *a-e-g*	140 Cedar St.	New York City	J. Rowland Mix
MODELL ADV. AGCY.	21 Park Row	New York City	
MOFFETT-LYNCH ADV. CO., INC. *e-g*	7 E. German St.	Baltimore, Md.	
MONTGOMERY, PERCY *f*	1st Nat. Bk. Bldg.	El Paso, Texas	
MOON CO., INC., BYRON G. *a-e-f-g*	Proctor Bldg. 65 5th Av.	Troy, N. Y.* New York City	Walter G. Sloat
MOONEY ADV. AGCY.	Jefferson Bldg.	Birmingham, Ala.	
MOORE ADVG. CO.	1st Nat. Bk. Bldg.	Ft. Worth, Tex.	
MOORE ADVERTISING AGENCY, JACKSON EVANS		Trenton, N. J.	
MOORE, HAROLD	Box 717	Wheeling, W. Va.	
MOREHEAD ADV. AGCY.	Nicholas Bldg.	Sacramento, Cal.	
MORGAN ADVG. AGCY., BRUCE	30 N. Michigan Av.	Chicago, Ill.	
MORGAN ADV. AGCY., INC., JOHN J. *a-e-g-h*	633 Wash. St.	Boston, Mass.	John J. Morgan
MORGAN, TUTTLE & JENNINGS *a-e-g-h*	44 E. 23d St.	New York City	

(*Continued on page* 122)

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Where agency has American Newspaper Publishers' Association recognition, it also has lo recognition, so notation to that effect has been purposely omitted in listing.

A News Dragnet Covering Europe



Every Important Point Reached by The New York Herald Daily and Sunday Wire Service

Principal Bureaus and Chief Correspondents

PARIS ..... Laurence Hills, Roger Morrison
LONDON ..... John McHugh Stuart, Marshall Saunders
ROME ..... Sanford Griffith
BERLIN ..... Lincoln Eyre
MOSCOW ..... Francis McCullagh
DUBLIN ..... C. A. Beals
VIENNA ..... Henry Diez
CONSTANTINOPLE ..... B. F. Kospoth

With all Europe in a state of evolution, The New York Herald news gathering staff overseas is the strongest in the entire eighty-five years of its history.

Its organization includes correspondents of world-wide reputation—such as Laurence Hills, Lincoln Eyre and Francis McCullagh. No correspondent knows Germany better than does Lincoln Eyre, and Francis McCullagh is the ablest correspondent in Russia. He has traversed Siberia from west to east, from north to south, and back again. He speaks Russian and knows the Russians. What he writes will stand the severest test.

In Paris in addition to a large and effective staff The New York Herald publishes a daily newspaper which passes on to The Herald in American news of its own gathering.

By this combination of a newspaper on the continent and first-class men in all the important capitals, The New York Herald maintains a live, comprehensive daily and Sunday wire service that is unsurpassed.

Complete information and rates of this copyright wire service to Publishers and Editors on request.

THE NEW YORK HERALD

280 Broadway **New York City**



NOW the Northwest's Largest Afternoon Paper

FROM a standing start twenty years ago, the Oregon Journal has grown to be the largest afternoon newspaper on the Pacific Coast north of San Francisco Bay. It now has a Sunday circulation of MORE THAN 100,000 and it is STILL GROWING.

RICH TERRITORY

THE territory which the Journal serves is one of the richest, per capita, in the United States. In Portland alone, with its 300,000 population, more than 44% of the people own their own homes. Tenement houses are unknown. And this goes for ALL THE OREGON COUNTRY with its 1,000,000 of people.

Portland itself has come to be:

The WORLD'S LARGEST LUMBER MANUFACTURING CENTER,

AMERICA'S SECOND LARGEST WOOL CENTER,

AMERICA'S SECOND WHEAT EXPORTING SEAPORT,

WEST COAST'S LARGEST MEAT PACKING AND LIVESTOCK CENTER.

Such a country as this has a tremendous purchasing power. Are you getting YOUR share of the business?

The Oregon Journal Will Help You!

Avail yourself of The Journal's Merchandising Bureau. It is at your service to investigate and analyze YOUR particular market FIRST HAND. It will report directly to you.

GENERAL ADVERTISING DISPLAY RATES

Daily, per agate line.....$0.16
Sunday, per agate line.....$0.20
Color, back page Sunday magazine section, 1960 lines.....$500.00

Eastern Representatives
BENJAMIN & KENTNOR
Mallers Bldg., Chicago
225 Fifth Avenue, New York

Coast Representatives
M. C. MORGENSEN & CO.,
Examiner Bldg., San Francisco
Title Insurance Bldg., Los Angeles
Securities Bldg., Seattle

Write Today For Further Data.

DAILY & SUNDAY

Oregon Journal

PORTLAND, OREGON

ADVERTISING AGENCIES AND THEIR SPACE BUYERS

(Continued from page 120)

Name	Address	City	Space Buyers
MORRIS CO., FRANK G. *e*	342 Madison Av.	New York City	F. G. Morris
MORRIS ADV. AGCY., HERBERT M. *a-e-f-g-h*	No. American Bldg.	Philadelphia, Pa.	H. M. Morris; M. M. Farrell
MORRIS ADV. SERVICE, PHILIP *e-f-g*	1st Nat. Bk. Bldg.	Chicago, Ill.	
MORSE ADV. AGCY. *e-g*	61 Milwaukee Av.	Detroit, Mich.	
MORSE ADV. CO.	Mears Bldg.	Scranton, Pa.	
MORSE INTERNATIONAL AGCY., INC. *a-e-g*	449 4th Av. / 30 Cornhill, E. C.	New York City* / London, England	
MORSE MACLEAN CO. *d*	Railway Bldg.	Los Angeles, Cal.	G. A. Maclean
MORTON ADVG. CO.	Finance Bldg.	Cleveland, Ohio	
MORTON ADV. SERVICE, INC.	23 Irving Pl.	New York City	
MOSER & COTINS, *a-e-f-g-h*	Paul Bldg.	Utica, N. Y.	D. A. Tynion
MOSER ADV. SERVICE	26 N. Potomac St.	Hagerstown, Md.	Ira C. Moser
MOSES ADV. SERVICE *a-g*	Munsey Bldg.	Baltimore, Md.	J. G. Moses
MOSS ADV. AGCY. *e-f*	Glass Block	Marion, Ind.	Edgar A. Moss
MOSS-CHASE CO. *a-e-f-g*	170 Franklin St.	Buffalo, N. Y.	S. C. Moss; J. B. Chase; J. A. Clauss; E. J. Felt; L. Mansfield
MULLALLY, INC., WILLIAM T. *a-e-g-h*	198 Broadway / 244 Washington St.	New York City* / Boston, Mass.	N. G. Stiles; F. Ehli; B. Whittier
MULLER & CO., J. P. *a-e-g*	220 W. 42d St.	New York City	
MULLICAN CO., C. N. *d-e-g*	U. S. Trust Bldg.	Louisville, Ky.	C. N. Mullican
MUMM-ROMER CO. *a-e-g*	314 E. Broad St. / Engineers Bldg.	Columbus, Ohio* / Cleveland, Ohio	W. M. Mumm; C. L. Jaycox; H. E. Romer
MUNN – BUCKINGHAM ADVG. AGCY.	389 Main St.	Springfield, Mass.	D. J. Buckingham; Geo. L. Munn
MUNN & NICHOLS ADV. AGCY.	Bookstone Bldg.	Springfield, Mass.	
MURPHY, INC., CARROLL DEAN *a-e-f-g*	Harrison Tr. Bldg.	Chicago, Ill.	
MURPHY, GEORGE A.	Michigan Tr. Bldg.	Grand Rapids, Mich.	G. A. Murphy
MURRAY ADV. AGCY., INC., JOHN F. *a-g*	598 Madison Av.	New York City	
MURRAY CO.	DuPont Bldg. / 109 N. Water St. / Oraton & Verona Sts.	Wilmington, Del. / Philadelphia, Pa. / Newark, N. J.	L. P. Murray
MURRAY HILL ADV. AGCY. *a-g*	200 E. 23d St.	New York City	
MUTUAL SERV. CORP'N *a-e-f-g*	140 Cedar St.	New York City	C. D. Beckman
MYERLY DIRECTORY & ADVERTISING SERVICE *d*	716 Summit Av.	Hagerstown, Md.	John T. Myerly
N			
NARDLIE CO., CHARLES *d*	461 8th Av.	New York City	Charles J. Hamp
NATIONAL ADV. CO.		Seneca Falls, N. Y.	
NATIONAL ADV. AGCY.	577 E. 163d St.	New York City	Albert C. Adinolfi
NATIONAL ADV. AGENCY	155 N. Clark St.	Chicago, Ill.	
NATHAN & CO., L. B.	Bakewell Bldg.	Pittsburgh, Pa.	
NEBRASKA ADV. CO.	Citizens Bk. Bldg.	Benkelman, Nebr.	
NESBIT SERVICE CO. *a-e-f*	Caxton Bldg.	Cleveland, Ohio	K. A. Nesbitt; M. C. Nesbitt
NETTER ADV. AGCY., J. X.	1790 Broadway	New York City	
NEWELL CO., R. B. *e-d*	14 W. Wash. St.	Chicago, Ill.	
NEWELL-EMMETT CO., INC. *a-e-f-h*	120 W. 32d St.	New York City	Fred H. Walsh; H. H. Walsh; J. Jennings; E. J. Gants
NEW ENGLAND ADV. CO. *e*	18 Tremont St.	Boston, Mass.	
NEW ENGLAND FOREIGN LANGUAGE SERVICE, INC.	262 Washington St.	Boston, Mass.	
NEWMARK'S ADV. AGCY.	217 7th Av.	New York City	
NEWS BUREAU *d*	Book Bldg.	Detroit, Mich.	Fred T. Grenell
NEW YORK ADVG. AGENCY	Tribune Bldg.	New York City	Mortimer Lowell; Marvin Small
NICHOLS CO., CHARLES F. W. *a-e-f-g-h*	20 E. Jackson Blvd.	Chicago, Ill.	Joseph F. Brown
NICHOLS-MOORE CO. *a-e-f-g*	Discount Bldg.	Cleveland, Ohio	D. H. Nichols; E. J. Witthoff
NOLLEY AGCY., R. F.	Light & Lombard Sts.	Baltimore, Md.	
NORMAN ADV. AGCY.	42 Church St.	New Haven, Conn.	
NORTHERN MICHIGAN ADV. AGCY.		Hancock, Mich.	
NORTHWESTERN ADV. AGCY. *a-e-g*	23 E. 6th St.	St. Paul, Minn.	C. M. Brown; J. Frank Dean
NORTHWESTERN BUSINESS AGCY.	Kasota Bldg.	Minneapolis, Minn.	
NOURSE ADV. AGCY.	321 Lafayette Life Bldg.	Lafayette, Ind.	
NUWAY ADV. CO.		Atlanta, Ga.	Mr. Barry
NYE ADV. AGCY.	2010 Broadway	New York City	
O			
O'BRIEN ADVG. SERVICE	People's Bk. Bldg.	Charleston, S. C.	Wm. V. O'Brien
O'BRIEN, C. V.	509 5th Av.	New York City	C. V. O'Brien
O'CONNELL-INGALLS ADV. AGCY. *e-d-f*	1 Court St.	Boston, Mass.	A. W. Ingalls; J. F. O'Connell; W. H. Monahan
O'CONNOR-GROSSE ADVG. AGCY. *g*	281 5th Av.	New York City	
O'GORMAN ADV. AGCY.	126 5th Av.	New York City	
OHIO ADV. CO. *d*	76 N. Main St.	Akron, Ohio	Geo. W. Piper; C. E. Wade
O'KEEFE ADV. AGCY., P. F. *a-e-g-h*	45 Bromfield St.	Boston, Mass.	
OLECK ADV. AGCY.	1133 Broadway	New York City	Wm. Oleck; Maury Oleck
OLIPHANT ADV. AGCY., INC., C. T. *a-g*	461 8th Av.	New York City	C. J. Oliphant; Arthur Sweetser
OLSON & ENZINGER INC. *a-e-g*	228 3d St.	Milwaukee, Wis.	Wm. L. Wollin
O'MALLEY ADV. & SELLING SERVICE *a-e-f-g*	244 Wash. St.* / Old South Bldg.	Boston, Mass. / Boston, Mass.	C. J. O'Malley; M. J. DeViney; J. Prior; E. R. Ellis; L. D. Jordan; E. K. Houlehan
ORMSBEE, THOMPSON ADVG. AGCY.	322 S. Salina St.	Syracuse, N. Y.	
OSTEN ADV. CORP. *a-e-g*	25 E. Jackson Blvd.	Chicago, Ill.	
OSWALD ADVG. AGCY. *d*	Otis Bldg.	Philadelphia, Pa.	Walter S. Fogg
OSGOOD COMPANY		Chicago, Ill.	
OWEN-KENNY ADV. CO.		Cherokee, Okla.	
OWL ADV. AGCY.		Terre Haute, Ind.	
OWL ADVG. AGCY *d*	Times Bldg.	New York City	J. Joseph
P			
PABST CO., FREDERICK	Chronicle Bldg.	San Francisco, Cal.	
PAGE ADV. CO.	1208 City Hall Sq. Bldg.	Chicago, Ill.	

(*Continued on page* 124)

EXPLANATION OF KEY LETTERS

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Where agency has American Newspaper Publishers' Association recognition, it also has local recognition, so notation to that effect has been purposely omitted in listing.

115,000 Daily

The Washington Herald — **Washington Times**
MORNING — EVENING

More Circulation in Washington Than There Are Homes in the District of Columbia

Two Papers--Complete Coverage
Combination Rate

130,000 Sunday

Washington Times-Herald

Blanketing the District of Columbia, West Virginia, Virginia and Southern Maryland

☛ *DETAILED CIRCULATION ANALYSIS UPON REQUEST* ☚

GENUINE MERCHANDISING CO-OPERATION

Advertisers in the Washington market, or working out distribution plans, are invited to use the facilities and information of The Promotion Department. Complete information on important market conditions, route books, experienced merchandising men **plus** a desire to be of real service has stamped the efficiency of this department as second to none in the whole country.

WASHINGTON TIMES
THE NATIONAL DAILY

The Washington Herald — AMERICA FIRST

Washington Times-Herald — AMERICA FIRST

G. LOGAN PAYNE CO.
CHICAGO, ST. LOUIS,
LOS ANGELES, DETROIT.

PAYNE, BURNS & SMITH
BOSTON, NEW YORK

New York City Hotels

UNDER THE DIRECTION OF ARTHUR L. LEE

HOTEL McALPIN

Broadway at 34th Street

"Nearer than anything to everything"

Headquarters of the
ROTARY CLUB

ROOM RATES

Single without bath $3.00 to $4.00

Single with bath $4.00 to $7.00

Double without bath $5.50 to $7.00

Double with bath $6.00 to $10.00

RESTAURANT

Club Breakfast 60c. to 85c.

Table d'Hote Luncheon $1.25

Table d'Hote Dinner $2.25

Restaurant a la Carte

HOTEL MARTINIQUE

Broadway, 32d to 33d Sts.

Frank E. Jago, Resident Manager

Home of the
KIWANIS CLUB
LION'S CLUB

ROOM RATES

Single without bath $2.50 to $4.00

Single with bath $3.50 to $7.00

Double without bath $5.00 to $6.00

Double with bath $5.00 to $10.00

RESTAURANT

Club Breakfast 45c. to $1.00

Table d'Hote Luncheon $1.25

Table d'Hote Dinner $1.50 and $1.75

Restaurant a la Carte

——this, then, is my personal invitation to you to be my guest whenever you are in New York City.

——let me know, beforehand, just what you want in the way of a room, and it will be ready for you—

——or drop in unexpectedly and take "pot luck" with me at any time.

——you are welcome, either way.

——these prices are "fixed" and you may depend on them, just as you may depend on the class of service and the class of people you will find here.

——please, while here, regard yourself as my guest—my very welcome guest—and I hope that you will consider me as your host, rather than merely a hotelkeeper.

——the men and women associated with me in running these establishments have been carefully chosen, not alone for their ability, but because they have the cheerful disposition and honest desire to please that go so far in making your stay pleasant.

——we are high class, but not high brow; sincere, but not subservient; cordial, but not cringing; efficient, but not officious.

——the "glad to see you", the "au revoir" and the "come again, soon", are all of them equally sincere.

——come often, make yourself at home, ask for what you want, and expect the human element, the helpful, friendly element everywhere.

Arthur L. Lee

ADVERTISING AGENCIES AND THEIR SPACE BUYERS

(Continued from page 122)

Name	Address	City	Space Buyers
FAGE CO., C. W. *a-b-e-g*	Ch. of Com. Bldg.	Richmond, Va.	
PAINE ADV. SERVICE, S. HUGH *d-e-g*	Kelsey Bldg.	Grand Rapids, Mich.	S. Hugh Paine
PAIRIO COMPANY, W. B.	Central Bldg.	Los Angeles, Cal.	
PALMER ADV. AGCY. *e*	220 Broadway	New York City	M. Palmer F. Palmer
PALMER ADVG. SERVICE, INC.	137 E. 43d St.	New York City	
PALMER ADV. SERVICE	Hirbour Bldg.	Butte, Mont.	
PARIS ADV. AGCY., DANIEL E. *a-e-g*	Little Bldg.	Boston, Mass.	L. M. Curtis
PARIS COMPANY	Central Bldg.	Los Angeles, Cal.	
PARKER & ASSOCIATES, C. A.		Detroit, Mich.	
PARKS & WEISS	56 W. 45th St.	New York City	
PASCHALL, IRVIN F.		Chicago, Ill.	
PATTERSON-ANDRESS CO., INC. *a-e-g*	1 Madison Av.	New York City	G. H. Sherin
PAYNE ADV. ORGANIZATION,	Drexel Bldg.	Philadelphia, Pa.*	C. D. Ledyard
HANCOCK *a-e-g*	110 W. 34th St.	New York City	W. A. Grant
PEARSALL, W. MONTAGUE *a-e-g*	25 Broadway	New York City	
PECK ADV. AGCY., INC. *a-e-f-g*	6 E. 39th St.	New York City	Joseph F. Brown
	326 9th St.	Brooklyn, N. Y.	
PELLETIER, E. LEROY *a-e-g*	Fine Arts Bldg.	Detroit, Mich.*	
		Los Angeles, Cal.	
PENNA. ADV. CO.	24 Sandusky St.	Pittsburgh, Pa.	
PENN-ALLEN ADV. AGCY.	280 Broadway	New York City	
PENNY, C. T.	242 Water St.	Augusta, Me.	C. T. Hudson
PERRY, CHARLES H.	44 Irvington St.	Boston, Mass.	
PERSON-COOKE, INC. *d-e*	310 S. Capitol Av.	Lansing, Mich.*	James A. Person
	Allen Bennett Bldg.	Jackson, Mich.	James A. Person Max B. Loomis
PERSONS-LEEB, INC. *a-e-f-g*	Plain Dealer Bldg.	Cleveland, Ohio	Hubert Persons
PETERSON CO., WALTER J. *e-f-g*	W. A. Smith Bldg.	Grand Rapids, Mich.	P. W. Nickel
PFEIFER'S ADV. AGCY.	Majestic Bldg.	Detroit, Mich.	
PHELPS, GEORGE HARRISON *a-e*	110 Rowena St.	Detroit, Mich.	A M. Lewis
PHIBBS, HARRY CO.	400 S. Dearborn St.	Chicago, Ill.	
PHILADELPHIA NEWS BUREAU *a-g*	436 Sansom St.	Philadelphia, Pa.	W. A. Dailey D. D. Morton
PHILLIPS ADV. AGCY., HARRY D. *a-g*	19 W. 34th St.	New York City	L. Harrison J. Zunser H. D. Phillips
PHILLIPS CO., HARRY	Jenkins Arcade	Pittsburgh, Pa.	
PIANISANI, INC., C.	253 Broadway	New York City	C. Pianisani
PICARD & CO., INC. *a-e-g-h*	16 W. 46th St.	New York City	Miss M. Long
PITLUK ADVG. AGCY. *d*		San Antonio, Tex.	J. N. Pitluk R. T. Thornton
PLAMBECK & PATTEN ADV. SERVICE	1st Nat. Bk. Bldg.	San Diego, Cal.	Chas. J. Plambeck
PLATTNER, M. *a-e-g*	99 Nassau St.	New York City	
PLUM ADV. AGENCY, J. L.	726 Iowa Av.	Iowa City, Ia.	
POLYGLOT PUBLICITY CO.	116 Nassau St.	New York City	
POMEROY ADV. AGCY, *g*	225 5th Av.	New York City	
POMEROY-CLELAND, INC. *e-g*	33 W. 42d St.	New York City	H. E. Cleland
PORTER ADV. SERVICE, DE FOREST *a-g*	70 W. Chippewa St.	Buffalo, N. Y.	De Forest Porter
PORTER CO., HARRY *a-e-g-h*	15 W. 44th St.	New York City	Jas. A. Beatty
PORTER-EASTMAN-BYRNE CO. *a-e-g*	22 W. Monroe St.	Chicago, Ill.	Elmer G. Steele C. W. Porter
POTTER, GEORGE M.	5 Beekman St.	New York City	
POTSDAMER, JOSEPH H.	Empire Bldg.	Philadelphia, Pa.	
POTTS-TURNBULL CO. *a-e-g*	6 N. Mich. Blvd.	Chicago, Ill.	
	Gates Bldg.	Kansas City, Mo.	
	Brandeis Theater Bldg.	Omaha, Neb.	
POWER CO., INC., EDWARD M. *a-e-g*	Oliver Bldg.	Pittsburgh, Pa.	
POWER, ALEXANDER & JENKINS CO. *a-e-g-h*	Madison Bldg.	Detroit, Mich.	H. M. Hastings
POWERS-HOUSE CO. *a-e-f-g*	1105 Chester Av.	Cleveland, Ohio	
POWERS CO., JOHN O. *a-e-f-g-h*	50 E. 42d St.	New York City	Lyman Worthington
POWNING, GEORGE G. *a-e-g*	87 Orange St.	New Haven, Conn.	
PRACTICAL ADV. CO.	214 S. 4th St.	Springfield, Ill.	
PRAGOFF-MILLS ADVG. AGCY.	80 Boylston St.	Boston, Mass.	
PRATHER-ALLEN ADV. CO. *a-e-f-g*	305 E. 4th St.	Cincinnati, Ohio	D. M. Allen
PRATT, INC., ERNEST L. *d*	220 W. 42d St.	New York City	M. E. Pratt
PRATT & LINDSEY CO., INC., THE	66 Broadway	New York City	
PRATT-MOORE ADV. CO. *d-e-f-g*	Ford Bldg.	Detroit, Mich.	R. F. Moore
PRESBREY CO., FRANK *a-e-f-g-h*	456 4th Av.	New York City*	W. A. Baker Alfred Gratz
	1001 Chestnut St.	Philadelphia, Pa.	
	Union Bk. Bldg.	Pittsburgh, Pa.	
	6 N. Michigan Av.	Chicago, Ill.	
	36 Pearl St.	Hartford, Conn.	
PROCTOR & COLLIER CO. *a-e-f-g-h*	Reading Rd. & McMillan St	Cincinnati, Ohio	W. H. Sutherland
PROGRESSIVE ADVG. & PUBLISHING CO.		Dallas, Tex.	
PROPER & STAFF, A.	129 Lafayette St.	New York City	
PROSPERITY ADV. SERV., INC.	1482 Broadway	New York City	
PROTZMAN, GEORGE F.	Union Bk. Bldg.	Pittsburgh, Pa.	

Q

QUEEN ADV. AGCY., John W. *a-e*	244 Washington St.	Boston, Mass.	
QUEENS ADV. AGCY. *d*	48 Jackson Av.	Long Island City, N. Y.	Edgar F. Hanson H. R. Gelwicks N. M. Lamar

R

RACHLIN AGENCY *e-g*	44 Bromfield St.	Boston, Mass.	
RAE ADV. CO. *f*	4500 Euclid Av.	Cleveland, Ohio	
RANDALL CO., FRED M. *a-e-g-h*	Book Bldg.	Detroit, Mich.*	C. E. Foester
	Tower Bldg.	Chicago, Ill.	C. W Mather
RANKIN CO., WILLIAM H. *a-e-f-g-h-i*	180 N. Wabash Av.	Chicago, Ill.*	F. M. Fugazzi (newspapers)
	1 W. 37th St.	New York City	Miss Bertha Cook (magazines) New York;
	Peoples Bk. Bldg.	Akron, Ohio	
	Albee Bldg.	Washington, D. C.	
	74 New Montg'y St.	San Francisco, Cal.	R. S. Palmer (newspapers)
	32 Front St., W.	Toronto, Ont., Can.	
	Imperial House, Kingsway	London, England	Miss Anna Miller (magazines) Chicago.
RATHBUN-GRANT-HELLER CO. *e-g*	725 S. Wells St.	Chicago, Ill.	
RATNER, C. HYMAN *d-e*	15 E. 26th St.	New York City	Arthur N. Smith
RAUH CO., RICHARD S. *e-g*	230 5th Av.	Pittsburgh, Pa.*	Richard S. Rauh
	Guardian Bldg.	Cleveland, Ohio	

(*Continued on page* 126)

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The First Three Weeks of 1923

witnessed the keen attention of the entire newspaper world focused on INTERNATIONAL NEWS SERVICE because of its remarkable succession of vital news beats.

A RECORD NEVER EQUALED

In the history of news gathering institutions, there never was such a conspicuous achievement in any similar period of time. The excellence of a news report is judged not by its sporadic scoops, but by its consistent, day in and day out performance. ANY news agency can score a scoop some time. What amazes newspaper publishers everywhere is that EVERY DAY for the last three weeks I. N. S. has scored heavily on all the important news. It is by this *consistent performance* that I. N. S. today leads the field.

From the Ruhr to Mer Rouge

International News Service scooped all opposition services on ALL the important developments in the two stories that command first pages everywhere—the French invasion of the Ruhr and the investigation of Ku Klux in Louisiana.

From the moment France declared Germany in default until her occupation of the Ruhr was complete, Weyer in Essen and Mason in Paris beat all other correspondents with the first true news of the invasion.

Hutchinson, covering the Ku Klux trial at Bastrop received the congratulations of scores of I. N. S. clients for his astonishing exclusive stories. I. N. S. conspicuous news beats included these important stories:

FIRST with announcement of French Invasion of the Ruhr.

AHEAD with flash from Paris that Reparations Commission voted Germany in default.

SCOOPED all opposition on text of Roland Boyden's statement before Reparations Commission.

EXCLUSIVE story that Bernhardt is bankrupt despite all the money she earned in her career.

TEN minutes ahead with announcement President Harding recalled troops from the Rhine.

ONLY news service to give General Allen, commander of American forces in Germany, news of recall.

AHEAD with discovery of Communist plot in Paris, and arrest of several ring leaders.

COMPLETE beat on death of former King Constantine of Greece.

FIRST with Premier Poincairé's speech before Chamber defending French invasion of Ruhr.

BEAT opposition services with British Cabinet's announcement to keep British troops on the Rhine.

COPYRIGHTED exclusive interview with Thyssen, German magnate, who declared French invasion meant ruin of both France and Germany.

SCOOPED other news agencies on appointment of Crissinger to head of Federal Reserve Board.

EXCLUSIVE interview with Evans, Imperial Wizard of Ku Klux Klan, on Mer Rouge expose.

AHEAD with news of execution of Irish Irregulars.

EXCLUSIVE story of sensational attempt to rob the Honolulu treasury of seven millions.

AN HOUR ahead with flash that insurgent forces had driven allied forces out of Memel.

FIRST with refusal of German industrial magnates to obey French.

FIRST with news of their arrest, and general strike that followed.

EXCLUSIVE interview with William Jennings Bryan on "three years of prohibition."

FIRST with news of death of Wally Reid.

SCOOP on identification of "hooded band" at Mer Rouge.

AHEAD with story of strike riot at Harrison, Ark.

AHEAD with acquittal of five miners for "Herrin massacre."

BEAT by forty-five minutes on story of murder of girl dancer at San Diego.

IMPORTANT exclusive story from White House that "not a dollar owing to the United States by foreign nations would be cancelled."

FIRST with announcement that Italy and Belgium had asked Great Britain to intervene in Ruhr situation.

TWO HOURS ahead with startling story that refugees from Asia Minor were dying at rate of thousand a day in Athens.

"Get it First—but FIRST get it RIGHT!"

This slogan, ringing incessantly in the ears of every I. N. S. reporter, expresses the spirit that brought the news first and right to American newspapers from every corner of the world. It is responsible for all the gigantic news beats and thrilling exclusive stories which within the last three weeks have established a record never equalled by a news gathering institution.

INTERNATIONAL NEWS SERVICE

M. KOENIGSBERG, President

241 West 58th Street, New York

WORLD COLOR SERVICE

Adaptable to Any Newspaper

Up and After Circulation Building and Holding
FEATURES

PRINTED

MATS

COPY

Colored Comic Supplements

Printing full of color life and color harmony—perfect in registry—*Superior color printing* that tops off the Sunday or Saturday edition to bring *maximum results.*

Rotogravure Art Sections

in 2, 4, or 8 pages—or in tabloids—Local or general news-in-views—artistically arranged and ideally printed to make the *class* that symbolizes prosperity and adds individual prestige.

Feature Page Emergency Mats

that offer a variety of high class subject matter *carefully edited* and profusely illustrated with line and screen cuts, 7 or 8 columns—20 or 21 inches—Make-up permits cutting for local text or ad insertions. Save time and money.

Our full page mats are ready for the curved casting box

Tabloid—Mats or Printed

Novelty tabloid sections—Printed or in mats—Special kiddie features—Action toy cut-outs—Doll cut-outs—Magic color pages—True-to-Life sketches. Four, three, or two colors, or in black only.

Daily Mat and Copy Features

Humorous serial strips—1, 2, and 3 column singles — Puzzles — Daily short stories — Novel authentic shorts—All snappy attractions that satisfy a natural curiosity via the Women's Page, the Comic Page, or the Sports Page.

WRITE TODAY
FOR PROOFS
AND PRICES

THE WORLD COLOR PRINTING CO.

Est. 1900 R. S. GRABLE, Pres. St. Louis, Mo.

ADVERTISING AGENCIES AND THEIR SPACE BUYERS

(Continued from page 124)

Name	Address	City	Space Buyers
RAVETT ADVG. AGCY. *d*	2010 Broadway	New York City	Charles Ravett
RAWSTHORNE CO., ROBERT *f*	Heeren Bldg.	Pittsburgh, Pa.	M. W. Slone
REAL SERVICE ADV. AGCY. *d*	15 E. 40th St.	New York City	
REARDON ADV. CO. *a-e-g*	Quincy Bldg.	Denver, Colo.	John F. Reardon
REASS ADV. SERVICE, JOSEPH	Market St.	Wheeling, W. Va.	
REAUME CO., RICHARD A	Columbus Bldg.	Detroit, Mich.	
REDFIELD ADV. AGCY., *a-e-g*	34 W. 33d St.	New York City	John F. Mayer
REDFIELD, FISHER & WALLACE, INC. *e-f-g*	105 W. 40th St.	New York City	Miss M. E. Fleischbein
REDDAN-BROWN ADV. AGCY.	25 W Broadway	New York City	
REEDER, INC., G. ALLEN	220 W. 42d St.	New York City	T. C. Greeley; G. Allen Reeder
REESE ADVG. AGCY., GEO. W.	Canal-Com'l Bldg.	New Orleans, La.	G. W. Reese; A. M. Wood
REGAN, MARQUIS	21 E. 40th St.	New York City	
REINHOLD ADV. CORP., W. C. *a*	326 W. Madison St.	Chicago, Ill.	W. C. Reinhold; A. F. Sievert
REMINGTON ADV. AGCY., E. P. *a-e-g*	1280 Main St.	Buffalo, N. Y.	W. W. Landon
REMINGTON ADVG. CO., H. E. *a-e-g*	225 E. Erie St.	Chicago, Ill.*	H. E. Johnson; Ruth D. Foster
	Grand Central Terminal Bldg.	New York City	
RESORT ADVG. AGCY.		Hot Springs, Ark.	
REUTER ADV. AGCY. *g*	709 6th Av.	New York City	Clifford S. Reuter
REUTERS INTERNATIONAL ADVG. AGCY.	280 Broadway	New York City	
	24 Old Jewry	London, England	
	Reuters Bldg., St. George's St.	Capetown, So. Afr.	
	15 Castlereagh St.	Sydney, Australia	
		Wellington, N. Zea.	
	26 Dalhousie Sq.	Calcutta, India	
REX ADV. AGCY. *d*	Anchor Bldg.	Ft. Worth, Tex.	
REX SERVICE *d*	1658 Broadway	New York City	James Rotte; Ir. Jordan Rose
REYNOLDS, MILO C. *d*	P. O. Box 288	Burlington, Vt.	M. C. Reynolds
RICE, ROYDEN B. *g*	19 W. Jacks'n Blvd.	Chicago, Ill.	
RICE-CAVANAUGH, INC.	145 W. 45th St.	New York City	
RICHARD ADV. AGCY	Amer. Mechanics Bldg	Trenton, N. J.	
RICHARDS CO., INC., JOSEPH *a-e-f-g-h*	9 E. 40th St.	New York City	William E. Randall.
RICHARDSON-BRIGGS CO. *a-e-f-g*	Film Exch. Bldg.	Cleveland, Ohio	
RICHMOND & DUWAN ADV. AGCY.	Swinney Bldg.	Ft. Wayne, Ind.	
RICKARD & CO., INC. *f*	25 Spruce St.	New York City	
RIDDERHOF, CORNEIL *f*	Times Bldg.	New York City	
RILEY, M. A.	Forst-Richey Bldg.	Trenton, N. J.	
RING ADV. CO., JOHN, JR. *a-e-f-g*	Victoria Bldg.	St. Louis, Mo.	W. W. Zahrndt
RITTER CO., INC., PHILIP *a-e-f-g-h*	185 Madison Av.	New York City	J. Harold Johnson
ROBBINS, INC., FRED A. *a-e-f-h*	37 S. Wabash Av.	Chicago, Ill.	Fred A. Robbins; V. M. Volino
ROBBINS & PERSON	52 W. Gay St.	Columbus, Ohio	
ROBERTS & MacAVINCHE *a-g*	30 N. Dearborn St.	Chicago, Ill.	F. Beard; E. Cosack
ROBINSON, C. J.	25 E. Jackson Blvd.	Chicago, Ill.	
ROBINSON & CO., INC., WM. R. *d-e-f-g*	Flatiron Bldg.	New York City	W. R. Robinson; W. A. Charters
ROBNETT ORGANIZATION	20 W. Jacks'n Blvd.	Chicago, Ill.	G. W. Robnett
ROEBLING ADVG. SERVICE, INC., GEORGE W.		Long Island City, N. Y.	
ROEDER & SCHANUAL	Intern'l Life Bldg.	St. Louis, Mo.	F. A. Gibbs
ROGERS-GANO ADV. AGENCY, INC. *d*	Humble Oil Bldg.	Houston, Texas	D. C. Rogers (Houston).
	1st Nat. Bk. Bldg.	Chicago, Ill.	R. C. Gano (Chicago).
ROGERS PUBLICITY BUREAU.	112 N. La Salle St.	Chicago, Ill.	
ROGERS & SMITH *a-e-g*	326 W. Madison St.	Chicago, Ill.	Walter E. Smith
ROGERS & WALKER *a-e-g*	110 W. 34th St.	New York City	Elbert E. Rogers
ROOT NEWSPAPER ASSN. *e-g*	215 S. Market St.	Chicago, Ill.	
R. O. R. ADVG. AGCY., INC.		Shreveport, La.	
RORICK & CO., INC., CLARK L. *e-g*	133 W. Wash. St.	Chicago, Ill.	John C. Fehlandt
ROSE, IRWIN JORDAN *a-e-g-h*	116 W. 32d St.	New York City	Ir. Jordan Rose
ROSE-MARTIN, INC. *a-g*	1400 Broadway	New York City	Leon A. Friedman; George N. Witt
ROSENBERG CO., INC., ARTHUR *a-g*	110 W. 34th St.	New York City	A. Rosenberg; Leo Wallenstein; Sam'l Rubinstein
ROSENBERG CO., IRWIN L. *d-e-g*	Wrigley Bldg.	Chicago, Ill.	I. L. Rosenberg; O. L. Cohen; F. M. Lawrence
ROSENBERG, LOUIS CHAS. *d-f-g*	25 E. 26th St.	New York City	Walter Schwartz
ROSS CO., INC., F. J. *a-e-f-g-h*	119 W. 40th St.	New York City	C. M. Seymour
ROSS-GOULD CO. *a-e-g*		Ligonier, Ind.	S. P. Moore; B. Kapin
	309 N. 10th St.	St. Louis, Mo.*	
	19 S. La Salle St.	Chicago, Ill.	
	1457 Broadway	New York City	
ROWLAND ADV. CO., INC. *a-e-g*	Fisk Bldg.	New York City	Edward F. Korbel
	25 Rue Taitbout	Paris, France	Worth Colwell
RUCKEL-VAN SLYKE ADV. AGCY.	2 E. State St.	Trenton, N. J.	
RULAND CO., O. W. *a-g*	5 Beekman St.	New York City	C. Ruland; M. R. Coger
RUNEY, CLARENCE E.	220 W. Liberty St.	Cincinnati, Ohio	
RUPERRY ADV. SERVICE	Bankers Life Bldg.	Lincoln, Neb.	
RUSSELL, WALTER	Empire Bldg.	Pittsburgh, Pa.	
RUSSELL, J. N.	Cutler Bldg.	New Haven, Conn.	
RUSSELL STOVER CO.	Kesner Bldg.	Chicago, Ill.	
RUTH ADVG. AGCY. *d*	1329 3d Av.	New York City	Clyde E. Murray
RUTHRAUFF & RYAN, INC. *a-e-g-h*	404 4th Av.	New York City*	L. E. Smith
	225 N. Mich. Av.	Chicago, Ill.	F. Stein
RYAN-TIMBERMAN ADV. AGCY.	Miners Bank Bldg.	Wilkes-Barre, Pa.	L. Edwin Ryan; A. N. Timberman

S

ST. CLAIR CO., WILLIAM G. *a-g*	Witherspoon Bldg.	Chicago, Ill.	
ST. GERMAINE ADV. AGCY. FRED	Century Bldg.	Philadelphia, Pa.*	Wm. G. St. Clair
ST. PAUL ADV. CO.	Onondaga Bk. Bldg.	Syracuse, N. Y.	Fred St. Germaine
	100 Wabash St.	St. Paul, Minn.	
SACKHEIM & SCHERMAN *a-e-g*	354 4th Av.	New York City	R. W. Beatty
SACKS CO., INC. *a-g*	120 W. 42d St.	New York City*	
	Georgia Savings Bank Bldg.	Atlanta, Ga.	
SALES PROMOTION CO.		Wilmington, N. C.	Reese M. Wilen

(*Continued on page* 128)

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Where agency has American Newspaper Publishers' Association recognition, it also has local recognition, so notation to that effect has been purposely omitted in listing.

GET OFF THAT POWDER KEG!

YOU are sitting on a keg of powder if your newspaper is merely an assembling plant, its editorial content consisting of ready-made parts standardized and supplied by wholesalers outside your control. The wholesaler may decide to start a paper in your town himself. Or he may take that page of comics, that column of comment, that page of pictures, that woman's service, that sports service, any feature for which you have through the years been building up a following and sell it to a competitor. He can, if he wants to.

Even the local news is standardized. News can happen anywhere, but the papers, from long habit, all go to the same places to look for it—Police Station, City Hall, Court House, Federal Building, etc.

We can install a system whereby your paper will be your own product, something no one can take away from you, a real newspaper, something other than an elaboration of the vice, crime and municipal administrative statistics of the day.

REMEMBER THIS!

IF fifteen cents of every dollar of receipts does not remain in the till as profit—there is something wrong with your newspaper. Whatever the problem, the reasonable certainty is that we have the solution. We know the practices and the results of the practices of many newspapers, under many conditions and in many different environments. This experience, the knowledge thus gained, is our equipment for any job you may give us to tackle.

AND REMEMBER THIS

All departments, business, editorial as well as mechanical, have expensive bad habits, some of such long standing that only an outsider can see them. We take efficiency jobs on this basis: Our pay to come out of what we save you. No saving for you, no pay for us.

SURVEYORS OF NEWSPAPERS

We are equipped to make a survey of your entire plant and business, everything that bears upon cost, content, receipts or circulation. Or we will survey any department of your business, take it apart from top to toe, analyze it, tell you what's good and what's bad, how to make the good better and how to eliminate the bad.

WE INSTALL NEW PLANTS

For a new paper we will make a survey of the entire circulatory territory, reduce to figures the possibilities and by analyzing the character of the field, indicate what must be the character of the proposed paper to be successful. We will advise you as to the type of equipment best adapted to your needs and how much and where to buy and what to pay.

Drop us a line about the problem that bothers you most. If we can help you we will tell you. If we can't we will tell you that. In either case you obligate yourself for not one cent.

VICTOR H. MORGAN, Publishers' Counsellor

He takes his pay out of what he saves you

LEADER-NEWS BLDG. **CLEVELAND, O.**

ADVERTISING AGENCIES AND THEIR SPACE BUYERS—Continued from page 126

Name	Address	City	Space Buyers
SALLEE, A. C.	State Life Bldg.	Indianapolis, Ind.	
SAMELOW & CO., S. J. *e-f-g*	127 N. Dearborn St.	Chicago, Ill.	Walter Samelow
SAMPLINER ADV. CO.	729 7th Av.	New York City	
SANDLASS, L. A. *a-e-g*	217 W Saratoga St.	Baltimore, Md.	
SANDMEYER & CO., R. E. *d-f*	153 N. Michigan Av.	Chicago, Ill.	S. A. Leibson
SANDO ADV. CO. *d*	Consolidated Bldg.	Indianapolis, Ind.	Briant Sando
SAUNDERS, H. R.	17 W. 42d St.	New York City	H. R. Saunders
SAVAGE ADV. AGCY., GEORGE M. *a-e-g*	Buhl Bldg.	Detroit, Mich.	
SAVILLE ADV. CO., HENRY	Washington Trust Bldg.	Pittsburgh, Pa.	
SAXE ADV. AGCY., WM. W. *e-g*	355 Boylston St.	Boston, Mass.	
SAYERS, ROY H.	208 6th Av.	Pittsburgh, Pa.	
SAYLES CO., INC., JOSEPH F.	1790 Broadway	New York City	
SAYRE, INC., R. H. *a-e-g*	235 5th Av.	Pittsburgh, Pa.	Richard W. Irwin
SCHECK ADV. AGCY. *a-e-g*	9 Clinton St. / North Amer'n Bldg.	Newark, N. J.* / Philadelphia, Pa.	Morris Scheck / Julius Scheck
SCHERMERHORN ADV. CO. *a-e-g*	Gunter Bldg.	San Antonio, Tex.	B. D. Jeffery
SCHIELE ADV. CO. *a-e-g*	Central Natl. Bank Bldg.	St. Louis, Mo.	Milton Rippey
SCHIMPFF-MILLER CO.	Peoria Life Bldg.	Peoria, Ill.	H. V. Miller / H. C. Schimpff
SCHLESINGER, LOUIS	1547 Broadway	New York City	
SCHNEIDER, D. GUS *d*	114 Westminster St.	Providence, R. I.	D. Gus Schneider
SCHOENFELD & SCHERER	Times Bldg.	New York	Mich'l Schoenfeld / Henry Scherer
SCHOOLEY, HENRY H.	4045 14th St.	Seattle, Wash.	
SCHULTE-TIFFANY CO. *a-e-f-g*	Bangor Bldg.	Cleveland, Ohio	W. A. Schulte / J. H. Tiffany, Jr.
SCOTT ADV. CO., R. C.		Trenton, N. J.	
SCOTT & SCOTT, INC. *d-e-g*	220 W. 42d St.	New York City	F. P. Schlatt / M. F. Flanagan
SCOTT'S AGCY. *e-g*	43 Tremont St.	Boston, Mass.	C. T. Scott
SCOVIL & CO., INC., MEDLEY *a-g*	156 Broadway	New York City	E. M. Scovil / C. L. Scovil / H. G. McNomee / W. H. Millar
SEAMAN, INC., FRANK *a-e-f-g-h*	470 4th Av.	New York City	J. E. Walsh
SEBRING-OSEASOHN CO.	1182 Broadway	New York City	
SEEDS CO., RUSSEL M. *a-e-f-g*	330 N. Meridian St.	Indianapolis, Ind.	Paul Richey / Jack Harding / F. B. Bull / M. G. Lipson
SEELYE & BROWN, INC. *a-e-g*	Cass Av.	Detroit, Mich.	H. P. Brown / D. C. Flint
SEHL ADV. AGCY. *a-e-g*	City Hall Sq. Bldg.	Chicago, Ill.	Erwin Polkoske / Curtis T. Bartel
SEVERANCE CO., MALCOLM *d*	Trust Bldg. / 372 Lexington Av.	Asbury Park, N.J. / New York City	Malcolm Severance
SHADBOLT, CARNES & NOLTE, INC. *d*	American Exchange Bldg.	Duluth, Minn.	W. E. Nolte
SCHAFFER, J. ALBERT *a-g*	Evening Star Bldg.	Washington, D C	
SHAFFER-BRENNAN ADV. AGCY. *e-g*	Wainwright Bldg.	St. Louis, Mo.	E. M. Brennan / F. R. Baker
SHANKEY ADV. CO.	Keith Bldg.	Salt Lake City, Utah	
SHARPE & CO., INC., W. W. *a-e-f*	240 Broadway	New York City	John N. Thomas / Charles D. Jan / Roy J. Jones
SHAUGHNESSY & CO., W. A. *a-g*	15 W. 37th St.	New York City	
SHAW ADV. CO., INC. *g*	295 Huntington Av.	Boston, Mass.	
SHEDRAIN ADVG. CO. *d*	Caesar Mirsch Bldg.	Providence, R. I.	Irving Cohen
SHEETS, INC., J. WILLIAM *a-e-g*	Central Bldg.	Seattle, Wash.	
SHEEHAN ADV. CO.	Mitchell Bldg.	Springfield, Ohio	M. J. Sheehan
SHELDON ADV. SERVICE	416 S. Salina St.	Syracuse, N. Y.	
SHERIDAN, SHAWHAN & SHERIDAN, INC. *a-e-g*	30 E. 34th St.	New York City	Mr. Murray
SHERMAN & LEBAIR, INC. *a-e-f-g-h*	116 W. 32d St.	New York City	D. O. Nelson
SHERWOOD, B. R. *a-g*	367 Fulton St.	Brooklyn, N. Y.	Louis J. Witherby
SHIPP, THOMAS R.	Riggs Bldg.	Washington, D. C.	
SHIRLEY ADVG. AGCY.	Raynolds Bldg.	El Paso, Tex.	
SHIVELL ADV. AGCY.	73 Tremont St.	Boston, Mass.	
SHORE & STAFF AGENCY	Timken Bldg.	San Diego, Cal.	
SHORT & PARTNERS, INC., FLOYD *a-e-f-g-h*	323 N. Michigan Av.	Chicago, Ill.	A. J. Pedersen
SHUMAN & HAWS ADVG. CO. *a-e-f-g*	230 E. Ohio St.	Chicago	
SHUMWAY CO., FRANKLIN P. *a-e-f-g-h*	453 Washington St.	Boston, Mass.	T. H. Sweetser
SIDENER-VAN RIPER ADV. CO. *a-e-g-h*	Merchants Bk. Bldg.	Indianapolis, Ind.	Don H. Collins
SIECK, H. CHARLES		Los Angeles, Cal.	
SILBERSTEIN, ALFRED J. *g*	18 West 34th St.	New York City	
SIMMONDS & SIMMONDS *a-e-g*	422 S. Dearborn St.	Chicago, Ill.	John Moore
SIMMONS, MINNA HALL	15 W. 38th St.	New York City	Miss Simmons
SIMONE ADV. AGCY., CHAS.	Union Arcade	Pittsburgh, Pa.	
SIMS CO., LTD., JOHN CLARK	1524 Walnut St.	Philadelphia, Pa.	J. C. Sims
SIMPSON ADV. SERVICE. CO., INC. *a-e-f-g*	915 Olive St.	St. Louis, Mo.	Roy B. Simpson
SITGREAVES, MARGUERITE L.	Star Bldg.	Washington, D. C.	Miss M. L. Sitgreaves
SLOAN, CHARLES M. *f*	Hartford Bldg.	Chicago, Ill.	E. K. Skoog
SLOMAN ADVG. CO. *g*		Dayton, Ohio	
SMITH CO., ALLEN C. *a-e-g*	Davidson Bldg.	Kansas City, Mo.	Allen C. Smith / Otto Barth / F. E. Whalen / J. L. Corless
SMITH ADV. AGCY., C. BREWER *a-e-g*	27 School St.	Boston, Mass.	J. D. Mitchell
SMITH ADVG. CLYDE H. *d-e*	Coca-Cola Bldg.	Kansas City, Mo.	Clyde H. Smith
SMITH CO., HUGH M.		New York City* / Newark, N. J.	
SMITH, DENNE & MOORE, LTD. *a-e-g*	1463 Broadway / Lumsden Bldg. / 275 Craig St. W. / Caxton House, S. W.	New York City / Toronto, Ont., Canada* / Montreal, Que., Canada / London, England	

(*Continued on page* 132)

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Where agency has American Newspaper Publishers' Association recognition, it also has local recognition, so notation to that effect has been purposely omitted in listing.

Members Audit Bureau of Circulations.

Blazing The Trail in Kansas City—

Service—to Readers and to Advertisers—is an innovation in Kansas City.

The Journal and Post have made stupendous gains in circulation by giving readers real, readable, reliable, metropolitan newspapers.

First in News, in Pictures, in Features—the Journal and Post are

Blazing The Trail in Kansas City

First and Only Gravure Section
First and Only Colored Comic Section
First and Only Magazine Section

The reader interest manifested in these fast growing newspapers and the service rendered both reader and advertiser make The Journal and Post the logical media for advertisers entering Kansas City.

E. O. SYMAN
Gen'l. Business Mgr.

J. MORA BOYLE
Advertising Director

THE KANSAS CITY JOURNAL
THE KANSAS CITY POST
THE SUNDAY JOURNAL-POST

WALTER S. DICKEY, *Owner and Editor*

155,436 Mornings
177,212 Evenings
194,406 Sundays

NATIONAL ADVERTISING REPRESENTATIVES—Verree & Conklin, Chicago *Lorenzen & Thompson, New York*

The Times Publishing Company

ERIE, PA.

Announces the Election of

JOHN J. MEAD, Sr.
President and Treasurer

JOHN J. MEAD, Jr.
Vice-President and Secretary

Directors:

J. J. MEAD, Sr. J. J. MEAD, Jr. CHAS. H. ENGLISH

Plans for expansion include a new building to be among the best equipped in the country.

The Erie Daily Times, established 1888 by J. J. Mead, Sr., and several other printers, is one of the leading newspaper properties because of its Service to community, subscribers and advertisers.

Representatives:

E. Katz Special Advertising Agency
Established 1888

New York Chicago Kansas City Atlanta San Francisco

CHICAGO TRIBUNE FEATURES FOR SALE

McCutcheon's Heir at Large
McCutcheon front page cartoons
Gasoline Alley, Daily & Sunday
The Gumps, Daily & Sunday
Teenie Weenies by William Donahey
Dr. Evans, How to Keep Well, *Daily & Sunday.*
Embroidery and Practical Needlework—*Clotilde*
Fashions, Daily & Sunday, by A. T. Gallico
Blue Ribbon Short Stories
Blue Ribbon Weekly Serial
Popular Science Page by *Maxwell*
Women's Special Page—Antoinette Donnelly and Anita de Campi
Guy F. Lee's Daily Poems
Sport Page, Eckersall, Sanborn, Bob Becker, Ray Pearson, Hugh Fullerton
Daily Serial
Gaar Williams Cartoonist
Carey Orr's Political Cartoons
Harold Teen, Daily & Sunday—Carl Ed
Winnie Winkle, Daily & Sunday—M. M. Branner
Line O' Type—R. H. L.
Woods and Waters by Bob Becker
Memory Tests
Beauty—Antoinette Donnelly
The Home Harmonious—Anita de Campi
Farm and Garden—Frank Ridgeway
Cookery by Jane Eddington
Social Problems by Doris Blake
Smitty Daily Strip by Walter Berndt
Burns Mantle—New York Theatre Letter
W. E. Hill Page of Comics
The Potters by J. P. McEvoy
Wake of the News by Harvey Woodruff

900,000!

ON SUNDAY, January 7, 1923, the net paid circulation of the Chicago Sunday Tribune reached a new high mark of 900,000. This represents an increase over June, 1920, of more than 100,000 Daily and more than 150,000 Sunday. The same features that helped to swell Chicago Tribune circulation to such a point are available to other newspapers.

Wire
Write
or Phone

The Chicago Tribune

Tribune Building, Chicago



Location of Chicago Tribune correspondents

DURING 1922, The Foreign News Service of the Chicago Tribune scored so many scoops in Europe, Asia and South America that many European Newspapers, as well as 28 in the United States, are now buying its news reports. Some of the outstanding scoops of the year include: *Williams* on Battle of Four Courts; *Clayton* on Mudania Conference; *Seldes* on Secret Jewish Army in Russia; *Dailey* on The Battle for Peking; *Matheson* on Emancipation of Geisha Girls; *Wills* on Dethroning of Sultan of Turkey by Nationalists. The Chicago Tribune maintains offices in Paris, London, Dublin, Berlin, Moscow, Rome, Madrid, Rio de Janeiro, Buenos Aires, Tokio, Peking, Shanghai, Manila

Interest in foreign affairs will continue to be high. The Chicago Tribune Foreign News Staff face privation, hardship and occasionally persecution to get the FACTS.

Newspapers subscribing to Chicago Tribune leased wire service include:

New York *News*
New York *Times*
Buffalo *Express*
Rochester *Democrat and Chronicle*
Syracuse *Post Standard*
Boston *Post*
Pittsburgh *Post*
Memphis *Commercial Appeal*
Nashville *Banner*
Fort Worth *Star-Telegram*
Los Angeles *Times*
San Francisco *Chronicle*
Fresno *Republican*
Little Rock *Gazette*
Denver *Post*
Washington *Post*
Sioux City *Journal*
Kansas City *Star*
Detroit *Free Press*
Minneapolis *Journal*
Omaha *World-Herald*
Portland *Oregonian*
Salt Lake *Tribune*
Seattle *Times*
Montreal *Star*
Toronto *Globe*
Vancouver *Sun*

In Europe

Le Matin, Paris
London *Daily Telegraph*
Liverpool *Daily Post*
Glasgow *Daily Record*
Cork *Examiner*
La Libre Belgique
Amaroc News, Coblenz
Dentziger Zeitung
Berlin *Morgenpost*
Vossische Zeitung, Berlin
B. Z. Am. Mittag, Berlin
Neue Freie Presse, Vienna

Newspapers *Syndicate*

25 Park Place, New York

A Year of Achievement

The Lincoln Star Breaks all Past Records in its Advertising Lead for 1922.

The Year's Record Shows:

	THE STAR	OTHER PAPER
Local Advertising	4,583,670 lines	3,783,654 lines
National "	1,306,928 "	963,676 "
Classified "	1,085,980 "	895,230 "
Totals	6,976,578 "	5,642,560 "

The Star's excess over the other paper was 1,334,018 lines, or 95,287 column inches.

The Greatest Advertising Lead in the History of the Paper. . . . .

A new home for The Star—three times as large as the present quarters—is now under construction.

A new Hoe Superspeed Octuple press has been ordered to take care of the growing circulation and advertising volume.

Net Paid Daily Circulation Now Over 39,000

The largest circulation in the history of the paper.

THE LINCOLN STAR

Nebraska's Best Newspaper

Eastern Representatives:
Benjamin & Kentnor Co.
225 Fifth Avenue
New York, N. Y.

Western Representatives
The Ford-Parsons Co.
930 Marquette Building
Chicago

ADVERTISING AGENCIES AND THEIR SPACE BUYERS

(Continued from page 128)

Name	Address	City	Space Buyers
SMITH-ENDICOTT CO. *a-g*	141 Milk St.	Boston, Mass.	T. H. Endicott
SMITH, FRED'K McCURDY *d-e-g*	70 5th Av.	New York City.	F. McC. Smith; R. K. Wadsworth; M. J. Weiss
SMITH & FERRIS *a-e-f-i*	Pacific Finance Bldg.	Los Angeles, Cal.	A. C. Smith; O. L. Ferris; C. F. Crank; K. D. Caldwell
SMITH, McCRORY & CO., INC. *a-e-f-g*	419 6th St.	Racine, Wis.	S. C. Warden
SMITH & SMITH	Dwight Bldg.	Kansas City, Mo.	
SMITH, STURGIS & MOORE, INC. *a-e-g-h*	1463 Broadway	New York City*	
	Lumsden Bldg.	Toronto, Canada	H. I. Cohen; H. H. Watson
	Premier House, Southampton Row, W. C. 1.	London, England	
	31 bis Faubourg, Montmartre.	Paris, France	
SMOOT ADV. AGCY.	Smoot Theatre Bldg.	Parkersburg, W. Va.	
	4th & 6th Sts.	Huntington, W. Va.	
SNITZLER-WARNER CO. *a-e-g-h*	225 N. Mich. Blvd.	Chicago, Ill.	Frank C. Smith; D. D. Warner
	30 Fleet St., E. C.	London, England	
	Gante, 14	Mexico City, Mex.	
SNODGRASS & GAYNESS, INC. *a-e-g*	489 5th Av.	New York City.	
SNOW & STAFF, WALTER B. *a-e-f-g-h*	60 High St.	Boston, Mass.	Adelaide McKenna
SNOWDEN ADV. AGCY., INC.	149 Broadway	New York City.	A. E. Snowden
SNYDER CO., J. A. *a-e-g*	220 S. State St.	Chicago, Ill.	A. C. Henderson
SOHN ADVG. AGCY., MONTE W.	152 West 42d St.	New York City.	
SOLONCHE & CO., J. H.	287 Henry St.	New York City.	
SOMMER ADVERTISEMENT AGENCY, FREDERICK N. *a-e-g*	810 Broad St.	Newark, N. J.	Max Gans; J. A. Wapshare
SOROSIS ADV. CO.	70 Blake St.	Lynn, Mass.	
SOUTHERN ADV. AGCY., INC. *b*	Randolph Bldg.	Memphis, Tenn.	
	Candler Bldg.	Atlanta, Ga.	
SOUTHERN ADVG. AGCY.		Orlando, Fla.	
SOUTHWESTERN ADV. CO. *a-b-e-g-h*	Continental Bldg.	Oklahoma City, Okla.*	Howard McGee
	1521 Commerce St.	Dallas, Tex.	T. M. Dawson (Dallas)
	1st Natl. Bk. Bldg.	Tulsa, Okla.	
SOUTHERN CALIFORNIA ADVG. CO.	Laughlin Bldg.	Los Angeles, Cal.	
SPAFFORD CO., INC. *a-f-g*	10 Arlington St.	Boston, Mass.	William F. Foster
SPARROW ADV. AGCY. *a-b-e-g*	American Trust Bldg.	Birmingham, Ala.	
SPENCER ADVG. AGCY., CARL O.	American Central Life Bldg.	Indianapolis, Ind.	
SPENCER-LAY CO.	15 West 37th St.	New York	
SPIERO CO., GERALD B. *d*	1 W. 34th St.	New York City.	Alvin J. Kayton
SPIVAK ADV. AGCY., M. *a-e-g*	286 5th Av.	New York City.	Rose Estes
SPRINGER ADV. AGCY.	2130 Forbes St.	Pittsburgh, Pa.	Mr. Springer
STACK ADV. AGCY. *a-e-g*	Heyworth Bldg.	Chicago, Ill.	C. B. Peterson
STALKER ADV. CO., INC. *e-g*	Nasby Bldg.	Toledo, Ohio	H. H. Stalker
STANDARD ADV. AGCY.	150 Nassau St.	New York City.	
	Victoria Bldg.	St. Louis, Mo.	
	663 Robinson St.	Memphis, Tenn.	
STANDISH ADV. AGCY., GRANVILLE S. *a-e-g*	Union Trust Bldg.	Providence, R. I.	
STANFORD ADV. AGCY.	326 4th Av.	Fittsburgh, Pa.	
	38 W. College St.	Canonsburg, Pa.	
	Woolworth Bldg.	Lancaster, Pa.	
STAPLES & STAPLES, INC. *a-b-e-g-h*	Mutual Bldg.	Richmond, Va.	
STAPLETON, WILLIAM R.	Malley Bldg.	New Haven, Conn.	D. D. Staples
STARK, THOMAS H. *d*	Crutcher & Starks Bldg.	Louisville, Ky.	H. B. Stark
STAVRUM & SHAFER, INC. *a-e-f-g*	14 E. Jackson Blvd.	Chicago, Ill.	W. D. Shafer; J. H. Harrison; Stanley Ellsworth; E. A. Stavrum
STEEL CO., F. R. *d-e-f-g*	201 E. Ontario St.	Chicago, Ill.	F. R. Steel; F. T. Andrews, Jr.; A. W. Gentles; W. H. McKee; J. A. Frost
STEINBRENNER ADV. AGCY.	1403 Race St.	Cincinnati, Ohio.	P. T. Foley
STEINMAN-BRADT ADV. SERVICE *d-e-g-i*	Perley Bldg.	Modesto, Cal.	
STERLING ADV. AGCY. *d-e-g*	700 S. Council St.	Muncie, Ind.	Alfred Steinman
STERLING ADV. SERVICE *g*	58 W. 40th St.	New York City.	Hal McNaughton
STERLING-BEESON ADV. CO.		Toledo, Ohio	
STERLING - McMILLAN - NASH, INC. *a-g*	2 West 45th St.	New York City.	
STERNAU, ARTHUR R. *a-g*	Bailey Bldg.	Philadelphia, Pa.	R. S. Maddock
STERNBERG CO., H. SUMNER	154 Nassau St.	New York	
STERNFIELD - GODLEY, INC. *d-e-g*	154 Nassau St.	New York City.	Sam'l S. Sternfield
STERRETT, TOM	Palace Bldg.	Erie, Pa.	W. M. Lias
STEVENS, FRED D. *d*	Martin Bldg.	Utica, N. Y.	F. D. Stevens
STEVENS CO., H. & J. *d*	Murray Bldg.	Grand Rapids, Mich.	Joe Stevens, Jr.; Henry Stevens
STEVENS AGCY., HERMON W. *a-e-g*	Globe Bldg.	Boston, Mass.	H. W. Stevens
STEVENS & McBRIDE	Gardner Bldg.	Utica, N. Y.	
STEVENS & WALLIS, INC., *d-e-g*	45 West on South Temple	Salt Lake City, Utah	James B. Wallis; A. A. Stevens
STEWART-DAVIS ADV. AGCY. *a-e-g-h*	400 N. Mich'n Av.	Chicago, Ill.	
STIRES CONNER CO.	Pittsburgh Life Bldg.	Pittsburgh, Pa.	
STOCKFORD CO., C. C. *d-e-g*	Summit - Cherry Bldg.	Toledo, Ohio	C. C. Stockford; H. F. Bradford
STOCKMAN ADV. AGCY., A. M. *a-e-f-g*	127 Duane St.	New York City.	A. M. Stockman
STONETON ADV. CO.	147 Water St.	Hallowell, Maine.	
STORM ADVG. AGENCY *g*	35 W. 39th St.	New York City.	
STORM & SONS, INC., JULES F. *a-g*	120 W. 41st St.	New York City.	Charles M. Storm; Edward Klein
STOVER CO., RUSSELL	Kesner Bldg.	Chicago, Ill.	
STRAIN, J. IRVIN, INC.	Lexington Bldg.	Baltimore, Md.	J. Irving Strain
STRANG & PROSSER ADV. AGCY. *a-e-f-g*	Empire Bldg.	Seattle, Wash.	
STREET CAR ADVG. CO.	808 Munsey Bldg.	Washington, D. C.	
STREET & FINNEY, INC. *a-e-f-g*	171 Madison Av.	New York City.	F. G. Bonthron
STRONG ADV. AGCY., HOWARD MARCUS *f-g*	360 Worthington St.	Springfield, Mass.	H. M. Strong
STROUD & BROWN, INC. *g*	303 5th Av.	New York City.	H. K. Stroud

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Where agency has American Newspaper Publishers' Association recognition, it also has local recognition, so notation to that effect has been purposely omitted in listing.



P. & A. PHOTOS in its first year in business has charged *and received* higher prices for its services than any other picture service or syndicate in the business.

ALTHOUGH the organization was started just a year ago, Pacific & Atlantic Photos scored more beats and more exclusive picture scoops than all its competitors. It is our belief and policy of action that live news pictures quickly transmitted are as important to the newspaper of today as live news.

A PAGE of interesting live news and feature pictures daily, is as valuable a feature, in our opinion, as the best comic strip. Pictures interest all classes of readers. Pictures build and hold circulation.

P. & A. had a stiff battle selling its services in the past year; but today, despite its higher prices, publishers are now fighting for exclusive P. & A. service in their territory and gladly pay the increased cost.

PACIFIC & ATLANTIC PHOTOS, INC.

Organized by:
Chicago Tribune, World's Greatest Newspaper
and
Daily News, New York's Picture Newspaper

BOSTON *Charles L. Mathieu, General Manager, 25 Park Place, New York* CHICAGO

PHILADELPHIA, WASHINGTON, LOS ANGELES, SAN FRANCISCO, LONDON, PARIS, BERLIN

Services still available in some territories.

PRINT SERVICE—News photographs, daily, from all offices.

ROTOGRAVURE SERVICE—Select news and feature prints with advance release dates, for gravure publication only.

MATRIX SERVICES—INDIVIDUAL MATS of from twelve to fifteen live news and feature pictures, adaptable to any makeup. DAILY from New York and Chicago offices.

SOLID PAGE matrix of news and feature pictures. Made up individually for each subscriber, complete with text, heads, etc., ready for press cast. DAILY.

SPORT SERVICE, consisting of mats of two live sport pictures for daily use and two layouts, three or four columns, for Saturday or Sunday use. Complete with articles by experts.

Busy-Prosperous BINGHAMTON

"In the Valley of Opportunity"

Has a newspaper that in every way ranks with America's Best.

The Binghamton Press

Goes daily into 98 per cent of the worthwhile homes in the buying territory within the trading radius.

It is a splendid newspaper In a splendid community

Earns and receives the confidence of its readers. Constantly demonstrates its effectiveness in thoroughly covering its territory in an advertising way for both the local and the national fields.

The John Budd Company

National Advertising Representatives:

New York Chicago St. Louis Atlanta
San Francisco Los Angeles Seattle

ADVERTISING AGENCIES AND THEIR SPACE BUYERS

(Continued from page 132)

Name	Address	City	Space Buyers
STUART, C. R. *d-i*	Detweiler Bldg.	Los Angeles, Cal.	C. R. Stuart
SUEDHOFF-ROSS CO. *a-e-g*	Shoaff Bldg.	Fort Wayne, Ind.	C. J. Suedhoff; S. A. Ross
SUGDEN ADV. CO., J. L. *a-e-f-g*	5 S. Wabash Av.	Chicago, Ill.	J. L. Sugden
SULLIVAN-PALLEN, INC. *e-g*	3 E. 38th St.	New York City	M. G. Sullivan
SUTPHEN COMPANY, H.	Baker - Detwiler Bldg.	Los Angeles, Cal.	
SWANZEY, ADVG. *d-e-g*	Ford Bldg.	Great Falls, Mont.	Perry S. Swanzey
SWEENEY & JAMES CO. *a-e-g*	1632 Euclid Av.	Cleveland, Ohio	H. B. Snyder
SWEETLAND, BEN J.	50 E. 42d St.	New York City	
SWEET ADVG. AGCY., RALPH A. *g*	Press Bldg.	Binghamton, N. Y.	
SWEET & PHELPS *d*	210 E. Ohio St.	Chicago, Ill.	Melville S. Sweet
SWENSON CO., HILLMAR V.	225 N. Mich. Blvd.	Chicago, Ill.	
SWISHER ADV. SERVICE *a-g*	Mears Bldg.	Scranton, Pa.	S. F. Williams
SYPHER, FRED H. *e*	313 S. High St.	Akron, Ohio	
SYVERSON-KELLEY ADVERTISING AGCY. *a-e-g*	Columbia Bldg.	Spokane, Wash.	A. H. Syverson; E. C. Richardson

T

TABOT ADV. AGCY., C. C.	Vinney Bldg.	Syracuse, N. Y.	
TAYLOR, J. W. *d-e-g*	Fine Arts Bldg.	Detroit, Mich.	J. W. Taylor
TAUBER ADVG. AGCY, INC.	Star Bldg.	Washington, D. C.	V. B. Sutton
TELLER-THOMPSON ADVERTISING AGCY. *g*	220 W. Onondaga St.	Syracuse, N. Y.	
TEXAS ADV. AGCY.		Houston, Tex.	
THIELECKE & THIELECKE *e-g*	178 Wells St.	Chicago, Ill.	
THOMAS ADV. SERVICE *a-b-e-g-h*	Graham Bldg.	Jacksonville, Fla.*	
	Citrus Exch. Bldg.	Tampa, Fla.	
THOMAS INC., CHARLES R.	562 5th Av.	New York City	David C. Thomas; Walter Buchen; A. R. Eley; H. W. Eliot, Jr.; John Coleman, Jr.; Eug. E. Morton; M. E. Needham; H. V. O'Brien; Frederick West
THOMAS ADVG. AGCY., DAVID C. *a-e-g-h*	165 E. Erie St.	Chicago, Ill.	
THOMPSON CO., J. WALTER *a-e-f-g-h*	244 Madison Av.	New York City*	Edwin O. Perrin, Edith V. Righter, Richard A. Dunne (New York); George Pearson (Chicago)
	80 Boylston St.	Boston, Mass.	
	Hanna Bldg.	Cleveland, Ohio	
	1st Natl. Bk. Bldg.	Cincinnati, Ohio	
	Lytton Bldg.	Chicago, Ill.	
	Kingsway House	London, England	
THOMPSON-KOCH CO. *e-g*	32 W. 6th St.	Cincinnati, Ohio	
THOMPSON-RIDDICK CO., INC. *d*	Hill Bldg.	Jacksonville, Fla.*	R. R. Toepel
	(Will open in Apr.)	New York City	
THRESHER SERVICE *a-e*	136 Liberty St.	New York City	L. J. Delaney; K. V. Hall
THURLOW ADV. AGCY.	Little Bldg.	Boston, Mass.	H. A. Thurlow; R. L. Rogers
TIFFANY, J. A.	400 Ostrander St.	Syracuse, N. Y.	
TISNE, WALTER E. *e-g*	310 W. 88th St.	New York City	
TOLINS COMPANY	1314 Walnut St.	Philadelphia, Pa.	Miss Rae Smith
TOUZALIN AGCY., CHARLES H. *a-e-f-g*	Tribune Bldg.	Chicago, Ill.	Albert R. Callies
TRACY, INC., W. I. *f*	31 Union Square	New York City	
TRACY-PARRY CO., INC., *a-e-h*	Lafayette Bldg.	Philadelphia, Pa.	
	347 5th Av.	New York City	
TRADES ADV. AGCY. *a-e-g-h*	665 5th Av.	New York City	Josephine Cone
TRANSOM CO., INC., *d-e-g*	637 N. Mich. Blvd.	Chicago, Ill.	Miss B. F. Weinzimmer
TRUMP, W. H.	Widener Bldg.	Philadelphia, Pa.	W. H. Trump
TRYON, GEO. W. *g*	Times Bldg.	New York City	
TUCKER ADV. AGCY, INC., *a-e-f-g*	303 5th Av.	New York City	M. A. Mullen; Wm. Oechsner
TUHOLSKI ADV. SERV., INC. *d*	Guardian Tr. Bldg.	Denver, Colo.	D. A. Tuholski
TUNNEL ADV. AGCY.	30 Church St.	New York City	
TUPPER ADV. AGCY., CLIFTON H. *a-b-e-g*	Central Trust Bldg.	San Antonio, Tex.	C. H. Tupper
TURNER-WAGENER CO. *a-e-f-g*	Wrigley Bldg.	Chicago, Ill.	R. A. Sorensen; J. H. Turner
TUTHILL ADV AGCY., INC., *a-e-f-g*	1133 Broadway	New York City	
TWEED ADVG. AGCY., R. E.	Estey Bldg.	Philadelphia, Pa.	
TWIN CITY ADVG. CO.	Star Theater Bldg.	Tonawanda, N. Y.	

U

UHL, INC., EARLE		Chicago, Ill.	
UNDERWOOD, INC., COR. H.		New York City	
UNITED ADV. AGCY. *a-e-g*	1 W. 34th St.	New York City*	H. C. Daych (New York); E. F. Fectinger (Newark); E. W. Bateman (Dallas)
	Kinney Bldg.	Newark, N. J.	
	21 Smith St.	Paterson, N. J.	
	2112 Cabell St.	Dallas, Tex.	
	1 Wilham St.	Bridgeport, Conn.	
	C. P. R. Building.	Toronto, Ont., Can.	
UNITED ADVG. AGCY.	409 4th St.	Sioux City, Ia.	B. J. Abraham
UNITED ADV. CORP.	833 State St.	New Haven, Conn.	
UNITED ADV. SERV.	22 Market St.	Newark, N. J.	
U. S. ADVG. CORP. *a-e-f-g*	2d Natl. Bk. Bldg.	Toledo, Ohio	Dick Jamison
UNIVERSAL ADV. SERV. INC. *d*	140 S. Dearborn St.	Chicago, Ill.	M. R. Webster
URMY, LOUIS V. *a-e-g*	41 Park Row	New York City	Louis V. Urmy; A. M. Prestidge
USHER, LEE & PURNER ADVG. AGCY.		Milwaukee, Wis.	
USOSKIN CO., INC., JOSEPH.	643 West 172d St.	New York City	

V

VALLANDINGHAM CO., INC., L. E. *d*	Century Bldg.	Des Moines, Iowa.	L. E. Vallandingham
VAN BENSCHOTEN, RAY.	Union Bank Bldg.	Syracuse, N. Y.	
VANDERHOOF & CO. *a-e-g-h*	167 E. Ontario St.	Chicago, Ill.	Ralph N. Cushing
VAN DUSEN & CARTER		Jackson, Mich.	
VAN HAAGAN ADV. AGCY., JOHN C. *a-e-g*	1602 Chestnut St.	Philadelphia, Pa.	J. C. Van Haagen
VAN PATTEN, INC., *a-e-g-h*	50 E. 42d St.	New York City	Miss C. V. Parker; D. J. Ogilvie
VAN SANT & CO. *d-f*	110 E. Lexington St.	Baltimore, Md.	Edg. F. Riebetanz
V-C ADVERTISERS' SERVICE CORP.	220 W. 42d St.	New York City	George H. Schusser
VIEREGG ADVG. SERV., INC.		Buffalo, N. Y.	
VINCENT & VINCENT *d-e-g*	Artisans Bldg.	Portland, Ore.	Fred W. Vincent; Z. G. Vincent
VIRGINIA ADV. SERV. CO., INC. *b*	Ledger - Dispatch Bldg.	Norfolk, Va.	
VOLKMAN ADV. AGCY., M. *a-e-g*	World Bldg.	New York City	M. Landau
VON POETTGEN, CARL S.	Kresge Bldg.	Detroit, Mich.	

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ADVERTISING AGENCIES AND THEIR SPACE BUYERS

(Continued from page 134)

Name	Address	City	Space Buyers
VOORHEES ADV. & SALES SERVICE	45 N. Division St.	Buffalo, N. Y.	
VOORHEES & CO.	116 Nassau St.	New York City.	J. S. Voorhees
VREDENBURGH-KENNEDY *g*	171 Madison Av.	New York City.	
VREELAND, INC., E. E. *g*	344 W. 38th St.	New York City.	
W			
WADE ADV. AGCY. *a-e-g*	Old Colony Bldg.	Chicago, Ill.	
	Anisfield Bldg.	Cleveland, Ohio.	
WADMAN, INC., REX W.	501 5th Av.	New York City.	
WALD ADV. AGCY., S. *d*	World Bldg.	New York City.	B. Spenadel
WALES ADV. CO	Orpheum Bldg.	Topeka, Kans.	
WALES ADV. CO. *a-c-f-g-h*	141 W. 36th St.	New York City.	J. J. Veth
WALKER ADV. AGCY.	Sherman Clay Bldg.	San Francisco, Cal.	
WALKER CO., WM. S. *f*	Park Bldg.	Pittsburgh, Pa.	
WALKER & CO.	88 Custer St.	Detroit, Mich.*	R. P. Stewart
	124 N. Baum St.	Saginaw, Mich.	
	Doyle Bldg.	Flint, Mich.	
		Owosso, Mich.	
WALKER & CO., DUDLEY *a-e-g*	People's Gas Bldg.	Chicago, Ill.	A. Conwisher, Dudley Walker
WALKER & DOWNING	Oliver Bldg.	Pittsburgh, Pa.	Har. S. Downing, Wm. S. Walker
WALKER & HOLTJE ADVERTISING AGCY.		New York City.	
WALKER-LONGFELLOW CO., INC., *g*	4 Northampton St.	Boston, Mass.	
WALKLEY CO., INC.	341 5th Av.	New York City.	
WALLERSTEIN-SHARTON CO.	70 West 40th St.	New York City.	W. F. O'Brien
WALLOWER, ROWLAND C. *e-g*	39 Cortlandt St.	New York City.	
	918 N. 16th St.	Harrisburg, Pa.	
WALTER ADVG. AGCY., A. D.	Vandergrift Bldg.	Pittsburgh, Pa.	D. A. Sullivan
WALTERS ADVG. AGCY., F. M.	288 Main St.	Springfield, Mass.	
WALTON ADV. AGCY. *b-d-f*	217 Latta Arcade	Charlotte, N. C.	K. F. Walton
WALTON ADV. & PRINTING CO. *a-e-g*	88 Broad St.	Boston, Mass.	Perry Walton
WALZ-WEINSTOCK, INC., *d*	Lafayette Bldg.	Buffalo, N. Y.	Ed. J. Weinstock, Raym'd E. Walz
WARD & GOW *e-g*	50 Union Square	New York City.	
WARFIELD ADV. CO., INC. *a-e-f-g*	Federal Res. Bldg.	Omaha, Nebr.	T. O. Warfield
WASHBURNE-FLORSHEIM CO.	Fosdick Bldg.	Cincinnati, Ohio*	H. B. Florsheim
	245 N. High St.	Columbus, Ohio.	
	Lindsey Bldg.	Dayton, Ohio.	
	Saks Bldg.	Indianapolis, Ind.	
	Iroquois Life Bldg.	Louisville, Ky.	
WASKOW ADV. AGCY. *e-g*	551 W. Wash. St.	Chicago, Ill.	G. R. Waskow
WATERBURY, HERBERT	250 Court Av.	Memphis, Tenn.	Herbert Waterbury
WATERS ADVG. AGCY., FRANCIS M. *d*	Bowles Bldg.	Springfield, Mass.	F. M. Waters
WATKINS, H. E.		Pueblo, Colo.	
WATSON ADV. AGCY. *e-g*	122 S. Mich. Av.	Chicago, Ill.	
WATTS, SCOTT & BEUTELL, INC. *b*	Alfriend Bldg.	Atlanta, Ga.	
WEBER ADVG. AGCY. *d*	296 Broadway	New York City.	Benjamin Weber
WEBB, HENRY		Dayton, Ohio	Henry Webb
WEBB, D. STEWART	30 S. Calvert St.	Baltimore, Md.	D. Stew't Webb, Miss Mary L. Thompson
WEIL CO., JOSEPH *a-e-g*	Jenkins Arcade	Pittsburgh, Pa.	Joseph Weil
WEIL ADV. AGCY., M. C.	222 W. 23d St.	New York City.	
WEILL CO., ARMAND S. *a-e-g*	543 Ellicott Square	Buffalo, N. Y.	Armand S. Weill, H. C. Desbecker
WEINGARTEN ADV. AGCY., M. *e-g*	286 5th Av.	New York City.	Jack Weingarten
WEISS ADV. AGCY. *d-g*	110 W. 40th St.	New York City.	Isidore E. Weiss
WELCH, F. MILTON	35 Nassau St.	New York City.	
WELCH-HANBERY ADVG. AGCY.		Long Beach, Cal.	C. A. Wells
WELLS-OLLENDORF CO. *d-e-g*	Tribune Bldg.	Chicago, Ill.	C. J. Ollendorf, D. H. Christians
WENDLAND CO., HARRY J.		Los Angeles, Cal.	
WERTHEIM, J. L., *a-g*	178 2d St.	New York City.	
WESSELS CO., E. J.	334 5th Av.	New York City.	
WEST, EDWARD M.	250 5th Av.	New York City.	
WEST ADV. SERV., FRED C.	Johnson Block	Muncie, Ind.	
WESTBROOK ADV. AGCY.		West Brock, Me.	
WESTERN ADV. AGCY., INC. *e-g-h*	Baker Block	Racine, Wis.	Franz C. Jordan, Sarah Jelliffe
WESTERN ADV. CO., INC. *d*	Union Bldg.	San Diego, Cal.	G. V. Rockey
WESTERN ADV. CO. *g*	Merchants - Laclede Bldg.	St. Louis, Mo.	
WESTERN, W. HULL	30 Church St.	New York	
WETHERALD ADV. AGENCY, AMES T. *a-e-g*	142 Berkeley St.	Boston, Mass.	J. T. Wetherald, Miss A. K. Hardy
WHEELER ADV. CO.	30 Church St.	New York City.	
WHIDDEN ADV. AGCY. GUY C. *e-g*	Bulletin Bldg.	Philadelphia, Pa.	Edward V. Keenan
WHIDDEN & SHERRILL ADVG. AGCY.		Boston, Mass.	Ch. D. Whidden, Ar. M. Sherrill
WHIPPLE & BLACK, INC. *d*	Free Press Bldg.	Detroit, Mich.	J. Scott Black
WHITE, FRANK B.	76 W. Monroe St.	Chicago, Ill.	
WHITELEY & CO., JESSE H. *d-f*	Janet Bldg.	Charleston, W. Va.	J. H. Whiteley, Sydney S. Ager
WHITMAN ADVR.'S SERV. *f*	5 Union Square	New York City.	
WHITTINGTON CO. *e-g*	Douglass Bldg.	Seattle, Wash.	
WHIPPLE & GRANT	Free Press Bldg.	Detroit, Mich.	
WIERENGO & STAFF, JOHN *e-f-g*	Commerc'l Bk. Bldg.	Grand Rapids, Mich.	
WIGHTMAN ADV. AGCY., LUTUS	50 Union Sq.	New York City.	
WILDMAN ADV. AGCY. *d*	2 E. Redwood St.	Baltimore, Md.	Nat. C. Wildman, Walter K. Porzer
WILLEY OF DETROIT ADVERTISING COMPANY		Detroit, Mich.	
WILLIAMS & CUNNYNGHAM *e-g*	6 N. Michigan Av.	Chicago, Ill.*	C. J. Eastman
	111 5th Av.	New York City.	A. C. Smith
WILLIAMS & SAYLOR, INC. *e-f-g*	450 4th Av.	New York City.	Kenneth MacIntyre
WILMINGTON ADV. SERV.	833 Orange St.	Wilmington, Del.	
WILSON ADV. AGCY, *b-d*	Independent Life Bldg.	Nashville, Tenn.	F. B. Wilson
WILSON ADVG. SERV. *d*	Box 392	Hartford, Conn.	Howard C. Wilson
WILSON, INC., EDWIN BIRD *e-f-g*	9 Hanover St.	New York City.	C. T. Sweeney
	81 E. Madison St.	Chicago, Ill.	
WILSON, OLMSTED & REED	Globe Bldg.	Seattle, Wash.	
WILSON PUBLICITY CO.	123 W. Madison St.	Chicago, Ill.	
WIMBERLY ADVG. AGCY, *a-b*	Cotton Exch. Bldg.	Fort Worth, Tex.	F. W. Wimberly
WIN-AD-SERVICE *d*	2 Rector St.	New York City.	A. M. Winburn
WINBURN & CO., M. *a-g*	576 5th Av.	New York City.	
WINCHELL ADVG. AGCY., H. *d-f*	20 E. Jackson Blvd.	Chicago, Ill.	H. C. Winchell

(Continued on page 136)

EXPLANATION OF KEY LETTERS

A—Recognized by American Newspaper Publishers' Association. B—Recognized by Southern Newspaper Publishers' Assn. C—Recognized by Canadian Daily Newspapers' Association. D—Local Publishers' recognition (agency's statement). E—Recommended for recognition by Agricultural Publishers' Association. F—Approved by Associated Business Papers, Inc. G—Recommended by Periodical Publishers' Association. H—Member of American Association of Advertising Agencies. I—Member California Advertising Service Association. J—Member Canadian Association of Advertising Agencies. *—Head Office.

Where agency has American Newspaper Publishers' Association recognition, it also has local recognition, so notation to that effect has been purposely omitted in listing.

New Jersey, forty-fifth state in the Union in area, ranks tenth in population. It stands seventh in the amount of Personal Income Tax Paid and third in total resources of Building and Loan Associations.

NEW JERSEY

is the *logical* test market of the Nation.

3 155,900 inhabitants — 721,841 progressive families whose buying is unhampered by traditions, racial customs or climatic conditions. Cosmopolitan people who want the most modern up-to-date things—whether food or clothing or automobiles—and who have the money to pay for them.

Test campaigns in New Jersey definitely indicate what sales acceptance products will receive upon entering metropolitan cities.

You can reach 40% of the people of New Jersey in the principal cities—the buying centers of the state—through the home-town newspapers of the New Jersey Daily League. Complete merchandising assistance at the service of national advertisers.

"New Jersey and its Twelve Major Markets" contains 56 pages of valuable information. It is published for the benefit of manufacturers interested in intensive selling. It is free upon request. Write for it.

NEW JERSEY DAILY LEAGUE

Star-Eagle Bldg. Newark, N. J.

ASBURY PARK Press	HACKENSACK Bergen Eve. Record	PASSAIC Herald
ATLANTIC CITY Press-Union	JERSEY CITY Journal	PATERSON Press-Guardian
CAMDEN Courier	NEWARK Star-Eagle	PERTH AMBOY News
ELIZABETH Journal		PLAINFIELD Courier-News

ADVERTISING AGENCIES AND THEIR SPACE BUYERS

(Continued from page 135)

Name	Address	City	Space Buyers
WINNINGHAM, C. C. *a-e-g*	10 Peterboro, W.	Detroit, Mich.	H. E. Middleton
WOLF, INC., PHILIP *d*	Candler Bldg.	New York City	Philip Wolf Harry Saunders
WOLFF, HERMAN E.	Odd Fellows Temple	Cincinnati, Ohio	
WOOD, PUTNAM & WOOD CO.	Oliver Ditson Bldg.	Boston, Mass.*	David A. Besse
a-e-f-g	Lexington Bldg.	Baltimore, Md.	
WOOD & REBER, INC. *d*	408 Marion St.	Seattle, Wash.	E. L. Reber
WOODALL & AMESBURY *a-e-g*	Phoenix Bldg.	Minneapolis, Minn.	
WOODMAN ADV. AGCY. *g*	Henry Bldg.	Seattle, Wash.	E. F. Woodman
WOODWARD, ARTHUR	1476 Broadway	New York City	
WORLD WIDE ADV. CORP. *a-g*	1 W. 34th St.	New York City	E. M. Cameron W. G. Fallon J. Brickel
WORLEY-JONES ADVG. AGCY.		Buffalo, N. Y.	
WORST, CARL	626 Market St.	San Francisco, Cal.	
WORTH-DUNCAN CO. *e-g*	608 S. Dearborn St.	Chicago, Ill.	
WORTMAN-COREY & POTTER *d-e*	234 Un'n Sta. Bldg. University Block.	Utica, N. Y.* Syracuse, N. Y.	Z. L. Potter E. B. M. Wortman H. L. Corey A. L. Scheid Miss Beatr. Clark N. O. Bleekman
WREN CO., WILLIAM C.	Foxcroft Bldg.	San Francisco, Cal.	W. C. Wren
WURTS-DUNCAN ADV. AGCY.	337 13th St.	Oakland, Cal.	
WYNNE-McMAINS ADVERTISING AGENCY *d-g*	Sumpter Bldg.	Dallas, Tex.	Harry McMains F. A. Wynne
Y			
YORKVILLE ADV. AGCY.	1508 2d Av.	New York City	
YOST-GRATIOT & CO. *a-b-f*	Rialto Bldg.	St. Louis, Mo.	W. J. Tice
YOUNG, CHARLES ECKERT	1620 Indiana Av.	Chicago, Ill.	
YOUNG, LLOYD W.	823 Prospect Av.	Cleveland, Ohio	
YOUNG, W. M.	Rand McNally Bldg.	Chicago, Ill.	
Z			
ZAIN'S ADV. SYSTEM	507 5th Av.	New York City	
ZAIN ADVG. SERV.	80 Boylston St.	Boston, Mass.	
ZIMMER-KELLER, INC. *a*	Kresge Bldg.	Detroit, Mich.	R. E. Keller

EXPLANATION OF KEY LETTERS

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Where agency has American Newspaper Publishers' Association recognition, it also has local recognition, so notation to that effect has been purposely omitted in listing.

PRESS GALLERY—U. S. SENATE

Name	Paper Represented	Office
Albert, Charles S.	New York World	20-22 Wyatt Bldg.
Armstrong, Robert B.	Los Angeles Times, Portland Telegram	604 Hibbs Bldg.
Atchison, John C.	Daily News Record (New York), Women's Wear	505 Union Bldg.
Atkins, W. H.	International News Service	Munsey Bldg.
Authier, George F.	Omaha Bee	101 District Bank Bldg.
Baker, Joe L.	Daily News Record (New York)	505 Union Trust Bldg.
Barry, Robert	Philadelphia Public Ledger	501½ Fourteenth Street
Bartley, E. Ross	Associated Press	Star Bldg.
Baxter, Norman W.	Philadelphia Public Ledger	Fourteenth Street
Beaty, H. C.	Associated Press	Star Bldg.
Bean, Rodney	New York Times	717 Albee Bldg.
Bell, Samuel W.	Philadelphia Public Ledger	501½ Fourteenth Street
Bell, Ulric	Louisville Courier Journal	723 Bond Bldg.
Benedict, Laurence M.	Toledo Times, Springfield (Ohio) Sun, Akron Beacon-Journal	45 Wyatt Bldg.
Billings, John S.	Brooklyn Daily Eagle	901 Colorado Bldg.
Boeckel, Richard M.	Federal Trade Information Service	63 Home Life Bldg.
Boehringer, Edwin C.	Daily Metal Trades	84 Home Life Bldg.
Boyle, John	Wall Street Journal, Exchange Telegram Co., London, England	1422 F Street
Bradford, A. L.	United Press Associations	1322 New York Avenue
Bradshaw, Roberta V.	Women's Wear	505 Union Trust Bldg.
Brigham, William E.	Boston Evening Transcript	81 Home Life Bldg.
Briney, W. Russell	Louisville Times, Louisville Courier Journal	723 Bond Bldg.
Britton, Edward E.	Raleigh News and Observer, Greenville (S. C.) News	603 District Bank Bldg.
Brown, Ashmun N.	Providence Journal, Providence Evening Bulletin, Seattle Times	607 Hibbs Bldg.
Brown, G. R.	Washington Post	Post Building
Brown, Harry J.	Boise Statesman, Anaconda Standard, Salt Lake Tribune	916 Woodward Bldg.
Bruckart, W. L.	Associated Press	Star Bldg.
Bryant, H. E. C.	New York Herald	437 Munsey Bldg.
Buel, Walker S.	Cleveland Plain Dealer	38 Post Bldg.
Byars, J. Cloyd	Washington Herald	Munsey Bldg.
Callahan, Vincent F.	Washington Times	Munsey Bldg.
Campbell, J. Bart	International News Service	1204-Munsey Bldg.
Carson, John J.	Baltimore Evening Sun	1416 New York Avenue
Choate, Robert B.	Boston Herald	93 Home Life Bldg.
Clapper, Raymond	United News	1322 New York Avenue
Clark, Edward B.	Chicago Evening Post, Western Newspaper Union	610 Munsey Bldg.
Clark, Kenneth W.	International News Service	Munsey Bldg.
Clarke, Alfred J.	Washington Evening Star	Star Bldg.
Coakley, John P.	Newark Star Eagle, Toledo Blade	420 Colorado Bldg.
Cobb, Harvey L.	Washington Times	Munsey Bldg.
Cochran, Negley D.	Fort Worth Press	1322 New York Avenue
Coffin, Clinton	Associated Press	Star Bldg.
Collins, Paul V.	Philadelphia Record	86 Home Life Bldg.
Collins, Ralph A.	New York Herald	437 Munsey Bldg.
Colver, William B.	Knoxville News	1322 New York Avenue
Combs, George W.	Lynchburg News, Wilmington Morning News, Richmond Evening Dispatch	1416 New York Avenue
Concha, A. F.	Associated Press	Star Bldg.
Connor, Frank W.	New York World, Oshkosh Northwestern	Wyatt Building
Corey, Herbert	Associated Newspapers	Munsey Bldg.
Craig, Donald A.	New York Herald	437 Munsey Bldg.
Crawford, Arthur W.	New York Commercial	44 Wyatt Bldg.
Crawford, W. A.	Central News	323 Bond Bldg.
Daily, Francis P.	Baltimore American, Baltimore News	439 Munsey Bldg.
Daley, William L.	Los Angeles Times	604 Hibbs Bldg.
Davis, Maxine	Detroit Free Press	302 Metropolitan Bank Bldg.
Dodge, Homer Joseph	Federal Trade Information Service	63 Home Life Bldg.
Dougherty, Emmet	Davenport Democrat, Cedar Rapids Gazette, Dubuque Times-Journal, Waterloo Courier, Muscatine Journal	514 Woodward Bldg.
Drexel, Constance	Philadelphia Public Ledger	501½ Fourteenth Street
Durno, George	United Press Associations	1322 New York Avenue
Early, Stephen T.	Associated Press	Star Bldg.
Edgerton, Joseph	Washington Times	Munsey Bldg.
Easton, Edward C.	Philadelphia Inquirer	1006 Munsey Bldg.
Eaton, Richard	Westminster Gazette, Echo de Paris, Press Mondiale News Service	10 Jackson Place
Eland, Henry E.	Wall Street Journal	1422 F Street
Ellmaker, Lee	Harrisburg Patriot, Chicago Journal of Commerce	Munsey Bldg.
Erwin, John D.	Nashville Tennessean, Philadelphia Record, New York Evening World	205 Munsey Bldg.
Essary, J. Fred	Baltimore Sun	1416 New York Avenue
Evans, Sid	Baltimore Sun	1416 New York Avenue
Everitt, Tom	Daily Oklahoman, Muskogee Times-Democrat	International Bldg.
Fairbairn, A. D.	Troy Record, Buffalo Commercial	635 Munsey Bldg.
Farrington, Joseph R.	Philadelphia Public Ledger, Honolulu Star-Bulletin	501½ Fourteenth Street
Field, Carter	New York Tribune	514 Woodward Bldg.
Fiske, Frank E.	Exchange Telegraph Co., London, Eng.	1422 F Street
Foote, Mark	Grand Rapids Evening Press, Saginaw News, Jackson Citizen-Patriot, Flint Journal, Bay City Times, Muskegon Chronicle	927 Colorado Bldg.
Fox, Albert W.	Washington Post	Post Bldg.
Frantz, Harry W.	United Press Associations	1322 New York Avenue
Gableman, Edwin W.	Cincinnati Enquirer	32 Post Bldg.
Gardner, Gilson	El Paso Herald	710 Bond Bldg.
Gates, Robert M.	Memphis Commercial Appeal, Houston Post	511 Metropolitan Bank Bldg.
Gauss, Harry B.	Chicago Daily News	51 Home Life Bldg.
Gavin, William G.	Boston Traveler, Springfield Republican, Springfield Daily News, Haverhill Evening Gazette	93 Home Life Bldg.
Geddes, Bond P.	Associated Press	Star Bldg.
Gibson, C. Leo	Washington Herald	Munsey Bldg.
Gilbert, Clinton W.	Philadelphia Evening Public Ledger	501½ Fourteenth st.
Ginter, Robert M.	Pittsburgh Gazette-Times	47 Post Bldg.
Glaser, F. L.	Berliner Tageblatt	
Goldstrom, John	Los Angeles Examiner	626 Bond Bldg.
Goodwin, Mark L.	Dallas News, Galveston News, Dallas Evening Journal	620 Albee Building.
Gottlieb, Louis S.	New York Jewish Morning Journal, Jewish World, Cleveland	945 Pennsylvania ave
Gregg, Isaac	New York Sun	439 Munsey Bldg.
Gridley, Charles O.	Akron Evening Times	720 Abbee Bldg.
Griffin, Bulkley S.	New Bedford Standard	330 Munsey Bldg.
Groves, Charles S.	Boston Globe	307 Albee Bldg.
Gusack, Harry,	Washington Times	Munsey Bldg.
Hachter, Arthur W.	Christian Science Monitor	921 Colorado Bldg.
Hall, Henry	Pittsburgh Chronicle Telegraph	47 Post Bldg.
Hallam, H. C.	Providence Tribune, Pawtucket Times, North Adams Transcript	502 Hibbs Bldg.
Hamilton, Charles A.	Buffalo Times, Troy Times, Utica Observer	616 Colorado Bldg.
Hanlon, John V.	Pittsburgh Press	421 Colorado Bldg.
Hanna, Paul	Federated Press	234 Maryland Bldg.
Hard, William	Cosmopolitan Service	Munsey Bldg.
Harris, Winder R.	New York American	628 Bond Bldg.
Hart, Charles C.	Portland Oregonian, Minneapolis Tribune, Spokane Spokesman-Review, Boise Capital News	201 Albee Bldg.
Haupert, Paul F.	Associated Press	Star Bldg.
Hayden, Charles S.	San Antonio Light, Arkansas Democrat, Kansas City Journal, Fort Worth Star Telegram, Nashville Banner, St. Louis Star	45 Wyatt Bldg.
Hayden, Jay G.	Detroit News	903 Colorado Bldg.
Haward, A. O.	International News Service	Munsey Bldg.
Heiss, A. E.	Traffic World, Chicago	505 Colorado Bldg.
Henning, Arthur E.	Chicago Tribune	42 Wyatt Bldg.
Hildebrand, W. A.	Greensboro Daily News	623 Albee Bldg.
Hill, George Griswold	London Times, Pittsburgh Dispatch	38 Post Bldg.
Hinman, George W., Jr.	Chicago Herald and Examiner	626 Bond Bldg.
Holloman, James A.	Atlanta Constitution	The Raleigh.
Holmes, George R.	International News Service	Munsey Bldg.
Hood, Edwin M.	Associated Press	Star Bldg.
Hornaday, James P.	Indianapolis News	33 Wyatt Bldg.
Hulen, B. D.	Associated Press	Star Bldg.
Hull, Thomas C.	United Press Associations	1322 New York ave.
Hunt, Charles P.	Douglas International, Johnstown (Pa.) Tribune, Altoona Mirror	608 Fourteenth st.
Hunt, Harry B.	Newspaper Enterprise Association	1322 New York avs.
Huntley, Theodore A.	Pittsburgh Post	32 Post Bldg.
Hutchinson, William K.	International News Service	Munsey Bldg.
Hyde, Henry M.	Baltimore Evening Sun	1416 New York ave.
Jamieson, A. M.	Central News	323 Wyatt Bldg.
Jermane, W. W.	Seattle Times	905 Colorado Bldg.
Johns, E. B.	Sandusky Register, Bellingham Herald	41 Home Life Bldg.
Jones Winfield	San Antonio Express	1400 Pennsylvania ave.
Joslin, Theodore G.	Boston Evening Transcript	81 Home Life Bldg.
Judd, Maurice B.	New York Sun	439 Munsey Bldg.
Karger, Gus J.	Cincinnati Times-Star	16 Post Bldg.
Keats, Harold	Washington Daily News	1322 New York ave.
Kennedy, John A.	Washington Herald	Munsey Bldg.
Kennedy, William P.	Washington Evening Star, Springfield Union	Star Bldg.
Kent, Russell	Memphis News Scimitar	920 Colorado Bldg.
Keyser, Charles P.	St. Louis Globe-Democrat	34 Wyatt Bldg.
Kirchhofer, Alfred H.	Buffalo Evening News	304 Albee Bldg.
Klein, Alfred	Day, New York	1337 Spring Road.
Knorr, Ernst A.	Central News	323 Bond Bldg.
Kolbert, J. T.	United Press Associations	1322 New York ave.
Laddon, Rosa	Federated Press	234 Maryland Bldg.
Lamb, Frank R.	Washington Times	Munsey Bldg.
Lamm, L. M.	Chicago Daily Hide and Tallow	63 Home Life Bldg.
Laue, Herman	Daily Marine Record	650 Munsey Bldg.
Lawrence, David	Consolidated Press Association	Evening Star Bldg.
Lewis, Frank W.	Winston-Salem Journal, Wilmington (N. C.) Star	205 Munsey Bldg.
Lewis, Reuben A., Jr.	New York Journal of Commerce	1419 G st.
Lewis, Wilmott Harsant	London Times	Albee Bldg.
Lima, Manoel de Oliveira	Jornal do Brazil, Rio de Janeiro; La Prensa, Buenos Aires	3536 Thirteenth st.
Lincoln, G. Gould	Washington Evening Star	Star Bldg.
Lindemann, Erich P.	Chicago Abendpost	517 Metropolitan Bank Bldg.
Linz, Clarence L.	Daily Garment News, Newport Daily News, Providence News, Newburgh News	622 Albee Bldg.
Losh, William J.	United Press Associations	1322 New York ave.
Low, Sir A. Maurice	London Morning Post	402 Hibbs Bldg.

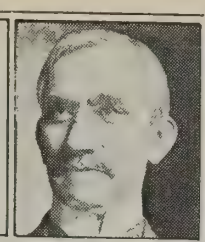
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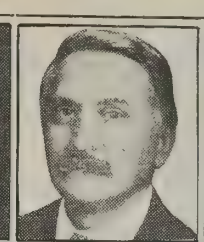

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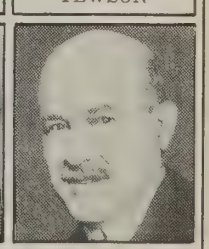

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LEDGER SYNDICATE

NEWS

PUBLIC LEDGER COMBINATION NEWS SERVICE

(Via Leased Wire.) Includes all news services listed below except Gilbert's Letter.

PUBLIC LEDGER FOREIGN NEWS SERVICE

Includes cables and mail letters from the following countries, cities and regular staff correspondents:

District including United Kingdom, Ireland, Holland and Scandinavia—London: SIDNEY THATCHER, GEO. EMERSON. Dublin: WM. HASSETT.

District including Central Europe, Germany, Russia, the Succession States of Austria-Hungary, Northern Balkans—Berlin: S. B. CONGER. Moscow: PERCY NOEL.

District including France, Spain, Portugal, Italy, Switzerland, Southern Balkans, Greece, Jugo-Slavia — Paris: WYTHE WILLIAMS, WILLIAM DASHIEL, JACOB H. LOWREY, JOSEPH KIERNAN.

The Near East—Constantinople: CLARENCE K. STREIT.

The Far East—Japan: B. W. FLEISHER, GLENN BABB, JOHN R. MORRIS. China: FRANK H. HEDGES, GEO. E. SOKOLSKY, I. HICKS. Philippines: WALTER ROBB. Cuba: DE LAUREAL SLEVIN.

PUBLIC LEDGER DOMESTIC NEWS SERVICE

Includes the following elements (also sold separately):

News comment by EDW. G. LOWRY, Editor-in-Chief of the Public Ledger (occasional).

Political Dispatches of ROBERT BARRY, Chief of Public Ledger's Washington Bureau.

"The Washington Observer" (every week day).

Query Service on all Washington Bureau dispatches.

New York news letter by RAYMOND G. CARROLL.

New York theatrical letter by GILBERT SELDES.

Dispatches of the Morning Public Ledger's staff correspondents assigned to important domestic news events.

Signed commentaries by distinguished authorities printed on the Editorial Page of the morning Public Ledger.

National Sports Events by W. H. ROCAP and CULLEN CAIN.

PUBLIC LEDGER BUSINESS NEWS SERVICE

Includes the following elements (also sold separately):

RICHARD SPILLANE'S comment, "Men and Business."

CLINTON B. EVANS' Chicago Letter.

Daily New York stock market summary.

"Wall Street Gossip."

Weekly New York market review.

London market review.

All subscribers receive, supplementary to this service, the mail letters of the regular correspondents of the Public Ledger's Business Section, covering the principal industries of the United States, Canada, Mexico and the West Indies.

CLINTON W. GILBERT'S WASHINGTON LETTER

to evening newspapers.

FEATURES

FEATURE PAGES

PERSONALITY PAGE (Weekly).
MISCELLANEOUS MAGAZINE PAGES (Weekly).
FASHION PAGE (Weekly).
SCIENCE PAGE (Weekly).
SHORT STORY PAGE (Weekly).
HUMAN INTEREST PAGE (Daily).

COMICS

"SOMEBODY'S STENOG," by Hayward. Daily strip and Weekly Color Page.
"RUFUS McGOOFUS," by Cunningham. Daily strip and Weekly Color Page.
"ASK PROF. NOODLE," by Steinlauf. 2-col. Daily.
"DUMB-BELLS," by Cunningham. 1-col. Daily.
"THE CROSSING COP," by John. 1-col. Daily.
"THE SASSIETY KOLLUM," by Bach. 1-col. Daily.
"THAT'S DIFFERENT," by Bach. 1-col. Daily.

CARTOONS, ETC.

"THE HUMAN ZOO," by C. D. Batchelor, 2 or 3 col. Daily.
"FOLLIES OF THE PASSING SHOW," by Hanlon. 6 or 7 col. Weekly.
"SYKES' CARTOONS," by C. H. Sykes. Daily.

WOMAN'S PAGE FEATURES

"THE DOROTHY DIX TALKS," Every Monday, Wednesday and Friday.
THE HAZEL DEYO BATCHELOR LOVE PROBLEM SERIALS.—Daily.
"THE ETERNAL QUESTION," by Felice Davis. Daily love dialogues, each ending in a marriage proposal.
PARIS FASHION LETTER—"The Latest from Queen Fashion's Court," by Eva A. Tingey. Daily. 1-col. cut.
"HOME COOKING," by Mary A. Wilson, cook to Queen Victoria. Daily and Sunday.
BEAUTY HINTS—"Milady Beautiful," by Lois Leeds. Daily. Illus.
HOME DECORATION—"The Home in Good Taste," Harold Donaldson Eberlein. Daily. Illus.
HOME HANDIWORK HINTS—"Things You'll Love to Make," by Flora L. Kaplan. Daily. Illus.
HOUSEKEEPING HELPS—"Housewife's Idea Box." Daily. Illus.
ETIQUETTE HINTS—"What's What," by Helen Decie. Daily. Illus.
PAM'S PARIS POSTALS—Novelties in Paris shops. Daily. Illus.
"LOVE NOTS," by Kay Kean. Humorous epigrams on love. Daily.
HUMOROUS FEATURE—"Broadcasts" by Lora Kelly. Daily.
DAILY QUIZ ON CURRENT TOPICS—"Who-Why-What-When-Where," by William Nelson Taft. Daily.
"HOW TO SAVE WHEN SHOPPING." Daily.
"FAVORITE RECIPES OF FAMOUS WOMEN." Daily.

NEWS FEATURES

"THREE MINUTES WITH A HEADLINER," by Frederick L. Collins. An illustrated interview with or story about a celebrity. Daily.
WEEKLY BOOK COLUMN, by W. Orton Tewson.

FEATURES ON SELF-IMPROVEMENT, ETC.

RALPH WALDO TRINE'S daily optimism, "This Day and You."
"READ YOUR CHARACTER." Daily.
"SHARPENING UP YOUR MEMORY." Daily.
"WHAT ARE YOU GOOD FOR?" Daily Feature that finds the job for the man and the man for the job.
"MAKING MORE MONEY." Daily. Tells how to make money in side lines conducted at home.
"CORRECT ENGLISH." Daily quiz on grammar and pronunciation.

JUVENILE FEATURES

DAILY STORY—"Dreamland Adventures," by Arthur W Stace. Illus.
THINGS FOR BOYS TO MAKE. Daily. Illus.
"THE DAILY FUN HOUR." A clever game for every day.

TRICKS, PUZZLES AND MAGIC

"AFTER DINNER TRICKS"—Daily. Illus.
"EASY MAGIC YOU CAN DO." Weekly. Illus.
"MIRACLES—ANCIENT AND MODERN"—Weekly. Illus.
DAILY PUZZLE—"Minitests." Daily. Illus.
WEEKLY PICTURE PUZZLE. Illus.
WEEKLY CUT-OUT—"The Ink Bottle." Illus.
MISSING DIALOGUE CONTEST (Circulation Feature)—"What Are They Saying?" Weekly. Illus.

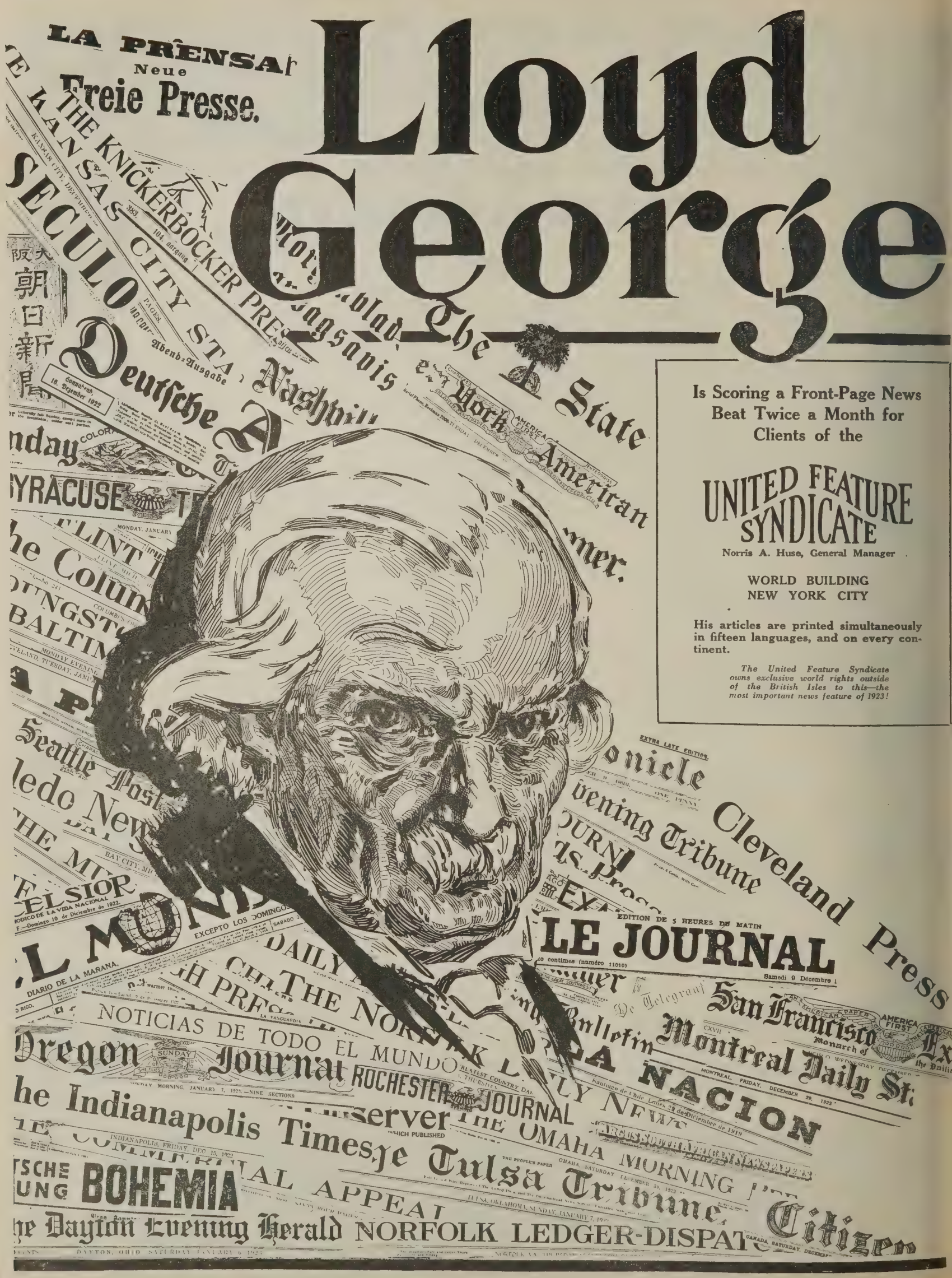
SPORTS FEATURES

DAILY SPORTS QUIZ—"The Sportfolio."
"WISE TENNIS TIPS"—by Wm. T. Tilden, 2nd.
"HOW TO PLAY TENNIS"—Series by Wm. T. Tilden, 2nd.
"HOW TO PLAY GOLF"—Series by Jesse Guilford.
"HOW TO PLAY BASKETBALL"—Series by E. J. Mather and E. D. Mitchell.
BOXING—"The Hardest Battle of My Ring Career"—Series by all great champs and their opponents.

MISCELLANEOUS DAILY FEATURES

"TODAY'S TRUE DETECTIVE STORY."
"FAMOUS GHOSTS."
"HISTORY OF YOUR NAME."
"RADIO IN THE HOME." Illus.

For Terms Wire or Write **LEDGER SYNDICATE** **Philadelphia, Pa.**



Is Scoring a Front-Page News Beat Twice a Month for Clients of the

UNITED FEATURE SYNDICATE

Norris A. Huse, General Manager

WORLD BUILDING
NEW YORK CITY

His articles are printed simultaneously in fifteen languages, and on every continent.

The United Feature Syndicate owns exclusive world rights outside of the British Isles to this—the most important news feature of 1923!

Big Features That Will Build Newspapers

A Brief Outline of the 1923 Program Offered to Editors

THIS advertisement is not meant to be a complete catalog of our 1923 activities. The United Feature ndicate, always on the alert, is con-ntly offering new releases.

Form the habit of writing us fully. ll us your problems. Remember that lping editors improve their papers is r specialized business, and that our perience is world-wide.

Here are a few suggestions, taken from r long list of features designed espe-lly to add reader-interest and person-ty to American newspapers:

Comics

"THEM DAYS IS GONE FOR-VER," by Al Posen. Done in yme and set to music. Different, stinctive, and original. Six column ip in mat form. Now in The Bos-n Globe, New York Telegram, St. uis Times, Kansas City Star, and ny others. Not much territory en, but if we can let you have this mic you will do well to close for immediately.

"CASEY THE COP," by H. . Talburt. Good-humored pokes ilt around policemen. You'll find sey clippings pasted in station uses everywhere. Used by such pers as The Chicago Daily News, ooklyn Eagle, and San Francisco lletin. Six column strip in mat form.

"TUBBY," by Winner. A brand w small boy six column strip in mat rm. Announced here for the first ne. Ask for samples.

Special Features

JOHNNY GRUELLE, artist and thor of the most popular children's oks in America, illustrates and writes short daily story for children called Raggedy Ann and Raggedy Andy." ll first-run material. Ideal for omen's or children's pages. New ork Sun, Cleveland Press, and De-oit News are among the numerous ilies using it. A few territories are ill open.

"GRIPPING MOMENTS IN RAND OPERA," a series of 12 signed articles by opera stars with half-tone mats. Gives the personal and human interest element in amusing situations which have arisen in the careers of such celebrities as Galli-Curci, Lazzari, Schipo, Amato, and others, as told by themselves.

"SECRETS OF SONG," by Madame Melba. Series of six articles giving her own simple rules and exercises for voice improvement. Not only for singers, but for every one who wants a better voice.

PERSONALITY STORIES, written by David L. Blumenfeld and illustrated with photographs. Intimate two column stories about the daily lives of famous persons, including Pope Pius XI, Bonar Law, D'Annunzio, Queen Mary, H. G. Wells, etc. New! Timely! Lively! Ask for exclusive rights in your territory.

HOW AND WHAT TO EAT, by Eugene Christian, famous food specialist. Sound advice written in a chatty, readable style, on the one subject which is of universal appeal. Just what you've been looking for as a woman's or editorial page feature. Announced here for first time. All territory open. Send for samples.

MYSTERY CONTEST, by James W. Young. Tremendous possibilities for circulation building. Stories proceed with swift action to last chapter. Then readers try for prizes for best solutions. Young's solution is printed with prize announcements. New. All territories open.

JANE BURR, author of best sellers, is on her way around the world in knickers. She is sending back exclusive stories, with photographs suitable for Sunday magazines, women's sections, etc. High power human interest articles, telling in Jane Burr's own way of her interesting experiences with interesting people. Announced here for the first time. All territories open. Ask for details.

W. L. GEORGE, world famed authority on feminism, writes a daily article of 300 words; ideally adapted to editorial or woman's pages. Attracting wide attention in the New York Sun, Chicago Daily News, and others. Write for samples.

Pictorial Feature Stories With Photo Mats

Put art on the front page and you sell papers! That is an axiom of the newspaper business.

Except in the big cities, getting suitable art smashes has always been difficult. This daily Pictorial News Feature in mat form, is exactly what the editor wants where local photo and engraving facilities are lacking.

Every day we send out to clients three different feature stories. One is illustrated with a 1-col. half tone mat; the second with a 2-col. mat; the third with a 3-col. mat.

You may buy the full service or any part of it, at a surprisingly low price.

Stories run from 75 to 300 words.

Write for a week's trial.

Serial Novels

"THE BITTERMEADS MYSTERY," by E. R. Punshon. An adventure tale with strong love interest.

"THE THREE BLACK PENNYS," by Joseph Hergesheimer. A classic of modern literature.

"THE HOUSE BY THE RIVER," by A. P. Herbert. A love and crime story with an English setting.

"SHOOTING STARS," by Harry C. Witwer. Each chapter is complete in itself, but all concern the adventures of a bright young man who achieves the top place in the fight ring. Love runs through the entire theme, assuring you of women readers as well as men.

Radio

"FIFTEEN MINUTES OF RADIO," by Edward N. Davis, the best fitted man in America for this subject. Supplies a daily radio corner for your paper. Questions and answers department at no extra charge. Now used by Chicago Daily News, Boston Globe, and many others.

United First-Run Fiction

Here is the most enterprising venture in syndicated first-run short stories.

The United Feature Syndicate has arranged with 52 of America's leading authors to write, exclusively for its clients, a short story. Each one will run from 3,000 to 4,500 words, and will be illustrated with a 4 column pen and ink drawing (in mat form.)

Thus you are assured of the best in American fiction, never before published, at a price you can easily afford.

First releases soon. Stories will follow at the rate of one a week.

Every author is a top-notcher. The list includes:

Booth Tarkington	Julian Street	Joseph C. Lincoln	Wallace Irwin
Gertrude Atherton	Fanny Hurst	Maud Radford Warren	Meredith Nicholson
F. Scott Fitzgerald	Charles Norris	Alice Duer Miller	Margaret Deland
Dorothy Canfield	Rupert Hughes	Theodore Dreiser	Samuel Merwin
Jesse Lynch Williams	Basil King	And Many Others	

UNITED FEATURE SYNDICATE

NORRIS A. HUSE, General Manager

United Press Headquarters

World Building **New York City**

San Antonio Express

Morning and Sunday

Largest Circulation of Any Newspaper in its Field

San Antonio Evening News

Evening except Sunday

Largest Home Delivery Circulation of any afternoon newspaper in San Antonio. Largest total afternoon circulation.

The Farm Express

Semi-Weekly

Reaches the small town and farm homes in the San Antonio trade territory. Est. 1865.

National Advertising Gains in San Antonio

LINES

	News	Express	News & Express
1922.....	796,213	2,442,543	3,238,756
1921.....	318,394	1,767,622	2,086,016
Gain.....	477,819	674,921	1,152,740

San Antonio is the

Largest Texas City and third largest on the Southern Route between Washington, D. C., and Los Angeles, Calif., being surpassed only by Atlanta and New Orleans.

Texas has 252 Counties of which 65, with 983,000 population, compose the immediate San Antonio trade territory.

Population of San Antonio 161,379. To these figures add 759 Army officers and 10,440 privates, also 25,000 additional population in the suburbs. And 100,000 tourists entertained each year.

We solicit your business on the basis of largest, non-duplicating circulation, lowest advertising rate, and complete co-operation in winning this very attractive market made rich by a world of diversified products including agriculture, livestock, dairying, mining, oil, manufacturing, natural scenic beauty and delightful climate.

CIRCULATION SECURED WITHOUT PREMIUMS.

THE JOHN BUDD COMPANY

National Advertising Representatives

9 East 37th Street NEW YORK — Tribune Bldg. CHICAGO — Chemical Bldg. ST. LOUIS — Healey Bldg. ATLANTA

Examiner Bldg. SAN FRANCISCO — Title Insurance Bldg. LOS ANGELES — Securities Bldg. SEATTLE

PRESS GALLERY—U. S. SENATE—**(Continued from page 136)**

Name	Paper Represented	Office
Ludlow, Louis	Columbus Dispatch, Ohio State Journal, Denver Post, Louisville Evening Post, Savannah Press	903 District Bank Bldg.
Lynn, Robert M.	Richmond News Leader	427 Homer Bldg.
Lyon, C. C.	Indianapolis Times, Baltimore Post, Norfolk Post, Evansville Press, Terre Haute Post	1322 New York ave.
McClatchy, Leo A.	Sacramento Bee, Fresno Bee	201 Albee Bldg.
McDevitt, Cleland C.	Washington Times	Munsey Bldg.
McGahan, Paul J.	Philadelphia Inquirer	1006 Munsey Bldg.
McGrath, Justin	National Catholic Welfare Council News Service	1312 Massachusetts ave.
McGuire, Mason	New York Tribune	514 Woodward Bldg.
McMurchy, W. G.	St. Paul News, Minneapolis News. Omaha News	1322 New York ave.
McSween, Angus	Philadelphia North American	40 Wyatt Bldg.
MacGregor, Donald	New York Herald	437 Munsey Bldg.
Mallon, Paul R.	United Press Associations	1322 New York ave.
Mallon, Winifred	The News, New York	42 Wyatt Bldg.
Manning, George H.	Roanoke Times, Atlanta Georgian and American, Bridgeport Post.	427 Homer Bldg.
Markham, Edgar	St. Paul Dispatch, St. Paul Pioneer Press	514 Woodward Bldg.
Marrinan, J. J.	Worcester Telegram	640 Norton st.
Martin, Lawrence C.	United Press Associations	1322 New York ave.
Martin, Lorenzo W.	Louisville Times	723 Bond Bldg.
Mattson, J. Arthur	Billings Gazette, Great Falls Tribune, Helena Independent, Daily Missoulian	1317 Rhode Island ave.
May, Robert H.	Washington Times	Munsey Bldg.
Meiman, Benjamin	Jewish Daily Forward	1308 Randolph st.
Mellett, Lowell	Washington News	1322 New York ave.
Messenger, N. O.	Washington Evening Star	Star Bldg.
Michael, Charles R.	New York Times, Philadelphia North American	717 Albee Bldg.
Michelson, Charles	New York World	20-22 Wyatt Bldg.
Miller, J. Pierce	Associated Press	Star Bldg.
Miller, Karl W.	Detroit News	903 Colorado Bldg.
Mixter, Paul	Detroit Free Press	302 Metropolitan Bank Bldg.
Montgomery, A. J.	New York Herald	Munsey Bldg.
Morgan, Cole E.	Seattle Post-Intelligencer	626 Bond Bldg.
Morris, Charles E.	Dayton News, Springfield News	44 Post Bldg.
Mothershed, J. D.	New York Journal of Commerce	1419 G st.
Munger, T. L.	Associated Press	Star Bldg.
Murphy, Elmer	Kokusai News Agency	2308 Nineteenth st.
Murphy, W. C.	N. C. W. C. News Service	1312 Massachusetts ave.
Murray, K. Foster	Norfolk Virginian-Pilot, Charleston News and Courier, Savannah News	National Press Club
Nesbitt, H. B.	Kansas City Star, Kansas City Times.	15 Post Bldg.
Nevin, John Edwin	Consolidated Press Association	Star Bldg.
Nicolsen, C. B.	Detroit Free Press	302 Metropolitan Bank Bldg.
Norton, Robert L.	Boston Post	908 Union Trust Bldg.
Nourse, James R.	San Francisco Examiner	626 Bond Bldg.
Odell, George T.	New York Morning Telegraph	40 Wyatt Bldg.
Orr, Flora G.	St. Paul News, Minneapolis News, Des Moines News, Omaha News, Denver Express	1322 New York ave.
Osborne, Hunter	Central News	323 Bond Bldg.
Oulahan, Richard V.	New York Times	717 Albee Bldg.
Owens, John W.	Baltimore Sun	1416 New York ave.
Page, John	Amarillo Daily News, La Prensa, San Antonio	1106 Eighth st.
Payne, A. W.	Associated Press	Star Bldg.
Plummer, Nixon S.	New York World	20-22 Wyatt Bldg.
Porterfield, W. H.	San Francisco News, San Diego Sun, Memphis Press, Sacramento Star, Los Angeles Record, Spokane Press	1322 New York ave.
Price, Byron	Associated Press	Star Bldg.
Price, Harry N.	Washington Post	Post Bldg.
Pritchard, Robert	Washington Daily News	1322 New York ave.
Probert, L. C.	Associated Press	Star Bldg.
Remy, Robert	Havas News Agency	821 Albee Bldg.
Reynolds, Elmer E.	Rochester Post Express	717 Dahlia st.
Reynolds, H. K.	International News Service	Munsey Bldg.
Richards, Mrs. George F.	Worcester Gazette, Springfield Union, Manchester Union, Lowell Sun, Portland (Me.) Express, Norwich Bulletin	George Washington Inn.
Rickey, Harry N.	Scripps Newspaper Alliance	1322 New York ave.
Rigby, Cora	The Christian Science Monitor, Boston.	921 Colorado Bldg.
Riseling, John J.	Washington Herald	Munsey Bldg.
Roberts, Hugh W.	Birmingham Age-Herald, Mobile Register, Macon Telegraph, Columbia State	500 Davidson Bldg.
Roberts, Roy A.	Kansas City Star, Kansas City Times.	37 Post Bldg.
Rogers, Harry L.	International News Service	Munsey Bldg.
Roosa, F. S.	Universal Service	628 Bond Bldg.
Ross, Charles G.	St. Louis Post-Dispatch	23 Wyatt Bldg.
Rothchilds, Louis	Daily News Record	505 Union Trust Bldg.
Ruth, Carl D.	Cleveland News	421 Colorado Bldg.
Sack, Leo R.	Cleveland Press, Cincinnati Post, Toledo News Bee, Columbus Citizen, Akron Press	1322 New York ave.
Saffell, William T.	Central News	323 Bond Bldg.
St. Clair, David F.	Winston-Salem Sentinel, Charlotte News	443 House Office Bldg.
Sargent, Henry E.	New York Journal of Commerce	1419 G st.
Schreiner, George A.	New York Staats Zeitung, New York Herold	Capitol Park Hotel.
Seibold, Louis	New York Herald	437 Munsey Bldg.
Shepard, Nelson M.	Christian Science Monitor, Boston	921 Colorado Bldg.
Simms, William Philip	Scripps Newspaper Alliance	1322 New York ave.
Simonds, Frank H.	McClure Newspaper Syndicate	3108 P st.
Simpson, Kirk L.	Associated Press	Star Bldg.
Simpson, Richard W.	Associated Press	Star Bldg.
Sinnott, Arthur J.	Newark Evening News	904 Colorado Bldg.
Small, Robert T.	Consolidated Press Association	Evening Star Bldg.
Smith, Carl	Oregon Journal	2633 Adams Mill Road
Smith, Hal H.	New York Times	717 Albee Bldg.
Smith, R. B.	Chicago Tribune	42 Wyatt Bldg.
Smith, Stanley H.	Traffic World	505 Colorado Bldg.
Snure, John	New York Tribune, Des Moines Register, Sioux City Tribune	514 Woodward Bldg.
Speers, Leland C.	New York Times	717 Albee Bldg.
Stansbury, H. H.	New York American, Universal Service	626 Bond Bldg.
Sterner, Chas. J.	Wall Street Journal	1422 F st.
Stevens, H. C.	Minneapolis Journal	44 Wyatt Bldg.
Stevenson, Thomas	New York Herald	437 Munsey Bldg.
Stofer, Alfred J.	Birmingham News	45 Wyatt Bldg.
Stokes, Harold Phelps	New York Evening Post	91 Home Life Bldg.
Stokes, Thomas L.	United Press Associaticns	1322 New York avs.
Sucher, Ralph G.	Akron Evening Times, Youngstown Vindicator, Wisconsin News	720 Albee Bldg.
Summers, Geo. W.	Wheeling Register, Buffalo Courier, Lexington Herald, Muskogee Phœnix	45 Post Bldg.
Suter, John T.	Associated Press	Star Bldg.
Suydam, Henry	Brooklyn Daily Eagle	901 Colorado Bldg.
Sweinhart, Henry L.	Havas News Agency, La Prensa (New York)	821 Albee Bldg.

(Continued on page 142)

Hollister Organization Will Solve Your 1923 Circulation Problems



C. B. HOLLISTER

THE largest and most successful circulation organization in the United States is available to a few newspapers interested in an immediate increase in circulation.

The Hollister plan—a tried and proven method of securing thousands of new, paid-in-advance home subscriptions, the only permanent kind, in a sure, dignified, and profitable way—is endorsed by leading newspapers throughout the country and used by them time and time again.

This organization will be ready to start one more Big Campaign within the next few weeks!

Over fifteen years have been spent in developing the Hollister Organization and in perfecting the details of our campaigns, until they now please the most critical and conservative of publishers and are conducted without in the least disturbing the routine or personnel of the paper. Our own specialized men do all the work, and obtain results never before dreamed of by adding thousands and thousands of subscribers within a few weeks' time.

Remember, the thousands of new subscribers that the Hollister Organization can gain for you will be worth many thousands of dollars in prestige and advertising returns. A big increase in circulation soon pays for itself.

A Few of the Many Hollister Successes

Los Angeles Times—3 campaigns
Philadelphia Inquirer—2 campaigns
Washington Post—2 campaigns
San Antonio Express—2 campaigns
Cleveland Plain Dealer
San Francisco Chronicle
Indianapolis News
Houston Post

Nothing Succeeds Like Success

The high reputation of The Hollister Organization and the predominant position it holds in the newspaper world, has once again been clearly demonstrated by the fact that recently three Big Campaigns were being conducted at the same time, under the guidance of this organization.

The Three Papers Were:
THE INDIANAPOLIS NEWS
THE BALTIMORE AMERICAN
THE WASHINGTON POST

Just Starting $50,000 Atlanta (Ga.) Journal Campaign.

What Some of Our Clientele Say Regarding the Hollister Method

THE PHILADELPHIA INQUIRER—*"Pronounced success. Two campaigns brought over 70,000 new paid subscribers. Results very satisfactory."*—James Elverson, Jr., President & Publisher.

THE CLEVELAND PLAIN DEALER—*"Hollister straightforward and able in his work for us. Were I looking for quick results would consider Hollister's service very seriously."*—George M. Rogers.

THE HOUSTON POST—*"Results in every particular exceeded our expectations. Absolutely satisfactory to us in every way."*—Roy G. Watson, President and Publisher.

THE LOS ANGELES TIMES—*"Have promoted three successful campaigns for The Times. Each successive campaign brought more than preceding one. Conducted in highly satisfactory manner."*—Harry Chandler, Publisher.

THE SAN FRANCISCO CHRONICLE—*"Well pleased with results of Prize Campaign for us. Reports show conclusively that campaign was conducted in thoroughly efficient manner."*—M. H. DeYoung, Publisher.

THE SAN ANTONIO EXPRESS—*"Was a success from the start. Your work highly satisfactory to us. Second contest also very successful in every way."*—F. G. Huntress, Jr., President & General Manager.

THE INDIANAPOLIS NEWS—*"Sincerely appreciate splendid work done here and the manner in which you co-operated with us. We show actual gain of 4,047 Marion county, 2,705 trading territory, 3,357 country,—a total of 10,109. Proud of results obtained."*—John M. Schmid, Manager of Circulation.

THE WASHINGTON POST—*"Wish to compliment you and your organization on the manner you conducted campaign for The Post. Nothing but praise for your organization."*—A. D. Marks, General Manager.

THE BIRMINGHAM AGE-HERALD—*"Methods used by Hollister organization excellent. 6,468 new subscribers added. You accomplished more than we expected."*—E. W. Barrett, Editor & Publisher.

ake 1923 notable on your newspaper by a big paid-in-advance circula-n gain! Get the best results by securing the services of the finest and rgest circulation organization in the United States—an organization that s built up a truly great prestige and reputation by solving the circulation problems of many of the nation's greatest newspapers. Any publisher at all interested is urged to get in touch with us immediately. Until February 25 we can be reached at The Washington Post; after that date our advertisements in Editor & Publisher will furnish a guide to our current campaigns.

HOLLISTER'S Circulation Organization

300 Merritt Building Los Angeles, Cal.

The ITALIAN MARKET *in* AMERICA

¶ ACCORDING TO THE CENSUS OF 1920 the total Italian population in the United States numbers 3,365,000.

¶ IN NEW YORK CITY ALONE THERE ARE more than 800,000 Italian speaking, Italian reading people; a population larger than that of Rome.

¶ GAIN THE CONFIDENCE OF THE ITALIAN people by talking to them in their own language.

¶ THE ITALIANS ARE THRIFTY AND INDUSTRIOUS and prospective buyers of your product if you will tell them about it in words and pictures that they understand.

¶ THEY CONSTITUTE A HOMOGENEOUS market easy to reach, easy to exploit and easy to hold, if you will employ the logical and natural means.

¶ USE THE CORRIERE D'AMERICA TO AMERICANIZE this great Italian populace and tell them about what you have to sell.

¶ THE CORRIERE D'AMERICA IS THE ILLUSTRATED Italian Daily which reaches the Italian home and is read by the whole family.

¶ EDITED BY LUIGI BARZINI, THE FAMOUS Italian journalist, the CORRIERE D'AMERICA has been conceived to achieve the widest circulation among our Italian compatriots.

¶ THE CORRIERE D'AMERICA IS PRINTED in the convenient and popular tabloid form, profusely illustrated with the latest news pictures.

¶ GIVE A SERIOUS THOUGHT TO EXPLOITING this great Italian market within our gates. Consider its tremendous buying power, of which you can take advantage only if you employ the natural medium: The *Italian Newspaper.*

Advertise in the
Illustrated Italian Daily

24 pages daily. 40 pages Sundays, including 8-page Rotogravure Section.

CORRIERE D'AMERICA

309 LAFAYETTE ST., NEW YORK

TELEPHONE SPRING 4372

PRESS GALLERY—U. S. SENATE—(Continued from page 140)

Name	Paper Represented	Office
Talley, Robert	Memphis Press, Houston Press, Oklahoma News, Birmingham Post, Dallas Dispatch	1322 New York ave.
Taylor, Aubrey	Washington Post	Post Bldg.
Taylor, Frank J.	Scripps Newspaper Alliance	1322 New York ave.
Thistlethwaite, Mark	Indianapolis News	33 Wyatt Bldg.
Thurston, Elliott	New York World	20-22 Wyatt Bldg.
Tighe, M. F.	Universal Service	628 Bond Bldg.
Tiller, Theodore	Atlanta Journal, Buffalo Express, New York Evening Telegram	623 Albee Bldg.
Timmons, Bascom N.	Fort Worth Record, Milwaukee Sentinel, Houston Chronicle, Tulsa World	44 Post Bldg.
Torbett, George Pierce	Superior Telegram, La Democracia (San Juan, P. R.)	P. O. Box 1541.
Travis, Edmunds	Austin Statesman	The Ebbitt.
Tucker, Glenn I.	St. Louis Post Dispatch	20-22 Wyatt Bldg.
Underwood, John J.	Seattle Times	923 Colorado Bldg.
Vernon, Leroy T.	Chicago Daily News	51 Home Life Bldg.
Walker, Herbert W.	United Press Associations	1322 New York ave.
Watkins, Everett C.	Indianapolis Star	45 Post Bldg.
Weir, Paul	Reuter's (Ltd.), London	204 Star Bldg.
West, James L.	Associated Press	Star Bldg.
Wheaton, W. W.	C. V. Newspaper Service	1731 L st.
Whitehead, Frank Insco	Washington Post	28 Post Bldg.
Whitehill, Clayton	United News	1322 New York ave.
Whiting, Edward E.	Boston Herald	93 Home Life Bldg.
Wilcox, Grafton S.	Chicago Tribune	42 Wyatt Bldg.
Wile, Frederic William	Japan Advertiser (Tokyo, Japan)	619 Bond Bldg.
Williams, James L.	Associated Press	Star Bldg.
Williamson, S. T.	New York Times	717 Albee Bldg.
Wisner, G. Franklin	Baltimore American, Baltimore Evening News	439 Munsey Bldg.
Wood, Lewis	Columbia Record	716 Albee Bldg.
Wooton, Paul	New Orleans Times-Picayune	610-11 Colorado Bldg.
Wright, James L.	Cleveland Plain Dealer, Tacoma News Tribune	38 Post Bldg.
Young, J. Russell	Washington Evening Star	Star Bldg.

Superintendent House Press Gallery—W. J. Donaldson, Main 1246.
Superintendent Senate Press Gallery—James D. Preston, Main 99.

STANDING COMMITTEE OF CORRESPONDENTS

Robert Barry, Chairman.

Charles S. Albert. Gul J. Karger.
Roy A. Roberts. Arthur S. Henning, Secretary.

NEW YORK CITY CORRESPONDENTS OF OUT-OF-TOWN NEWSPAPERS

Baltimore American—Charles H. George, Sun-Herald Building.
Boston Globe—A. M. Kemp, 1106 World Building.
Buenos Aires La Nacion—W. W. Davies, 51 Chambers street.
Cincinnati Times Star—J. M. Allison, Hotel Martinique.
Chicago Tribune—Perley H. Boone, Times Annex Building.
Chicago Daily News—George C. Briggs, 404 Park Row Building.
Cleveland Plain Dealer—L. S. Horne, Jr., Times Annex Building.
Detroit News—Percy Montieth, 403 Park Row Building.
Milwaukee Sentinel—Frederic Benzinger, Times Annex Building.
Milwaukee Journal—Philip Stitt, 1107 World Building.
New Orleans Times-Picayune—Marion J. Pike, Sun-Herald Building.
Paris Tribune—Paul Williams, Times Annex Building.
Philadelphia Inquirer—Robert P. Lowry, Sun-Herald Building.
Philadelphia Public Ledger—Daniel F. Cleary, Sun-Herald Building.
Philadelphia Record—B. S. Kearns, 1128 World Building.
Pittsburgh Dispatch—Timothy Sullivan, Sun-Herald Building.
St. Louis Globe-Democrat— . . . . Times Annex Building.
St. Louis Post Dispatch—E. L. Mockler, New York World editorial rooms.
Washington Post—Timothy Sullivan, Sun-Herald Building.

DAILY NEWSPAPER CONSOLIDATIONS

UNITED STATES

Bradentown (Fla.) Herald and Journal.
Breckenridge (Tex.) Democrat purchased and absorbed by Daily American.
Bremerton (Wash). Daily News and Evening Headlight—renamed Daily Searchlight.
Carthage (N. Y.) Republican absorbed Tribune.
Cedar Rapids (Ia.) Morning Republican and Evening Times.
Detroit Journal—absorbed by Detroit News.
Duncan (Okla.) Daily Banner and Daily Eagle.
El Centro (Cal.) Imperial Valley Press and Progress.
Erie (Pa.) Morning Dispatch and Evening Herald as Herald-Dispatch.
Greenfield (O.) Independent—absorbed by Republican.
Hudson (Mass.) Daily Sun—combined with Concord-Maynard-Sudbury-Acton-Bedford Enterprise.
Huntington (Pa.) Evening Journal consolidated with Daily News.
Kirksville (Mo.) Daily Express and Daily News.
Leesburg (Ind.) Journal purchased and absorbed by Warsaw Daily Union.
Leslie's Weekly and Judge, both of New York.
Loveland (Colo.) Reporter and Herald.
Nekoosa (Wis.) Tribune absorbed by Wisconsi Rapids Daily Tribune.
New York Bolletino della Sera—with Il Popol under name of Il Popolo.
Norristown (Pa.) Times—absorbed by Daily Herald.
Morristown (Tenn.) Evening Mail—merged with Daily Gazette.
Oakland (Cal.) Post and Enquirer.
Ponca City (Okla.) Daily News—merged with Tribune, under title of Tribune.
Utica (N. Y.) Observer and Herald-Dispatch—as Observer-Dispatch.
Vallejo (Cal.) Times and Herald.
Waterbury (Conn.) American and Waterbury Republican.
Zanesville (O.) Evening Dispatch—absorbed by Signal.

ANNIVERSARIES, CELEBRATIONS, ETC.

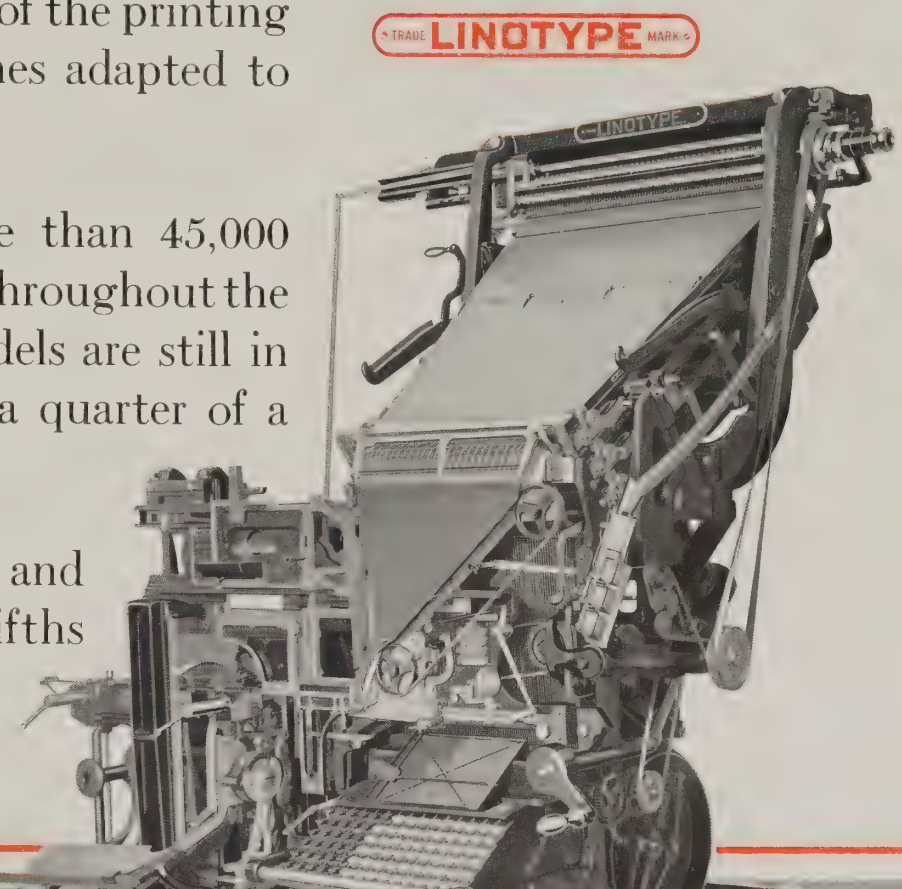
Dodge City (Kan.) Globe—50th anniversary of founding.
Gloversville (N. Y.) Morning Herald—25 years old.
Hutchinson (Kan.) News—50th birthday.
Lebanon (Pa.) Daily News—50th birthday.
Lewiston (Me.) Journal—diamond pubilee.
Mobile (Ala.) Register—100th birthday.
New Orleans Times-Picayune—85th birthday.
Newton Kansan—50th anniversary.
New York Press Club—50th anniversary o founding.
Passaic (N. J.) Daily Herald—50th anniversar of founding.
Philadelphia Evening Bulletin—diamond jubilee
Portland (Ore.) Journal—20th birthday.
Sandusky (O.) Register—100th birthday.
Shasta (Cal.) Courier—70 years old.
Shreveport (La.) Times—50th anniversary o founding.
South Bend (Ind.) Tribune—50th birthday.
University of Wisconsin Daily Cardinal—30t birthday.
Wichita (Kan.) Eagle—50 years old.

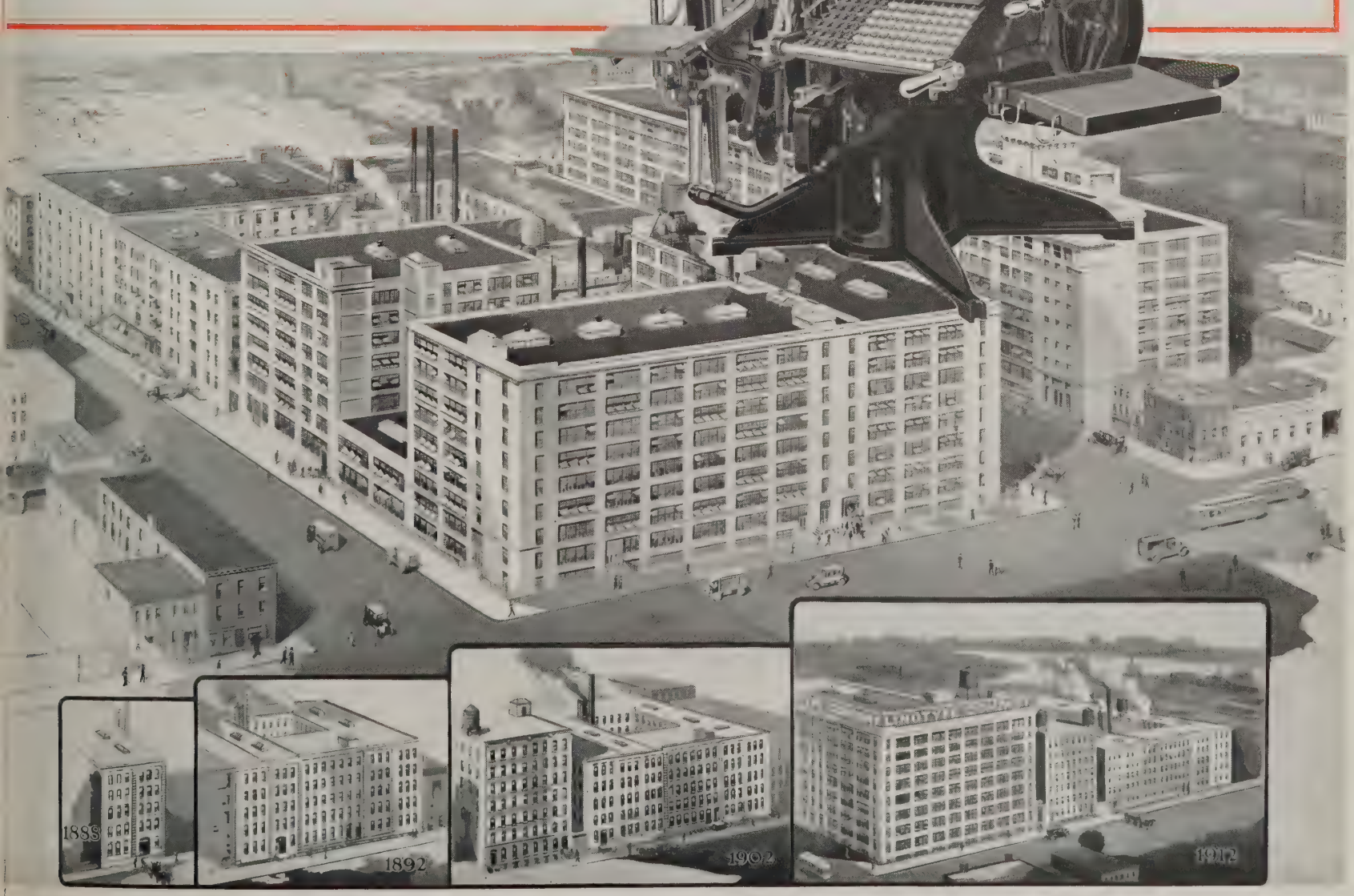
BACK OF YOUR LINOTYPE

Leadership. From the earliest model of the Linotype to the present quick-change, multiple-magazine Text and Display Linotype, its development has always anticipated the demands of the printing industry for composing machines adapted to the highest ideals of the art.

Performance. Of the more than 45,000 Linotypes built and distributed throughout the world, some of the original models are still in successful use after more than a quarter of a century's active service.

Service. Linotype sales-offices and supply warehouses serve four-fifths of the printers and publishers throughout the world.





CHARACTER

THE Something called Character is not achieved over night or created at will. It is a structure founded and maintained by performance. No way has ever been invented to hurry it, but when it is attained it makes past achievement an enduring part of Today and a guarantor for Tomorrow. Thus no modern printer would install a Blower Machine—the First Linotype—in his shop today. But that first machine would today give service, because the purpose behind it was to make something of lasting usefulness. Each Linotype improvement has been born of the same purpose—maximum benefit to the user.

Linotype Character has thus marked Linotype Leadership.

The tale of Character is told by all of the Linotype Company's productions—

The Circulating Matrix
The Slug (Complete Line of Type)
The Spaceband
The Power-Driven Keyboard
The Two-Letter Matrix
The Quick-Change Magazine
The Auxiliary Magazine
The Split Magazine
The Front Removal of Magazines
The Multiple-Magazine Machine
The Seventy-two Channel Magazine

The Display Machine
The Text-and-Display Machine
The Multiple Distributor
The Two-Pitch Distributor Screws
The Universal Mold
The Four-Mold Disk
The Recessed Mold
The Automatic Font-Distinguisher
The Universal Knife Block
The Universal Ejector
Linotype-Typography

The Sorts-Stacker and Multiple Sorts-Stacker
The Forty-two-Pica Measure Machine (1897)

TRADE LINOTYPE MARK

MERGENTHALER LINOTYPE COMPANY
29 Ryerson Street, Brooklyn, N. Y.
SAN FRANCISCO CHICAGO NEW ORLEANS
Canadian Linotype Limited, Toronto

Composed entirely on the LINOTYPE *in the Scotch Series*



KICK the Question out of Your St. Louis Sales Problems.

A loose-leaf binder of "Information About St. Louis" will be sent free, while the supply lasts, to anyone earnestly considering developing the St. Louis Market.

Get the Facts!

Priceless information, gathered by an organization of experienced merchandise men who know St. Louis jobbers and retailers through years of intimate contact, is available to seriously interested institutions which put their problems before the Merchandising Service Department of the St. Louis Post-Dispatch.

Conference or correspondence with this department of the Post-Dispatch will eliminate weeks or months of expensive preliminary experiments.

SUNDAY CIRCULATION

426,387

Average for December, 1922

A Gain of 92,169

Over December, 1921

DAILY CIRCULATION

187,003

Average for December, 1922

A Gain of 18,184

Over December, 1921

The Greatest Year for St. Louis' One Big Newspaper

During 1922 the Post-Dispatch broke every previous high record in the entire history of St. Louis journalism, by printing a Greater Volume of News and Features, by establishing a new high St. Louis Circulation Average, and by carrying the largest volume of Paid Advertising ever before concentrated in any newspaper in St. Louis.

A New High Record in News and Features

The Post-Dispatch Daily and Sunday, during 1922, printed 47,264 columns of News- and High-class Features, which established a new and hitherto unapproached standard of newspaper service to readers in the territory covered by The Post-Dispatch—exceeding any other St. Louis newspaper—morning or evening, Daily or Sunday—by hundreds of columns.

A New High Record in Paid Circulation

In both Daily and Sunday Circulation the Post-Dispatch soared far above its best previous high yearly average. The City Circulation of the Daily Post-Dispatch alone approximately equals that of the morning and one other evening newspaper combined, and is approximately 40,000 more than both other evening newspapers combined. The Circulation of the Sunday Post-Dispatch alone exceeds both other St. Louis Sunday Newspapers combined by 45,000.

A New High Record in Paid Advertising

19,881,120 Lines

The Post-Dispatch exceeded the second seven day newspaper by 7,608,720 lines and the third by 11,094,420 lines of Paid Advertising. The Post-Dispatch is the only St. Louis newspaper to show consecutive gains in 1920, 1921, and 1922. The second newspaper—the Globe-Democrat—failed to reach its 1920 record by 1,215,300 lines.

Advertisers Profit by Concentration in the

ST. LOUIS POST-DISPATCH

St. Louis is an Evening Newspaper Town and the Post-Dispatch is the Newspaper

Eastern Advertising Office
NEW YORK
World Building

Western Advertising Office
CHICAGO
Mallers Building

BRITISH SECTION

HERBERT C. RIDOUT
London Editor
10, Radcliffe Road Winchmore Hill, N. 21

NORMAL BRITISH-AMERICAN EXCHANGE

[British]	[American]
One Guinea equals	$5.04
One Pound (£) equals	4.866
One Shilling (/) equals	.24
One Penny (d) equals	.02

BRITISH NEWSPAPERS' CIRCULATIONS AND ADVERTISING RATES

BY courtesy of Messrs. G. Street & Co., Ltd., 30 Cornhill, London, E. C. 3, England, one of the leading Advertising Agencies in Great Britain, EDITOR & PUBLISHER is enabled to publish exclusively in the American trade press this list of 1,100 British newspapers, taken from Messrs. Street & Co.'s publication, The Advertisers' Aid.

For purposes of simplification, the tables given in the original Advertisers' Aid have been reduced to a minimum, the omissions being the series rates of 6, 13 and 52 insertions, details as to whether stereos or matrices are preferred, and remarks as to localized editions.

The list will be found of extreme value at this time in view of the increasing interest taken by American manufacturers in the British market, and will permit the ready compilation of preliminary programmes of advertising based on cost, space, the localities it is desired to cover and the industries in those territories. Messrs. G. Street & Co., Ltd., who retain the Copyright of this List in U. S. A., request EDITOR & PUBLISHER to state that readers desiring the fuller information contained in the Advertisers' Aid, can obtain it quarterly for the subscription price of $1.50 per annum, it being brought up-to-date with each quarterly issue.

To reduce the rates in this list to the American standard of agate lines it is only necessary to remember that 14 agate lines equal one inch.

EXPLANATORY REMARKS

Population is shown in brackets following the names of cities; figures following indicate local industries the key table to which will be found on this page. All circulation figures quoted are publishers' claims. DM. indicates daily morning; DE. daily evening; W. weekly; 2W, twice a week; etc. The price given is per issue. Under page sizes the first figure indicates the number of columns per page; the second, column width; the third, column depth. Letter V means size varies. Unless otherwise stated, the first column under Inch Rate indicates price for one time and the second figure is the 26-time insertion rate.

(Copyrighted in the United States and Great Britain by G. Street & Co., Ltd.)
(Copyrighted in the United States by the Editor & Publisher Company.)

KEY TO LOCAL INDUSTRIES

1—Agriculture
2—Boot and Shoe Manufacture
3—Brick and Tile Works
4—Coal Mining
5—Cycle Manufacture
6—Distilleries
7—Engineering Works
8—Fruit Growing
9—Soap Works
10—Tin Mining
11—Confectionery Works
12—Paper Mills
13—Milling
14—Malting
15—Glass Works
16—Hat Making
17—Jute Trade
18—Wire Works
19—Steel Works
20—Naval Centre
21—Railway Workshops
22—Fisheries
23—Electrical Works
24—Biscuit Works
25—Calico Bleaching and Printing
26—Bottle Making
27—Oil and Coal Tar Works
28—Hosiery Factories
29—Granite Working
30—Woollens
31—Tinplate Works
32—Printing Works
33—Rope Works
34—Needle Manufacture
35—Mining (General)
36—Market Gardening
37—Silk Spinning and Weaving
38—Salt Works
39—Linen Manufacture
40—Iron Works
41—Brewing
42—Carpet Manufacture
43—Cloth and Clothing Manufacture
44—Saw Mills
45—Slate Quarries
46—Clay Mining
47—Sugar Refineries
48—Military Centre
49—Shipbuilding and Repairing
50—Tobacco Manufacture
51—Seaside or Inland Resort
52—Cotton Weaving and Spinning
53—Stone Quarries
54—Small Arms Manufacture
55—General Factories
56—Motor Car Works
57—Rubber Works
58—Leather Works
59—Timber Works
60—Chair Making
61—Textile Manufacture
62—Lime and Limestone Works
63—Furniture Making
64—Lace Manufactures
65—Pottery Works
66—Cement Works
67—Lead Works
68—Aeroplane Works
69—Chemical Works
70—Hardware Manufacture
71—Residential District
73—Oil and Cake Mills
74—Machinery Manufacture
75—Dairy Farming
76—Docks and Dockyards
77—Dye Works

LONDON (Greater London 7,476,168 at 1921 Census)	Circulation	Issued	Price	Page Sizes	Inch Rate	
Dailies—						
Daily Chronicle		DM	1d.	6 2⅜ 19	70/–	..
Daily Express	850,000nsg(p)	DM	1d.	7 2¼ 22	65/–	..
Daily Graphic		DM	1d.	4 2½ 14	35/–	..
Daily Herald		DM	1d.	5 2⅝ 18	20/–	..
Daily Mail	1,817,947nsg	DM	1d.	7 2¼ 22	120/–	..
Daily Mirror	1,024,869nsg	DM	1d.	4 2½ 13½	page	£280
Daily News	835,934nsg	DM	1d.	7 2¼ 22	40/–	..
Daily Sketch	835,486nsg(p)	DM	1d.	5 2⅛ 13½	col.	£50
Daily Telegraph		DM	1½d.	7 2½ 25	40/–	..
Evening News	894,558nsg	DE	1d.	7 2¼ 22	70/–	..
Evening Standard	438,905nsg(p)	DE	1d.	5 2⅛ 16¾	col.	£50
Morning Advertiser		DM	2d.	4 2⅝ 16	17/6	14/6
Morning Post		DM	2d.	8 2⅜ 24	35/–	..
Pall Mall & Globe		DE	1d.	5 2¼ 18	30/–	..
Star	677,299nsg	DE	1d.	5 2⅛ 15½	45/–	..
Times	178,000nsg	DM	1½d.	7 2¼ 22½	65/–	..
Westminster Gazette	251,091nsg	DM	1d.	7 2¼ 22	30/–	..
Sunday Papers—						
Illustrated Sunday Herald	1,047,712nsg(p)	W	2d.	5 2⅛ 13½	col.	£120
Lloyd's Sunday News		W	2d.	6 2⅛ 19	£6	..
News of the World	+3,000,000nsg	W	2d.	7 2¼ 22	230/–	..
Observer	170,732nsg	W	2d.	7 2½ 22	50/–	..
People		W	2d.	6 2¼ 18	60/–	..
Referee		W	2d.	6 2½ 19	21/–	..
Reynolds's Newspaper		W	2d.	8 2¼ 25	50/–	..
Sunday Express	397,427nsg	W	2d.	7 2¼ 22	40/–	..
Sunday Illustrated	319,877nsg	W	2d.	4 2¼ 13	col.	£50
Sunday Pictorial	2,362,769nsg	W	2d.	4 2½ 13½	col.	£250
Sunday Times		W	2d.	7 2⅜ 22	50/–	..
Weekly Dispatch	866,515nsg	W	2d.	7 2⅜ 22	70/–	..
National Weeklies—						
Answers	453,282nsg	W	2d.	4 2 11	page	£100
Bystander		W	1/–	3 2 10	40/–	36/–
Graphic		W	1/–	4 2⅛ 14	30/–	25/–
Ideas	192,148nsg(p)	W	2d.	3 2⅝ 10½	32/6	..
Illustrated London News		W	1/–	4 2¼ 14	25/–	..
Illustd. Sporting and Dramatic News		W	1/–	4 2¼ 14	12/6	11/3
John Bull	706,208nsg	W	2d.	4 2 11	105/–	..
London Mail	85,298nsg	W	2d.	4 1⅝ 10	25/–	23/1½
London Opinion		W	2d.	4 1¾ 10	27/6	..
Passing Show	70,457nsg	W	2d.	4 1⅝ 10	27/6	25/5
Pearson's Weekly		W	2d.	4 1⅞ 11	36/–	..
Punch	100,000nsg(p)	W	6d.	4 1⅞ 10¼	82/–	75/10
Sketch		W	1/–	4 2 11	27/6	23/–
Spectator	18,763nsg	W	6d.	2 3½ 11	15/3	13/9
Sphere, The		W	1/–	4 2¼ 14	30/–	25/–
Tatler, The		W	1/–	4 2 11	32/–	27/6
Tit-Bits	nsg	W	2d.	4 2 10¾	col.	£30
Truth		W	9d.	2 3⅛ 11	25/–	21/3
Weekly Telegraph		W	2d.	4 2⅛ 11½	20/–	..
World's Pictorial News	276,786nsg(p)	W	2d.	5 2⅛ 13½	30/–	..
Suburban W—						
Acton Gazette and Express	5,588nsg	W	1d.	8 2⅛ 21½	3/6	2/6
Chiswick Times		W	1½d.	6 2⅜ 23	3/–	1/9
Ealing Gazette (Series)		W	2d.	8 2⅛ 23	4/–	3/–
Kensington News		W	2d.	7 2½ 20¼	5/–	4/–
Middlesex County Times	9,032nsg	W	2d.	8 2⅛ 24½	4/–	3/–
Paddington Indicator		5W	1d.	8 2¼ 21	4/–	2/–
Paddington Mercury & W. Ldn. Star		W	1d.	7 2⅛ 20½	1/6	1/–
Paddington News		W	1d.	5 2½ 18	2/6	2/–
West London Observer		W	2d.	7 2¼ 21	5/–	2/9
N.W.						
Hampstead & S. John's Wood Adv'r	3,550nsg(p)	W	1d.	6 2¼ 18	2/6	1/6
Hampstead and Highgate Express		W	2d.	7 2½ 21½	5/–	2/–
Hampstead and Highgate Record		W	1d.	5 2½ 18	2/6	2/–
Kilburn Times		W	2d.	8 2¼ 22	2/6	1/6
Marylebone Chronicle		W	1d.	5 2½ 18	2/6	2/–
Marylebone Mercury & W. Ldn. Gaz.		W	1d.	7 2⅛ 20½	2/–	..
Willesden Chronicle		W	2d.	8 2¼ 22	3/–	2/–
Willesden Citizen and Suburban Star		W	1d.	7 2⅛ 20½	1/6	1/–
North.						
Bowes Park Weekly News		W	1d.	4 2⅓ 16	2/6	2/–
Finchley Press		W	1½d.	6 2½ 21½	3/–	1/9
Finsbury Weekly News		W	1d.	5 2½ 18	2/6	1/6
Daily Gazette (Islington)		DM	1d.	7 2⅛ 22	7/6	6/–
Holborn Guardian		W	1d.	5 2½ 18	2/–	1/6
Holloway Press		W	1d.	5 2¼ 18	3/–	1/3
Hornsey Journal		W	2d.	5 2 16½	5/–	3/6
Islington Guardian		W	1d.	5 2½ 18	2/6	2/–
London Courier (Series)		W	1d.	6 2⅝ 20½	5/–	1/9
Muswell Hill Record	3,298nsg	W	1½d.	6 2¼ 18	3/6	2/–
North Middlesex Chronicle		W	1d.	V 2¼ 22	2/6	1/9
St. Pancras Chronicle		W	2d.	5 2¼ 18	5/–	4/–
St. Pancras Gazette		W	1d.	6 2 17½	3/6	1/6
Tottenham and Edmonton Herald	18,643nsg	W	2d.	8 2¼ 23	4/–	2/9
Wood Green Sentinel		W	1d.	9 2¼ 23½	4/–	..
Wood Green and Southgate Herald	6,519nsg	W	1d.	8 2¼ 23	3/–	1/9
Northeast.						
Hackney & Kingsland Gazette	4,435nsg pw	3W	1d.	8 2¼ 23	5/–	2/6
Hackney Spectator		2W	1d.	6 2½ 21	2/–	1/3
Walthamstow Guardian		W	2d.	8 2½ 24	5/–	4/–
Woodford Times		W	2d.	7 2 20½	1/6	10d.
East.						
Barking, East Ham., –c., Advertiser		W	1d.	8 2¼ 25	2/6	2/–
Bethnal Green News		W	1d.	6 2½ 20	2/6	2/–
East End News		2W	1d.	7 2¼ 19	2/6	1/3
East Ham Recorder		W	1d.	7 2⅛ 24	2/6	1/6
East London Advertiser		W	1d.	8 2¼ 22	5/–	2/6
East London Observer		W	1d.	8 2⅛ 21	5/–	2/6
East London Post		W	1d.	6 2½ 20	2/6	2/–
Eastern Mercury		W	1d.	6 2½ 22	5/–	3/–
Leytonstone Express & Ind. (Series)		W	1½d.	8 2½ 25	5/–	3/–
South Essex Mail (Series)		W	1d.	7 2¾ V	4/–	3/–
Stratford Express & W. Ham. Exp.		2W	1d. 1½d.	8 2¼ 24	6/–	4/6
Southeast.						
Kentish Independent		W	2d.	7 2¼ 24½	5/–	2/6
Kentish Mercury	29,398nsg	W	2d.	7 2½ 22	10/–	8/–
Lewisham Borough News		W	1d.	7 2¼ 23	3/–	2/3
Lewisham Journal		W	2d.	7 2¼ 23	3/–	2/3
Norwood Press		W	1d.	6 2⅛ 18	3/–	2/–
Norwood Weekly Herald		W	½d.	7 2⅛ 20½	2/–	1/–
Penge and Anerley Press		W	½d.	6 2½ 20	3/–	..
South Eastern Herald (Series)		W	1d.	7 2¼ 22	5/–	3/–
South London Observer		2W	1½d.	6 2½ 20½	3/–	..
Southwark and Bermondsey Recorder		W	2d.	7 2⅜ 20½	5/9	3/–
Streatham, Norwood, &c., News (Ss.)		W	2d.	7 2⅛ 22	6/–	5/–
Sydenham, Forest Hill & Penge Gaz.		W	2d.	7 2¼ 23	3/–	2/3
Woolwich Gazette & Plumstead News		W	1d.	7 2¼ 24½	4/–	2/–
Southeast and Southwest.						
South London Press		W	2d.	7 2⅛ 20	6/–	4/6
Southwest.						
Balham, Tooting, &c., News & Merc.		W	1d.	7 2⅓ 22	3/–	2/–
Bayswater Chronicle		W	1½d.	6 2½ 20½	2/–	1/8
Brixton Free Press		W	2d.	7 2¼ 20½	3/6	3/–
Clapham Observer		W	2d.	7 2½ 22	4/–	2/6

(*Continued on page* 148)

TO AMERICAN ADVERTISERS!



We have had actual experience in advertising American goods to the British Public.

CAN WE HELP *YOU*?

Street's are handling in Great Britain several considerable advertising campaigns for American propositions, with the success that only a wide knowledge of advertising in all its branches and a thorough understanding of conditions can bring about.

Street's are experts in media. They know the British and Overseas Press from A to Z. They can estimate to a degree of certainty the value of every great National Organ and every large and small local, in relation to the proposition in hand. They possess records of results from keyed advertisements which are of the greatest possible value.

Street's conduct campaigns from beginning to end. Media are selected and grouped, costs accurately estimated, insertions checked, claims made for errors, etc.

Street's "copy" department is thoroughly well organized on up-to-date lines and is regularly producing some of the best advertising in Great Britain.

Street's Service has accounted in no small measure for the prosperity of some of Britain's big advertisers, amongst whom are included Ronuk Floor & Furniture Polishes, Robinson's "Patent" Barley and "Patent" Groats, Price's Candles, Burgoyne's Wines, Royal Mail Steam Packet Co., Lloyds Bank Ltd., Pitman's Schools, Eastman's Dye Works, Oxo, Van Houten's Cocoa, and many others.

GET A COPY of the "Advertisers' Aid"

A valuable publication giving a mass of information and technical details regarding the newspapers of the British Isles—Populations, Circulations, Rates, Column Lengths and Widths, Local Industries.

Included are the guaranteed NET SALES of a great many publications, a very valuable feature as it enables American Advertisers, from a distance, to compare advertising costs with relation to given circulations.

Thoroughly checked and brought up to date every three months. Issued quarterly. Costs 50 cents. Enables American Advertisers to work out a skeleton campaign for England.

Then Write to STREETS of LONDON

and they will help you to put the scheme into practical working order.

Street's are prepared to submit a scheme for the marketing of any American product in the British Isles, without obligation on the part of any serious enquirer. Write at once to

G. STREET & CO., Ltd.

"STREETS OF LONDON"

30 Cornhill E. C. 3 — **LONDON ENGLAND** — **8 Serle St. W. C. 2**

Cablegrams STREET, STOCK, LONDON

BRITISH NEWSPAPERS—(Continued from page 146)

ENGLAND

Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate	
Fulham Chronicle	.....	W	2d.	8 2⅛ 18	4/–	2/6
Fulham Gazette (Series)	.....	W	1d.	6 2⅛ 18	4/–	2/9
Richmond Herald (Series)	.....	W	2d.	5 2¼ 18	4/–	2/–
Richmond Times	.....	W	2d.	8 2⅜ 22½	5/–	3/6
South Western Star (Series)	11,438nsg(p)	W	2d.	8 2⅛ 23	5/–	3/6
Tooting and Balham Gazette	.....	W	1d.	6 2¼ 18	4/–	2/3
Wandsworth Borough News	.....	W	2d.	4 2½ 15	5/–	3/–
Westminster Chronicle	.....	W	1d.	5 2½ 18	2/6	2/–
Wimbledon Borough News	8,158nsg	W	2d.	6 2½ 20	5/–	3/5

ENGLAND—PROVINCIAL

BEDFORDSHIRE—

Bedford (40,247) 7-1						
Bedfordshire Standard	.....	W	1d.	7 2¼ 21½	3/–	2/3
Bedfordshire Times & Record (Ser.)	*13,279nsg	W	2d. 1d.	7 2¼ 23	5/6	3/–
Dunstable (8,894) 7-16-32						
Dunstable Gazette	.....	W	2d.	6 2½ 20½	2/6	1/3
Leighton Buzzard (6,795) 1						
Leighton Buzzard Observer	.....	W	2d.	V 2⅛ 20	2/6	1/3
Luton (57,077) 16-7-56						
Beds and Herts Saturday Telegraph	13,391nsg	W	1d.	7 2¼ 24	3/–	2/–
Beds and Herts Pictorial	3,761nsg	W	1d.	5 2¼ 16	3/–	2/–
Luton News and Beds Advertiser	16,041nsg	W	2d.	7 2¼ 24	5/–	3/6
Luton Reporter	.....	W	1d.	V 2⅜ V	5/–	2/6

BERKSHIRE—

Abingdon (7,167) 1						
North Berks Herald	2,766nsg	W	1½d.	6 2½ 23½	2/6	1/6
Faringdon (10,098) 1						
Faringdon Advertiser	.....	W	1d.	6 2½ 20½	2/6	1/–
Maidenhead (16,741) 56-3-71						
Maidenhead Advertiser	.....	W	2d.	7 2½ 23	4/–	2/–
Newbury (12,290) 1-40-59						
Newbury Weekly News	7,500nsg(p)	W	2d.	8 2¼ 24½	2/6	2/–
Reading (92,274) 24-41-7						
Berkshire Chronicle	.....	W	2d.	5 2¼ 18½	6/–	3/6
Reading Mercury	.....	W	2d.	8 2¼ 24¼	10/–	6/6
Reading Observer	.....	W	2d.	7 2½ 24½	5/–	2/9
Reading Standard	16,366nsg	W	2d.	8 2¼ 24	5/–	3/–
Windsor (20,115) 1-71						
Windsor, Eton and Slough Express	.....	W	2d.	7 2⅓ 22	5/–	3/–
Wokingham (4,473) 59-60-1						
Berkshire Gazette	.....	W	1d.	6 2½ 23½	1/6	10d.

BUCKINGHAMSHIRE—

Aylesbury (12,114) 32-1-56						
Bucks Advertiser	.....	W	2d.	6 2¼ 18	2/6	1/6
Bucks Herald	.....	W	2d.	8 2⅜ 22	3/6	2/–
Bletchley (5,532) 1						
North Buck Times	.....	W	2d.	V 2⅛ 90	1/9	1/–
Buckingham (3,059) 1-75						
Buckingham Advertiser	.....	W	1½d.	7 2½ 21	1/6	1/–
Chesham (8,584) 36-2-44						
Bucks Examiner	.....	W	2d.	6 2⅛ 20	4/–	3/–
Newport Pagnell (4,142) 1-56						
Bucks Standard	2,350nsg(p)	W	2d.	6 2½ 21	2/6	6d.
Slough (16,392) 40-56-55						
Slough Observer	.....	W	2d.	8 2⅛ 22½	2/–	1/6
Wycombe (27,241) 60-1-12						
Bucks Free Press	9,500nsg(p)	W	2d.	8 2⅛ 24	5/6	4/–

CAMBRIDGESHIRE—

Cambridge (59,262) 3-66-1						
Cambridge Chronicle	.....	W	2d.	7 2¼ 20	6/–	2/6
Cambridge Daily News	.....	DE	1d.	V 2½ 23½	2/–	..
Cambridge Indpend. Press (Series)	.....	W	2d.	7 2½ 23½	5/–	2/–
March (8,939) 1-8-3						
Cambs Times (Series)	12,148nsg	W	2d.	6 2¼ 22	4/–	2/–
Newmarket (18,640) 1-36						
Newmarket Journal	.....	W	2d.	6 2½ 20½	....	..
Wisbech (11,316) 81-						
Isle of Ely Advertiser	.....	2W	2d. ½d.	6 2½ 24½	3/–	2/3
Wisbech Standard	.....	W	2d.	6 2¼ 22	3/–	2/–

CHESHIRE—

Birkenhead (145,592) 49-7-13						
Birkenhead Advertiser (Series)	.....	2W	1d. 2d.	7 2¼ 22½	13/–	8/–
Birkenhead News	16,616nsg pw	2W	1d. 2d.	7 2¼ 23	6/–	3/–
Chester (40,794) 1-2-13						
Cheshire Observer	.....	W	2d.	7 2¼ 23	6/–	4/–
Chester Chronicle (Series)	.....	W	2d.	8 2⅜ 26¼	9/–	7/6
Chester Courant	.....	W	1d.	7 2¼ 23	3/6	2/–
Crewe (46,477) 21-7						
Crewe and Nantwich Observer	.....	W	2d.	7 2¼ 23	3/6	1/6
Hyde (33,437) 52-40-7-16-25-57						
Hyde Reporter	.....	W	2d.	7 2½ 23	4/–	2/–
North Cheshire Herald (Series)	.....	W	2d.	7 2¼ 22½	6/–	4/3
Macclesfield (33,846) 37-61-1						
Macclesfield Courier	.....	W	3d.	6 2½ 23	3/6	2/–
Macclesfield Times (Series)	.....	W	2d.	7 2⅜ 22¾	5/–	2/6
Stockport (123,315) 52-16-37						
Cheshire Daily Echo	.....	DE	1d.	6 2⅛ 23¼	5/–	2/6
Stockport Advertiser (Series)	.....	W	2d.	8 2⅛ 23¼	10/–	6/–
Stockport Borough Express	13,000nsg(p)	W	1½d.	.....	1/6	1/–
Wallasey (90,721) 71-51						
Wallasey Chronicle	.....	W	2d.	8 2¼ 22½	5/–	2/6
Wallasey News	.....	W	2d.	7 2¼ 23	4/–	2/–
Wilmslow (8,286) 71						
Wilmslow Express	.....	W	1d.	.....	3/–	1/3

CORNWALL—

Bodmin (5,527) 1-35						
Cornish Guardian (Series)	10,032nsg	W	2d.	8 2⅜ 24½	7/6	3/–
Camborne (14,582) 10-40-1						
Cornish Post	.....	W	2d.	8 2¼ 22	...	1/–
Falmouth (13,318) 51-49-22						
Cornish Echo	.....	W	2d.	7 2½ 23¼	2/3	1/6
Falmouth Packet	.....	W	2d.	8 2⅛ 20	2/3	1/6
Launceston (3,981) 1-10						
Cornish and Devon Post	.....	W	2d.	8 2⅛ V	3/–	1/6
Launceston Weekly News (Series)	.....	W	2d.	8 2⅛ 20½	1/6	8d.
Liskeard (4,376) 1-29-22-35						
Cornish Times	.....	W	2d.	7 2½ 20	2/6	1/3

Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate	
Penzance (12,096) 1-36-22						
Cornishman	.....	W	2d.	8 2⅛ 22	1/9	..
Penzance Evening Tidings	.....	DE	1d.	7 2 21	1/9	..
Redruth (9,920) 10-1-2						
The Cornubian	.....	W	2d.	7 2½ 20¾	1/6	9d.
St. Ives (6,945) 51-22-35						
Western Echo	1,500nsg(p)	W	1d.	6 2½ 20	2/–	1/–
Truro (10,833) 1-10-46						
Royal Cornwall Gazette & Co. News	.....	W	1d.	7 2½ 20½	4/–	2/6
West Briton and Cornwall Adver.	14,276nsg	2W	1d. 2d	8 2¼ 23	5/–	3/6

CUMBERLAND—

Carlisle (52,600) 7-61-31-21						
Carlisle Journal	.....	2W	1d. 2d.	7 2½ 24½	6/–	3/–
Cumberland Evening News	.....	DE	1d.	6 2½ 23½	3/–	1/6
Cumberland News	21,167nsg	W	2d.	7 2½ 23½	6/–	3/–
Cockermouth (4,845) 1-4-40						
West Cumberland Times	22,478nsg pw	2W	1d. 2d.	8 2¼ 22½	3/9	1/6
Penrith (8,342) 1-51-71						
Mid-Cumberland & N. W'land Herald	10,800nsg(p)	W	2d.	8 2¼ 24	4/–	..
Penrith Observer	.....	W	1½d.	7 2½ 25	3/–	2/–
Whitehaven (19,536) 35-1-55						
West Cumberland News	.....	W	1d.	6 2¼ 21	4/–	2/–
Whitehaven News	.....	W	2d.	8 2¼ 25	4/–	2/–
Workington (26,480) 40-19						
Cumberland Evening Mail	.....	DE	1d.	7 2¼ 20½	3/6	..
Workington Star	.....	W	1d.	6 2¼ 17½	3/–	2/–

DERBYSHIRE—

Alfreton (5,763) 4-40						
Alfreton Journal	.....	W	1d.	7 2¼ 23¼	4/–	1/6
Ashbourne (4,147) 1-75-55						
Ashbourne News	.....	W	1d.	7 2¼ 23¼	4/–	1/6
Ashbourne Telegraph	.....	W	1d.	5 2½ 18	2/–	1/3
Belper (12,329) 52-28						
Belper News	.....	W	1d.	8 2¼ 19	1/6	..
Buxton (15,681) 51-1-62						
Buxton Advertiser	.....	W	2d.	7 2½ 22	6/–	2/–
Buxton Herald	.....	W	1d.	6 2½ 22	3/–	1/9
High Peak News	.....	W	2d.	7 2½ 22	6/–	2/–
Chesterfield (61,236) 4-40-1						
Derbyshire Times	41,642nsg	W	2d.	8 2⅛ 24½	7/6	..
Derby (129,836) 40-56-21						
Derby Daily Express	.....	DE	1d.	5 2¼ 16½	7/6	..
Derby Daily Telegraph	.....	DE	1d.	V 2½ 23	7/–	4/–
Derby Mercury	.....	W	2d.	5 2¼ 16½	5/–	2/6
Derby Reporter	.....	W	2d.	7 2½ 23	5/–	2/6
Derbyshire Advertiser	.....	2W	2d.	7 2¼ 23¼	10/–	6/–
Glossop (20,528) 52-12						
North Derbyshire Advertiser (Series)	.....	W	2d.	6 2½ 22	5/–	4/–
Ilkeston (32,269) 35-40-28						
Ilkeston Advertiser	.....	W	1½d.	8 2¼ 23½	2/–	1/9
Ilkeston Pioneer	.....	W	1½d.	6 2½ 22	1/6	..
Matlock (7,055) 51-1						
Matlock Visitor	.....	W	1½d.	7 2½ 22	5/–	1/6

DEVONSHIRE—

Barnstaple (14,409) 63-64-65						
North Devon Herald	.....	W	2d.	7 2½ 20	2/6	1/6
North Devon Journal	.....	W	2d.	7 2½ 20	2/6	1/6
Bideford (9,125) 49-55-1						
Bideford Gazette	4,800nsg(p)	W	2d.	6 2¼ 20½	3/–	1/6
Chudleigh (2,005) 1-29-3						
South Devon Express	.....	W	½d.	V 2½ 13	1/–	6d
Dartmouth (7,201) 49-7-22						
Dartmouth Chronicle	.....	W	2d.	6 2½ 20	3/6	1/6
Exeter (59,608) 1-7-58						
Devon and Exeter Daily Gazette	.....	DM	1d. 2d.	7 2¼ 21½	6/–	4/6
Exeter Express and Echo	.....	DE	1d.	6 2¼ 21	7/–	5/–
Western Times	.....	DM	2d.	7 2¼ 21	4/–	2/–
Ilfracombe (11,779) 51-63						
Ilfracombe Chronicle (incp. Gazette)	.....	W	2d.	7 2½ 22	2/–	1/–
Kingsbridge (2,945) 1-71						
South Devon Gazette (Series)	.....	W	1d.	7 2½ 22	5/–	3/–
Newton Abbot (13,837) 1-21-58						
Mid-Devon Advertiser	.....	W	1½d.	5 2⅛ 17	3/6	1/9
Mid-Devon Times	.....	W	1½d.	6 2½ 22½	3/6	1/9
Plymouth (209,857) 49-46-10-22						
Western Evening Herald	.....	DE	1d.	7 2⅛ 24	12/6	6/–
Western Independent	.....	2W	1d. 2d.	4 2¾ 18	6/–	5/9
Western Morning News & Mercury	.....	DM	1½d.	V 2⅛ 24	16/–	10/–
Western Weekly News	.....	W	2d.	5 2⅛ 14½	6/–	4/–
Sidmouth (5,669) 51-22						
Sidmouth Observer	.....	W	2d.	6 2½ 20	1/–	6d
Tavistock (4,317) 1-35						
Tavistock Gazette	.....	W	2d.	6 2¼ 21	2/6	1/3
Teignmouth (10,976) 22-51						
Teignmouth Gazette	.....	W	1½d.	6 2½ 21	3/6	2/3
Teignmouth Post	.....	W	1½d.	6 2½ 21	3/6	2/3
Tiverton (9,715) 1-64						
Devon and Somerset News	3,134nsg	W	2d.	8 2⅓ 24	2/–	1/–
Tiverton Gazette (Series)	.....	W	2d.	7 2⅜ 21	..	..
Torquay (39,432) 51						
Torbay Express	.....	DE	1d.	7 2¼ 21	5/–	3/–
Torquay Directory	.....	W	2d.	8 2¼ 25	4/–	2/–
Torquay Times	.....	W	2d.	7 2¼ 20	5/–	2/–
Totnes (3,982) 1-8						
Totnes Times	.....	W	1½d.	6 2½ 22½	4/–	2/–
Western Guardian	.....	W	1½d.	6 2½ 22½	4/–	2/–

DORSETSHIRE—

Bridport (5,910) 22-51						
Bridport News	.....	W	2d.	5 2¾ 20	2/6	1/–
Dorchester (9,954) 1						
Dorset County Chronicle	.....	W	2d.	8 2⅜ 24	3/6	1/–
Weymouth (24,570) 51						
Dorset Dly. Echo & Weymouth Dis.	.....	DE	1d.	V 2⅛ 24	4/–	2/–
Dorset Daily Press	.....	DE	1d.	7 2⅛ 21	3/–	1/–
Southern Times	.....	W	2d.	8 2⅜ 24	3/6	1/–
Weymouth Telegram	.....	W	1d.	6 2½ 22½	2/6	1/–

DURHAM—

Bishop Auckland (14,294) 35-7-1						
Auckland and County Chronicle	.....	W	2d.	7 2¼ 22¼	7/6	5/–
Chester-le-Street (15,594) 35-56-1						
Chester-le-Street Chronicle	.....	W	1½d.	6 2½ 20½	2/6	1/–

(*Continued on page* 150)

The Times

(*LONDON*)

begs to inform its many advertising clients in the United States that it has appointed

G. LOGAN PAYNE CO.

and

PAYNE, BURNS & SMITH, INC.

in conjunction with

MR. CORNELIUS VANDERBILT, JR.

Sole Advertising Representatives for the U. S. A.

Shake Hands with Ulster through the pages of the

Belfast Telegraph

"A progressive daily in a prosperous State"

The biggest factor in the success of any Irish Publicity scheme is the "Belfast Telegraph"—"The Key that unlocks the money chests of Ulster."

No National Campaign is complete without it; for thanks to its continuous enterprise for more than half a century this "live" Irish daily now wields a greater influence than any other newspaper published in "John Bull's other Island." It is an undisputed fact that in the prosperous North—

Everybody Reads the "Telegraph"

Book to London and Ulster in 1924

Apply for rates and Circulation Map to The Advertisement Manager, 124 Royal Avenue, Belfast and 40-43 Fleet Street, London E. C. 4.

THE ADVERTISEMENT MANAGER

124 Royal Avenue, Belfast and 40-43 Fleet St., London, E. C. 4

GROWTH

A great newspaper developing rapidly to cover South Jersey.

3 YEARS' PROGRESS
Semi-Annual Circulation Statements

Sept. 30, 1919	11,234
Mar. 31, 1920	12,961
Sept. 30, 1920	13,332
Mar. 31, 1921	16,499
Sept. 30, 1921	18,550
Mar. 31, 1922	21,293
Sept. 30, 1922	22,129

Circulation January 1 to 15, over **24,000**

Largest Circulation in South Jersey Guaranteed

Home delivery in 140 towns in 30-mile radius

7 out of 10 homes in Camden take the Courier

Camden Daily Courier

A. B. C. Member — Camden, N. J.

National Representatives, Chas. H. Eddy Co.
Fifth Ave. Bldg., New York Peoples Gas Bldg., Chicago
Old South Bldg., Boston

BRITISH NEWSPAPERS—(Continued from page 148)

ENGLAND

Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate	
Consett (12,151) 40-4						
Consett Chronicle	.....	W	1½d.	6 2½ 21¼	2/6	1/-
Consett Guardian	.....	W	2d.	6 2¼ 25	6/-	4/-
Darlington (65,866) 7-21-35						
Darlington & Stockton Times (Series)	25,927nsg	W	2d.	V 2¼ 24	7/-	4/6
North Star	.....	DM	1d.	7 2¼ 22	12/-	18/-
Northern Echo	76,006nsg	DM	1d.	7 2¼ 22¼	20/-	15/-
Northern Evening Despatch	.....	DE	1d.	7 2¼ 22½	10/6	7/6
Durham (17,329) 4-7-1						
Durham Chronicle	.....	W	2d.	7 2¼ 21½	7/6	5/-
Durham County Advertiser	.....	W	2d.	7 2¼ 21½	7/6	5/-
West Hartlepool (90,000) 49-19-59						
Northern Daily Mail	16,977nsg	DE	1d.	V 2¼ 22	2/6	..
Shields (108,649) 7-49-4						
Shields Daily Gazette	.....	DE	1d.	V 2¼ 24	6/-	4/6
Stockton (64,150) 40-49-7						
Stockton Herald	.....	W	1d.	7 2¼ 24	....	..
Sunderland (160,000) 49-4-7						
Daily Echo and Shipping Gazette	43,865nsg	DE	1d.	V 2¼ 22	5/-	..
ESSEX—						
Chelmsford (20,761) 7-1						
The Essex Chronicle (Series)	.....	W	1d.	V 2¼ 25	12/-	9/-
Essex Weekly News	27,444nsg	W	2d.	8 2¼ 25	6/1	..
Clacton (17,049) 51						
Clacton Times (Series)	.....	W	1d.	7 2⅛ 22½	5/-	2/6
East Essex Advertiser	3,360nsg	W	1½d.	8 2¼ 24	2/-	9d.
Colchester (43,377) 7-1-43						
Colchester Gazette	.....	W	1d.	4 2⅛ 20	3/6	1/9
Essex County Standard	.....	W	2d.	8 2⅛ 24	3/6	1/9
Essex County Telegraph	.....	2W	2d.	7 2¼ 20	4/-	2/6
Epping (4,197) 1-36						
West Essex Gazette	.....	W	1d.	4 2½ 15½	2/6	1/6
Grays (17,364) 76						
Grays and Tilbury Gazette	.....	W	1d.	V 2¼ 16	4/6	3/9
Halstead (5,916) 37-40-58						
Halstead and Colne Valley Gazette	4,100nsg(p)	W	2d.	6 2⅝ 22	2/6	1/2
Harwich (13,036) 20-51-22						
Harwich Standard	.....	W	½d.	6 2½ 20½	....	..
Ilford (85,191) 71						
Ilford Guardian	.....	W	1d.	6 2⅛ 22	....	..
Ilford Recorder	.....	W	1½d.	7 2⅛ 24	4/-	2/9
Loughton (5,749) 71						
Loughton and District Advertiser	.....	W	1d.	7 2½ 22	2/6	1/6
Romford (19,448) 71-36						
Essex Times	.....	W	1d.	8 2¼ 24	4/6	3/3
Romford Times	.....	W	1d.	8 2¼ 24	3/-	1/9
Southend-on-Sea (106,021) 51-22-1						
Southend Observer	.....	W	1d.	8 2¼ 25	2/6	2/-
Southend Pictorial Telegraph	.....	W	1d.	5 2¼ 16	4/6	3/9
Southend Standard	.....	W	2d.	7 2¼ 24	10/-	8/6
Southend Times	.....	W	2d.	4 2½ 13½	10/-	6/6
Waltham Abbey (6,847) 36-54-1						
Waltham Abbey Telegraph	.....	W	1d.	6 2½ 23	3/-	2/-
GLOUCESTERSHIRE—						
Bristol (377,061) 50-2-41						
Avonmouth Mail (Series)	.....	W	1d.	5 2½ 18	3/-	2/9
Bristol Advertiser	.....	W	1d.	6 2½ 21	6/-	5/6
Bristol Evening News	.....	DE	1d.	6 2½ 18	10/-	9/-
Bristol Evening Times	.....	DE	1d.	V 2¼ V	10/-	8/-
Bristol Guardian	.....	W	1d.	6 2½ 20	6/-	3/-
Bristol Observer	.....	W	1d.	7 2½ 20	10/-	9/-
Bristol Times and Mirror	.....	DM	1d. 2d.	V 2¼ 24½	7/6	5/-
Western Daily Press	.....	DM	1d.	7 2½ 25½	10/-	9/-
Cheltenham (48,444) 51						
Cheltenham Chronicle	.....	W	2d.	V 2¼ 23	5/-	2/6
Gloucestershire Echo	.....	DE	1d.	V 2¼ 23	4/-	2/6
Cinderford 4-53-40						
Dean Forest Mercury	.....	W	2d.	7 2½ 22½	2/6	1/6
Cirencester (7,408) 1						
Wilts and Gloucestershire Standard	8,000nsg(p)	W	2d.	8 2⅛ 22	4/-	2/-
Clifton (42,466) 71						
Clifton Chronicle	.....	W	2d.	5 2¼ 16½	5/-	2/6
Clifton Free Press (Series)	.....	W	1d.	7 2⅛ 21	12/-	7/6
Coleford (2,781) 4-53-1						
Dean Forest Guardian	3,250nsg(p)	W	2d.	7 2⅝ 22½	2/3	1/3
Dursley (7,591) 1-74-23						
Dursley Gazette (Series)	6,365nsg	W	2d.	7 2¼ 22	3/-	2/-
Gloucester (51,330) 59-7-1						
Gloucestershire Chronicle	.....	W	2d.	7 2¼ 20½	7/6	3/-
Gloucester Citizen	.....	DE	1d.	7 2½ 21	5/-	3/6
Gloucester Journal	.....	W	2d.	7 2½ 21	5/-	3/6
Lydney (9,842) 76-31-4						
Lydney Observer	.....	W	2d.	7 2½ 22½	2/-	1/3
Stroud (8,561) 61-7-1						
Stroud Journal	.....	W	2d.	7 2¼ 23	3/-	2/-
Stroud News	3,317nsg	W	2d.	8 2⅛ 22	3/-	2/-
Tewkesbury (4,704) 1-13-36						
Tewkesbury Register and Gazette	.....	W	1½d.	7 2 21	2/6	1/-
GUERNSEY—						
Guernsey (40,120) 36-1-29-51						
Gazette de Guernsey	.....	W	1½d.	7 2⅛ 20½	....	..
Guernsey Advertiser	.....	W	1d.	7 2⅛ 20¼	....	..
Guernsey Evening Press	4,173nsg	DE	1d.	8 2¼ 25½	3/-	1/9
Guernsey Star	.....	DE	1d.	7 2⅜ 25	4/-	3/-
Guernsey Weekly Press	4,464nsg	W	1d.	8 2¼ 25½	3/-	1/9
HAMPSHIRE AND ISLE OF WIGHT—						
Aldershot (28,756) 48-32-7						
Aldershot Gazette and Military News	.....	W	2d.	5 2 17	3/-	1/9
Aldershot News	.....	W	2d.	7 2⅛ 20½	3/-	2/-
Andover (8,569) 41-13-1						
Andover Advertiser (Series)	6,221nsg(p)	W	2d.	6 2½ 23½	4/-	2/-
Basingstoke (12,718) 7-43-1						
Hants and Berks Gazette	.....	W	2d.	7 2¼ 22	4/-	2/3
Bournemouth (91,770) 51-49						
Bournemouth Daily Echo	.....	DE	1d.	V 2⅛ 24	8/-	5/-
Bournemouth Graphic	.....	W	1½d.	4 2 12	4/-	2/6
Bournemouth Guardian (Series)	.....	W	2d.	7 2¼ 23½	2/6	2/-
Bournemouth Times and Directory	.....	W	2d.	7 2⅜ 23½	6/-	4/-
Cowes, I. W. (9,998) 51-7-49						
Isle of Wight Herald	.....	W	1d.	6 2½ 20	2/6	1/6

(*Continued on page* 152)



ieldmen,
VENING
OURNAL'S
lerchandising
ervice
lepartment

How to sell goods in the New York market

The first thing a manufacturer is apt to ask a New York newspaper with Merchandising Service, is "What can you do for us in New York?" That is a question no newspaper can conscientiously answer until it knows what the *manufacturer wants to do* in New York; how he is organized to do it and how his advertising is planned. There can be no standard plan for covering New York. The market is too enormous.

Swing a 50-mile radius around New York. That's *Journal City*—America's largest, richest, most responsive and most easily controlled market.

Journal City covers only 7,854 square miles of territory, but offers manufacturers 8,900,000 consumers. In area it is a dot on the map, but in population it is larger than the entire six states of New England and pays more income tax than either New England or the solid South.

Journal City is essentially a newspaper-reading market.

622,749 copies daily
of the NEW YORK EVENING JOURNAL
are bought—at 3c. a copy; 40% of the total New York evening field is covered by this one great paper alone—giving advertisers the largest daily circulation in America.

To make the selling power of this tremendous circulation even more effective, the Merchandising Service Department of the NEW YORK EVENING JOURNAL is offered without cost to assist manufacturers win their place in this market—and the method of assistance varies with every campaign—as it must.

No merchandising department is worth its weight in newsprint if it has one ready-to-use method that must be twisted to suit every campaign. It becomes merely the tag end of an advertising solicitation, instead of being as it should be, a definite and practical auxiliary to the manufacturer's own sales department.

The Merchandising Service Department of the NEW YORK EVENING JOURNAL is successful because it is the biggest in the country, is flexible and back of it has the tremendous selling power of the largest daily circulation in America.

RECORD OF WORK DONE

522,553 personal calls on retailers by JOURNAL fieldmen.

215,373 pieces of window display distributed by JOURNAL men.

78,117 trade investigation calls to ascertain market conditions.

487 market surveys made to assist agencies and sales managers.

815,000 trade papers circulated—5 great trade papers—8 and 10 pages sent free to retailers in every line—*Grocery,—Drug,—Men and Women's Wear—Automotive* and *Household* Trade News.

What 21 Manufacturers did in New York told in 2 booklets sent free on request

Business Office: 2 Columbus Circle, New York City

NEW YORK EVENING JOURNAL

Largest daily circulation in America and at 3c. a copy

New York Outlets for Food

For food manufacturers it offers as many outlets as New Hampshire, Rhode Island, Delaware, Kansas, Nebraska, Iowa and Oregon combined.

Drug Stores

For drug store outlets it equals Washington, Minnesota, Wisconsin, Maine, Vermont and Florida combined.

Some firms using JOURNAL Service

Borden's Milk
Gillette Razors
Lea & Perrins
Maxwell House Coffee
Sealpax Underwear
Simmons Beds
Tetley's Tea
Wearever Aluminum
Post Toasties
Rinso
Van Camp
Ancre Cheese
Revelation Tooth Powder
Pepsodent
U. S. Rubber Heels
Kellogg's
Life Buoy Soap
Hecker's
H. & H. Honey
Pyrex Nursing Bottles
Mineralava
Premier Coffee and Salad Dressing
Squibb's Preparations
American Crayon
Van Heusen Collars
Post Bran
Carter's Underwear
Tom Wye Jacket

Health!



The Samson Clark Building was specially designed to let in the daylight and promote the health and well-being of those employed.

The firm of Samson Clark & Co., Ltd., was also built up to render you precisely the same class of service.

We can bring the daylight of enlightened publicity to bear on your selling problems in Great Britain and its connections overseas.

Our whole effort is to promote the health and well-being of your sales organization.

Will you allow us to do it for YOU? An appointment can be made either by post or over the 'phone. After an interview we will submit a sales scheme to you without putting you under any obligation whatsoever, except the courtesy of careful consideration.

The "Morning Advertiser," of London, Eng., Nov. 7th, 1922, said—"No such palace, however, as the new home for the extensive Advertising Service of Samson Clark & Co., Ltd. . . . . is likely to be in existence, anywhere else.

SAMSON CLARK & CO., Ltd.
ADVERTISING SERVICE
57-59-61, Mortimer Street, London, W. 1.

Telephone: Museum 8060 (ten lines)
Telegrams: Unsullied-Wesdo-London

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HULTON GROUP OF PUBLICATIONS

(Embracing Morning, Evening, Sunday and Weekly Newspapers and Magazines)

Net Sale, 7,000,000 Copies per issue.

BRITISH NEWSPAPERS—(Continued from page 150)

Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate	
Newport, I. W. (11,036) 1-49-68						
Isle of Wight County Press	15,726nsg	W	2d.	V 2¼ 24	5/–	3/6
Petersfield (3,933) 1-41						
Hants and Sussex News	.....	W	1d.	7 2⅛ 21	2/6	1/6
Portsmouth (247,343) 20-51						
Eve. News & Southern Daily Mail	64,008nsg	DE	1d.	V 2¼ 22	6/–	..
Hants Telegraph and Post	14,350nsg	W	2d.	V 2¼ 22	3/–	..
Portsmouth Times (Series)	.....	W	2d.	8 2⅛ 24½	6/–	3/–
Ryde, I. W. (11,295) 51						
Isle of Wight Times	1,852nsg(p)pw	2W	1d.	7 2¼ 20	3/4	2/4
Sandown, I. W. (7,664) 51						
Isle of Wight Chronicle	.....	W	1d.	6 2⅛ 20½	2/–	1/3
Southampton (160,997) 49-51-1						
Hants Advertiser	.....	W	2d.	8 2⅛ 24	5/–	3/6
Hants Independent	.....	W	2d.	8 2⅛ 24	5/–	3/6
Southampton Times	.....	W	2d.	5 2⅛ 17½	6/–	3/6
Southern Echo	.....	DE	1d.	V 2⅛ 24	8/–	5/–
Winchester (23,791) 1-48						
Hampshire Chronicle	11,000nsg(p)	W	2d.	8 2⅜ 24	4/–	2/–
Hampshire Observer	.....	W	1d.	7 2⅛ 23½	4/–	2/–
HEREFORDSHIRE—						
Hereford (23,324) 1-8						
Hereford Journal	.....	W	1½d.	5 2¼ 17½	5/–	3/-
Hereford Mercury	.....	W	1d.	5 2¼ 17½	5/–	3/–
Hereford Times	21,313nsg	W	2d.	7 2⅛ 24	8/–	5/–
Ledbury (3,152) 1						
Ledbury Reporter and Guardian	.....	W	1½d.	7 2¼ 24½	2/6	1/–
Leominster (5,539) 1						
Leominster News	.....	W	1½d.	6 2⅛ 22½	3/6	1/6
Ross (4,665) 1						
Ross Gazette	.....	W	1½d.	6 2½ 22	2/6	1/3
HERTFORDSHIRE—						
Barnet (11,772) 71-55-1						
Barnet Press and Finchley News	.....	W	1½d.	6 2½ 23	6/8	3/–
Bishop's Stortford (8,857) 41-1-36						
Herts and Essex Observer	7,500nsg(p)	W	2d.	7 2½ 22¾	4/–	1/6
Hemel Hempstead (13,832) 1-12-7-74						
Hertfordshire Hemel Hempstead Gaz.	.....	W	2d.	7 2⅛ 20¼	4/6	2/6
Hertford (10,712) 1-41-13-73						
Hertfordshire Mercury	9,936nsg(p)	W	2d.	8 2⅛ 23¼	4/6	2/3
Hertfordshire Record	.....	W	1d.	7 2 22	3/9	2/3
Hitchin (13,535) 1-7-55-71						
Herts Express (Series)	.....	W	2d.	7 2¼ 22	4/–	2/6
Letchworth (10,313) 7-56-32-1						
Citizen	2,540nsg(p)	W	2d.	6 2⅛ 18	3/–	1/9
Royston (3,826) 1-36-41						
Herts and Cambs Reporter	.....	W	1½d.	8 2⅛ 22½	2/6	1/4½
St. Albans (25,588) 32-2-16						
Herts Advertiser	.....	W	2d.	7 2¼ 24	6/–	3/–
Watford (45,910) 71-41-1-55						
West Herts and Watford Observer	10,152nsg	W	2d.	7 2¼ 20	6/–	4/6
West Herts Post	.....	W	1d.	7 2¼ 25	3/–	1/9
HUNTINGDONSHIRE—						
Huntingdon (4,194) 1-68-56						
Huntingdonshire Post	.....	W	1d.	7 2¼ 22	3/6	2/–
Hunts County News	.....	W	1d.	7 2¼ 20	3/6	2/6
St. Neots (4,109) 1-12						
St. Neots Advertiser	+4,600nsg	W	1d.	8 2⅜ 23	2/6	1/3
ISLE OF MAN (60,238)—						
Douglas (25,000) 1-22-51						
Isle of Man Examiner	3,800nsg(p)	W	1½d.	V 2⅓ 23½	4/–	2/–
Isle of Man Times	.....	W	2d.	9 2¼ 23½	4/–	2/–
Isle of Man Times	.....	*DE	1d.	V 2¼ 20	2/–	1/–
Mona's Herald	.....	W	1d.	6 2¼ 19	2/6	1/9
Ramsey (4,000) 1-51-22						
Ramsey Courier	.....	2W	1d. 2d.	6 2½ 22	2/–	1/3
JERSEY—						
St. Heliers (26,314) 1-51						
Jersey Evening Post	6,688nsg	DE	1d.	V 2⅛ 24	4/–	3/–
Jersey Morning News	.....	DM	1d.	8 2⅛ 22	3/–	2/6
Jersey Weekly Post	.....	W	1½d.	8 2⅛ 24	3/–	2/3
KENT—						
Ashford (14,355) 21-61-1						
Kentish Express	30,249nsg	W	2d.	8 2½ 24	10/–	5/–
Tuesday Express	.....	W	1d.	8 2½ 24	5/–	2/6
Beckenham (33,350) 71						
Beckenham Advertiser	.....	W	2d.	V 2¼ 23½	3/6	2/–
Beckenham Journal	.....	W	1½d.	7 2¼ 23	3/–	1/6
Beckenham Times	.....	W	2d.	7 2¼ 23	3/–	2/6
Bromley (35,070) 71						
Bromley Mercury	.....	W	1d.	7 2¼ 22	3/–	2/3
Bromley Times	.....	W	2d.	7 2¼ 23	3/–	2/6
Canterbury (23,738) 1-36-41						
Kent Herald	.....	W	1d.	7 2¼ 21	2/–	1/6
Kentish Gazette	4,438nsg	W	1½d.	7 2¼ 21½	2/–	1/4
Kentish Observer	.....	W	2d.	6 2¼ 21½	....	..
Chatham (42,665) 49-20-7						
Chatham, Rochester, etc., Observer	.....	W	2d.	8 2¼ 22	3/6	2/–
Chatham, Rochester, etc., News	18,161nsg	W	2d.	8 2¼ 23	5/–	2/6
Deal (12,990) 22-51						
Deal, Walmer & Sandwich Mercury	.....	W	1½d.	7 2⅛ 22	3/–	1/6
Dover (39,985) 4-12-56-20						
Dover and County Chronicle	.....	W	1d.	6 2½ 20	3/6	1/3
Dover Express and East Kent News	10,803nsg	W	1½d.	5 2¼ 18	4/–	2/–
Dover Standard	.....	W	1½d.	6 2½ 20½	2/–	1/6
Dover Telegraph	.....	W	1d.	6 2½ 20	3/6	1/3
Faversham (10,870) 1-8-49						
Faversham Mercury	.....	W	1½d.	6 2¼ 21½	....	..
Faversham and N. E. Kent News	3,144nsg	W	1½d.	7 2¼ 20	1/6	10d.
Folkestone (37,571) 51-22						
Folkestone Express	.....	W	1d.	5 2⅜ 16½	2/3	1/9
Folkestone Herald	.....	W	2d.	8 2¼ 23½	4/–	3/–
Gravesend (31,137) 12-66-55						
Gravensend and Dartford Reporter	.....	W	2d.	7 2½ 25½	4/–	2/6
Hawkhurst (3,200) 1						
Kent and Sussex Post	.....	W	2d.	5 2½ 18	2/–	1/–

(*Continued on page* 153)

BRITISH NEWSPAPERS—(Continued from page 152)

ENGLAND

Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate	
Herne Bay (11,872) 51-71						
Herne Bay Press	.....	W	2d.	6 2½ 20½	....	..
Hythe (7,764) 48-51						
Hythe Reporter	.....	W	1½d.	4 2¾ 15	1/10	1/–
Maidstone (37,448) 1-41-12-7						
Kent Messenger (Series)	27,684nsg pw	2W	1d. 2d.	7 2⅜ 24¼	7/6	..
South Eastern Gazette	.....	3W	1d.	7 2¼ 22	5/–	3/–
Margate (46,475) 51						
Isle of Thanet Gaz. & Thanet Times.	.....	W	2d.	V 2⅜ 24	5/–	..
Ramsgate (36,560) 22-51-4						
East Kent Times	nsg	2W	1½d.	7 2⅜ 22	4/6	2/3
Pullen's Kent Argus	.....	W	1½d.	6 2½ 19	2/6	1/–
Thanet Advertiser & Echo	+6,600nsg	W	1½d.	7 2¼ 22	2/6	1/6
Rochester (31,261) 7-1-73						
Rochester Journal Standard	15,948nsg	W	1d.	8 2⅜ 23	5/–	2/6
Sevenoaks (9,058) 1						
Sevenoaks Chronicle	.....	W	2d.	8 2¼ 24½	2/6	1/6
Sheerness (18,596) 20-1-65						
Sheerness Guardian	4,436nsg(p)	W	1½d.	7 2⅛ 21	4/–	1/6
Sidcup (8,940) 71-1-36						
Kentish District Times (Series)	.....	W	2d.	7 2¼ 23	12/–	7/–
Sidcup and District Times	.....	W	2d.	7 2¼ 23	2/6	1/9
Sittingbourne, Etc. (16,820) 3-12-1-8-24						
East Kent Gazette	.....	W	2d.	7 2½ 24	4/–	2/–
Tonbridge (15,929) 1-32-55						
Tonbridge Free Press	.....	W	1¼d.	5 2½ 18	5/–	2/–
Tunbridge Wells (35,568) 1-3-41						
Kent and Sussex Courier	17,900nsg	W	2d.	8 2¼ 24½	5/–	3/6
Tunbridge Wells Advertiser	.....	W	2d.	5 2¼ 19	5/–	2/6
Westerham (3,000) 1-41						
Westerham Herald	.....	W	2d.	5 2½ 18½	3/–	1/9
LANCASHIRE—						
Accrington (43,610) 52-25-74						
Accrington Gazette (Series)	.....	W	2d.	7 2½ 21	6/–	2/–
Accrington Observer & Times (Ser.)	.....	2W	1d. 2d.	7 2½ 23	5/–	3/–
Ashton-under-Lyne (43,333) 52-30-4						
Ashton-under-Lyne Herald (Series)	.....	W	2d.	7 2¼ 23	5/–	2/–
Ashton-under-Lyne Reporter (Ser.)	.....	W	2d.	7 2½ 23½	7/–	5/–
Cotton Factory Times	.....	W	1d.	6 2½ 23½	6/–	3/6
Bacup (21,256) 52-2-30						
Bacup Times	.....	W	2d.	7 2½ 24	5/–	3/–
Barrow (74,254) 49-40-1						
Barrow Guardian (Series)	.....	W	2d.	5 2¼ 17	6/–	2/6
Barrow News (Series)	.....	W	2d.	5 2¼ 18½	6/–	3/6
North Western Daily Mail	.....	DE	1d.	5 2¼ 18½	6/–	3/6
Blackburn (126,630) 52-40-4						
Blackburn Times	.....	W	2d.	7 2½ 23	6/–	3/–
Blackburn Weekly Telegraph	.....	W	2d.	6 2⅜ 21½	7/–	5/–
Northern Daily Telegraph	70,000nsg(p)	DE	1d.	6 2⅜ 21½	15/–	12/6
Blackpool (99,640) 51						
Blackpool Gazette and Herald	34,010nsg pw	3W	1½d. 2d.	8 2¼ 23	6/–	3/9
Blackpool Times (Series)	.....	2W	1d. 2d.	6 2¼ 20½	5/–	3/–
Bolton (178,678) 52-4-7						
Bolton Evening News	48,090nsg	DE	1d.	V 2⅛ 21¾	6/–	..
Bolton Journal (Series)	.....	W	2d.	V 2⅛ 21¾	9/–	..
Bootle (76,508) 49-7-58						
Bootle Herald (Series)	.....	W	1½d.	V 2⅛ 24	5/–	2/6
Bootle Times (Series)	.....	W	2d.	7 2¼ 23	4/6	3/–
Burnley (103,175) 52-4-40						
Burnley Express	.....	2W	1d. 2d.	7 2¼ 23	8/–	4/–
Burnley News	.....	2W	1d. 2d.	6 2½ 23	5/–	2/6
Bury (56,426) 52-40-30						
Bury Guardian	.....	W	2d.	6 2½ 22	5/–	2/–
Bury Times	.....	2W	2d. 1d.	7 2½ 24	5/–	2/6
Chorley (30,576) 52-4-7						
Chorley Guardian	7,604nsg	W	2d.	7 2¼ 23	...	..
Chorley Weekly News (Series)	.....	W	1½d.	7 2¼ 22½	4/–	1/6
Clitheroe (12,204) 52-53-39						
Clotheroe Advertiser and Times	5,133nsg	W	2d.	6 2½ 20	2/6	1/6
Colne (24,755) 52-7						
Colne Times	.....	W	2d.	V 2⅛ 22	4/–	2/4
Darwen (37,913) 52-12-55						
Darwen News	.....	2W	1d. 2d.	7 2½ 22	....	..
Darwen Weekly Advertiser	10,695nsg	W	½d.	7 2¼ 25¾	....	2/6
Fleetwood (19,448) 7-21-51-76						
Fleetwood Chronicle	.....	W	2d.	7 2¼ 22¾	4/–	2/3
Lancaster (40,226) 1-55						
Lancaster Guardian	.....	W	2d.	7 2½ 23½	6/–	4/6
Lancaster Observer	.....	W	2d.	8 2⅜ 24½	4/–	1/9
Liverpool (803,118) 76-49-7-13						
Customs Bills of Entry (A & B)	.....	DE	Sub.	4 2⅛ 14	2/6	..
Liverpool Courier	.....	DM	1d.	V 2¼ 23½	17/6	..
Liverpool Daily Post and Mercury	.....	DM	1d.	V 2¼ 24	20/–	..
Liverpool Echo	.....	DE	1d.	8 2¼ 24	25/–	..
Liverpool Express	.....	DE	1d.	V 2¼ 23½	20/–	..
Liverpool Weekly Courier	.....	W	2d.	V 2¼ 23½	17/6	..
Liverpool Weekly Post	.....	W	2d.	V 2¼ 24	20/–	..
Y Brython	.....	W	2d.	5 2½ 17½	4/–	3/–
Lytham (10,830) 49-51-22						
Lytham—St. Anne's Standard	.....	W	1d.	6 2½ 20	4/–	1/–
Lytham Times	.....	W	1d.	7 2¼ 21	4/–	1/3
Manchester (730,551) 52-55-61-37						
Manchester Empire News	1,381,092nsg(p)	W	2d.	7 2⅛ 23	100/–	..
Manchester City News	.....	W	1½d.	6 2¾ 23	10/–	6/6
Manchester Daily Dispatch	405,488nsg(p)	DM	1d.	7 2⅛ 23	60/–	..
Manchester Evening Chronicle	325,016nsg(p)	DE	1d.	7 2⅛ 23	40/–	..
Manchester Evening News	.....	DE	1d.	V 2½ 23	25/–	..
Manchester Guardian	.....	DM	2d.	7 2½ 23	25/–	23/1½
Manchester Guardian Commercial	.....	W	3d.	4 2⅝ 15½	32/6	30/0¾
Manchester Guardian Weekly	.....	W	2d.	4 2⅝ 15½	15/–	13/10
Manchester Sunday Chronicle	903,633nsg(p)	W	2d.	7 2⅛ 23	100/–	..
Morecambe (19,182) 51-22						
Morecambe Guardian	.....	W	1d.	7 2⅛ 23½	5/–	3/6
Morecambe and Boro' Advertiser	.....	W	1d.	7 2¼ 22	2/6	1/3
Nelson (39,839) 52						
Nelson Leader	9,583nsg	W	2d.	7 2¼ 22½	3/6	2/–
Oldham (145,001) 52-61-40						
Oldham Chronicle	16,400nsg	W	2d.	V 2⅛ 22½	7/–	3/6
Oldham Evening Chronicle	17,714nsg	DE	1d.	V 2⅛ 22½	6/–	2/9
Oldham Evening Standard	.....	DE	1d.	8 2¼ 23½	7/–	3/6
Oldham Standard	.....	W	2d.	8 2¼ 23½	8/–	4/6
Ormskirk (7,407) 1-4-41						
Ormskirk Advertiser	9,200nsg(p)	W	2d.	8 2¼ 23½	8/–	4/6
Preston (117,426) 52-49-40						
Lancashire Daily Post	.....	DE	1d.	V 2⅜ 23¼	10/–	..
Preston Guardian	.....	W	2d.	V 2⅜ 23¼	6/–	..
Preston Herald	.....	2W	1d. 1½d.	7 2¼ 23½	....	..
Rawtenstall (28,381) 52-53						
Rossendale Free Press	.....	W	2d.	7 2¼ 22½	3/–	2/–
Rochdale (90,807) 52-30-7						
Rochdale Observer	49,312nsg pw	2W	1d. 2d.	7 2½ V	9/6	8/-
Rochdale Times (Series)	.....	2W	1d. 2d.	7 2½ 19	7/–	4/–
St. Helens (102,675) 15-4-69						
St. Helens Newspaper	.....	2W	1d. 2d.	7 2½ 22	4/–	2/-
St. Helens Reporter (Series)	.....	2W	1d. 2d.	8 2¼ V	4/–	2/-
Southport (76,644) 7-51-58						
Southport Guardian	.....	2W	1d. 2d.	8 2½ 23½	7/6	5/6
Southport Visitor	.....	3W	1d. 2d.	V 2⅛ 24	7/6	5/6
Urmston (8,297) 7-52						
Urmston Western Telegraph (Ser.)	.....	W	1d.	7 2¼ 20	5/–	2/6
Warrington (76,811) 40-19-18-9						
Warrington Examiner (Series)	.....	W	2d.	7 2½ 23	3/6	1/9
Warrington Guardian (Series)	32,000nsg(p)	2W	1d. 2d.	8 2⅛ 21½	10/–	8/–
Widnes (38,879) 69-40-9 pw						
Widnes Weekly News (Series)	8,250nsg(p)	W	2d.	7 2⅛ 22½	5/–	2/6
Wigan (89,447) 4-52-40-7						
Wigan Examiner	17,031nsg pw	2W	1d. 2d.	7 2½ 23½	4/6	2/–
Wigan Observer	20,000nsg(p) pw	3W	1d. 2d.	8 2½ 23½	4/6	3/6

(*Continued on page* 154)

For Directory of Features

See Page 243

METROPOLITAN
NEWSPAPER SERVICE
Maximilian Elser, Jr., Gen'l Mgr.
150 NASSAU ST. NEW YORK



Which road do your customers travel?

If you have goods of high quality to sell, goods in the luxury class—pearl necklaces, oriental rugs, mahogany furniture, automobiles—you are interested in the purchasing power of the constituency to which you tell the story of your wares. As purchasing power increases numbers decrease, and below a certain capacity to buy you are not interested in numbers.

For example, the 1920 census of Chicago shows that there are in this city 7,292 men and women classified as "Bankers, brokers, etc.," and 70,405 men and women classified as "Laborers" in the major industries. This latter group, in human values, is no less important than the former; but it is no discredit to its worth of character to say that from the standpoint of purchasing power it does not enter into your calculations as a merchant of goods beyond its reach.

Your appeal is to the 7,000, not the 70,000—to the smaller group, whose ability to buy is a hundredfold that of the larger. When you pay for circulation which reaches the 70,000 you are paying for something which is of no value to you. THE POST carries no dead circulation for the quality merchant. Every reader is a potential buyer. You pay only for service in your own select and fruitful field.

The Shaffer Group
Chicago Evening Post
Indianapolis Star
Louisville Herald
Rocky Mountain News
Denver Times
Muncie Star
Terre Haute Star
Quality Publications

It Pays to Advertise to People Who Can Afford to Buy What You Have to Sell

The Class Newspaper of Chicago Is

THE CHICAGO EVENING POST

FOREIGN REPRESENTATIVES: KELLY-SMITH CO., NEW YORK - CHICAGO

BRITISH NEWSPAPERS—(Continued from page 153)

ENGLAND

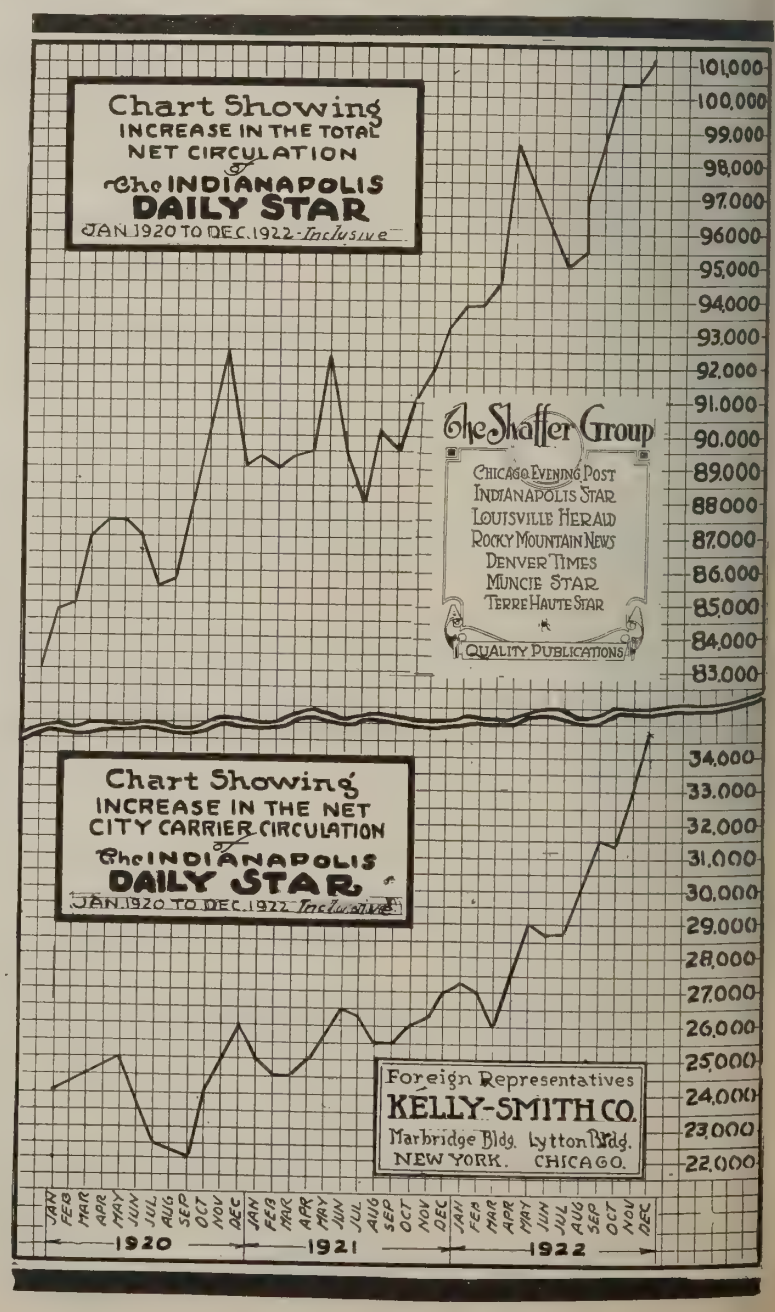
Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate	
LEICESTERSHIRE—						
Leicester (234,190) 2-28-7						
Leicester Advertiser	.....	W	2d.	8 2½ 23	9/–	5/–
Leicester Illustrated Chronicle	.....	W	2d.	5 2¼ 16¼	9/–	4/6
Leicester Mail	.....	DE	1d.	V 2¼ 22	9/–	6/6
Leicester Mercury	.....	DE	1d.	5 2¼ 16¼	9/–	..
Loughborough (25,876) 7-28-74						
Loughborough Echo	.....	W	1d.	6 2½ 22	4/–	1/6
Loughborough Monitor and Herald	.....	W	1d.	7 2½ 23	5/–	2/3
Market Harborough (8,577) 61-28-57						
Market Harborough Advertiser	.....	W	1d.	6 2½ 21½	....	..
Midland Mail	.....	W	1½d.	7 2¼ 25	2/–	1/6
Melton Mowbray (9,187) 1-2-11-52						
Melton Mowbray Journal	.....	W	2d.	V 2¼ 23½	5/–	2/–
Melton Mowbray Times (Series)	.....	W	1½d.	6 2½ 20	3/–	1/6
LINCOLNSHIRE—						
Boston (16,100) 22-1-59						
Boston Guardian	.....	W	2d.	7 2⅛ 23	3/6	1/9
Lincolnshire Standard (Series)	.....	W	2d.	7 2¼ 23½	4/–	2/–
Brigg (3,306) 1-40						
Lincolnshire Star (Series)	.....	W	1d.	6 2½ 22	5/–	2/6
Gainsborough (19,694) 7-73						
Gainsborough, Retford, etc., News	.....	2W	1d. 2d.	7 2¼ 21	2/6	1/10
Grantham (18,902) 74-58-1						
Grantham Journal (Series)	16,546nsg	W	2d.	V 2¼ 23½	6/8	2/9
Grimsby (82,329) 22-49-76						
Grimsby News	.....	W	2d.	9 2 25	7/6	3/–
Grimsby Telegraph	.....	DE	1d.	7 2⅛ 21½	10/–	6/–
Horncastle (3,461) 1						
Horncastle News	.....	W	1½d.	7 2⅛ 26	1/9	7d
Lincoln (66,020) 1-7-74-73						
Lincoln Echo	.....	DE	1d.	7 2¼ 24	5/–	3/6
Lincoln Gazette and Times (Series)	.....	W	1d.	7 2¼ 24	4/–	2/3
Lincoln Leader	.....	W	2d.	7 2⅜ 25	6/–	3/6
Lincolnshire Chronicle	.....	W	2d.	7 2⅛ 22½	7/6	5/6
Louth (9,544) 1						
Louth and North Lincs Advertiser	.....	W	1½d.	6 2½ 22	2/–	1/4
Market Rasen (2,177) 1-41						
Market Rasen Mail	1,450nsg(p)	W	1½d.	6 2½ 20	1/3	9d.
Skegness (9,251) 51						
Skegness News	.....	W	1d.	6 2½ 21	3/–	2/–
Sleaford (6,680) 1-68						
Sleaford Gazette	.....	W	1d.	7 2⅛ 24	1/9	9d.
Sleaford Journal	.....	W	1½d.	5 2¼ 16½	1/6	1/–
Spalding (10,702) 1-36						
Lincolnshire Free Press	11,643nsg	W	2d.	7 2 21½	5/–	?
Spalding Guardian	.....	W	2d.	7 2¼ 26	3/6	2/–
Stamford (9,881) 74-7-3-1						
Lincoln, etc., Mercury	.....	W	2d.	V 2 27	7/6	5/6
Stamford and Rutland News	5,700nsg(p)	W	1½d.	7 2⅛ 22	2/–	10d.
MIDDLESEX—						
Brentford (17,039) 57-40-9						
Middlesex Independent	.....	2W	1d.	6 2½ 20½	2/–	9d.
Enfield (60,743) 54-23-55						
Enfield Gazette and Observer	8,125nsg(p)	W	2d.	7 2⅛ 22	3/–	2/6
Enfield Weekly Herald	4,390nsg	W	1d.	8 2¼ 23	2/6	1/7
Harrow (19,468) 71-55						
Harrow Observer and Gazette (Ser.)	10,000nsg(p)	W	2d.	8 2¼ 22	5/–	4/–
Hendon (56,014) 68-23						
Hendon Advertiser	.....	W	1d.	5 2½ 18	3/–	2/6
Hendon and Finchley Times	.....	W	2d.	8 2⅓ 23	3/6	2/6
Hounslow (46,729) 36-48-55-71						
Middlesex Chronicle	.....	W	2d.	8 2⅛ 25	4/–	2/–
Staines (7,329) 56-36-41						
West Middlesex Times	.....	W	1d.	5 2½ 17½	....	..
Uxbridge (10,651) 1-71						
Middlesex Advertiser & County Gaz.	.....	W	2d.	8 2 23	5/–	3/–
MONMOUTHSHIRE—						
Abergavenny (9,008) 35-1						
Abergavenny Chronicle	.....	W	2d.	7 2½ 22½	5/–	2/
Abertillery (38,805) 4-31						
South Wales Gazette	.....	W	2d.	5 2⅛ 15¾	3/–	1/
Monmouth (5,207) 1-31-4-59						
Monmouthshire Beacon	.....	W	2d.	7 2½ 23	3/–	1/
Newport (92,369) 40-19-49						
South Wales Argus	.....	DE	1d.	8 2½ 23	10/–	4/
South Wales Weekly Argus (Series)	.....	W	1½d.	8 2½ 23	10/–	4/
Pontypool (6,883) 40-31-4-1						
Free Press of Monmouthshire	7,914nsg(p)	W	2d.	5 2¼ 19	4/6	2/
Rhymney (11,691) 4						
Monmouth Guardian	.....	W	1d.	6 2¼ 18	4/–	2/
NORFOLK—						
Lynn (19,968) 1-7-69						
Lynn Advertiser	.....	W	2d.	9 2 22	....	..
Lynn News and County Press	.....	W	2d.	V 2 22	3/6	1/
Norwich (120,653) 37-21-7-2-1-61-23						
Eastern Daily Press	.....	DM	1½d.	V 2½ 23	15/–	8/
Eastern Evening News	.....	DE	1d.	V 2½ 23	12/–	6/
Norfolk Chronicle (Series)	.....	W	2d.	7 2½ 22½	9/–	5/
Norfolk News & Weekly Press (Ser.)	.....	W	1d.	8 2½ 23	9/–	4/
Norwich Mercury (Series)	.....	W	2d.	7 2⅜ 24	8/–	6/
NORTHAMPTONSHIRE—						
Kettering (29,692) 2-1-35-43						
Kettering Guardian	.....	W	1½d.	V 2½ 20	6/–	3/
Northants Evening Telegraph	.....	DE	1d.	6 2⅜ 24½	3/–	2/
Northampton (90,923) 2-1-28-7						
Northampton Daily Chronicle	.....	DE	1d.	7 2¼ 25	6/–	5/
Northampton Daily Echo	.....	DE	1d.	5 2¼ 18½	4/–	2/
Northampton Herald	.....	W	1d.	7 2¼ 25	6/–	5/
Northampton Independent	.....	W	2d.	3 2½ 9½	8/–	4/
Northampton Mercury	.....	W	1d.	5 2¼ 21	4/–	3/
Peterborough (35,533) 21-7-3-1						
Peterborough Advertiser	24,260nsg pw	2W	1½d. 2d.	7 2¼ 24	7/6	5/
Peterborough Standard	.....	W	2d.	7 2¼ 22½	3/6	2/
Wellingborough (20,365) 2-7-43						
Wellingborough News (Series)	.....	W	1½d.	6 2⅜ 24½	3/6	3/
Wellingborough Post	.....	W	1d.	V 2½ 20	5/–	2/
NORTHUMBERLAND—						
Alnwick (6,991) 1-35-22						
Alnwick and County Gazette	.....	W	2d.	7 2¼ 22	4/–	2/
Alnwick Guardian & County Adv.	.....	W	2d.	7 2¼ 22	3/–	1/

(*Continued on page* 156)

The Haskin Service gives to the public the most attractive and helpful features that any newspaper can offer—the Haskin Letter, the daily installment of Answers to Questions for the paper, unlimited direct question service to subscribers, and free educational literature.

For terms write to

Frederic J. Haskin, Washington, D. C.



IN 1922

THE PITTSBURGH PRESS

Scored Notable GAINS

In CIRCULATION and in ADVERTISING

During the past year THE PRESS carried a total volume of advertising of nearly

22 MILLION AGATE LINES

(Exact Measurement 21,995,638 Lines)

OMITTED Nearly 3 MILLION AGATE LINES

for which orders were received, but which THE PRESS could not publish on account of printing press limitation on size of paper. Had THE PRESS published all of the advertising for which it had orders in 1922, the total volume doubtless would have placed THE PRESS first among the newspapers of United States.

15% GAIN in CIRCULATION

Daily Now More Than
160,000

Sunday Now More Than
210,000

FIRST IN EVERYTHING

THE PITTSBURGH PRESS

Pittsburgh's Greatest Daily and Sunday Newspaper.

OLIVER S. HERSHMAN, President-Editor ***H. C. MILHOLLAND, V. Pres-Adv. Mgr.***

New York—I. A. Klein, 50 E. 42nd St. *Chicago—I. A. Klein, 76 W. Monroe St.* *San Francisco—A. J. Norris Hill, Hearst Bldg.*

BRITISH NEWSPAPERS—(Continued from page 154)

ENGLAND

Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate	
Berwick (12,994) 1-22-59-7						
Berwick Advertiser	5,539nsg(p)	W	1½d.	6 2½ 20	4/–	2/3
Berwick Jnl. & N'thumbl'd News	3,508nsg	2W	2d.	6 2½ 19½	5/–	1/9
Blyth (31,883) 4-49						
Blyth News	.....	2W	1d.	V 2¼ 24	4/–	2/–
Hexham (8,849) 4-1-71						
Hexham Courant	6,120nsg	W	2d.	8 2⅜ 24	5/–	2/–
Hexham Herald	.....	W	2d.	7 2¼ 22½	5/–	2/–
Morpeth (7,580) 4-1						
Morpeth Herald	.....	W	2d.	V 2¼ V	2/6	1/6
Newcastle (274,955) 49-4-40-7-21-1						
Newcastle Daily Chronicle	.....	DM	1d.	V 2½ 22	10/–	..
Newcastle Daily Journal	25,011nsg	DM	1d.	7 2¾ 22	10/–	6/–
Newcastle Evening Chronicle	.....	DE	1d.	V 2½ 22	17/6	..
Newcastle Illustrated Chronicle	.....	DM	1d.	4 2½ 13	5/–	..
Newcastle Sunday Sun	.....	W	2d.	7 2½ 22	5/–	..
Newcastle Weekly Chronicle	.....	W	2d.	V 2½ 22	5/–	..
Shields (58,882) 49-22-4						
Shields Daily News	.....	DE	1d.	V 2¼ 21½	5/–	3/–
NOTTINGHAMSHIRE—						
Mansfield (44,418) 4-40-52						
Mansfield & North Notts Advertiser	.....	W	1½d.	6 2½ 24	2/–	1/6
Mansfield Reporter	.....	W	1½d.	7 2½ 22	2/–	1/6
Newark (16,957) 7-41-4						
Newark Advertiser	.....	W	1½d.	7 2½ 22	3/–	2/–
Newark Herald	.....	W	1½d.	7 2½ 22	2/6	1/6
Nottingham (262,658) 64-28-4-7-50						
Nottingham Evening News	.....	DE	1d.	7 2¼ 22½	12/–	10/–
Nottingham Evening Post	.....	DE	1d.	V 2½ 22¼	15/–	..
Nottingham Guardian	.....	DM	1d.	V 2½ 22¼	12/–	..
Nottingham Journal	.....	DM	1d.	7 2¼ 22½	12/–	10/–
Nottinghamshire Guardian	.....	W	1d.	V 2½ 22¼	10/–	..
South Notts Echo (Series)	.....	W	1½d.	V 2¼ V	4/–	3/–
Retford (13,600) 57-7-21-18						
Retford Herald	.....	W	1d.	V 2⅜ 17¾	2/6	1/–
Retford, Worksop, etc., Times	.....	W	2d.	6 2½ 22	3/–	2/3
Sutton in Ashfield (23,852) 4-28						
Notts Free Press	8,000nsg(p)	W	2d.	7 2¼ 24	2/–	1/6
Worksop (23,198) 35-1-59-15						
Worksop and Retford Guardian	nsg	W	2d.	6 2½ 22	3/–	2/6
OXFORDSHIRE—						
Banbury (13,347) 1-7-68						
Banbury Advertiser	4,000nsg(p)	W	1½d.	7 2¼ 20½	5/–	1/9
Banbury Guardian	.....	W	2d.	7 2¾ 22½	5/–	2/–
Bicester (2,918) 1-68						
Bicester Advertiser	.....	W	2d.	6 2½ 20	2/–	1/4
Chipping Norton (3,522) 1-43						
Oxon Weekly News	1,045nsg	W	1d.	5 2½ 18	2/6	1/3
Oxford (57,052) 1-56-71						
Oxford Chronicle Illustrated	.....	W	2d.	5 2¼ 19	7/–	3/6
Oxford Journal Illustrated	2,793nsg	W	2d.	4 2½ 15	3/–	2/3
Oxford Times	20,333nsg	W	2d.	7 2½ 24	7/6	5/–
Witney (3,364) 1-30-28						
Witney Gazette	.....	W	1d.	6 2½ 20	3/–	1/6
RUTLAND—						
Oakham (3,327) 1-75						
Oakham and Uppingham Journal	.....	W	2d.	V 2¼ 23½	5/–	2/–
SHROPSHIRE—						
Ludlow (5,677) 1						
Ludlow Advertiser (Series)	.....	W	1d.	7 2¼ 22½	2/6	1/6
Newport (3,056) 1-74						
Newport & Market Drayton Adver.	.....	W	2d.	8 2 24	3/6	2/–
Oswestry (9,790) 1-35-3						
Border Counties Advertiser	.....	W	2d.	7 2¼ 21½	6/6	4/6
Shrewsbury (31,013) 7-56-1						
Shrewsbury Chronicle	.....	W	2d.	8 2⅛ 24	7/6	3/6
Wellington (8,148) 4-40-1						
Wellington Jnl. & Shrewsbury News	44,114nsg	W	1½d.	8 2⅛ 21½	12/–	8/–
Whitchurch (3,029) 1						
Whitchurch Herald	.....	W	1d.	7 2⅜ 21½	5/–	2/6
SOMERSETSHIRE—						
Bath (68,648) 53-12-43-51						
Bath Daily Chronicle	.....	DE	1d.	V 2½ 24	10/–	4/–
Bath Herald	.....	DE	1d.	V 2⅛ 24	6/–	3/–
Bath Weekly Chronicle	.....	W	2d.	4 2½ 15	10/–	4/–
Weekly Herald	.....	W	2d.	5 2⅛ 17½	6/–	3/–
Chard (4,322) 1-64-74						
Chard News (Series)	.....	W	2d.	5 2½ 21¾	3/–	1/6
Glastonbury (4,326) 1-55-2						
Central Somerset Gazette	.....	W	1½d.	6 2½ 20	5/–	1/–
Langport (6,723) 1-28-58						
Langport and Somerton Herald	.....	W	2d.	7 2¼ 24½	3/–	1/9
Radstock (3,661) 4-1						
Somerset Guardian & Radstock Obsr.	.....	W	2d.	5 2¼ 17½	4/–	2/–
Shepton Mallet (4,294) 1-41-37						
Shepton Mallet Journal	.....	W	1d.	6 2½ 20	4/–	..
Taunton (23,219) 1-7-28-3						
Somerset County Express (Series)	.....	W	1d. 1½d.	7 2⅜ 22	3/–	1/9
Somerset County Gazette (Series)	22,909nsg	W	2d.	8 2½ 24	7/6	4/–
Somerset County Herald	.....	W	2d.	7 2½ 23¼	2/–	1/3
Wellington (7,221) 30-61-1						
Wellington Weekly News	.....	W	1½d.	6 2¼ 22	3/–	1/6
Wells (4,372) 1-12-36						
Wells Journal	3,090nsg(p)	W	1d.	6 2¾ 19½	3/–	2/–
Weston-super-Mare (31,653) 51-71						
Weston-super-Mare Gazette	.....	W	2d.	7 2¼ 21	5/–	2/6
Weston-super-Mare Mercury	.....	W	2d.	7 2½ 25	6/–	4/–
Williton (5,371) 1-3-12-51						
West Somerset Free Press	5,680nsg	W	2d.	7 2½ 23	3/–	1/9
Yeovil (14,987) 28-7-41						
Western Chronicle	.....	W	2d.	5 2⅜ 17	3/6	2/3
Western Gazette	52,141nsg(p)	W	2d.	8 2½ 23¼	7/6	6/–
STAFFORDSHIRE—						
Brierly Hill (12,484) 4-15-40-3						
County Advertisers	.....	W	1½d.	7 2⅓ 20½	5/–	1/9
Burton (48,927) 41-4-40-7						
Burton Chronicle	.....	W	2d.	7 2¼ 22	4/6	3/–
Burton Daily Mail	.....	DE	1d.	7 2⅜ 24	7/6	5/–
Burton Evening Gazette	.....	DE	1d.	7 2¼ 22	3/–	2/–
Burton Observer	.....	W	2d.	5 2⅜ 16¼	5/–	3/6
Cannock (32,321) 4-1-70						
Cannock Advertiser	.....	W	1d.	9 2⅜ 24½	2/6	2/–
Cannock Chase Courier	.....	W	1d.	6 2½ 20	2/6	1/6
Hanley (Stoke-on-Trent 240,440) 4-65-40						
Staffordshire Daily Sentinel	64,638nsg	DE	1d.	7 2⅜ 23	7/6	..
Staffordshire Weekly Sentinel	20,881nsg	W	2d.	7 2⅜ 23	4/6	3/–
Leek (17,213) 37-1						
Leek Times	.....	W	1½d.	6 2½ 21	5/–	1/6
Lichfield (8,394) 41-7-36-40						
Lichfield Mercury	.....	W	2d.	7 2¼ 22	3/6	2/6
Stafford (28,632) 2-7-1						
Staffordshire Advertiser	.....	W	2d.	8 2⅛ 23	6/–	4/–
Staffordshire Chronicle	.....	W	1½d.	8 2⅛ 23½	5/–	2/6
Tamworth (8,032) 4-1-12						
Tamworth Herald	6,478nsg(p)	W	2d.	6 2½ 20½	3/6	2/–
Uttoxeter (5,361) 74-41						
Uttoxeter Advertiser	.....	W	1½d.	7 2¼ 22	3/–	1/3
Walsall (96,964) 58-70-43-40-4-3						
Walsall Observer & S. Staff.Chron.	*18,264nsg	W	2d.	7 2⅜ 24	6/–	3/6
Wednesbury (30,407) 74-70-40						
Midland Advertiser	.....	W	1d.	6 2½ 22¼	4/–	1/3
West Bromwich (73,761) 4-40-70						
Midland Chronicle	.....	W	1d.	7 2⅜ 22½	4/–	1/6
West Bromwich Free Press	.....	W	1d.	6 2½ 21	5/–	1/3
Wolverhampton (102,373) 40-19-56						
Midland Counties Express	.....	W	1d.	7 2⅜ 24	6/–	7/–
Wolverhampton Chronicle	.....	W	1d.	7 2⅜ 24	6/–	2/–
Wolverhampton Express and Star	.....	DE	1d.	7 2⅜ 24	9/–	..
SUFFOLK—						
Beccles (7,077) 1-7-32						
East Suffolk Gazette	.....	W	2d.	6 2½ 20½	4/6	1/6
Bury (15,941) 7-1-59						
Bury Free Press	9,200nsg(p)	W	2d.	6 2¼ 22	5/–	3/3
Bury and Norwich Post (Series)	.....	W	2d.	8 2¼ 22½	4/–	2/–
Ipswich (79,383) 1-7-13-43-50						
East Anglian Daily Times	.....	DM	1½d.	V 2½ 25	14/–	8/–
Ipswich Evening Star	.....	DE	1d.	V 2½ 25	10/–	6/–
Suffolk Chronicle and Mercury	27,000nsg(p)	W	2d.	V 2½ 25	12/–	8/–
Stowmarket (4,245) 1-14-55						
Stowmarket Courier	.....	W	2d.	.....	....	..
Sudbury (7,046) 1-37-3-14						
Suffolk, etc., Free Press	.....	W	2d.	7 2¼ 22	4/–	2/3

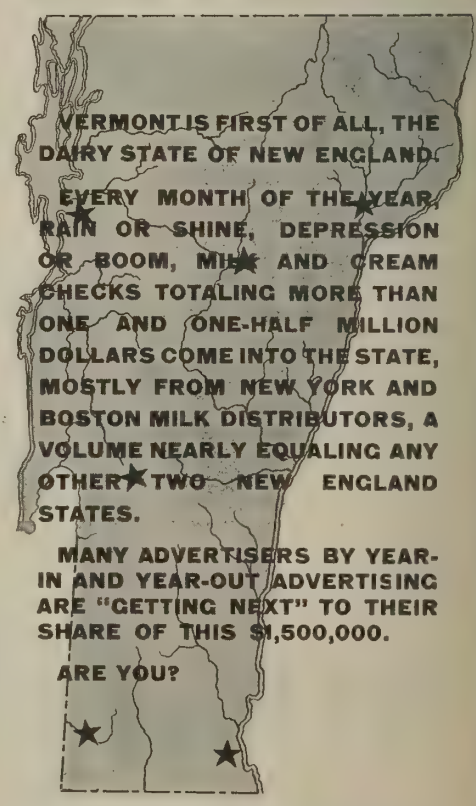
(*Continued on page* 158)

Vermont's Dairy Leadership

"Milk Checks"



Sign Posts of Buying Power No. 2



VERMONT IS FIRST OF ALL, THE DAIRY STATE OF NEW ENGLAND.

EVERY MONTH OF THE YEAR, RAIN OR SHINE, DEPRESSION OR BOOM, MILK AND CREAM CHECKS TOTALING MORE THAN ONE AND ONE-HALF MILLION DOLLARS COME INTO THE STATE, MOSTLY FROM NEW YORK AND BOSTON MILK DISTRIBUTORS, A VOLUME NEARLY EQUALING ANY OTHER TWO NEW ENGLAND STATES.

MANY ADVERTISERS BY YEAR-IN AND YEAR-OUT ADVERTISING ARE "GETTING NEXT" TO THEIR SHARE OF THIS $1,500,000.

ARE YOU?

Vermont Allied Dailies

Barre Times, Brattleboro Reformer, Bennington Banner,
Burlington Free Press, Rutland Herald.
St. Johnsbury Caledonian-Record

Sunday Telegram

"THE TELEGRAM TRIO"

Published in

ELMIRA – SCRANTON – WILKES-BARRE

Strongest Sunday Medium in Southern New York and Northern Pennsylvania

A Feature Newspaper for the Home for Forty-Four Years

Sold in Combination in the Foreign Advertising Field

(Represented by S. C. Beckwith Special Agency)

The Elmira Advertiser

The Great Regional Newspaper of Southern New York

Only Morning Newspaper in Highly Prosperous Region 200 Miles Long.

Has doubled its paid circulation in 18 months under present ownership

In combination with SUNDAY TELEGRAM only seven day morning newspaper in Southern New York between New York City and Buffalo.

(Represented by S. C. Beckwith Special Agency)

BRITISH NEWSPAPERS—(Continued from page 156)

ENGLAND

Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate	
SURREY—						
Chertsey **(15,123) 1-7-32-63-68**						
Surrey Herald	.....	W	1d.	8 2⅛ 22½	4/–	2/3
Croydon **(190,877) 71-7**						
Croydon Advertiser	+36,000nsg	W	2d.	7 2¼ 23½	7/6	6/–
Croydon Times	.....	3W	1d.	7 2¼ 21	5/–	2/6
Farnham **(12,133) 71-1**						
Farnham Haslemere & Hindh'd Her.	6,995nsg(p)	W	2d	8 2¼ 23¼	4/6	2/3
Surrey and Hants News	.....	W	1d.	7 2¼ 18¾	3/–	1/6
Guilford **(24,927) 1-7-32**						
Surrey Advertiser	18,701nsg	3W	½d. 1d. 2d.	V 2¼ 24½	6/–	4/–
Surrey Times	.....	2W	1½d.	8 2⅛ 23	4/–	2/6
Surrey Weekly Press	.....	W	1½d.	7 2⅛ 20	3/–	2/6
Kingston **(39,484) 7-32-41-55-71**						
Surrey Comet & S. Middlesex News	25,981nsg pw	2W	1d. 2d.	V 2⅜ 24	11/–	6/–
Redhill **(28,915) 1**						
Surrey Mirror (Series)	.....	**W**	**2d.**	**8 2¼ 22½**	**9/–**	**6/–**
Surbiton **(19,536) 71**						
Surbiton Times	.....	W	1d.	5 2¼ 16½	2/–	1/–
Sutton **(21,065) 71**						
Surrey County Herald (Series)	.....	W	2d.	8 2¼ 26	5/–	2/6
Sutton Advertiser (Series)	.....	W	1d.	7 2⅜ 23½	3/6	2/–
Wallington **(16,308) 71-7**						
Wallington Times	.....	W	1d.	7 2¼ 21	2/6	1/6
Woking **(26,430) 36-68-32-57**						
Woking Herald	.....	W	1d.	8 2⅛ 23	4/–	2/6
Woking News and Mail	.....	W	1½d.	8 2¼ 19¾	3/6	1/9
SUSSEX—						
Arundel **(2,741) 1-36-8-55**						
West Sussex Gazette	.....	W	2d.	7 2⅜ 24	12/6	7/–
Bexill **(20,363) 51**						
Bexhill Chronicle	.....	W	1½d.	5 2⅝ 18¼	2/6	1/9
Bexhill Observer	.....	W	1½d.	7 2⅜ 23½	3/–	2/–
Brighton **(142,427) 51-71-1**						
Brighton Gazette	.....	2W	2d.	7 2⅛ 20	5/–	3/–
Brighton Herald	18,750nsg(p)	W	2d.	6 2½ 22¼	4/–	3/–
Evening Argus	.....	DE	1d.	7 2⅛ 24	8/9	6/2
Southern Weekly News	.....	W	2d.	7 2⅛ 20	7/6	4/4½
Sussex Daily News	.....	DM	1½d.	7 2⅛ 22	8/9	6/2
Chichester **(12,410) 1**						
Chichester Observer (Series)	.....	W	1d.	6 2⅛ 18¼	6/–	3/–
Eastbourne **(62,030) 51**						
Eastbourne Gazette	.....	W	2d.	5 2⅛ 17	6/–	3/6
Hastings **(66,496) 51**						
Evening Argus	.....	DE	1d.	7 2⅛ 24	6/3	4/1½
Hastings, etc., Observer (Series)	31,300nsg(p)	W	2d.	V 2¼ V	12/–	7/6
Haywards Heath **(5,090) 1-71**						
Mid Sussex Times	5,000nsg(p)	W	2d.	7 2½ 24	6/–	2/9
Horsham **(11,413) 1-59-7**						
West Sussex County Times	.....	W	2d.	7 2¼ 23	2/3	1/3
Lewes **(10,798) 1**						
Sussex County Herald	.....	W	2d.	5 2⅛ 17	8/–	5/–
Sussex Express	.....	W	2d.	7 2⅜ 25¼	4/–	3/–
Littlechampton **(11,286) 51**						
Littlechampton Gazette	.....	W	1d.	8 2¼ 22	4/–	1/6
Worthing **(35,224) 51-8**						
Worthing Gazette	.....	W	2d.	8 2⅛ 22	5/–	2/6
Worthing Herald	.....	W	2d.	5 2⅛ 17	5/–	3/–
WARWICKSHIRE—						
Atherstone **(20,849) 1-4-16**						
Atherstone News	.....	W	1d.	6 2½ 20½	...	..
Birmingham **(919,438) 70-7-56-23-5-41-54**						
Birmingham Despatch	198,452nsg (combined)	DE	1d.	7 2¼ 22	25/–	17/6
Birmingham Gazette		DM	1d.	7 2¼ 22	25/–	17/6
Birmingham Mail	.....	DE	1d.	7 2½ 24	22/6	18/–
Birmingham News	.....	W	2d.	7 2⅛ 20	5/–	4/6
Birmingham Post	.....	DM	1d.	7 2½ 24	12/6	10/–
Birmingham Weekly Post	.....	W	1d.	5 2¼ 16	10/–	7/–
Midland Counties Herald	.....	W	1d.	7 2½ 25	6/–	5/–
Sunday Mercury and News	.....	W	2d.	7 2¼ 22	30/–	20/–
Coleshill **(5,815) 1-4**						
Coleshill Chronicle	.....	W	1d.	7 2¼ 22½	2/6	1/–
Coventry **(128,205) 5-56-7-23-61**						
Coventry Herald	.....	2W	2d.	6 2¼ 21¾	5/–	2/–
Coventry Standard	.....	2W	2d.	7 2¼ 23	5/–	3/–
Midland Daily Telegraph	26,661nsg	DE	1d.	V 2¼ 21¾	5/–	..
Kenilworth **(6,752) 3-36-58**						
Kenilworth Advertiser	.....	W	1d.	7 2¼ 23	....	..
Leamington Spa **(28,946) 1-41-51-71**						
Leamington Chronicle	.....	W	1d.	7 2¼ 21	4/–	3/6
Leamington Morning News	.....	DM	½d.	6 2¼ 18	2/–	1/6
Leamington Spa Courier	.....	W	1½d.	7 2½ 23	4/–	2/–
Nuneaton **(41,894) 4-53-43-7**						
Midland Counties Tribune (Series)	.....	W	1d.	7 2¼ 24	5/–	..
Midland Daily Tribune	.....	DE	1d.	5 2¼ 16	4/–	..
Nuneaton Chron. & Mid. Farmers' Gaz.	.....	W	1d.	7 2½ 23	5/–	..
Nuneaton Observer (Series)	10,700nsg pw	2W	1d.	5 2¼ 16	6/–	3/–
Rugby **(25,098) 23-7-21**						
Rugby Advertiser (Series)	+15,000 nsg(p) pw	2W	1d. 2d.	7 2⅜ 25	4/–	2/3
Rugby Observer	.....	W	2d.	5 2¼ 21	4/–	2/–
Stratford-on-Avon **(9,391) 41-1-69**						
Stratford-on-Avon Herald	.....	W	1½d.	7 2¼ 21	3/–	1/4
Warwick **(12,862) 1-74-7**						
Warwickshire Advertiser	.....	W	1½d.	6 2½ 20	5/–	1/9
WESTMORLAND—						
Ambleside **(2,878) 1-51-71**						
Lake District Herald	.....	W	2d.	8 2¼ 24	2/–	1/3
Kendal **(14,149) 7-12-30-2-50-32**						
Westmorland Gazette	.....	W	2d.	V 2½ 23½	6/–	2/–
WILTSHIRE—						
Devizes **(6,022) 1-50-41**						
Wiltshire Advertiser	.....	W	1d.	6 2½ 23	3/6	1/6
Wiltshire Gazette	.....	W	2d.	7 2½ 23	3/–	1/9
Wiltshire Telegraph	.....	W	1d.	7 2½ 23	2/–	9d.
Marlborough **(4,192) 1**						
Wiltshire, etc., County Paper	.....	W	2d.	7 2½ 23	5/–	1/6
Salisbury **(22,867) 1-14-41-48-55-56-58**						
Salisbury Times & S. Wilts Gazette	.....	W	2d.	8 2½ 24	3/–	1/6
Salisbury and Winchester Journal	.....	W	2d.	6 2¾ 23	4/6	2/–
Swindon **(54,920) 21-43-1**						
North Wilts Herald	16,657nsg	W	2d.	8 2½ 25	7/6	5/–
Swindon Advertiser	.....	W	1½d.	7 2¼ 22½	7/6	5/–
Swindon Evening Advertiser	.....	DE	1d.	7 2¼ 22½	7/6	5/–
Trowbridge **(12,133) 1-43-7**						
Wiltshire News	.....	W	2d.	4 2½ 15	6/–	3/–
Wiltshire Times	.....	W	2d.	8 2¾ 22	5/–	2/6
WORCESTERSHIRE—						
Bromsgrove **(9,449) 21-1-43**						
Weekly Messenger	.....	W	2d.	6 2½ 20	4/–	1/4
Droitwich **(4,588) 38-1**						
Droitwich Guardian	.....	W	1d.	6 2½ 20	3/6	1/6
Dudley **(55,908) 40-70-4**						
Dudley Chronicle	.....	W	1d.	7 2½ 20½	5/–	1/9
Dudley Herald (Series)	.....	W	2d.	7 2⅜ 22	5/–	2/6
Evesham **(8,685) 36-1**						
Evesham Jnl. & Four Shires Adv'sr	.....	W	2d.	7 2¼ 22¼	6/–	3/–
Evesham Standard	.....	W	2d.	8 2¼ 23½	5/–	1/6
Kidderminster **(27,122) 42-1-52**						
Kidderminster Shuttle	.....	W	2d.	6 2½ 22½	5/–	3/–
Kidderminster Times	.....	W	2d.	7 2¼ 24½	10/–	4/–
Malvern **(17,809) 51**						
Malvern Gazette	.....	W	2d.	8 2¼ 23	6/–	3/–
Malvern News	.....	W	2d.	8 2¾ 23½	5/–	1/6
Oldbury **(36,908) 69-21-40**						
Oldbury Weekly News	.....	W	1½d.	7 2⅛ 20	4/–	1/3
Redditch **(16,235) 34-5-56-1**						
Redditch Indicator (Series)	5,609nsg	W	2d.	6 2½ 21	4/2	1/–
Stourbridge **(18,023) 3-15-40-58-71-46**						
County Exp. for Worcs. & Staf. (S)	+14,000nsg	W	2d.	7 2⅜ 23½	6/–	4/–
Worcester **(48,848) 7-65-55-1**						
Berrows' Worcester Journal	.....	W	2d.	9 2¼ 23½	6/–	2/6
Worcester Chronicle	.....	W	1½d.	7 2¼ 20	6/–	2/6
Worcester Daily Times	.....	DE	1d.	8 2¼ V	5/–	1/9
Worcester Echo	.....	DE	1d.	7 2¼ 20	5/–	1/9
Worcester Herald	.....	W	2d.	7 2¼ 20	6/–	2/6
Worcestershire Advertiser	.....	W	2d.	7 2¼ 24½	10/–	4/–
Worcestershire Standard	.....	W	2d.	8 2¼ 23½	5/–	1/6
YORKSHIRE—						
Armley **(20,000) 40-43-4**						
Armley and Wortley News	.....	W	2d.	6 2¼ 18½	4/–	2/–
Barnsley **(53,670) 35-15-39**						
Barnsley Chronicle	.....	W	2d.	8 2½ 25	5/–	4/–
Barnsley Independent	.....	W	2d.	6 2½ 23	3/6	2/9

(*Continued on page* 160)

The Representative People of

LOUISVILLE, KENTUCKY, AND SOUTHERN INDIANA

Can be reached by the concentrated circulation of the Louisville Herald.

95% of its total circulation is confined to this territory.

THE LOUISVILLE HERALD

Kentucky's Greatest Newspaper

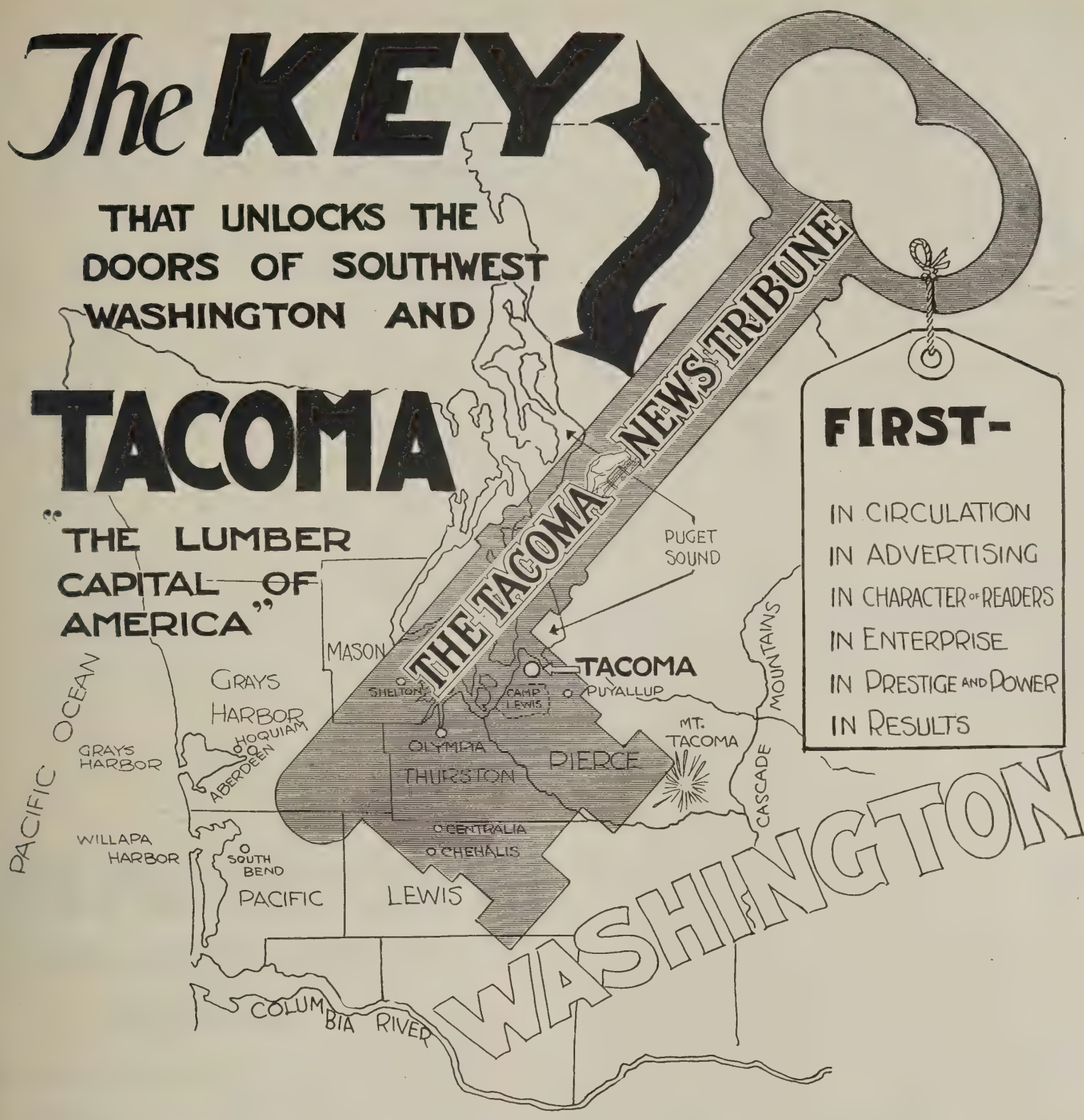
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Tacoma, the Lumber Capital of America

One hundred and fifty 5-room, modern homes could be built from the lumber cut in one day in the city of Tacoma, "the Lumber Capital of America."

The daily cut of the Tacoma district—centering in and marketed through Tacoma—would provide similar homes for over 350 families.

Tacoma, in the center of a tremendous lumber-producing area, offers every product of the Pacific Northwest forests—lumber, cedar shingles, fir doors, veneers, columns, millwork, wood pipe, cross arms, conduit, boxes, crates and other containers, poles and piling and wood specialties.

Tacoma manufactures more forest products than any other city in America.

Tacoma possesses the largest wooden column output in the world.

Tacoma has the largest production of fir doors and fir veneer panels of any other city in the west.

Tacoma has the largest production of furniture of any city west of Chicago.

Tacoma ships more lumber coast-wise, inter-coastal and foreign combined than any other city.

Transportation facilities are unexcelled. The city is located on four transcontinental railroads and has a deep water, protected harbor with docks and lumber handling facilities that are unsurpassed.

This great territory is served by the News Tribune, which enters more homes in Tacoma and Southwest Washington than all other outside papers combined.

The assessed valuation of the eight counties of Southwest Washington is $411,041,000. The net paid circulation of the News Tribune for 1922 (A. B. C. publisher's report) 32,255. Write for details of the service which it is prepared to offer.

THE TACOMA NEWS TRIBUNE

Published by the Tribune Publishing Co.

FRANK S. BAKER, President — CHARLES B. WELCH, Editor and General Manager

Foreign Representatives:

David J. Randall, 341 Fifth Avenue, New York City
Ford and Parsons, 940 Marquette Building, Chicago
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BRITISH NEWSPAPERS—(Continued from page 158)

ENGLAND—Continued

Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate	
Beverley (13,469) 1-58						
Beverley Guardian (Series)	.....	W	1½d.	5 2¼ 22	3/–	1/6
Bradford (285,979) 30-69-55-61						
Bradford Argus	.....	DE	1d.	5 2¼ 19	9/–	6/–
Bradford Daily Telegraph	52,012nsg	DE	1d.	6 2¼ 22	9/–	6/–
Yorkshire Observer	.....	DM	2d.	7 2¼ 22⅜	13/–	10/6
Yorkshire Observer Budget and Bradford Weekly Telegraph	.....	W	2d.	7 2¼ 22⅜	7/6	5/–
Bridlington (22,768) 51-1-22						
Bridlington Chronicle	.....	W	1½d.	6 2⅛ 22½	....	..
Bridlington Free Press	.....	2W	1d. 2d.	V 2¼ 22	5/–	2/6
Brighouse (20,277) 37-52-30						
Brighouse Echo (Series)	.....	W	2d.	6 2½ 21	3/–	2/–
Cleckheaton (14,000) 18-58-74						
Cleckheaton & Spenborough Guard'n	+8,000nsg	W	2d.	7 2¼ 20	5/–	3/–
Dewesbury (64,165) 30-43						
Dewsbury News (Series)	.....	W	2d.	7 2¼ 23	4/–	..
Dewsbury Reporter (Series)	.....	W	2d.	8 2½ 22½	4/6	3/–
Doncaster (54,052) 4-7-21						
Doncaster Chronicle	.....	W	1d.	7 2⅜ 23	4/–	2/3
Doncaster Gazette	17,371nsg	W	2d.	8 2¼ V	5/–	3/–
Driffield (5,674) 73-13-7-1						
Driffield Times	.....	2W	2d.	.....	....	2/–
Goole (19,118) 49-7-12-76-1-73						
Goole Journals & Goole Times (Ser)	.....	3W	1d. 2d.	7 2⅜ 18/22	7/–	3/–
Goole Times (Series)	.....	W	2d.	7 2⅜ 20/22	5/–	2/–
Halifax (100,700) 61-7-52-42-53-11						
Halifax Courier and Guardian	.....	W	2d.	V 2¼ 22½	10/–	..
Halifax Daily Courier & Guardian.	.....	DE	1d.	V 2¼ 22½	10/–	..
Harrogate (38,938) 51-71						
Harrogate Advertiser	.....	W	2d.	10 2 22½	3/–	1/6
Harrogate Herald (Series)	.....	W	2d.	8 2 22½	6/–	3/–
Hebden Bridge (6,459) 43-1-55						
Hebden Bridge Times	.....	W	2d.	7 2⅛ 20	3/–	1/–
Heckmondwike (9,008) 61-30-40-7						
Heckmondwike Herald (Series)	.....	W	2d.	7 2⅜ V	4/–	2/3
Holmfirth (10,444) 30						
Holmfirth Express	.....	W	2d.	6 2½ 20½	3/6	1/6
Huddersfield (110,120) 61-7-69						
Huddersfield Daily Examiner	.....	DE	1d.	8 2½ 23	5/–	3/–
Huddersfield Examiner	.....	W	2d.	8 2½ 23	8/–	4/6
Hull (287,013) 22-13-41-73						
Hull Daily Mail	62,740nsg	DE	1d.	V 2¼ 23	12/–	9/–
Hull Daily News	+40,000nsg	DE	1d.	7 2⅜ 21½	12/–	9/–
Hull Eastern Morning News	.....	DM	1d.	7 2⅜ 21½	15/–	7/–
Hull News	.....	W	1½d.	7 2⅜ 21½	12/–	7/–
Hull Times (Series)	.....	W	2d.	V 2¼ 23	12/–	9/–
Ilkley (9,105) 51-71						
Ilkley Free Press and Gazette	.....	W	2d.	7 2⅜ 23	3/–	1/6
Keighley (41,942) 61-30-7						
Keighley News	18,342nsg	W	2d.	7 2¼ 22½	6/–	3/–
Leeds (458,320) 43-30-7-58						
Leeds Mercury	80,084nsg	DM	1d.	5 2 16	15/–	12/–
Yorkshire Evening News	+130,000nsg	DE	1d.	V 2¼ 23	27/–	18/–
Yorkshire Evening Post	.....	DE	1d.	V 2⅜ 22	27/–	21/–
Yorkshire Post	.....	DM	2d.	V 2⅜ 22½	30/–	23/4
Yorkshire Weekly Post	.....	W	2d.	4 2⅜ 16½	13/9	7/–
Malton (4,438) 1						
Malton Messenger	.....	W	2d.	7 2½ 28	2/2	1/3
Mexborough (15,410) 4-40-15						
Mexborough Times (Series)	.....	W	2d.	V 2¼ 22¾	8/–	5/–
Middlesbrough (131,103) 40-49-69						
North Eastern Daily Gazette	.....	DE	1d.	7 2¼ 24	10/–	..
Northern Weekly Gazette	.....	W	1d.	3 2⅝ 11	6/–	4/–
Northallerton (4,791) 1-70-41						
North Riding News (Series)	.....	W	2d.	7 2¼ 22	6/–	2/6
Ossett (14,802) 30-4-21-40						
Ossett Observer (Series)	.....	W	2d.	7 2¼ 21½	4/–	1/9
Otley (9,536) 32-74-58						
Wharfedale & Airedale Observer	.....	W	2d.	7 2⅛ 23	4/–	2/6
Pudsey (14,315) 30-2-58						
Pudsey News	.....	W	2d.	7 2⅛ 20	2/6	1/9
Redcar (20,000) 51-40-49-7-22						
Cleveland Standard (Series)	.....	W	1d.	6 2½ 20	6/–	3/6
Rotherham (68,045) 4-40-70-74						
Rotherham Advertiser (Series)	.....	W	2d.	V 2¼ 24¼	9/–	3/6
Rotherham Express (Series)	.....	W	2d.	V 2¼ 24	8/–	5/–
Scarborough (46,192) 1-13-22-43-51						
Scarborough Ev. News & Daily Post	.....	DE	1d.	V 2¼ 22	6/–	3/–
Scarborough Mercury	.....	W	2d.	V 2¼ 22	6/–	2/6
Scarborough Standard	.....	W	2d.	4 2¼ 15½	5/–	2/6
Scarborough Post & Weekly Pictor'l	.....	W	1½d.	4 2¼ 16	5/–	2/6
Selby (9,990) 49-1-73-13						
Selby Express (Series)	.....	W	2d.	7 2⅜ 22	5/–	2/–
Selby Times	.....	W	1½d.	7 2½ 24	3/–	1/6
Sheffield (490,724) 7-4-19-40-70-56						
Sheffield Daily Telegraph	59,159nsg	DM	1d.	V 2⅜ 23	15/–	..
Sheffield Independent	87,818nsg	DM	1d.	7 2¼ 22	15/–	..
Sheffield Mail	.....	DE	1d.	7 2¼ 19¼	7/6	..
Yorkshire Telegraph and Star	176,325nsg	DE	1d.	V 2⅜ 23	20/–	..
Shipley (28,289) 61-74						
Shipley Times and Express	.....	W	2d.	7 2⅛ 23	3/–	1/6
Skipton (12,013) 52-1						
Craven Herald	9,400nsg(p)	W	2d.	8 2½ 26	4/–	2/–
West Yorkshire Pioneer	.....	W	2d.	7 2¼ 23	3/–	1/6
Slaithwaite (5,444) 30-52						
Colne Valley Guardian	.....	W	1½d.	7 2¼ 18	3/6	2/6
Stanningley (15,000) 40-74-43						
Pudsey Advertiser	.....	W	2d.	6 2¼ 18½	3/–	1/3
Wakefield (52,892) 7-4-30-61						
Wakefield Express (Series)	32,650nsg	W	2d.	V 2⅛ 24½	7/6	5/–
Wetherby (14,626) 41-1-35						
Wetherby News (Series)	.....	W	1½d.	7 2¼ 22	3/–	1/–
Whitby (12,512) 51-49-22-40-1						
Whitby Gazette	.....	W	2d.	7 2⅜ 22	6/–	3/6
York (84,052) 21-7-11-1-48						
Yorkshire Evening Press	.....	DE	1d.	8 2¼ 23	12/6	7/6
Yorkshire Gazette	.....	W	2d.	7 2¼ 21½	7/6	5/–
Yorkshire Herald	.....	DM	1½d.	7 2¼ 23	12/6	7/6
Yorkshire Weekly Herald	.....	W	2½d.	8 2¼ 23	12/6	7/6

SCOTLAND

Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate	
ABERDEENSHIRE—						
Aberdeen (147,630) 22-29-49-7						
Aberdeen Evening Express	.....	DE	1d.	V 2¼ 23	12/6	9/–
Aberdeen Press and Journal	.....	DM	1½d.	V 2¼ 23	12/6	9/–
Aberdeen Weekly Journal	.....	W	1d.	7 2¼ 23	6/–	5/–
Fraserburgh (10,514) 22-1						
Fraserburgh Herald	.....	W	1d.	6 2½ 20	2/–	1/–
Peterhead (13,126) 22-29-30						
Buchan Observer	.....	W	2d.	7 2⅛ 21½	3/–	1/6
ARGYLLSHIRE—						
Campbeltown (6,757) 49-6-22						
Campbeltown Courier	3,000nsg(p)	W	2d.	6 2½ 23	3/–	1/–
Dunoon (14,735) 51-1						
Dunoon Herald	.....	W	1½d.	7 2⅜ 23½	2/6	1/–
Dunoon Observer & Argyllsh. Stand.	.....	W	1½d.	6 2½ 21	3/6	1/9
Lochgilphead (939) 1-22						
Argyllshire Advertiser	.....	W	1d.	5 2⅛ V	2/6	1/–
Oban (6,344) 51						
Oban Times	.....	W	2d.	8 2½ 25½	5/–	..
AYRSHIRE—						
Androssan (7,214) 49-7-1						
Ardrossan Herald (Series)	10,145nsg(p)	W	2d.	8 2⅜ 23	4/–	2/–
Ayr (35,741) 61-1-58						
Ayr Advertiser	.....	W	2d.	7 2¼ 24½	4/–	2/–
Ayr Observer	.....	W	1d.	.....	4/–	2/–
Cumnock (3,541) 35-1						
Cumnock Chronicle	.....	W	1½d.	6 2⅜ 20½	2/6	1/6
Kilmarnock (35,756) 7-42-1						
Kilmarnock Herald	.....	W	1d.	7 2½ 22¼	2/6	1/6
Kilmarnock Standard	18,182nsg	W	2d.	7 2½ 24	3/–	2/6
BANFFSHIRE—						
Banff (3,517) 1-22-17						
Banffshire Journal	.....	W	2d.	7 2⅜ 22¾	3/6	2/–
Buckie (8,690) 22-49-6-1						
Banffshire Advertiser	.....	W	2d.	6 2½ 20½	2/–	9d.
Keith (4,270) 30-1						
Banffshire Herald	.....	W	1½d.	5 2½ 18	3/–	2/–
BERWICKSHIRE—						
Duns (2,818) 1-43-12-7						
Berwickshire Advertiser	.....	W	1½d.	6 2½ 20	2/6	1/3
Berwickshire News	5,067nsg	2W	2d.	6 2½ 19½	5/–	1/9
CAITHNESS-SHIRE—						
Thurso (4,278) 1-22-29						
Caithness Courier	.....	W	1d.	6 2½ 21½	1/–	6d.
Wick (8,115) 1-22						
John o' Groat Journal	5,700nsg(p)	W	2d.	7 2⅛ 22½	2/6	1/6

(*Continued on page 162*)

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208,435 People—the Heart of a Trading Area of 325,000

constitute a market that needs the best of everything, buys liberally and has been developed by the result-producing

Akron Beacon Journal

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—Local—National—Classified

Average net circulation for 1922
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Total advertising lineage for 1922
11,116,728 Lines

THE MARKET

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147 factories with total capitalization of $390,004,638.

Pay roll nearly $200,000,000.

Manufactured goods valued at $640,423,232.

65 per cent of all rubber products in the United States are manufactured here.

Largest cereal mill.

Largest fishing tackle mill.

Nearly 60,000 residences, flats and apartments. 35,349 private residences.

Most wide-awake retail section of any city its size in America.

More than a score of prosperous cities and towns in the suburban area.

Convenient shipping center.

THE BEACON JOURNAL

A progressive, independent newspaper nationally known for its virile and aggressive editorial policy.

Believing that its readers are entitled to interpretative news of the state and nation, the Beacon Journal maintains full time bureaus at both Washington and Columbus, the state capitol, in charge of trained and experienced newspapermen.

In the local news fields the Beacon Journal is admittedly dominant.

ADVERTISE TO AKRON'S PROSPEROUS PEOPLE IN AKRON'S POPULAR PAPER

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M. C. Watson, Inc.
286 Fifth Avenue
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Foreign representatives

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BRITISH NEWSPAPERS—(Continued from page 160)

SCOTLAND—Continued

Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate	
CLACKMANNANSHIRE—						
Alloa (12,421) 49-30-41-6						
Alloa Journal	3,500nsg(p)	W	1½d.	7 2⅓ 22	3/–	1/3
Tillicoultry (3,100) 30-43-4						
Devon Valley Tribune	.....	W	1d.	4 2¼ 15½	2/–	1/–
DUMBARTONSHIRE—						
Dumbarton (22,933) 49-7						
Lennox Herald	.....	W	2d.	6 2½ 21	3/–	1/–
Helensburgh (9,701) 55-51						
Helensburgh and Gareloch Times	2,500nsg(p)	W	2d.	7 2¼ 22½	2/6	1/6
Kirkintilloch (11,690) 40-4-7						
Kirkintilloch Herald (Series)	.....	W	1½d.	5 2½ 20½	3/–	2/–
DUMFRIESSHIRE—						
Annan (3,298) 1-7-13-22						
Annandale Observer	.....	W	2d.	7 2⅛ 20	3/–	1/6
Dumfries (19,012) 1-43-28-56						
Dumfries Courier and Herald	.....	2W	2d.	7 2¼ 20	3/–	2/–
Dumfries and Galloway Standard	26,369nsg pw	2W	2d.	7 2¼ V	3/6	2/6
Lockerbie (2,344) 1						
Annandale Herald	.....	W	1½d.	7 2¼ 22	2/6	1/9
EDINBURGHSHIRE—						
Edinburgh (420,281) 32-41-57-7						
Edinburgh Evening Despatch	.....	DE	1d.	V 2½ 25	15/–	13/6
Edinburgh Evening News	97,522nsg(p)	DE	1d.	V 2¼ 22	13/–	..
Edinburgh Scotsman	.....	DM	2d.	V 2½ 25	25/–	22/–
Edinburgh Weekly Scotsman	.....	W	2d.	V 2½ 25	15/–	12/9
Portobello (16,000) 4-12-15-65						
Mid-Lothian Journal (Series)	.....	W	1d.	6 2½ 20½	2/6	1/6
West Calder (7,874) 4-55-1						
Midlothian Advertiser	.....	W	1½d.	7 2½ 21	3/–	1/3
ELGIN—						
Elgin (7,776) 1-22-6-30						
Elgin Courant and Courier	.....	W	2d.	6 2⅜ 22	4/–	1/6
North'n Scot & Moray & Nairn Exp.	.....	W	2d.	7 2⅝ 23	4/–	1/6
Crantown-on-Spey (1,622) 1-51						
Strathspey Herald	1,700nsg(p)	W	1½d.	6 2½ 22¾	2/–	8d.
FIFESHIRE—						
Cowdenbeath (14,215)						
Cowdenbeath and Lochgelly Times	.....	W	1d.	5 2¼ 17¾	2/6	1/–
Cupar (6,575) 1-39-58-7						
Fife Herald and Journal	.....	W	2d.	6 2⅜ 17	3/6	1/9
Fife News	.....	W	1½d.	6 2⅜ 17	3/6	1/9
Dunfermline (39,886) 39-76-4						
Dunfermline Express	2.200nsg(p)	W	1d.	6 2½ 19½	3/–	1/6
Dunfermline Journal	6,100nsg(p)	W	1d.	7 2½ 22½	3/6	2/–
Dunfermline Press	.....	W	2d.	V 2½ 24¾	3/6	2/–
Kirkcaldy (39,591) 39-40-65-63						
Fife Free Press	.....	W	2d.	7 2¼ 22	5/–	2/6
Fifeshire Advertiser	.....	W	2d.	7 2¼ 20	5/–	2/6
Leven (7,180) 35-39-40-22						
Leven Advertiser	.....	W	1d.	5 2½ 20	2/6	1/6
St. Andrews (9,336) 51						
St. Andrews Citizen	.....	W	2d.	6 2⅜ 17	3/6	1/9
FORFARSHIRE—						
Arbroath (19,499) 39-2-7						
Arbroath Guide	.....	W	2d.	8 2¼ 23	2/–	..
Arbroath Herald	.....	W	2d.	8 2⅛ 20	1/6	1/3
Brechin (8,781) 39-12-59-1						
Brechin Advertiser	.....	W	2d.	5 2½ 20	3/–	1/3
Broughty Ferry (11,080) 71-51						
Broughty Ferry Guide	.....	W	1d.	7 2¼ 22	1/–	8d.
Dundee (168,217) 17-49-7						
Dundee Advertiser	.....	DM	1d.	7 2⅛ 22	16/3	..
Dundee Courier	.....	DM	1d.	7 2⅛ 22	16/3	11/–
Dundee Evening Telegraph & Post	.....	DE	1d.	5 2⅛ 15¾	16/3	12/–
Dundee People's Journal (Series)	200,085nsg	W	2d.	5 2⅓ 15¾	40/–	35/–
Thomson's Weekly News (Series)	.....	W	2d.	5 2⅛ 15¾	65/–	55/–
Forfar (9,585) 17-1						
Forfar Herald	.....	W	1d.	6 2¼ 20	2/6	1/6
Forfar Review	.....	W	1d.	6 2½ 21	.....	..
Montrose (10,979) 49-39-22						
Montrose Review	.....	W	2d.	6 2⅜ 21½	3/–	1/3
Montrose Standard	.....	W	2d.	6 2½ 21¾	3/–	1/6
HADDINGTONSHIRE—						
Haddington (4,053) 1-4-52						
Haddington Advertiser	.....	W	1d.	7 2¼ 22	2/6	1/3
Haddingtonshire Courier	.....	W	2d.	8 2¼ 27	3/–	1/9
INVERNESS-SHIRE—						
Inverness (20,937) 1-21-49-30						
Highland Times	.....	W	1d.	6 2¼ 20	3/–	1/6
Inverness Citizen	.....	W	1d.	6 2½ 20	4/6	1/6
Inverness Courier	.....	2W	2d.	V 2½ 21	4/–	2/3
Northern Chronicle	.....	W	2d.	6 2½ 23	4/–	2/3
ISLE OF BUTE—						
Rothesay (15,218) 1-22-51						
Buteman	.....	W	1½d.	6 2¼ 19½	2/6	1/4
Rothesay Express	.....	W	1d.	V 2⅛ 20	2/6	9d.
KINCARDINESHIRE—						
Laurencekirk (1,461) 1						
Kincardineshire Observer	.....	W	1d.	6 2½ 21	4/–	1/6
Stonehaven (4,856) 1-22-58-30						
Mearns Leader	.....	W	1d.	6 2½ 21	3/–	1/6
KIRKCUDBRIGHTSHIRE—						
Castle Douglas (2,801) 1-7-29-56-75						
Kirkcudbrightshire Advertiser	.....	W	2d.	5 2¼ 18	3/6	1/9
Dalbeattie (2,998) 29-28-12						
Stewartry Observer	.....	W	1d.	5 2⅝ 21	2/6	1/6
KINROSS-SHIRE—						
Kinross (2,631) 1-30-39-71						
Kinross-shire Advertiser	.....	W	1½d.	7 2¼ 24	1/6	8d.

SCOTLAND—Continued

Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate	
LANARKSHIRE—						
Airdrie (25,092) 4-7-40						
Airdrie and Coatbridge Advertiser	.....	W	2d.	7 2½ 25	6/–	2/3
Cambuslang (26,130) 4-40-77						
Cambuslang Advertiser	.....	W	1d.	6 2½ 20	3/–	2/–
Carluke (10,178) 35-8-2						
Carluke and Lanark Gazette	.....	W	1d.	7 2½ 22	3/–	1/6
Coatbridge (43,287) 40-1						
Coatbridge Express	.....	W	1d.	7 2½ 25	6/–	2/3
Glasgow (1,034,069) 7-49-40-4						
Daily Record and Mail	204,913nsg	DM	1d.	5 2⅛ 16	20/–	..
Glasgow Bulletin	.....	DM	1d.	5 2¼ 13¼	10/–	..
Glasgow Citizen	.....	DE	1d.	V 2¼ 23	12/–	10/–
Glasgow Evening News	.....	DE	1d.	7 2¼ 22	14/–	..
Glasgow Evening Times	272,107nsg	DE	1d.	7 2¼ 24½	18/–	..
Glasgow Herald	.....	DM	2d.	8 2¼ 24½	25/–	22/–
Glasgow Weekly Herald	.....	W	2d.	5 2¼ 16½	10/–	7/6
Weekly Record	215,944nsg	W	2d.	5 2⅛ 16	20/–	..
The Sunday Mail	226,206nsg	W	2d.	5 2⅛ 16	20/–	..
The Sunday Post	nsg	W	2d.	5 2⅛ 15½	50/–	42/6
Topical Times	.....	W	2d.	3 2⅜ 10	45/–	40/–
Hamilton (39,420) 35-40-7-1						
Hamilton Advertiser	27,000nsg	W	2d.	8 2¼ 24½	7/6	5/–
Lanarkshire	.....	2W	1d.	8 2⅜ 22½	4/–	1/9
Motherwell (41,080) 40-35-7-74						
Motherwell Times	.....	W	1½d.	6 2¼ 20	2/6	1/9
Wishaw (25,000) 40-4-7-1						
Wishaw Herald	.....	W	1d.	7 2½ 24	2/6	..
Wishaw Press and Advertiser	.....	W	1d.	6 2¼ 19½	2/6	1/–
LINLITHGOWSHIRE—						
Bathgate (8,504) 40-4-28						
West Lothian Courier	8,500nsg	W	2d.	7 2¼ 22½	3/4	2/–
Bo'ness (10,162) 35-1-40						
Bo'ness Journal	.....	W	1½d.	7 2 21	2/6	1/3
Linlithgow (3,880) 58-55						
Linlithgowshire Gazette	.....	W	1½d.	7 2¼ 24½	2/6	1/6
NAIRN—						
Nairn (4,474) 1-22						
Nairnshire Telegraph	.....	W	1½d.	7 2½ 21½	2/6	1/–
ORKNEYS—						
Kirkwall (3,697) 1-22						
The Orcadian	5,172nsg	W	1½d.	V 2 V	2/6	1/9
Orkney Herald	.....	W	1½d.	5 2½ 20	3/–	1/6
PEEBLES-SHIRE—						
Peebles (5,537) 43-61-1						
Peebles News	.....	W	1d.	7 2⅜ 20	3/–	1/–
Peebles-shire Advertiser	.....	W	1½d.	7 2⅓ 24	3/–	1/–

(*Continued on page 164*)

BENJAMIN & KENTNOR COMPANY

ESTABLISHED 1893

HARRY D. REYNOLDS, President
JOHN T. FITZGERALD, Vice President
WILLIAM F. KENTNOR, Secretary

Representing Daily Newspapers
National Advertising

SERVICE

225 Fifth Avenue
NEW YORK

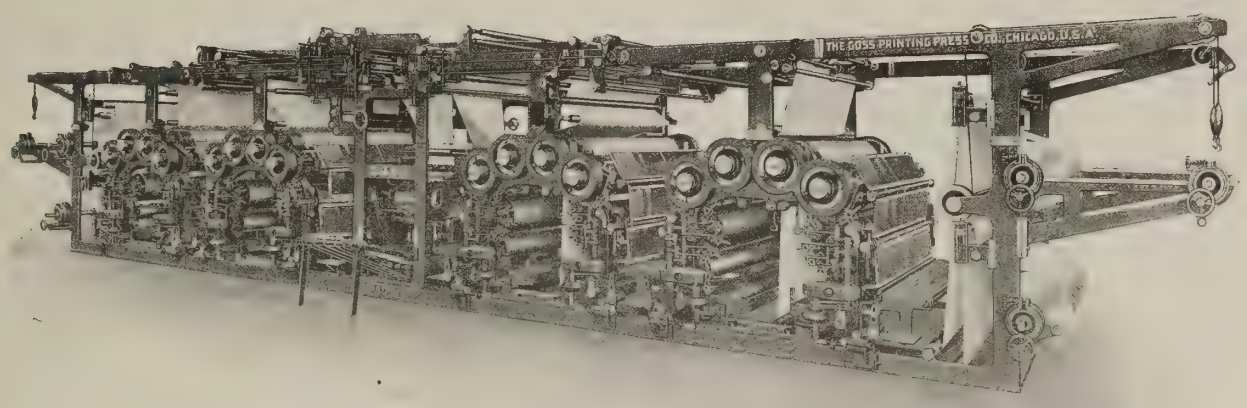
900 Mallers Building
CHICAGO

401 Van Nuys Building
LOS ANGELES

Los Angeles Office in Charge of Arthur A. Hinkley

GOSS

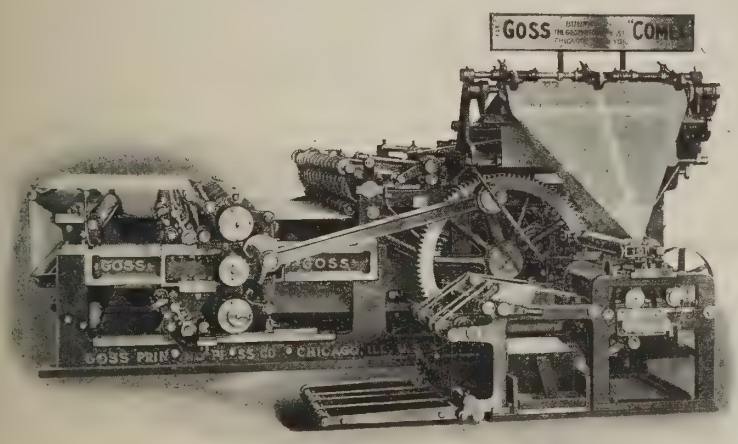
The GOSS "High Speed Straightline" Decker Press or The GOSS High Speed "Unit-Type" Press Will Meet Your CIRCULATION Demands



THE GOSS HIGH SPEED LOW CONSTRUCTION
"UNIT-TYPE" OCTUPLE PRESS

LET US SOLVE YOUR PRESS ROOM PROBLEMS

If You Have a Small
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WILL MAKE MONEY FOR YOU



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THE GOSS PRINTING PRESS CO.

1535 SOUTH PAULINA STREET
CHICAGO, ILL.

THE GOSS PRINTING PRESS CO. OF ENGLAND, LTD. LONDON

BRITISH NEWSPAPERS—(Continued from page 162)

SCOTLAND—Continued

Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate	
PERTHSHIRE—						
Alyth (1,710) 17-39-30						
Alyth Gazette	.....	W	½d.	4 2½ 18	1/–	7d.
Alyth Guardian and Advertiser	.....	W	1d.	6 2¼ 20	1/–	7d.
Blairgowrie (3,072) 8-39-17						
Blairgowrie Advertiser	.....	W	1d.	6 2¼ 19	1/6	8d.
Bridge of Allan (3,200) 12-1						
Bridge of Allan Gazette	.....	W	1½d.	6 2¼ 22¼	3/–	1/–
Callander (1,874) 1-30						
Callander Advertiser	.....	W	1½d.	6 2¼ 22¼	3/–	1/–
Perth (33,208) 77-39-6-1						
Perthshire Advertiser	10,465nsg pw	2W	1d.	V 2¼ V	6/–	3/6
Perthshire Constitutional & Journal	.....	2W	1d.	6 2¼ 19	4/–	2/–
Perthshire Courier	.....	W	1d.	6 2¼ 22	2/6	1/3
RENFREWSHIRE—						
Greenock (81,120) 49-7-47-73-20-30						
Greenock Herald	.....	W	1d.	7 2½ 22	....	1/–
Greenock Telegraph	.....	DE	1d.	7 2¼ 22	8/–	6/–
Paisley (84,837) 61-7-49						
Paisley Express	.....	DE	1d.	.....	....	..
Paisley and Renfrewshire Gazette	.....	W	1d.	8 2¼ 22½	4/–	2/–
Port Glasgow (21,022) 49-7-33						
Port Glasgow Express	.....	2W	1d.	V 2¼ 20	2/6	1/–
ROSS-SHIRE—						
Dingwall (2,323) 1-22-51						
North Star	.....	W	1d.	6 2½ 20	4/6	1/6
Northern Weekly	.....	W	1d.	.....	....	..
Ross-shire Journal	.....	W	1d.	4 2⅛ 21	3/–	2/–
ROXBURGHSHIRE—						
Hawick (16,353) 43-28-55						
Hawick Express and Advertiser	.....	W	1d.	.....	....	..
Jedburgh (2,426) 30-1						
Jedburgh Gazette	.....	W	1d.	6 2½ 19	2/6	1/3
Kelso (3,527) 1-71						
Kelso Chronicle	.....	W	2d.	7 2½ 22½	2/6	1/4
Kelso Mail	.....	W	1½d.	6 2½ 21	3/–	1/6
SELKIRK—						
Galashiels (12,946) 30-43-7						
Border Standard	.....	W	1½d.	5 2½ 18	2/6	1/6
Border Telegraph	.....	W	1½d.	7 2⅜ 20	2/6	1/6
Selkirk (5,775) 43-30-1						
Selkirk Advertiser	.....	W	Gratis	3 2¼ 12½	2/–	1/6
Southern Reporter	.....	W	2d.	7 2¼ 20¾	5/–	2/–
SHETLAND ISLES—						
Lerwick (4,792) 22-28-1						
Shetland News	.....	W	1d.	6 2½ 22½	1/3	10d.
The Shetland Times	4,162nsg(p)	W	1d.	7 2¼ 22	2/6	1/3
STIRLINGSHIRE—						
Falkirk (33,312) 40-1						
Falkirk Herald	.....	2W	1d. 2 d.	V 2¼ 24½	3/6	2/6
Stirling (21,345) 42-40-1						
Stirling Journal and Advertiser	.....	W	1½d.	7 2½ 24	3/–	1/3
Stirling Observer	.....	2W	1½d.	6 2¼ 22¼	3/–	1/3
SUTHERLAND						
Golspie (1,518) 1-22-30-3						
Northern Times	.....	W	2d.	V 2½ 21	3/–	1/6
WIGTOWNSHIRE—						
Newton Stewart (1,831) 1-30-35						
Galloway Gazette	.....	W	2d.	8 2½ 29½	2/6	1/9
Stranraer (6,138) 7-1-49-76						
Galloway Advertiser	.....	W	2d.	6 2¼ 19¾	3/–	2/–

IRELAND

ANTRIM—						
Ballymena (12,000) 39-30-2						
Ballymena Observer	.....	W	2d.	7 2¼ 22	3/6	2/–
Belfast (414,000) 49-39-33-50						
Belfast News Letter	34,682nsg	DM	1d.	7 2½ 23	7/6	..
Belfast Northern Whig	.....	DM	1d.	7 2⅜ 22½	7/6	..
Belfast Telegraph	.....	DE	1½d.	V 2⅜ 24	12/6	..
Belfast Weekly News	.....	W	2d.	7 2½ 23	3/–	..
Belfast Weekly Northern Whig	.....	W	1d.	7 2⅜ 22½	5/–	..
Belfast Weekly Telegraph (Series)	.....	W	1½d.	7 2⅜ 24	9/–	6/6
Belfast Witness	.....	W	2d.	7 2⅜ 25	6/8	4/6
Irish News	.....	DM	2d.	7 2⅜ 23½	6/8	4/–
Irish Weekly	.....	W	2d.	7 2⅜ 23½	6/8	4/–
Lisburn (14,000) 39-61						
Lisburn Herald	.....	W	1½d.	7 2½ 22	2/–	1/–
ARMAGH—						
Armagh (9,000) 39-61-1-62-64-58						
Armagh Guardian	.....	W	1d.	8 2¼ 22	2/3	1/2
Ulster Gazette	.....	W	1d.	7 2½ 22½	2/3	1/–
Lurgan (14,000) 39-61						
Lurgan Mail	.....	W	1½d.	V 2¼ 20	3/–	1/3
Portadown (12,000) 39-61-8						
Portadown News	.....	W	1d.	6 2⅓ 20½	2/6	1/6
CARLOW—						
Carlow (12,000) 2-1						
Nationalist and Leinster Times	.....	W	2d.	8 2⅜ 22	5/–	2/3
CAVAN—						
Cavan (2,961) 1-36						
Cavan Anglo-Celt	.....	W	2d.	.....	...	..
CLARE—						
Ennis (5,460) 30-50-13						
Clare Champion	.....	W	1d.	V 2⅓ 24	...	..
Kilrush (4,095) 53,45,30						
Kilrush Herald	.....	W	2d.	5 2⅓ ..	1/6	..

IRELAND—Continued

Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate	
CORK—						
Cork (102,000) 30-41-49-74						
Cork Constitution	.....	DM	1½d.	V 2¼ 23	9/–	4/–
Cork Evening Echo	.....	DE	1d.	9 2⅛ 22½	2/9	2/3
Cork Examiner	21,786nsg	DM	2d.	9 2⅛ 22½	5/6	4/6
Cork Weekly Examiner	.....	W	2d.	9 2⅛ 22½	6/–	4/6
Cork Weekly News	.....	W	1½d.	V 2¼ 23	7/–	3/–
DONEGAL—						
Ballyshannon (2,471) 39-1-13						
Donegal Vindicator	.....	W	1d.	6 2½ 20½	3/–	1/–
Letterkenny (2,500) 39-1						
Donegal Independent	.....	W	1d.	6 2½ 20½	3/–	1/–
DOWN—						
Banbridge (5,101) 39-1						
Banbridge Chronicle	.....	W	2d.	6 2⅛ 20½	3/–	1/9
Bangor (10,000) 1-71-39						
County Down Spectator	.....	W	2d.	7 2⅓ 23	3/–	1/9
North Down Herald	.....	W	1d.	8 2¼ 24	4/6	2/3
Newry (13,000) 1-55-39						
Frontier Sentinel (Series)	.....	W	2d.	7 2¼ 20½	3/–	1/–
Newry Reporter	.....	3W	1½d.	V 2½ 20	4/6	1/9
Newry Telegraph	.....	3W	1d.	5 2½ 20	3/–	1/6
DUBLIN—						
Dublin (371,936) 6-41-55						
Dublin Evening Herald	58,691nsg	DE	1½d.	V 2¼ 22	7/6	..
Dublin Evening Mail	.....	DE	1½d.	V 2¼ 22	10/–	6/–
Dublin Evening Telegraph	.....	DE	1½d.	7 2¼ 24	7/–	..
Freeman's Journal	.....	DM	2d.	V 2¼ 24	12/6	..
Irish Independent	113,866nsg	DM	2d.	V 2¼ 22	15/–	..
Irish Times	.....	DM	2d.	V 2⅜ 24	12/6	11/–
Irish Weekly Indpdt. – Sunday Ind.	78,658nsg	W	2d.	7 2¼ 22	10/–	..
Irish Weekly Mail	.....	W	1½d.	7 2⅜ 22	6/6	3/6
Weekly Freeman	.....	W	2d.	V 2¼ 24	10/–	..
Weekly Irish Times	.....	W	2d.	7 2⅜ 24	6/–	4/–
FERMANAGH—						
Enniskillen (5,570) 1-36						
Enniskillen Impartial Reporter	6,119nsg	W	2d.	7 2¼ 22	5/–	2/–
Feramnagh Times	.....	W	1½d.	6 2¼ 20	...	..
GALWAY—						
Ballinasloe (5,613) 1-53-13						
Western News	.....	W	1d.	.....	...	..
Galway (13,500) 30-28-22						
Connacht Tribune	9,042nsg	W	2d.	8 2⅜ 22½	4/6	2/3
Galway Express	.....	W	2d.	.....	...	..
Galway Observer	.....	W	1½d.	V 2½ 22	1/–	..
KERRY—						
Tralee (11,000) 13-55-30-1						
Kerry News	.....	3W	1½d.	7 2⅛ 21	3/–	1/3
Kerry Sentinel	.....	2W	1d.	.....	...	..
Kerry Weekly Reporter	.....	W	2d.	7 2⅛ 21	3/–	1/3
KILDARE—						
Naas (3,800) 1-13-42						
Kildare Observer	.....	W	2d.	5 2¼ 18½	...	..
Leinster Leader	.....	W	2d.	8 2¼ 22½	3/–	1/6
KILKENNY—						
Kilkenny (13,500) 40-30-63						
Kilkenny Journal	.....	2W	1½d.	.....	...	..
Kilkenny People	6,277nsg	W	3d.	7 2½ 23	2/6	1/8
The Moderator	.....	W	2d.	6 2½ 20½	2/6	1/–
KING'S COUNTY—						
Birr (4,500) 13-1-59						
King's County Chronicle	.....	W	2d.	7 2¼ 23	3/–	1/6
Tullamore (5,900) 30-6-1						
Offaly Independent	.....	W	3d.	V 2¼ 28	4/6	2/3

(*Continued on page 166*)

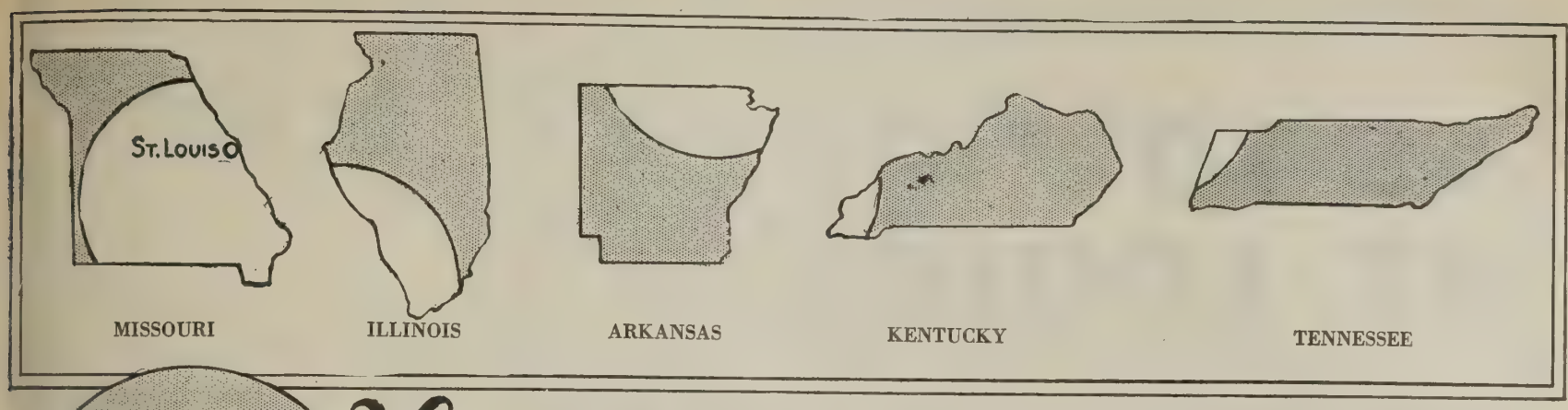
BOSTON GLOBE FIRST

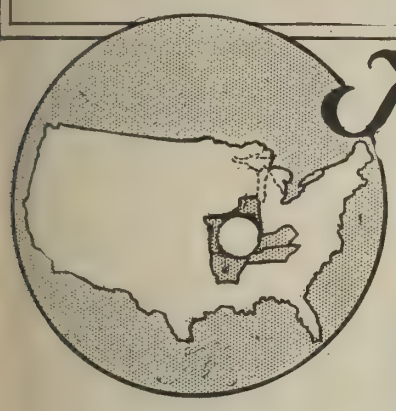
During 1922 **the total number of lines of Department Store advertising** printed in Boston papers having Daily and Sunday editions was

GLOBE - 3,457,099
Second Paper 2,916,732

Write Advertising Manager, Boston Globe, for information about the Boston territory.

The Globe Should Be First on Your Boston List





The 49th State is a Circle--Radius 150 mi.

GET out your map, and add this new commonwealth—right in the nation's center.

Name the new state "Globe-Democrat Influence." The capital is St. Louis. The five counties are marked in white in the diagram above.

The population of the new state exceeds 4¼ millions. The wealth is based on a wider variety of natural resources and industry than any other state can show.

One newspaper serves the 49th State. No other single paper even claims such coverage.

Can you think of a better newspaper situation than this?

—The largest daily in a wealthy district, exerting a tremendous influence throughout that district.

Any wonder we want to tell you about it?

St. Louis Globe-Democrat

St. Louis' Largest Daily

NATIONAL REPRESENTATIVES

F. St. J. Richards, NEW YORK
Guy S. Osborn, CHICAGO
J. R. Scolaro, DETROIT
C. George Krogness, SAN FRANCISCO
Dorland Agency, Ltd., LONDON
Associated American Newspapers, PARIS

AS TO ST. LOUIS

In most American cities you will find a newspaper that occupies a field of its own without a Sunday edition. In most instances this paper is a carefully edited, thoughtful newspaper, not given to sensationalism, having a following of readers who have the means and inclination to invest in substantial goods.

The only six-day evening paper without a Sunday edition in St. Louis is The Times, which enjoys the complete confidence of its readers, practically all of whom are in the immediate trading territory of that great and prosperous city. All of the department stores use very large space in The Times, the largest of this group alone having used last year in excess of 600,000 lines, which is quite a lot of space to use in one newspaper having no Sunday edition. The St. Louis Times is very careful of its advertising policy, co-operating with the Better Business Bureau, and seeing that this policy is made effective.

Your copy in the columns of The Times will be in good company, both personal and local.

NATIONAL ADVERTISING.

G. Logan Payne Company, Representative.

CHICAGO ..... Tower Bldg.
DETROIT ..... Kresge Bldg.
LOS ANGELES ..... Security Bldg.
ST. LOUIS AND KANSAS CITY ..... Carleton Bldg.

Payne, Burns & Smith, Inc., Representative.

NEW YORK ..... Fifth Ave. Bldg.
BOSTON ..... 100 Boylston St.

Member of the Audit Bureau of Circulations.

BRITISH NEWSPAPERS—(Continued from page 164)

IRELAND—Continued

Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate	
LEITRIM—						
Garrick (1,800) 1						
Leitrim Observer		W	2d.	7 2⅓ 23	2/6	1/-
Mohill (1,415) 1						
Leitrim Advertiser		W	2d.	6 2¼ 21	...	..
LIMERICK—						
Limerick (40,000) 55-13-1-58						
Limerick Chronicle		3W	2d.	8 2½ 24	4/6	3/-
Limerick Leader		3W	1d.	V 2⅜ V	3/-	2/-
Munster News		3W	2d.	8 2½ 24	2/6	1/6
LONDONDERRY—						
Coleraine (8,000) 39-61-1-40						
Coleraine Chronicle		W	1d.	.....	3/6	1/6
Northern Constitution	12,955nsg(p)	W	2d.	7 2¼ 24½	3/9	2/9
Londonderry (50,000) 49-61-28-30						
Derry Journal		3W	2d.	V 2½ 21½	4/-	1/3
Derry Standard		3W	2d.	V 2½ V	4/-	1/3
Irish Telegraph		DM	1½d.	7 2⅜ 24	5/-	..
Londonderry Sentinel		3W	2d.	V 2½ 20½	4/-	1/3
LONGFORD—						
Longford (3,000) 1						
Longford Independent		W	2d.	6 2½ 20	2/-	1/-
Longford Journal		W	1d.	.....	...	..
LOUTH—						
Drogheda (12,425) 39-52-41-6						
Drogheda Advertiser		2W	2d.	.....	...	..
Drogheda Argus		W	1d.	.....	...	.
Dundalk (14,000) 6-52-7						
Dundalk Democrat	8,512nsg(p)	W	2d.	7 2¼ 20½	4/6	2/3
Dundalk Examiner		W	2d.	5 2¾ 19	...	..
Dundalk Herald		W	1d.	6 2½ 20½	3/-	1/3
MAYO—						
Ballina (4,440) 1-59-13						
Ballina Herald		W	1d.	.....	...	..
Western People		W	2d.	7 2⅓ 24	1/6	..
Castlebar (5,600) 1-36-59-74						
Connaught Telegraph		W	2d.	7 2½ 23	2/6	1/-
Westport (4,000) 1-13						
Mayo News		W	2d.	7 2¼ 22	4/6	2/-
MEATH—						
Kells (2,426) 1-39-6-41						
Meath Herald		W	1d.	.....	...	..
Navan (5,000) 1-13-30-59						
Meath Chronicle	3,144nsg(p)	W	2d.	6 2¼ 20	3/-	1/-
MONAGHAN—						
Monaghan (4,272) 1-64-28						
Northern Standard		W	2d.	6 2½ 20½	3/-	1/6
QUEEN'S COUNTY—						
Maryborough (3,200) 13-1						
Leinster Express		W	1d.	6 2½ 20	3/-	10d.
ROSCOMMON—						
Boyle (3,000) 1-13						
Roscommon Herald		W	3d.	.....	...	..
Roscommon (2,000) 1-13						
Roscommon Journal	3,000nsg(p)	W	2d.	5 2½ 20	2/6	1/-
SLIGO—						
Sligo (8,780) 13-41-1						
Sligo Champion		W	2d.	7 2½ 23	3/6	1/9
Sligo Independent		W	1½d.	6 2⅜ 20½	2/6	1/-
TIPPERARY—						
Clonmel (10,000) 56-41-13						
The Nationalist		2W	1½d.	V 2¾ 24	3/-	2/-
Nenagh (5,000) 1-61-13						
Nenagh Guardian		W	2d.	7 2½ 25½	3/3	1/4½
Nenagh News		W	2d.	7 2½ 26½	3/-	1/6
TYRONE—						
Cookstown (3,685) 1-39-61						
Mid Ulster Mail		W	1½d.	7 2⅜ 23	3/-	1/6
Dungannon (4,000) 1-39-30-3						
Tyrone Courier & Dungannon News.		W	2d.	7 2⅛ 20½	3/-	1/9
Omagh (4,836) 13-1-74						
Tyrone Constitution		W	2d.	7 2¼ 22	2/6	1/-
Strabane (5,035) 39-13-1						
Strabane News		W	1d.	7 2¼ 22	2/-	9d.
WATERFORD—						
Waterford (28,000) 55-40-59						
Munster Express		W	2d.	7 2½ 23	...	..
The Evening News		DE	1d.	6 2⅓ 21½	3/9	2/-
Waterford Standard		2W	2d.	6 2½ 22	3/-	1/6
Waterford Star		W	1d.	.....	...	..
Waterford Weekly News		W	2d.	6 2½ 22	4/3	2/6
WESTMEATH—						
Athlone (9,000) 30-6-41						
Westmeath Independent		W	2d.	8 2¼ 28	4/6	2/3
Mullingar (5,500) 1-30						
Midland Reporter		2W	2d.	.....	...	..
Westmeath Examiner		W	2d.	6 2¼ 22	4/6	2/3
Westmeath Guardian		W	2d.	7 2¼ 22	2/-	1/-
WEXFORD—						
Enniscorthy (5,500) 13-41-30						
Enniscorthy Echo		W	2d.	7 2⅜ 21	3/-	1/3
Wexford (17,000) 74-41-63						
Wexford Free Press		W	2d.	7 2⅛ 22	3/-	1/3
Wexford People (Series)	21,345nsg pw	2W	1d. 2d.	8 2¼ 21	8/-	4/-

(*Continued on page* 170)

MOUNT VERNON
NEW YORK

The wonder City of the Metropolitan Suburban District

THE HOME OF THE DAILY ARGUS



First Street at Second Avenue

The DAILY ARGUS

The only newspaper printed and published in the city, is making the same wonderful advance as has distinguished Mount Vernon in 1922.

TWO RECORDS

In 1922 Mount Vernon made a record showing in building permits—The value of the plans filed reaching the sum of **$7,004,531**

Also in 1922, The Daily Argus carried over **7,000,000** lines of advertising, the greatest lineage of any newspaper in Westchester county and proof of the confidence people have in its value as an advertising medium.

Mount Vernon has grown from a population of 22,000 in 15 years to nearly 50,000 today, and there is a tributary population of 50,000 more

The Daily Argus goes into nearly every home in this territory. The circulation is over 8,500 daily.

Published Every Business Evening

STILES & MERRIAM, Inc.

Established 1892

Member of Audit Bureau Circulations and A.N.P.A.

Foreign Representatives:
GEO. B. DAVID & CO.
117 Madison Ave.
New York City

A. R. KEATOR
1411 Hartford Bldg.
Chicago, Ill.

QUALITY VE

WHEN YOU HEAR

Buying a Newspaper Press other than a Hoe, you can be sure that it was either because the impelling consideration was price rather than quality or because of failure to personally investigate fully the respective merits of the different machines offered, or that the great volume of orders going through our works, coupled with our high standard of manufacture, prevented us from making delivery within the time desired.

While we have been the pioneers and leaders in the manufacture of printing machinery for over one hundred years, and have by far the largest and best equipped plant of its kind in the world, especially adapted to turning out superior machinery in the quickest and most economical manner, yet the cost of construction and the time required for manufacture are necessarily greater in the case of machinery built to our high standards of design and workmanship, than for machinery of cheaper design and inferior construction.

At the present time the extraordinary dema

Superspeed and Heavy-Design U
Our Patented Automatic Pum

is taxing our manufacturing facilities to their utmost and, pending the time necessary for the enlargement of our plant capacity, we are obliged to ask our friends to con-

R. HO

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109-112 BOROUGH RO

7 South Dearborn Street
CHICAGO, ILL.

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OF A PUBLISHER

Hoe Presses are designed and built to give the greatest net output and do the best work in the most efficient and economical manner — not merely to sell at a price. That they are the best investment in the long run, because of their greater speed, greater dependability, greater economy of upkeep, greater freedom from paper wastage, and longer life, is demonstrated conclusively by the continually increasing demand for them and by the fact that the majority of the prominent newspapers and magazines throughout the world are printed on Hoe Presses. The proprietors of these publications are conservative, far-seeing business men who look beyond immediate costs for efficiency and permanent value. They would not pay a higher price for Hoe Machinery unless convinced that it is *a better investment from every viewpoint.*

r newspaper presses, and particularly for our

-Type Machines Equipped With System of Ink Distribution

sider their probable needs in the way of new press equipment as far in advance as possible, so as to give us sufficient time to take care of them properly.

& CO.

EW YORK, N. Y.

DON, S. E. 1, ENG.

7 Water Street
BOSTON, MASS.

BRITISH NEWSPAPERS—(Continued from page 166)

IRELAND—Continued

Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate	
WICKLOW—						
Bray (7,000) 51						
Bray and South Dublin Herald....	.....	W	2d.	5 2½ 17½	2/6	1/–
Wicklow 59-13-51						
Wicklow News Letter.....	.....	W	2d.	5 2½ 17½	3/–	1/6

WALES

BRECKNOCKSHIRE—						
Brecon (5,649) 1-4-31-59						
Brecon County Times.....	.....	W	1d.	7 2⅛ 18½	3/6	..
Brecon and Radnor Express (Series)	.....	W	2d.	8 2⅛ 22	3/6	2/–
CARDIGANSHIRE—						
Aberystwyth (11,220) 51-40-45						
Cambrian News	.....	W	2d.	7 2¼ 25	6/–	4/–
Welsh Gazette	.....	W	2d.	6 2½ 22	7/6	2/–
Cardigan (3,452)						
Cardigan and Tivyside Advertiser..	.....	W	2d.	6 2½ 20½	3/6	2/3
CARMARTHENSHIRE—						
Carmarthen (10,011) 1-31-4						
Carmarthen Journal	.....	W	2d.	6 2 20	5/–	2/9
Carmarthen Welshman	.....	W	2d.	V 2¾ 20¾	3/6	2/6
Llanelly (36,504) 31-40-4-69						
Llanelly Argus	.....	W	1d.	6 2½ 20½	2/6	10d.
Llanelly Mercury	.....	W	2d.	6 2¼ 20½	2/6	2/–
Llanelly and County Guardian.....	.....	W	2d.	9 2½ 27	3/6	1/9
South Wales Press.....	.....	W	2d.	5 2⅝ 20	2/6	1/–
CARNARVONSHIRE—						
Bangor (11,032) 45-1						
North Wales Chronicle (Series)...	.....	W	2d.	8 2 V	10/–	7/6
Carnarvon (8,301) 45-1-59-4						
Carnarvon Herald (Series).....	.....	W	2d.	7 2¼ 22	9/–	6/–
North Wales Observer (Series)....	.....	W	2d.	7 2¼ 22	9/–	6/–
Conway (6,506) 1-51						
North Wales Weekly News (Series)	.....	W	2d.	7 2¼ 22½	4/–	3/–
Llandudno (19,290) 51						
Llandudno Advertiser	.....	W	2d.	6 2½ 20½	2/6	1/9
DENBIGHSHIRE—						
Colwyn Bay (18,770) 51-1						
North Wales Pioneer (Series).....	.....	W	2d.	8 2 V	8/6	5/6
Denbigh (6,783)						
Baner ac Amserau Cymru.....	.....	W	2d.	7 2⅜ 23½	6/–	4/–
Denbighshire Free Press.....	.....	W	1d.	7 2¼ 21½	5/–	3/–
North Wales Times.....	.....	W	1d.	6 2½ 21	5/–	3/–
Llangollen (3,680) 51-45-1						
Llangollen Chronicle	.....	W	1d.	4 2¾ 14	1/–	6d.
Wrexham (19,002) 4-40-41						
North Wales Guardian.....	.....	W	1d.	6 2½ 20½	3/6	1/9
Wrexham Advertiser	.....	W	1d.	7 2¼ 22	...	..
Wrexham Leader	.....	W	1d.	7 2¼ 21½	5/–	3/6
FLINTSHIRE—						
Holywell (2,907) 61-4-12						
County Herald	.....	W	2d.	7 2½ 22	2/6	..
Flintshire Observer and News.....	.....	W	2d.	8 2 V	6/–	4/–
Rhyl (13,398) 51-1-22						
Rhyl Journal and Advertiser.....	.....	W	1½d.	7 2½ 24	3/6	2/–
GLAMORGANSHIRE—						
Aberdare (55,010) 4-1-40-31						
Aberdare Express	.....	W	....	.....	5/–	3/–
Aberdare Leader	.....	W	2d.	7 2⅛ 20	3/6	2/6
Barry Dock (38,927) 76-21-7						
Barry Dock News.....	.....	W	2d.	6 2½ 20½	2/–	1/-
Bridgend (9,206) 4-1						
Glamorgan Gazette	.....	W	1½d.	8 2 22½	3/–	2/6
Cardiff (200,262) 4-49-7-31						
Cariff Times	.....	W	1d.	7 2¼ 21½	12/–	6/–
South Wales Echo.....162,579nsg		DE	1d.	7 2¼ 21½	15/–	..
South Wales Evening Express.....+112,000nsg		DE	1d.	5 2¼ 18½	15/–	10/–
South Wales News.....	.....	DM	1d.	7 2¼ 21½	15/–	10/–
Weekly Mail (Cardiff).....	.....	W	1d.	7 2¼ 24½	12/–	6/–
Western Mail	.....	DM	1d.	7 2¼ 24½	18/–	12/6
Merthyr (80,161) 4-40-19						
Merthyr Express	.....	W	2d.	V 2¼ 18	6/–	4/–
Y Tyst	.....	W	2d.	3 2½ 11	4/–	2/6
Penarth (17,097) 49-66-3						
Penarth Times	.....	W	1d.	5 2¼ 18½	2/–	1/–
Pontardawe (34,623)						
West Wales Observer.....	.....	W	1d.	4 2¼ 15	2/6	1/9
Pontypridd (47,171) 4-40-19						
Glamorgan County Times.....	.....	W	1d.	7 2¼ 21	3/–	2/3
Glamorgan Free Press & Rhondda Ldr.	.....	W	2d.	6 2¼ 18	6/–	3/9
Pontypridd Observer (Series).....	.....	W	1d.	6 2 20	7/6	5/–
Swansea (157,561) 31-4-76						
Cambria Daily Leader.....	.....	DE	1d.	V 2⅛ 21¾	10/–	5/–
Cambrian	.....	W	1d.	7 2¼ 23½	2/6	1/6
Herald of Wales.....	.....	W	1d.	V 2⅛ 21¾	5/–	2/6
South Wales Daily Post.....	.....	DE	1d.	5 2¼ 18½	10/–	5/–
South Wales Weekly Post.....	.....	W	1d.	7 2¼ 23½	2/6	1/6
MERIONETHSHIRE—						
Bala (1,408) 45-30-1						
Bala Y Seren.....	.....	W	1d.	4 2¼ 15	3/–	2/–
Blaenau (8,143) 45-53						
Blaenau y Rhedegydd.....	.....	W	1d.	.....	...	..
Corwen (3,000) 1-45-53-4						
Corwen Adsain	.....	W	1d.	4 2¾ 15	1/–	6d.
Dolgelly (2,014) 4-58-51						
Y Cymro	.....	W	2d.	4 2 13	4/–	2/–
Y Dydd	.....	W	1d.	.....	...	..

WALES—Continued

Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate	
MONTGOMERYSHIRE—						
Newton (5,670) 30-43-41-1						
Montgomeryshire Express	.....	W	2d.	7 2⅛ 20	7/6	2/6
Welshpool (5,677) 1-59						
Montgomery County Times (Series)	7,456nsg(p)	W	2d.	8 2¼ 23	3/6	2/6
FEMBROKESHIRE—						
Fishguard (2,999) 1-76						
County Echo	.....	W	1½d.	5 2½ 29	2/–	..
Haverfordwest (5,950) 76-1						
Pembroke County Guardian.....	6,500nsg(p)	W	2d.	7 2½ 25	5/–	2/6
Pempbrokshire Herald	.....	W	1d.	7 2½ 24	...	..
Pembrokeshire Telegraph	.....	W	2d.	7 2⅓ 23	5/–	2/6
Pembroke Dock (15,481) 74-49-76						
Ward-Davies's Free Press.....	.....	W	1d.	5 2½ 18	...	..
Tenby (4,830) 51-22						
Tenby and County News.....	.....	W	1½d.	6 2½ 22	3/–	2/–
Tenby Observer	.....	W	1d.	6 2½ 22½	4/–	2/6
RADNORSHIRE—						
Llandrindod Wells (4,605) 1-59-51						
Mid-Wales Independent	.....	W	1½d.	.....	...	..

BRITISH JOURNALISTS ASSOCIATIONS

NATIONAL UNION OF JOURNALISTS, 180 Fleet Street, London, E. C. 4. Objects: To defend and promote the professional interests and status of its members with regard to salary, conditions of employment, tenure of office. It pays out of work benefit, and makes benevolent, widow and orphan, and war distress grants. It is an Approved Society under the British National Health Insurance Acts, and also carries out the provisions of the British Unemployment Insurance Acts, 1920-21. It is a Registered Trade Union. Officers: President, Mr. T. A. Davies; Vice President, Mr. W. Meakin; Hon. Treasurer, Mr. W. Veitch; Editor of the official organ (The Journalist), Mr. T. Jay; General Secretary, H. M. Richardson. Qualification for membership: A man or woman shall have been three years in journalism and shall be dependent upon his or her own journalistic work. Newspaper proprietors, managers, and directors are not eligible. Subscription: Five shillings a month for full members and half-a-crown for probationary members; that is, persons of less than three years' experience. Meetings: The Executive meets at least quarterly, and there is an Annual Meeting of Delegates from each of the 91 branches. Affiliated to the Printing and Kindred Trades Federation of the United Kingdom, and to the trade Union Congress. Membership i 4,600.

INSTITUTE OF JOURNALISTS, 2 Tudor Street London, E. C. 4. Founded in 1884, the Insti tute of Journalists is the Chartered Profes sional Corporation organized and equippe for the purpose of maintaining the status rights and privileges of the general body o working journalists. It resolutely safeguard their interests, and continually prevents o checks attempts at encroachments. Unem ployment and provident Funds are attache to the Institute. Officers for 1923—President Mr. Fredk. Peaker (Fellow), of London; Vic Presidents, Mr. Chas. Wells (Fellow), o Bristol, and Mr. Geo. Springfield (Fellow) of London; Hon. Vice Presidents, Mrs. Ca ruthers (Fellow) of London, Messrs. Cha A. Cornish (Fellow) of Birmingham, W Reeve Fowkes (Fellow) of Leeds, Willia Latey (Fellow) of London, J. V. Mahon (Member) of Dublin, William Stewart (Fe low) of Glasgow, H. Slater Stone (Fellow of Bristol; G. A. L. Green (Fellow) of Sout Africa, The Hon. W. H. Triggs of Ne Zealand, and J. E. Woolacott of India; Hon Treasurer, Mr. Arthur E. Watson (Fellow) London; Hon. Secretaries, Messrs. Willia Latey (Fellow) of London, Henry Lashmor

(*Continued on page* 172)

Announcing

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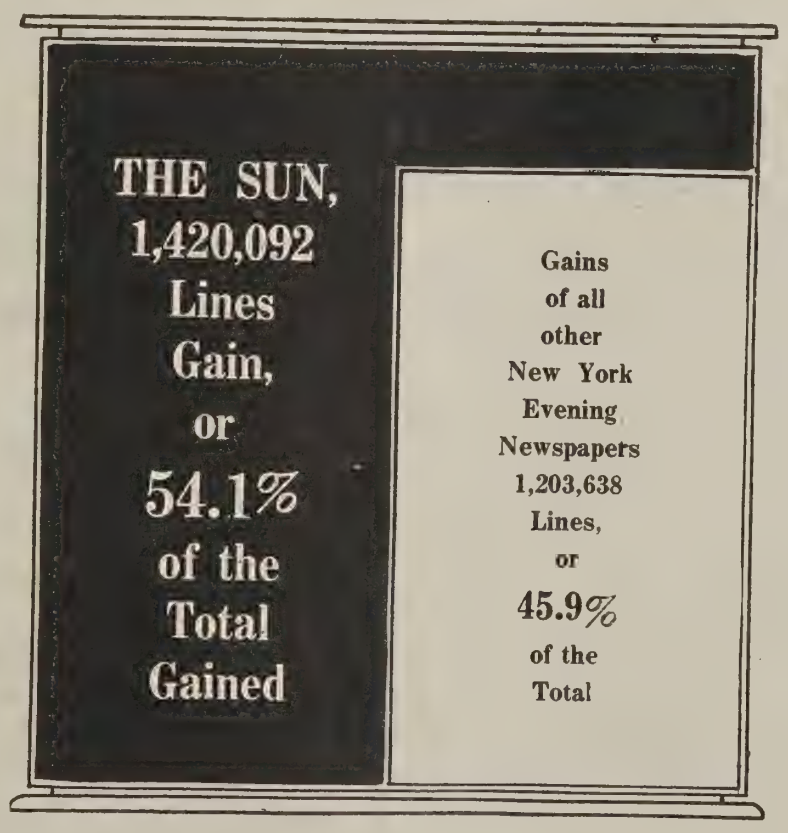
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The Sun

280 Broadway New York City

BRITISH JOURNALISTS' ASSOCIATIONS—(Continued from page 170)

(Fellow) of Southampton, S. Digby of India, E. F. Jenkins of South Africa, and A. W. Still (Fellow) of Straits Settlements; Hon. Editor "Institute Journal," Mr. Geo. Springfield (Fellow) of London. Qualification of Membership: A Member shall have been for not less than three years professionally, habitually, and as his sole and chief occupation engaged in journalism. Subscription: 31s. 6d. per annum (Entrance Fee 10s. 6d.), or, including special Unemployment Benefit 42s. per annum. Overseas members 21s. per annum.

THE WRITERS CLUB, 10 Norfolk Street, Strand, W. C. 2. Objects: Social, for women engaged in literary or journalistic work. Founded in 1891. Officers: President, Her Royal Highness Princess Christian; Chairman of Committee for 1923, Mrs. P. Champion de Crespigny; Vice Chairman, Miss G. M. Ireland Blackburne; Hon. Secretary and Treasurer, Miss Lynette R. Mitchell. Membership qualifications: Professional work of literary or journalistic nature. Subscription: Town £3 3s. Country £2 2s. Entrance Fee £1 1s. Meetings: Dinner and Debates monthly. House Teas weekly on Fridays.

LYCEUM CLUB, 138 Piccadilly, London, W. 1. Objects: The Lyceum Club was founded to focus the work of women in art, literature, science, medicine, music, public service, journalism, drama, and other important directions. Officers: President, The Marchioness of Aberdeen and Temair; Vice President, Lady Strachey; Executive Committee. Chairman, Dr. Dickinson Berry; Vice Chairman, Mrs. Champion de Crespigny; Deputy Vice Chairman, Miss McLeod Moore; Committee, Lady Beachcroft, Miss Sarah Clegg, Miss Millicent Coles, Lady McKenzie Davidson, Mrs. Rentoul Esler, Mrs. Furmage, Mrs. Mends Gibson, Mrs. Romanne James, Dr. Sophia Jevons, Miss Winifred Mayo, Mrs. Clarke Nuttall, M.Sc., Dr. Raisin, Mrs. Henry Ruffer, Miss Sloane, Mrs. Smedley, Miss E. M. Tait. Subscriptions: Town £5 5s. Country £4 4s. Entrance Fee £2 2s. Meetings: Club Dinners and Discussions, each Monday. Affiliated Organizations: Lyceum Clubs Overseas at Athens, Basle, Berne, Barbados, Brisbane, Brussels, Florence, Geneva, Gothenburg, The Hague, Hobart, Lausanne, Melbourne (Victoria), Milan, Nice, Paris, Rome, Stockholm, Sydney.

PRESS CLUB, LTD., St. Bride's House, Salisbury Sq., Fleet Street, London, E. C. 4. Objects: To provide social amenities for journalists in London and the country and for visiting journalists to London. Officers: President, Viscount Burnham, C. H.; Chairman, Wm. H. Lock; Hon. Secretary, Chas. R. Symes; Hon. Treasurer, R. Montague Smith; Hon. Assist. Secretary, Walter J. Magson; Hon. Assistant Treasurer, Fred C. Sawtell, Members of journalistic, musical and artistic professions are eligible. Subscription: £5 5s. per annum. Affiliated to other Press Clubs in England.

ASSOCIATION OF WOMEN JOURNALISTS, Sentinel House, Southampton Row, London, W. C. 1. Founded for the association of women engaged in journalism, either as writers, or artists in black and white, in the United Kingdom, the Colonies and abroad, and for promoting and protecting the personal and professional interests of its members; and to maintain and improve the status of journalism as a profession for women. Officers: President, 1922-1923, Viscountess Burnham; Chair, Lady Brittain; Vice Chair, Miss F. Knowles-Foster, F. R. G. S.; Hon. Treasurer, Lady Doughty; Hon. Secretary and Editor of Society's Magazine, Mrs. E. A. Binstead. Subscriptions: Town £1 1s. per annum; Country or Foreign, 10s. 6d. per annum. Affiliated to the League of American Penwomen, and the Canadian Women's Press Club.

LONDON UNIVERSITY JOURNALISM STUDENTS UNION, University College, London, W. C. 2.—Members: All students of the Journalism Course at the University of London are eligible for membership, the subscription is 1s. per session. Officers: President, Mr. Leonard Boase (University College); Hon. Secretary, Miss White (University College); Hon. Treasurer, Miss Isaacs (King's College). Committee: Mr. Toksvig (King's), Miss Haldinstein (University), Mr. Harding (East London), Mr. Finlay (University), Miss Dempster (King's). Committee consists of the officers and five members, elected from the body of the Union, irrespective of the college to which they belong.

PARLIAMENTARY PRESS ASSOCIATION, Press Gallery, House of Commons, London, S. W. 1. An organization of the newspaper men engaged in reporting the proceedings of Parliament.

JOURNALISM STUDENTS' UNION, King's College, Strand, London, W. C. 2. A postgraduate association of students who have passed through the courses of journalism at the London University College.

ganizations, but the Association works in friendly co-operation with other newspaper organizations when matters arise which call for joint action. The membership comprises over 80 publishing houses, controlling nearly 200 trade and technical journals. Officers: President, J. N. Butler (Grocer's Gazette); Vice Presidents, Sir Edward M. Iliffe, C. B. E. (The Autocar), Herbert G. Crockett (Leather World), G. Keville Davis (Chemical Trade Journal), E. J. Dodd (Canadian Machinery), W. A. Standring (Motor Cycle & Cycle Trader), W. Alderson Smith (Electrical Industries); Hon. Treasurer, W. Alderson Smith (Electrical Industries); Members of Council, H. E. Binstead (Furniture Record), E. S. Caton (Tobacco), C. Cokayne-Nayler (New Zealand Motor & Cycle Journal), A. B. Deane (Licensing World), F. Dolman (Art Trade Journal), E. V. Hyde (Fish Trades Gazette), Holbrook Jackson (Draper's Organizer), J. A. Kay (Railway Gazette & Railway News), E. G. King (Engineering & Industrial Management), W. A. Maclaren (Waste Trade World), Frank Nasmith (Textile Recorder), A. H. Shaw (Hardwareman and Ironmonger Chronicle), H. Sinclair (The Pianomaker), Otto Thomas (Motor Traction), H. Eustace Vickers (Indian & Eastern Engineer), H. Wassell (Machinery), E. W. Willis (World's Carriers and Carrying Trades Review); Chairman, Percival Marshall (The Model Engineer); Secretary, Arthur C. Brookes.

EMPIRE PRESS UNION, 71 Fleet Street, London, E. C. 4. Objects: An organization of newspaper proprietors and editors of leading newspapers and periodicals published in the United Kingdom, the British Dominions and Colonies Overseas, and in India. The Empire Press Union is the only organization linking in its membership the whole of the Press of the British Empire to whose common interests it is devoted. An important part of the Union's policy is the holding of periodic conferences of Empire newspapers proprietors and editors in the United Kingdom and the overseas Dominions. The last of these conferences was held in Canada in 1920. Over one hundred newspaper proprietors and editors from all over the British Empire took part in the Conference and were entertained by the Canadian Government and the Canadian Section of the Union during a 9,000-mile tour of the Dominion. The Union has performed important work in cheapening and quickening facilities for the distribution of inter-Imperial news by cable, wireless telegraphy, and mail, and continues to exert its influence in this direction. It has separate sections in Australia, New Zealand, India, South Africa and Canada. The headquarters section in London includes in its membership practically all the London correspondents of the Press of the overseas Dominions on whose behalf it has secured important official privileges and facilities. In a word The Empire Press Union stands for unity of the British Imperial Press in all matters of common concern. Officers: President, The Rt. Hon. Viscount Burnham, C. H.; Chairman, Robert Donald, LL.D.; Members of the London Council, Sir John Arnott, Bart. (Irish Times, Dublin), G. G. Armstrong (Daily News), J. Gomer Berry (Daily Graphic), R. D. Blumenfield (Daily Express), Sir Robert Bruce, LL.D. (Glasgow Herald), Sir Andrew Caird, K. B. E. (Evening News), J. Heddle (Evening Standard), Sir Edward Hulton (Daily Sketch), Sir Edward M. Iliffe (British Association of Trade and Technical Journals), J. Henson Infield (Sussex Daily News), Sir Roderick Jones, K. B. E. (Reuter's, Ltd.), Valentine Knapp (Newspaper Society), G. H. Law (Scotsman), Lt. Col. E. F. Lawson D. S. O., M. C. (Daily Telegraph), T. Marlow (Daily Mail), Sir Frank Newnes, Bart. (George Newnes, Ltd.), H. E. Peacock (Morning Post), Ernest A. Perris (Daily Chronicle).

(*Continued on page* 174)

BRITISH NEWSPAPER ASSOCIATIONS—1923

THE NEWSPAPER SOCIETY, 10 Salisbury Street, London, E. C. 4. The oldest British newspaper organization, having been founded in 1836 and reconstituted in 1917 and 1921. Is an association of the principal newspaper owners of the provinces and watches their interests in general affairs relating to newspaper production, and negotiates on their behalf with other trade organizations when matters affecting newspaper owners arise. Officers for the Year 1922-1923: President, Sir James G. Owen (Express & Echo, Exeter); Immediate Past President and ex-officio Member of Council, Mr. Valentine Knapp (Surrey Comet); Hon. Vice Presidents, Sir David Duncan (South Wales News), Mr. John R. Scott (Manchester Guardian), Sir Meredith T. Whittaker (Scarborough Mercury), Mr. Valentine Knapp (Surrey Comet); Vice Presidents (by vote of Annual Meeting), Mr. J. D. Jeremiah (Daily Dispatch, Manchester), Mr. W. Astle (Stockport Advertiser); Hon. Treasurer, Sir George Toulmin (Lancashire Daily Post); Hon. Solicitor, Mr. J. C. Soames; Trustees, Sir Francis Carruthers Gould (Westminster Gazette), and Mr. Carmichael Thomas. Affiliated to the Newspaper Society are the following district societies: Hampshire & Isle of Wight Newspaper Owners' Association (Secretary, S. A. Penney, Southampton Times, Southampton), Herts & Beds. Newspaper Proprietors' Association (Secretary, L. A. Wheeler, Letchworth Citizen, Letchworth), Berks, Bucks & Oxfordshire Newspaper Society (Secretary, F. W. Neale, Reading Mercury, Reading), Sussex Newspaper Owners' Association (Secretary, Arthur Beckett, Eastbourne Gazette, Eastbourne), Three Shires Newspaper Society (Secretary, H. W. Bennet, Gloucestershire Echo, Cheltenham), Shropshire & North Wales Newspaper Owners' Association (Secretary, C. P. Gasquoine, Border Counties Advertiser, Oswestry), Staffordshire & Warwickshire Newspaper Association (Secretary, C. E. Ward, Birmingham News, Birmingham), Yorkshire Newspaper Society (Secretary, A. M. Wisely, Yorkshire Herald, York) (Weekly Section, Secretary, Percy Hartley, Brighouse Echo, Brighouse), Kent Newspaper Proprietors' Association (Secretary, E. G. Bassett, Sidcup Times, Sidcup), Surrey Newspaper Association (Secretary, Chas. Kent, Surrey Mirror, Redhill), Federation of South-Western Newspaper Owners (Secretary, A. Browning-Lyne, Cornish Guardian, Bodmin), Middlesex Newspaper Proprietors' Association (Secretary, S. J. King, Ealing Gazette, 213 Uxbridge Road, W. Ealing, W. 13), East Anglian Newspaper Owners' Society (Secretary, B. W. Elkington, East Anglian Daily Times, Ipswich), Cumberland and Westmoreland Newspaper Owners' Society (Secretary, Arthur Hickling, Carlisle Journal, Carlisle), Midland Federation of Newspaper Owners (Secretary, C. E. Ward, Birmingham News, Birmingham), The Irish Newspaper Society (Secretary, W. T. Brewster, Irish Independent, D'Olier Street, Dublin), The Scottish Daily Newspaper Society (Secretary, F. T. Mudie, 2 Albert Square, Manchester), Federation of Southern Newspaper Owners (Secretary, William Leavis, 6 Bouverie Street, E. C. 4).

NEWSPAPER PRESS FUND, 11 Garrick Street, London, W. C. 2. Objects: To assist by Grant or Pension members of all branches of the Literary Department of the Newspaper Press, who shall have become members of the Fund, and their Widows and Families. Founded 1864. Officers, 1923: President, The Viscount Burnham, C. H.; Secretary, S. G. Smeed.

NEWSPAPER PROPRIETORS' ASSOCIATION, LTD., 6 Bouverie Street, London, E. C. 4. Objects: To deal with matters of common interest in the production and distribution of London morning, evening and Sunday newspapers. Names of Officers: The Rt. Hon. Viscount Burnham, C. H. (Chairman); The Rt. Hon. Lord Riddell (Vice Chairman); T. W. McAra, J. P. (Secretary). Membership Qualifications and Subscriptions: Proprietorship of a London morning, evening or Sunday newspaper. Subscription: Determined annually on the basis of wages paid. Frequency of Meetings: Fortnightly. There are no Affiliated Organizations.

WEEKLY NEWSPAPER AND PERIODICAL PROPRIETORS' ASSOCIATION, LTD., 6 Bouverie Street, London, E. C. 4. Founded in 1913 for the purpose of enabling the proprietors of trade and technical publications, periodicals and illustrated and weekly newspapers to take combined action, when thought desirable, in matters affecting their general interests. It has abundantly justified its existence. The result of the Association's efforts in connection with the Railway Rates, effecting a saving of more than £50,000 per annum to its members, is a notable instance of the advantages of combined action. Officers: Chairman, The Rt. Hon. Lord Riddell; Vice Chairman, Mr. George Spring (London Opinion); Deputy Chairman, Mr. J. M. Bathgate (C. Arthur Pearson, Ltd.); Secretary, E. O. Norton. Membership Qualifications as indicated in first paragraph. Council meetings are held fortnightly.

BRITISH ASSOCIATION OF TRADE & TECHNICAL JOURNALS, LTD., Sicilian House, Southampton Row, London, W. C. 2. From the date of its foundation in 1915, the British Association of Trade and Technical Journals has proved itself to be a live and progressive organization in promoting the interests of British trade and technical journals, and it has always endeavored to raise the standard of such publications. Membership is open to any reputable business paper, British owned, and published within the British Empire. The subscription is payable at the rate of 1d. per page on the total advertising carried during the year; minimum subscription £3 3s. 0d.; maximum £10 10s. 0d. The normal business of the Association is conducted by the Council which meets regularly at fortnightly intervals. General meetings of the members for the discussion of papers and business topics are called as and when required. There are no directly affiliated or-

For Directory of Features

See Page 243

METROPOLITAN
NEWSPAPER SERVICE
Maximilian Elser, Jr., Gen'l Mgr.
150 NASSAU ST. NEW YORK

Prosperity Reigns in West Kentucky

Bank clearings show an increase over last year of 25%—
Retail sales increased 27%—

Every factory has operated full time all year, with 20% more persons at work than a year ago.

Organization of tobacco growers along California co-operative lines insures sale of this year crop at big advance in prices.

The Paducah Sun shows an increase in circulation of 40% over a year ago. See A. B. C. statement.

THE PADUCAH EVENING SUN
Paducah, Ky.
National Representatives: Alcorn-Seymour Co.—Chicago, New York, St. Louis, Mo.

THEODORE HIERTZ METAL CO.

8011 ALASKA AVE. ST. LOUIS, MO.

MAKE

STEREOTYPE, LINOTYPE, MONOTYPE
and other
TYPE METALS

We Furnish 100% of the Newspapers of St. Louis with All Their Requirements of Type Metals.

Leads the Entire World

In Advertising Gains 1922 over 1921

LOS ANGELES
EVENING HERALD
AN INDEPENDENT NEWSPAPER

GAINED 3,493,854 LINES

Los Angeles **Evening Express**	LOST 937,020 Lines
Los Angeles **Evening Record**	LOST 1,268,120 Lines

The Evening Herald

covers the field completely. It is read by 155 out of every 200 families in Los Angeles and vicinity.

Dominate this busy territory by concentrating your advertising in

The Evening Herald

Largest
Daily Circulation
in the
Entire West

Representatives:

H. W. MOLONEY, 604 Times Bldg., NEW YORK, N. Y.

G. LOGAN PAYNE CO., 401 Tower Bldg., 6 N. Michigan Av., CHICAGO

A. J. NORRIS HILL, 710 Hearst Bldg., SAN FRANCISCO, CALIF.

BRITISH ASSOCIATIONS—(Continued from page 172)

The Rt. Hon. Lord Riddell (Newspaper Proprietors' Association and News of the World), H. C. Robbins (Press Association), C. P. Scott (Manchester Guardian), Sir Campbell Stuart, K. B. E. (Times), A. H. Watson (Westminster Gazette), H. A. Woodcock (Financial News), T. Young (Weekly Newspaper and Periodical Proprietors' Association); Hon. Life Member, Sir Harry Brittain, K. B. E., LL.D., M. P.; Hon. Secretary, F. Crosbie Roles; Secretary, H. E. Turner. Membership Qualifications: Membership vests in the proprietors of newspapers and periodicals of all classes, also of news agencies within the British Empire, who nominate for election, as their representative, the editor or some other responsible member of their staffs. Associate members of the Union are also eligible for election upon the nomination of members. Subscriptions: The following scale is fixed for Annual Subscriptions for members in the United Kingdom: Morning newspapers £10, evening newspapers £7, organizations of proprietors £10, news agencies £10. London national weeklies, and trade and technical journals, and other periodicals £5, provincial weeklies £3, Associates £3. Frequency of Meetings: The following organizations are members of the Union: The Newspaper Proprietors' Association, The Newspaper Society, The British Association of Trade and Technical Journals, and The Weekly Newspaper and Periodical Proprietors' Association. All the principal news agencies are members.

ASSOCIATION OF ADVERTISEMENT MANAGERS OF THE LONDON AND PROVINCIAL PRESS, 3 Racquet Court, Fleet Street, London, E. C. 4. Objects: The Betterment of Advertising. Officers: President, H. J. Lees (The Scotsman); Vice President, Philip Emanuel (Odhams, Ltd.); Hon. Treasurer and Secretary, A. Shewin-Thomas (Schoolmaster); Assistant Secretary, E. H. Hull; Council of Management, C. Crane (Leicester Mercury), F. Johnson (Liverpool Post & Mercury), J. A. W. Mudie (D. C. Thomson & Co., Ltd.), F. Osborne (Ward, Lock & Co., Ltd.), H. C. Paterson (Yorkshire Post), G. E. Perman (Temple Press, Ltd.), S. H. Perrin (Sheffield Telegraph), A. Richardson (Daily Chronicle), W. R. Robertson (Amalgamated Press, Ltd.), G. Scott (Glasgow Herald), F. Simonis (Daily Express), Geo. Sparkes (Daily Graphic, Bystander, etc.). Subscription: One Guinea per annum. Meetings: Weekly luncheon.

FLEET STREET CLUB, Anderton's Hotel, Fleet Street, London, E. C. 4. Objects: Luncheon and social. Officers: President, Chas. Crane; Vice President, S. D. Nicholls; Committee, Mr. W. J. Baxter, Mr. S. G. Cobam, Mr. E. Folkes, Mr. F. A. Hardy, Mr. S. D. Nichols, Mr. A. Harold Paine, Mr. F. H. Wilkinson, Mr. M. Blythe (ex-officio); Hon. Treasurer, T. C. Walters; Hon. Secretary, Mr. S. A. Willmott. Membership is restricted to newspaper and periodical advertising representatives. Meetings: Daily, except Saturdays. Not affiliated to any other organization although practically all the Advertising Clubs, etc., in existence emanated from the Fleet Street Club. In existence since 1885, and objects have been social all the way through. The National Advertising Society was founded by the Fleet Street Club. Also the originators of the Fleet Street Week for Bart.'s when some £7,200 was collected for St. Bartholomew's Hospital. Two Fleet Street Club members have been made Governors of Bart.'s Hospital.

BRITISH ADVERTISING ASSOCIATIONS AND CLUBS

INCORPORATED SOCIETY OF BRITISH ADVERTISERS, LTD., 134 Fleet Street, London, E. C. 4. (Branch offices: Veno Bldgs., Manchester; 22 Renfield Street, Glasgow). Objects: To protect and promote the common interests of buyers of publicity; to secure and authenticate facts regarding circulations and advertising values; to watch all developments affecting advertisers (legislative, economical, etc.) and support or resist them by the organized co-operation of advertisers. To provide data and statistics concerning advertising trade and conditions and generally fulfill the functions of the authoritative trade society of the British National Advertisers. Officers: Vice Presidents: Lord Leverhulme, Sir Jesse Boot, Bt., Sir Herbert T. F. Parsons, Bt., Sir Hedley F. Le Bas. Honorary Central Executives: Mr. J. R. Bedford (H. A. & D. Taylor, Ltd.), Mr. E. S. Daniels (Ingersoll Watch Co.), Mr. A. S. Dixon (Brown & Polson, Ltd.), Dr. G. E. Dixon (Capsuloids, Ltd.), Mr. F. W. Goodenough (British Commercial Gas Association), Mr. H. G. E. Greville (Anglo-American Oil Co., Ltd.), Mr. C. B. Gwynn (Bradford Dyers Association, Ltd.), Mr. R. H. Hammersley (English Margarine Works (1919)), Mr. W. H. Hartley (International Multigraph Co., Ltd.), Mr. E. Horton (Bees, Ltd.), Mr. J. A. Kenningham (Condy & Mitchell, Ltd., and Secretary, Association of British Proprietaries), Mr. N. F. Kingzett (The Sanitas Co., Ltd.), Mr. H. Dudley Parsons (Dunlop Rubber Co., Ltd.), Mr. Russell Rumney (Ridges Food Co.), Mr. C. J. Sabiston (International Correspondence School, Ltd.), Mr. A. E. Shead (Remington Typewriter Co., Ltd.), Mr. J. A. South (John Steedman & Co.), Mr. D. Ventura (Australian Soap Co.), Mr. H. R. Watling (British Cycle & Motor Cycle Manufacturers & Traders' Union, Ltd.), Mr. William Welby (Achille Serre, Ltd.), Mr. E. H. Willmott (Ashton & Parsons, Ltd.), Mr. H. W. Thompson (Hugon & Co., Ltd., Representing Northern Executive), Mr. A. W. Fisher (Pullers, Ltd., Representing Scottish Executive), Mr. J. D. C. MacKay (School of Accountancy, Representing Scottish Executive). Also Provincial Executives in Scotland and Northern England, General Secretary (London), H. T. Humphries; Secretaries, Provincial Executives, B. A. Ward (Manchester), D. J. Black (Glasgow). Membership subject to election by Hon. Central Executive. Open to all who buy but do not sell space, materials or service. Subscriptions grading from £5 5s. to £21 a year, according to advertising outlays. Meetings held in London once a month, with occasional special meetings in other centres as circumstances require. Members include some 300 of the leading national advertisers. Several of the larger business organizations are affiliated.

NATIONAL ADVERTISING SOCIETY, 61 Fleet Street, London, E. C. 4. Objects: The provision of assistance, financial and practical, for necessitous cases in the ranks of the advertising profession. Established 1913. Officers: President, The Rt. Hon. Viscount Astor; Vice Presidents, Viscount Burnham, C. H., Viscount Hambleden, Viscount Leverhulme, Viscount Rothermere, Lord Dewar, Lord Riddell, Sir Frank Newnes, Sir Edward Hulton, Sir W. E. Berry, Sir Herbert E. Morgan, K. B. E., Sir Charles W. Starmer, Mr. T. P. O'Connor, M. P., Mr. Walter Haddon; Trustees, Viscount Burnham, C. H., Viscount Leverhulme and Mr. Walter Haddon; Hon. Chairman, E. W. Barney; Hon. Vice Chairman, E. T. Nind; Hon. Committee, Mrs. E. M. Wilson, Miss M. J. Lyon, H. C. Anning, M. Blythe, Samson Clark, C. D. Fastnedge, F. Johnston, G. J. Orange, C. B. E., F. Osborne, H. C. Paterson, A. Richardson, J. H. Salt, G. Scott, A. H. Simpson, H. Evan Smith; Hon. Treasurer, Jas. Strong; Hon. Secretary, Robert J. Owen.

INCORPORATED SOCIETY OF BRITISH ADVERTISING AGENTS, 110 St. Martins Lane, London, W. C. 2. An Association of many of the principal advertising agencies of Great Britain, but not inclusive of all. Has an Audit Bureau of Circulations in course of formation. Secretary, M. Thunder.

ALDWYCH CLUB, LTD., 18 Exeter Street, Strand, London, W. C. 2. A social club of advertising men and business men connected with the Press. Officers: Sir William E. Berry; Chairman, Wareham Smith; Secretary, E. T. Nind; Treasurer, A. L. Haydon. Subscriptions, £6 6s. per annum. Entrance Fee £6 6s.

LONDON AD. CLUB. For the discussion of topics relating to the improvement of advertising methods. Secretary, E. V. Lawes, Saturday Review Offices, 9 King Street, Covent Garden, London, W. C. 2.

PUBLICITY CLUB OF LONDON, Hotel Cecil, Strand, London, W. C. 2. Objects: To provide facilities for lectures, discussions and debates upon all matter pertaining to advertising; to arrange instructional visits to printing, paper, blockmaking and other works of interest to advertising men and women; to gather information upon any matters pertaining to advertising and to record same; to establish and maintain a Reference Library for the use of members, to publish reports of the Club's meetings and any other material which the executive shall deem desirable; to form local branches and generally to take any other steps which the executive may deem expedient to promote the welfare of the club. Names of Officers: Chairman, Mr. R. T. Thornberry; Hon. Treasurer, Mr. E. J. Peacock; Hon. Secretary, Mr. Andrew Milne, 51 New Oxford Street, W. C. Subscription: 21s. per year. Frequency of meetings: Every fortnightly Monday. No Affiliated organization.

THIRTY CLUB OF LONDON, 38 Holborn Viaduct, London, E. C. 1. Devoted to the Betterment of Advertising. Officers: President, John Cheshire, Central Buildings, Blackfriars, E. C. 4; Vice President, W. S. Crawford, 233 High Holborn, W. C. 1; Hon. Treasurer, Philip Emanuel, 93 Long Acre, W. C. 2; Hon. Secretary, C. Harold Vernon, 38 Holborn Viaduct, E. C. 1. The Club meets monthly. Subscriptions: Three Guineas per annum. No Affiliated organizations.

OVERSEAS JOURNALISTS' ASSOCIATIONS IN LONDON

BRITISH INTERNATIONAL ASSOCIATION OF JOURNALISTS, 32 Victoria Street, London, S. W. 1. Objects: These are defined as follows: The Object of the Association shall be to maintain friendly relations between its members and the members of the Foreign Associations of Journalists constituting the International Union of Press Associations, and to take any other steps which the Association deems desirable to promote the professional and social interests of the members. Officers: President, Sir William Berry, Bart.; Hon. Treasurer, Walter Jerrold, F. J. I.; Hon. General Secretary, Leon Gaster, F. J. I. Membership qualifications and subscriptions: The Association consists of journalists only, ladies or gentlemen who are or who are qualified to be, members or associates of the Incorporated Institute of Journalists of Great Britain and Ireland, and who are, or are qualified to be, Members of the Newspaper Society of Great Britain and Ireland. The nomination of a candidate, not a member of the above bodies, must be supported by proposer and two seconders, qualified Members of the Association, and the nomination form shall contain the name of the publication with which the candidate is associated. The Annual Subscription is Ten Shillings. Frequency of Meetings: Meetings take place at intervals throughout the year and visits to foreign countries (sometimes at the invitation of the Governments of the countries visited) are arranged periodically. Affiliated Organizations: The Association is affiliated with the Union Internationale of Press Associations, founded in 1894 for the purpose of promoting friendship among journalists of different countries, and of advancing matters of professional importance as well as for the consideration and discussion of questions of professional interest by delegates of the various Associations. The Association also works in co-operation with the Institute of Journalists, The Newspaper Proprietors' Association, the Foreign Press Association and the Association of American Correspondents in London.

ASSOCIATION OF AMERICAN CORRESPONDENTS IN LONDON, 138 Fleet Street, London, E. C. 4. Objects of the Association are to promote co-operation among its members, to protect their interests and to assist their work, by securing such recognition and facilities as are available from Government departments, public bodies and other sources of news. Officers: President, Arthur S. Draper; Vice President, R. M. Collins; Secretary, John S. Steele; Treasurer, Sidney Thatcher; Executive Committee, Hal O'Flaherty, Ernest Marshall, Joseph W. Grigg, J. McH. Stuart, Ralph Turner. Membership Qualifications: Full members, who are fully accredited resident members of the staffs of American daily newspapers and news agencies maintaining a cable service. Associate members who are visiting representatives of American newspapers, publications, and news agencies and occasional mail correspondents who are properly accredited. Subscriptions: Full Members or Staffs possessing full membership £2 per annum. Associate Members £1 per annum. Meetings: Regular monthly meeting on first Wednesdays.

FOREIGN PRESS ASSOCIATION IN LONDON. Objects: To hold together the interests of foreign newspaper correspondents located in London. President, M. J. de Marsillac, L. Journal Offices, 176 Fleet Street, London, E. C. 4.

BRITISH JOURNALISTIC AND ADVERTISING COURSES

UNIVERSITY OF LONDON (Journalistic Course) at Five Centres, University College, King's College, Bedford College, London School of Economics and East London College. The University Course for the Diploma for Journalism and the general arrangements for the admission of students and for the examination have been placed by the Senate under the organization of a Journalism Committee of the University, which consists of the following persons: The Chancellor (The Earl of Rosebery, K. G.), ex-officio; The Vice Chan

(*Continued on page* 176)

The St. Regis Paper Company

and the

Hanna Paper Corporation

NEWSPRINT

Daily Capacity 425 Tons

WE SOLICIT YOUR INQUIRIES

GENERAL SALES OFFICE

30 East 42nd St., New York City, N. Y.

Chicago
643 McCormick Bldg.

Pittsburgh
1117 Farmers Bank Bldg.

HERE IS YOUR OPPORTUNITY TO SECURE SOME GOOD USED NEWSPAPER PRESSES

Scott, Three-Tiered, Two-Page-Wide Press. Prints 4-6-8-10 or 12-page papers at 24,000 per hour; 16-20 or 24 pages at 12,000 per hour; 7 or 8 columns to page. Page length 23 9/16 inches.

Scott Three-Deck, Two-Page-Wide Press with columns along cylinder. Prints 4-6-8-10-12-14-16-18-20 or 24 page papers delivering all products inset and folded to half page size.

Scott, Four-Deck, Two-Page-Wide Press. Quadruple Capacity. Prints 4-6-8-10-12-14 or 16 page papers at 24,000 per hour, 20-24-28 or 32 page papers at 12,000 per hour. Page 23 9/16. Eight columns to page.

Hoe Sextuple Web Press with Color Cylinder and Double Folder. Prints 4-6-8-10 or 12 page papers at 48,000 per hour; 14-16-18-20-22 or 24 page papers at 24,000 per hour, with first and last pages in extra color if desired.

Hoe Double Sextuple Web Press with Four Central Folders and Color Cylinder. Prints 96,000 4-6-8-10- or 12 pages inset in one section; prints 72,000 14 or 16 pages, inset in one section; 48,000 18-20-22 or 24 pages; 36,000 28 or 32 pages in two collected sections; 24,000 26-28-30-32-34-36-38 or 40 pages associated in two sections, with the first and last page of every section printed in one extra color and black.

If interested in any press on list write us. Just tell us your requirements. We will find the press for you.

WALTER SCOTT & CO. Plainfield, N. J.

NEW YORK
1457 Broadway

CHICAGO
1441 Monadnock Block

Trenton Times

Proven a Great Food, Family and Home Medium;
is a great business getter for any right product

Nearly 200 National Advertisers Use the Times Each Month
(193 in Oct. 1922: 195 in Nov. 1922)

and the fact that our

NATIONAL DISPLAY COPY IN 1922 INCREASED 20% OVER 1921

is a fair indication of the trend of national advertisers and informed advertising agencies toward

TRENTON FOR RESULTS

Total National Display lineage in Times in 1921-1,333,262
and in the year 1922-1,600,578

A gain of 267,316 lines or over 20%

Few if any papers
Surpass the Trenton (N. J.) Times Food Feature Department

GENERALLY 4 FREQUENTLY 5 OCCASIONALLY 6

Food Pages Every Thursday

These pages devoted exclusively to food news, recipes and food advertising have been wonderfully productive to the manufacturer as well as to the grocer who consistently uses them.
Though we carry four wire services, stories, comics, and many pictures,

A House to House Survey Proved the Food Feature Department was the BEST Feature the Times Carried

A net circulation of 34,000 in this prosperous territory is a profitable investment for any advertiser—especially those seeking to reach the buyer of home and family supplies.

A. B. C. Member—flat rate 8c

Daily
Marbridge Bldg.
New York

Trenton Times
KELLY-SMITH CO.

Sunday
Lytton Bldg.
Chicago

BRITISH JOURNALISTIC AND ADVERTISING COURSES

(Continued from page 174)

cellor (Mr. H. J. Waring, M. S.), ex-officio; The Chairman of Convocation (Dr. R. M. Walmsley, D. SC., M. I. E. E., F. R. S.), ex-officio; The Provost of University College (Sir Gregory Foster); The Principal of King's College (Dr. Ernest Barker, M. A., LL.D.); The Principal of Bedford College (Miss M. J. Tuke, M. A.); The Principal of East London College (Mr. J. L. S. Hatton, M. A.); The Director of the London School of Economics and Political Science (Sir William Beveridge, K. C. B., M. A., B. C. L.); Mr. Valentine Knapp (Past President Newspaper Society and Chairman of the Courses for Journalism); Mr. J. R. Scott (Manchester Guardian); Mr. J. L. Garvin (The Observer); Sir Roderick Jones (Managing Director, Reuter's); Mr. Frederick Peaker (Hon. Secretary of Institute of Journalists); Mr. J. Alfred Spender (late Editor, Westminster Gazette); Mr. H. Wickham Steed (Editor, The Times); Mr. Herbert Cornish (Member, Institute of Journalists); Mr. Fred Miller (Assistant Editor, The Daily Telegraph); Mr. W. Meakin (Member, National Union of Journalists); Mr. H. M. Richardson (General Secretary, National Union of Journalists); Dr. Hugh Dalton (D. Sc., M. A., of the London School of Economics and Political Science); Miss F. C. Johnson (M. A. of Bedford College); Mr. A. W. Reed (M. A. of King's College); Mr. Lawrence Solomon (M. A. of University College); Professor Sir Sidney Lee (F. B. A. of East London College). The College Tutors for Journalism Diploma Courses are: University College, Mr. Lawrence Solomon, M. A.; King's College, Mr. A. W. Reed, M. A.; Bedford College, Miss F. C. Johnson, M. A.; London School of Economics and Political Science, Dr. Hugh Dalton, D. Sc., M. A.; East London College, Prof. Sir Sidney Lee, D. Litt., F. B. A.

LONDON POLYTECHNIC, 309 Regent Street, London, W. 1. (Headmaster, Capt. W. J. Weston, M. A., B. Sc., London). Journalism Course: In Two Sections, Practice and Fiction Writing. Principal of Course, Mr. F. M. Dudeney. Number of students in 1922 Autumn-Winter Session: Practice 23; Fiction Writing, 22. Advertising Course. Lectures and Practical Work and Discussion. Principal of Course, Mr. Cyril C. Freer. Number of students in 1922 Autumn-Winter Session, 103.

MARYLEBONE COMMERCIAL INSTITUTE, Upper Marylebone Street, Great Portland Street, London, W. 1. Course in Advertising and Salesmanship. Principal, F. Rushworth. Classes held Tuesdays. Lecturer, Mr. A. C. Jameson Green. Session extends from September to July. Affiliated to the Marylebone Central Junior Commercial Institute, 64 High Street, W. 1; the Pulteney General Institute, Peter Street, Solo, W. 1; Stanhope Street General Institute, Euston Road, N. W. 1, and St. Michael's General Institute, Star Street, Edgware Road, W. 1.

NEWS DISTRIBUTING AGENCIES IN GREAT BRITAIN

PRESS ASSOCIATION, LTD., Byron House, 85 Fleet Street, London, E. C. 4. The Association is a co-operative one, owned by the provincial newspapers of the United Kingdom. Each class of newspaper—morning, evening or weekly—must hold the number of shares prescribed for its class, neither more nor less. The object of the Association is the collection and supply to its members of reliable news. Officers are: Messrs. Harry C. Robbins and G. B. Hodgson, Joint General Managers, and P. A. Shaw, Secretary. The present chairman is Sir Joseph Reed, of the Newcastle Chronicle. The Annual Meeting of shareholders is held in May.

CENTRAL NEWS, LTD., 5 New Bridge Street, London, E. C. 4. The Central News is engaged in the supply of News and News-Photographs to the Newspapers, Clubs, etc., of the country and of foreign countries on a commercial basis. Managing Director, W. P. Forbes. The only foreign affiliated organizations are the Central News of America and Central News Photo Service, and the New York Bureau Association at 26 Beaver Street, New York, U. S. A., but have close relations for the interchange of news-telegrams with the Fournier News Agency, Paris, and the Vaz Dias News Agency, Amsterdam.

EXCHANGE TELEGRAPH CO., LTD., 64 Cannon Street, London, E. C. 4. For the supply of News of every description to newspapers, clubs, institutions and private persons. Officers: Wilfred King, Managing Director; Geo. F. Hamilton, Secretary; E. G. Tillyer, Chief Engineer. Subscriptions: According to Service taken. Branch Offices, 71 Lord Street, Liverpool; West India House, Baldwin Street, Bristol; 24 Middle Street, Brighton; Crown Chambers, Land of Green Ginger, Hull; 3 Royal Exchange Court, 85 Queen Street, Glasgow; 61 Albion Street, Leeds; 3 Brown Street, Manchester.

REUTERS, LTD. Sir Roderick Jones, managing director, London office; F. Douglas Williams, general manager, New York office; I. M. Norr, acting general manager, New York office.

ASSOCIATED PRESS OF AMERICA, London office, 24 Old Jewry, London, E. C. 2; R. M. Collins, head of London staff.

UNITED PRESS ASSOCIATIONS OF AMERICA, London office, 161 Temple Chambers, London, E. C. 4. Ed. L. Keen, manager.

AUSTRALIAN PRESS ASSOCIATION, 10 Salisbury Square, Fleet St., London, E. C. 4. A news organization of newspapers on the lines of the Associated Press of America; Taylor Darbyshire, manager.

BRITISH SCHOOLS OF PRINTING

Regular classes are arranged at the following:
London: L. C. C. School of Printing, Stamford Street, S. E.
The Aldenham Institute, St. Pancras.
Camberwell School, S. E.
and instruction is also given for juniors at the L. C. C. school, Theobald's Road, London, W. C. The technical and art schools in the following cities and towns also include regular classes in the Winter Session—Birmingham, Nottingham, Leicester, Manchester, Liverpool, Bradford, Leeds, Bristol, Hull and Huddersfield. In Scotland there are classes at Edinburgh, Glasgow and Aberdeen. In Ireland, at Belfast, and Dublin.

FOREIGN CORRESPONDENTS IN THE UNITED STATES

Agence Havas, Paris—A. Lieberfeld, 51 Chambers street, New York City; R. Remy, Albee Building, Washington, D. C.
American-Swedish News Exchange—Dr. B. H. Brilioth, Room 827, 154 Nassau street, New York City.
Amsterdam (Holland) De Telegraaf—G. J. M. Simons, Room 758, 25 Broadway, New York City.
Amsterdam Handelsblatt—D. J. de Balluseck, 258 West 73d street, New York City.
Australian Press Association—A. Rothman, World Building, New York City.
Buenos Ayres, La Nacion—W. W. Davies and A. Mayer, 51 Chambers street, New York City.
Buenos Ayres, La Prensa—R. Ronconi, 51 Chambers street, New York City.
Central News of London—Edward Rascovar, 26 Beaver street, New York City.
Chilian Information Bureau—F. Nieto de Rio, 280 Broadway, New York City.
Constantinople Vakit—M. Zekeria, 510 West 124th street, New York City.
Copenhagen (Denmark) Politiken—Julius Moritzen, 130 West 42d street, New York City.
Cracow (Poland) Czas—Dr. A. M. Nawench, 661 West 179th street, New York City.
Dublin (Ireland) Freeman's Journal—Thomas Coates, 55 West 49th street, New York City.
Havana (Cuba) El Mundo—R. R. Govin, 90 West street, New York City.
Havre (France) Eclair—A. E. Sieper, 109 West 54th street, New York City.
Japanese Telegraphic News Agency—S. Mizutani, 35 Sixth avenue, New York City.
Jerusalem and Palestine Haartez—A. Agronsky, Room 901, 50 Union Square, New York City.
Liverpool (England) Echo—Harold Bucher, 420 West 121st street, New York City.
London Daily Chronicle—J. W. Harding, 1207 Times Building, New York City.
London Daily Express—Warren Mason, 316 World Building, New York City.
London Daily Mail—W. F. Bullock, 280 Broadway, New York City.
London Daily Mirror—T. Walter Williams, 253 West 42d street, New York City.
London Daily News—P. W. Wilson, 227th street and Independence avenue, New York City; George C. Briggs, 2011 Park avenue, New York City.
London Daily Telegraph—Percy S. Bullen, 66 Broadway, New York City; S. J. Clarke, 66 Broadway, New York City.
London Evening Standard—F. W. W. Hill, 112 West 59th street, New York City.
London Financier—Leopold Grahame, 542 West 112th street, New York City.
London Morning Post—Sir Maurice Low, 1150 Connecticut avenue, Washington, D. C.
London Pall Mall Gazette—W. E. Carson, Room 806, 437 Fifth avenue, New York City.
London Times—Cornelius Vanderbilt, Jr., 220 West 42d street, New York City; (financial) L. E. Hinrichs, 280 Broadway, New York City; Willmott Lewis, Wilkins Building, Washington, D. C.
Madrid (Spain) Press Association—Dr. V. R. Beteta, 44 Wect 76th street, New York City.
Manchester (England) Guardian—A. Wyn Williams, 220 West 42d street, New York City.
Mexico City, El Universal—G. A. Simoni, 165 Broadway, New York City.
Milan (Italy) Corriere de la Sera—Dr. F. [illegible] rero, Old Lyme, Conn.
Montreal Gazette—F. B. Owen, Times Build[illegible] New York City.
Montreal, La Presse—Joseph Bourgeois, 37 [illegible] 16th street, New York City.
Montreal, Le Soleil and Le Canada Musica[illegible] Arthur LaMalice, 245 West 51st street, [illegible] York City.
Montreal Star—Napier Moore, 306 World B[illegible] ing, New York City.
Osaka (Japan) Mainichi—Yoshitara Ka[illegible] yama, Room 806, 154 Nassau street, [illegible] York City.
Paris, Expresse de Mulhouse—Clement Ruef[illegible] East 47th street, New York City.
Paris Le Figaro—L. Thomas, 440 Fourth [illegible] nue, New York City.
Paris Herald—Roland Kilbon, 280 Broadw[illegible] New York City.
Paris, L'Information—Max Lowey, 30 [illegible] street, New York City.
Paris L'Ouest Eclair—Leonce Levy, c/o [illegible] York World, 63 Park Row, New York Cit[illegible]
Paris L'Ouevre—Raymond Loewy, 47 West [illegible] street, New York City.
Reuter's, Ltd., London—F. Douglas Williams[illegible] A. Dixon and I. M. Norr, 280 Broadway, [illegible] York City.
Rome (Italy) La Tribuna—A. Arbib-Costa, [illegible] Broadway, New York City.
St. Johns (Canada) Telegraph—Dr. Van B[illegible] Thorne, 78 27th street, Elmhurst, L. [illegible] N. Y.
Santiago (Chile), El Mercurio—Ernest Mo[illegible] negro, Times Building, New York City.
Santiago de Chile La Nacion—Severo Sal[illegible] 165 Broadway, New York City.
Shanghai (China) Evening News—E. K. [illegible] 2844 Woolworth Building, New York City.
Tokio Japan Advertiser—Joseph P. Barry, [illegible] Broadway, New York City.
Tokyo Asahi Shimbun—S. Fugita, 308 W[illegible] Building, New York City.
Tokyo (Japan) Chugai Shogio Shimpo—R[illegible] 234, 150 Nassau street, New York City.

CIRCULATION AND TRAFFIC ACCIDENTS

TRAFFIC ACCIDENTS HAVE BECOME THE APPALLING SUBJECT OF THE DAILY NEWS

INSURANCE BENEFITS Providing Against the Ever Present Danger of Bodily Injury is the New Individual *SERVICE* to Subscribers That Is Rapidly *BUILDING CIRCULATION* of *PERMANENT CHARACTER.*

PROTECTION APPEALS to the SMITHS —the VAN STUDDIFORDS ARE FEW.

HICKEY-MITCHELL CO.

PIERCE BLDG. (Builds and Holds Circulation) ST. LOUIS

U. S. Mgrs. National Casualty Co., Newspaper Dept.

Bought Again

LAST April the management of the Sacramento Bee decided to start a paper in Fresno. They placed a contract for erection of a new building, and then took up the problem of its equipment.

The Fresno Bee

This gave occasion to review the field and find out what is the most approved way of getting display composition. The Sacramento Bee has been using the Ludlow method. They know what it will do. But they were not so well posted as to what other systems would do.

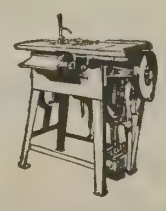
Reviewing the pages of other papers using keyboard machines and also those using single types, in comparison with their own, they discovered that the strength of their own display was far better.

The tendency in a newspaper composing room is to reduce all display to keyboard sizes and faces and save distribution. This keeps the display to the smaller sizes and the thin, compressed faces—because big, bold and extended faces require thicker matrices than any keyboard machine can carry. But this, of course, is sacrificing the interest of their advertisers.

After years of use at Sacramento the Ludlow was decided upon for Fresno—which is the highest tribute to the Ludlow. It was the deliberate choice of a satisfied user, who was buying new, and had the whole field to choose from.

"Our conclusion is, to get out a newspaper, to carry clean, bright looking ads, with unlimited variation in appearance, economically, one should have at least one Ludlow."—AURORA BEACON NEWS.

"The full kerned italics that can be secured by the Ludlow improve the appearance of the paper; foundry italics soon have the kerns broken under the dry mat process, but with the Ludlows we can give perfect type free from broken kerns. Our advertisers like the italics."—TOPEKA STATE JOURNAL.



THE LUDLOW

Ludlow Typograph Company
2032 Clybourn Avenue, Chicago
Eastern Office: World Building, New York City

LUDLOW QUALITY SLUG COMPOSITION ABOVE 10 PT.

Features Make Circulation

POSITIVE PROOF IN THREE NEWSPAPERS I BOUGHT

By ARTHUR BRISBANE

KOENIGSBERG, boss of the syndicates, asks me for an article to be published in CIRCULATION dealing with what I KNOW of my own knowledge about the value of the star features sold by King Features Syndicate, the exclusive news features sent by wire by Universal Service and Cosmopolitan News Service, and the leased wire report of International News Service.

I know a good deal and I can prove it to the satisfaction of any intelligent publisher.

The announcement made when I turned over the Evening Wisconsin to Mr. Hearst tells the story, for of course the growth of that newspaper was based on the *features* that the papers used. It wasn't done by me. I would have been the same as any other fairly good editor *without* those features. And it wasn't done as the Japanese say "By the virtue of the Emperor," which in this case would mean William Randolph Hearst.

When I bought the Evening Wisconsin, the price was one cent, it is now two cents.

The employes' payroll has increased 100 per cent.

Advertising and circulation receipts have more than trebled.

I have never taken from the Wisconsin News or the Washington Times which I bought and turned over to Mr. Hearst, a dollar in profits or in salary, but have enjoyed demonstrating the fact, interesting to newspaper men, that it is not difficult to double or treble the circulation of a newspaper, treble its income, add hundreds of thousands annually to its payroll, make it profitable and put its competitors in a thoughtful mood.

It was done because the features that our newspapers printed *systematically* and *regularly*, not fitfully and *feebly*, created the demand that means success.

To this announcement it may be added that since I bought the Washington Times, and the Milwaukee (Wisconsin) News and turned them over to Mr. Hearst, I have bought another paper and turned that over to Mr. Hearst. The "other paper" is the Detroit Times.

When I bought this newspaper it had less than 20,000 circulation and there were three evening papers in Detroit—the Times, Journal, and News.

The Times went to 65,000 circulation from less than 20,000 in a few weeks. That wasn't very hard *with* the features we had to use. We put in the right man, Linder whom we took from the Detroit Journal—very lucky we were to get him—Bitner whom we got from the Pittsburgh Press, again wonderfully good luck, and Mulcahy, from the New York Evening Journal—a wonder. The pressure was too great, and the Detroit Journal sold out to the News. The News absorbed the Journal in an interesting way. They got the *name*, and we got the Journal's circulation. They paid $1,500,000 to make that happen.

The Detroit Times now has more than 160,000 circulation, and it has that circulation because at the very beginning we used *systematically*, *regularly*, and in the right way, the features that are necessary to get circulation and to KEEP circulation after you get it.

Copyright, 1923, Circulation King Feature Syndicate, Inc.

"GET IT FIRST—BUT

The slogan of INTERNATIONAL NEW
six hundred evening and Sunday newspaper

I. N. S. set the news pace in 1922. Our friendly rivals admit that fact. Wherever news men are gathered together, here or in Europe, you hear them talking of I. N. S. achievements.

This service has rolled up an immense record of "beats" and "exclusives" and has put more fine human interest news on first pages than all other services COMBINED.

We appreciatively acknowledge our privilege to play the part of good reporters for 600 American editors. We lay our copy on their desks, for selection as they will. We write more than 350,000 words per week for transmission over telegraph wires. We tell big stories in a big way—little ones, small. We deal only in authenticated or evidential fact.

If it is News—true, important, interesting, decent—it is I. N. S. material.

The good old year is a harbinger of a greater 1923. I. N. S. is keen for the fray. With resources more than doubled, it is prepared for a good showing in the lively competition of the American news service field. I. N. S. has today in service more than 36,000 miles of leased wire. This means POWER to collect and serve news. Its foreign service is in charge of young

INTERNATIONA

M. KOENIGSBERG, President

KING FEA
241 West 5

IRST GET IT RIGHT!"

ERVICE *forms one of the chief reasons why* *larly publish the* I. N. S. *Leased Wire Report*

Services of I. N. S.

Leased wires for evening papers
Leased wires for Sunday morning papers
Leased wires for financial news service
Leased wires for sports service
Fast Mail news service
Foreign cable service
Full page news picture mat service, daily except Sunday
News picture mat service daily
Weekly pictorial review, being a full page mat service of current events for Saturday and Sunday newspapers
Daily sports mat service
Special wire feature service
500, 1,000 and 1,500 word special news telegraph service
"Pony" telephone service from 28 bureaus located in all parts of the United States

Americans, every one a trained I. N. S. man. Its foreign connections are the best available to evening papers. Its Washington staff has a high reputation for achievement and its 28 bureaus in the United States are busy news hives, controlled by men trained to I. N. S. rules of efficiency and honor.

More than all else I. N. S. is fortified by its great clientele of prosperous and enterprising evening and Sunday newspapers. Editors have justified confidence in this news service.

They know that I. N. S. pays its way—does not guess the news, or dream it, or fake it, or in any way tamper with fact. I. N. S. regards its slogan, "Get it First—but First Get it Right," as a solemn pledge of faith. Watch I. N. S. grow in 1923!

NEWS SERVICE

DICATE, Inc.
w York City

In the Fullest Sense of the Word—
Universal Service

is universal because its regular staff of highly specialized news writers is augmented by leaders of world thought whose words have weight wherever there is written speech.

From all corners of the globe the men and women who are in the vanguard of progress in sciences, statecraft, invention, research, discovery and the arts contribute their best thought and judgment to Universal Service.

George Bernard Shaw—Sir Hall Caine—D'Annunzio—Yves Guyot
Guglielmo Ferrero—George Bernhard— Lady Gertrude Decies

These are only a FEW of the brilliant personages whose articles on world politics, world achievement, war, peace, and the future, add illumination and authority to the FIFTEEN THOUSAND WORDS of up-to-the-minute NEWS that are broadcasted over Universal Service every night. Universal's staff of foreign correspondents include such distinguished reporters as Karl H. von Wiegand, Berlin; C. F. Bertelli and Basil Woon, Paris; and John T. Burke and Forbes Fairbairn, London.

Clemenceau, Foch, Bonar Law, Tagore,—and other prominent personalities of the world who have had something to tell the world, invariably write it for Universal.

DAMON RUNYON—America's greatest descriptive sports writer—covers all important sporting events for Universal.

The matchless sports and financial reports of Universal Service, its special service from Washington, its nightly exclusive news stories sent by cable from the capitals and news centers of the earth, together with its long record of world news beats make it a living FORCE in the newspaper world.

UNIVERSAL SERVICE
NEW YORK CITY

M. Koenigsberg, President **George T. Hargreaves, Editor and Manager**

CHURCH ADVERTISING IDEA SPREADS

by

HERBERT H. SMITH

NEWSPAPERS in England and Canada have during the past year become more largely interested in church advertising and have come for assistance to the Church Advertising Department of the Associated Advertising Clubs of the World. Two British papers are using advertising suggestions put out by this department and five papers in Canada have also found the same material available. The total number of papers in the United States which have bought copy from the Church Advertising Department in the past twelve months is fifty-six.

A fact in the development of this phase of church work which would be astonishing to a group of strictly church people is that most of the men actively interested in the work of the Church Advertising Department are those who sit on Sunday in the pews. They are not ministers. The presidents of half a dozen advertising agencies are among the men who are assisting in this work in addition to advertising executives of various types of organizations and a number of men who are now serving the nation as lawmakers. In short, men like the average newspaper publisher and advertising manager are putting most of the effort behind the campaign of the A. A. C of W. to get people into the regular habit of church-going by the use of display space in newspapers.

About a year ago the Church Advertising Department offered its first series of ads. They were brought to the attention of newspaper managers through the kindness of EDITOR & PUBLISHER which donated space for weekly announcements. Series No. 1 consisted of ten general ads urging people to go to some church. These were put out at five or ten dollars according to the size of the paper, and were used by twenty-three different daily papers.

This series was followed, at the request of publishers, by another series of ten taken by a slightly larger list of newspapers. These ads were written by such men as Frank Crane, Roger Babson, Senator Arther Capper, Governor Allen of Kansas, Bruce Barton and others. This series was written around the central theme "Why I Go to Church," and the copy was signed by the authors.

This material attracted the attention of ministers in various cities and a number of papers were able to add considerably to their church advertising lineage. These ads were in most cases used in space which the publisher donated for the good of the town. The cost of mimeographing the material and writing letters concerning the series was just about met by the income from the sale of copy. It was felt, however, that a longer series of ads would best meet the requirements of many papers, so arrangements were made with the Religious Copy Service, then located at Montclair, N. J., to use material which had been prepared for a syndicate of six papers. An individual interested in the work of the department advanced money to pay the cost of printing proofs of these fifty-two ads and of circularizing newspapers. In addition to EDITOR & PUBLISHER through its weekly donation of space, the Bureau of Advertising of the newspaper publishers also cooperated generously. This third series of ads, of fifty-two pieces of copy, is now being used by twenty-three newspapers.

Papers which have purchased copy from the Church Advertising Department during the past year are as follows: Alpena, Mich., News; Anthony, Kan., Bulletin; Arkansas City, Kan., News; Bradford, Pa., Star; Brandon, Man., Sun; Bristow, Okla., Record; Canton, Ohio, Repository; Cape Girardeau, Mo., Southeast Missourian; Charleston, W. Va., Gazette; Chattanooga, Tenn., News; Chester, Pa., times; Cleveland, Ohio, Commercial; Colton, Cal., Courier; Dade City, Fla., Banner; Elmira, N. Y., Telegram; Florence, S. C., Daily Times; Gloversville, N. Y., Herald; Goderich, Ont., Signal; Greensburg, Pa., Tribune; Hickory, N. C., Record; Jacksonville, Fla., Metropolis; Kansas City, Kan., Kansan; Kansas City, Mo., Star; Kokomo, Ind., Tribune; Lancaster, Pa., New Era; Lethbridge, Canada, Herald; Lexington, Ky., Leader; Lowell, Mass., Courier-Citizen; Marlborough, Mass., Enterprise; Milwaukee, Wis., Journal; Minneapolis, Minn., Journal; Modesto, Cal., Evening News; Moline, Ill., Dispatch; Monroe, La., News-Star; Montreal, Canada, Star; Mount Vernon, N. Y., Argus; Mount Vernon, Wash., Herald; New Orleans, La., Item; Newton, Mass., Graphic; Norristown, Pa., Herald; Paducah, Ky., Star; Pittston, Pa., Gazette; Providence, R. I., Journal; Racine, Wis., Journal News; St. Cloud, Minn., Times; St. Thomas, Ont., Times-Journal; San Antonio, Texas, Express; San Antonio, Texas, Light; Saratoga Springs, N. Y., Saratogian; Sault Ste. Marie, Mich., Evening News; Scotts Bluff, Neb., Daily News; Seymour, Ind., Tribune; Tarrytown, N. Y., Daily News; Washington, D. C., Times; Waynesboro, Pa., Record-Herald; Wilmington, Ohio, News-Journal. The department is not at all discouraged because every newspaper in the country has not found it possible to cooperate with it in its work. The efforts of the department have stimulated many papers to solicit church advertising more vigorously than before, and best of all, to study the problem of the use of display space to encourage readers to attend some church service each Sunday. Those papers which have gone into the matter most thoroughly have found that they thus are building a stable foundation for additional prestige in the community which they could lay in no other way.

It is entirely probable that at the end of ten or fifteen years the newspapers and churches will express their gratitude that this pioneer work of relating newspapers to the churches has been in the hands of sane and constructive individuals among the enthusiasts of church advertising. There are many types of church advertising, as there are of commercial advertising. It has been the effort of the Church Advertising Department to encourage the constructive educational type of copy rather than the flamboyant emotional type which, however, some pastors are able to use with considerable success. The department has built its copy suggestions in the hope that the material would have the effect of building a well-knit congregation in individual churches rather than a mere audience on special occasions. The church is not a Chautauqua nor a vaudeville stage. It is very largely an educational institution, and the copy that represents it truly ought to be educational in character.

The advertising conference held in Milwaukee last June in connection with the A. A. C. of W. convention was a marked success.

The Church Advertising Department contributed of its personnel to the program of the national advertising conference conducted by the Church Federation of Chicago last October.

Efforts are being continued to obtain a modest regular support for the Department in order that it may cooperate with local advertising clubs in the conduct of classes in church advertising. The President of the Department, Rev. Christian F. Reisner, D.D., has been tireless in his efforts to further the cause of church advertising. None of the officers of the Department receives salary. In the parlance of the streets, they are all "nuts," giving freely of their time and energy to the end that both churches and advertising managers may see the advantages of mutual cooperation. They believe thoroughly that the best good of the nation and the world can be brought about if every person goes to church and practices in his public and private life the principles of Christianity. The governing board is made up of men of all denominations and the copy issued has met the approval of both Protestant and Catholic. Proofs of Series No. 3—fifty-two pieces—may be obtained by any newspaper publisher on request to Herbert H. Smith, 518 Witherspoon Bldg., Philadelphia.

HOW CAN YOUR PAPER BEST HELP THE CHURCHES?

The churches in your town want to reach with their influence every reader of your paper. Many pastors don't know how. Most of them are eager to learn. You have in your organization men who can assist or who can obtain from local copy writers skilled assistance for the churches in preparing copy which will help fill the vacant pews in your town. Why not undertake this community service in 1923? Suggest to the local advertising club that it cooperate with the churches.

Study the whole relation of the churches and Christianity to printer's ink, and offer your assistance to the churches. Don't worry about present financial returns. They will come later, if not at once.

CHURCH ADVERTISING DEPARTMENT, A. A. C. of W.

HELP THE CHURCHES IN YOUR TOWN

EDITOR & PUBLISHER is setting the example by donating this page to help you. The Presbyterian denomination donated the time to write this copy.

BRITISH ADVERTISING AGENCIES

Note—This is the cost complete list of British advertising agencies ever issued, and has been compiled exclusively for EDITOR & PUBLISHER. For the purpose of convenience, Advertising Consultants not actually placing business are also included.

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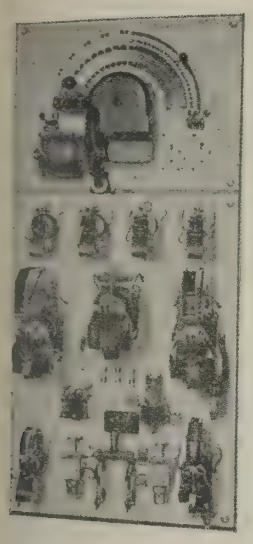
ENGLAND

LONDON

Name.	Street Address.
A	
A. I. Advertising Co. (1920), Ltd.	2 Sandland Street, High Holborn, W. C. 1.
Adams Publicity Ltd.	4 Oxford Street, W. 1.
Adelphi Press, Ltd.	Dolphin Lane, Poplar, E. 14.
Advance Publicity	54 George Street, W. 1.
Advertising & Publicity, Ltd.	28 St. Swithin's Lane, E. C. 4.
Albemarle Press, Ltd.	150 New Bond Street, W. 1.
Aldridge, Frederick	26 Paternoster Row, E. C. 4.
Algar, Frederic	11 Clements Lane, E. C. 4.
Alliance Advertising Agency, Ltd.	93 Chancery Lane, W. C. 2.
Anderson, Robert & Co.	14 King William Street, Strand, W. C. 2.
Angier & Preston	79 Gracechurch Street, E. C. 3.
Agence Havas	6 Breams Bldgs., Chancery Lane, E. C. 4.
Amalgamated Publicity Services, Ltd.	Bucknall Street, W. C. 2.
Anglo-Continental Advertising & Service, Ltd.	114 Southampton Row, W. C. 1.
Art & Publicity Service	7 Southampton Street, High Holborn.
Ashby Service Agency, Ltd.	26 High Holborn, W. C. 1.
Alexander & Sons, Ltd.	7 East India Avenue, E. C. 3.
Allen & Sons, Ltd., David	17 Leicester Street, W. C. 2.
B	
Barker, Charles & Sons, Ltd.	31 Budge Row, E. C. 4.
Barker, Drabble & Co.	88-90 Chancery Lane, W. C. 2.
Barrow, Braid P.	56 Mortimer Street, W. 1.
Bartrum's, Ltd.	Carlton House, Regent Street, W. 1.
Bates, A. & Co., Ltd.	134 Fleet Street, E. C. 4.
Baxter & Son	29 Paternoster Square, E. C. 4.
Bell, Wilson Agency	83 Pall Mall, S. W. 1.
Bernard, A.	146 Strand, W. C. 2.
Bench, T. C., Ltd.	Graham House, Tudor Street, E. C. 4.
Benn & Cronin, Ltd.	25 Grosvenor Place, S. W. 1.
Bennett, J.	56 Avenue Chambers, Southampton Row, W. C.
Benson, S. H., Ltd.	Kingsway Hall, W. C. 2.
Bewsher, J. H. P.	150 Southampton Row, W. C. 1.
Berkeley Press	Staple Inn Buildings, W. C. 1.
Black's Advertising Agency	51 New Oxford Street, W. C. 2.
Brandis-Davis Agency, Ltd.	231 Strand, W. C. 2.
Brockie, Haslam & Co.	23-28 Fleet Street, E. C. 4.
Browne, C. A. G., Ltd.	17 Farringdon Street, E. C. 4.
Browne, T. B., Ltd.	163 Queen Victoria Street, E. C. 4.
Bottomley, Holford Service, Ltd.	23 King Street, E. C. 2.
Brindley, T. M.	21 Imperial Buildings, Ludgate Circus, E. C. 4.
Business Builders, Ltd.	26 Great Ormond Street, W. C. 1.
Boggon, Gordon Publicity, Ltd.	1 Newman Street, W. 1.
Black, Arthur A., Ltd.	Sentinel House, Southampton Row, W. C. 1.
Brewer & Son	211 City Road, E. C. 1.
Buttolph & Dickinson	190 Strand, W. C. 2.
C	
Caxton Advertising Agency	Clun House, Surrey Street, Strand.
Central News Ltd.	5 New Bridge Street, E. C. 4.
Clackson, A. H., Ltd.	119 Fleet Street, E. C. 4.
Clark, Samson & Co., Ltd.	57-59 Mortimer Street, W. 1.
Clarke, Son & Platt, Ltd.	317 High Holborn, W. C. 1.
Clayton, C. D., Ltd.	126 Long Acre, W. C. 2.
Colman, Thomas & Co.	Granville House, 3 Arundel Street, Strand.
Commercial Publicity Co.	312 Regent Street, W. 1.
Craven Publicity, Ltd.	15 Pall Mall, S. W. 1.
Crawford, W. S., Ltd.	233 High Holborn, W. C. 1.
Crockford-Hales Service, Ltd.	182-3 Fleet Street, E. C. 4.
Crossley & Co., Ltd.	5 Racquet Court, Fleet Street, E. C. 4.
Cutting & Underwood, Ltd.	170 Strand, W. C. 2.
Clark & Norman	161a Strand, W. C. 2.
Clarke & Sherwell, Ltd.	11 Southampton Row, W. C. 1.
Clowes Agency, Ltd.	General Bldgs., Aldwych, W. C. 2.
Cohen, Arthur	71 Curtain Road, E. C. 2.
Colonial Advertising Company	26 Southampton Street, Strand, W. C. 2.
Curtis Agency, Ltd.	11 Southampton Row, W. C. 1.
City Advertising Agency	11 Paternoster Bldgs., E. C. 4.
Camden Agency	198 High Street, Camden Town, N. W. 1.
Causton, Sir Joseph & Sons, Ltd.	9 Eastcheap, E. C. 3.
D	
Dale, Reynolds & Co., Ltd.	46 Cannon Street, E. C. 4.
Dandie, Walter & Co.	173 Great Portland Street, W. 1.
Davies & Co.	23 Finch Lane.
Davis Publicity, Ltd.	13 Victoria Street, S. W. 1.
Davis, S. & Co.	30-32 St. Swithin's Lane, E. C. 4.
Dawson, William & Sons, Ltd.	Cannon House, Bream's Bldgs., Chancery Lane, E. C. 4.
Days Agency	28 Temple Chambers, Temple Avenue, E. C. 4.
Day, Bertram & Co., Ltd.	9-10 Charing Cross, S. W. 1.
Deacon, S. & Co.	7 Leadenhall Street, E. C. 3.
De Roos, Johnson & Co.	76-82 Wellesley Road, Queens Crescent, N. W. 1.
Dewynter, Ivon	60 Haymarket, S. W. 1.
Doreili Advertising Co.	81 Queen Victoria Street, E. C. 4.
Derrick, Paul E., Agency, Ltd.	110 St. Martin's Lane, Charing X, W. C. 2.
Dorland Agency, Ltd.	Dorland House, 16 Regent Street, S. W. 1.
Dove, Alfred	Lincoln House, 18 Victoria Street, S. W. 1.
Direct Publicity, Ltd.	114 Southampton Row, W. C. 1.
Dixon, Thomas	195 Oxford Street, W. 1.
E	
E. C. Advertising Co., Ltd.	4 Broad Street Place, E. C. 2.
East European Agency	62 Oxford Street, W. 1.
Edgecumbe Brighton	Whitehall House, Charing Cross, S. W. 1.
Edmondson, F. W.	8 Clarence House, High Holborn, W. C. 1.
Electrical Press, Ltd.	13 Fisher Street, Southampton Row, W. C.
Elliott, Agency, Ltd., Stanley	83-5 Farrington Street, E. C. 4.
Engineering Publicity, Ltd.	11a Hart Street, W. C. 1.
Erwood, W. L., Ltd.	30 Fleet Street, E. C. 4.
Exchange Telegraph Co., Ltd.	63 Cannon Street, E. C. 4.
Erwin Wasey & Co., Ltd.	245 Oxford Street, W. 1.
Eric Warne & Burnside	Central Bldgs., Kingsway, W. C. 2.
Expert Publicity Service, Ltd.	Ulster Chambers, Regent Street, W. 1.
F	
Far Eastern Agency (London) Ltd.	24 Devonshire Street, Bloomsbury, W. C. 1.
Feltham, L.	119 Temple Chambers, Temple Avenue, E. C. 4.
Fisher, Eden & Co., Ltd.	Spencer House, Southwark Street, S. E. 1.
Fishley, W. C., Service	166 Strand, W. C. 2.
Fleet, Hammond Co., Ltd.	45 Chancery Lane, W. C. 2.
Fleetway Press, Ltd.	9 Dane Street, High Holborn, W. C. 1.
Fox, Sidney S.	158 Oxford Street, W. 1.
Francis, J. C., & Co.	131 Fleet Street, E. C. 4.
Fraser's Agency, Ltd.	51 Great Queen Street, W. C. 2.
Freeman & Co.	33 Paternoster Row, E. C. 4.
Freer & Young, Ltd.	18 Charing Cross Road, W. C. 2.
Fuller, H. E., Ltd.	99 New Bond Street, W. 1.
G	
Garrett, J. C., Agency	96 Southwark Street, S. E. 1.
General Publicity Agency, Ltd.	6 Austin Friars, E. C. 2.
Gibbs, Smith & Co.	10 High Holborn, W. C. 1.
Glendinning & Co.	90 Cannon Street, E. C. 4.
Godbolts, Ltd.	8 Bream's Bldgs., E. C. 4.
Goldsmith, W. & Co.	46 Lincoln's Inn Fields, W. C. 2.
Goodall-Stephens Service	70 Chancery Lane, W. C. 2.
Goodwin, Ed. J.	329 High Holborn, E. C. 2.
Gordon & Gotch, Ltd.	15 St. Bride's Street, E. C. 2.
Gordon's Agency	2 Adelphi Terrace, W. C. 2.
Goring, J. H.	Graham House, Tudor Street, E. C. 4.
Gosden, D. & Co.	11 Henrietta Street, Covent Garden, W. C. 2.
Gould & Portman's, Ltd.	54 New Oxford Street, W. C. 1.
Gran-Goldman Service	173 Fleet Street, E. C. 4.
Gray Co.	5 King Street, Covent Garden, W. C. 2.
Green, Henry	120 Chancery Lane, W. C. 2.
Greenly's, Ltd.	37 Strand, W. C. 2.
Griffiths & Millington, Ltd.	22 Wellington Street, Strand, W. C. 2.
Griffiths & Weller	5 Bloomsbury Square, W. C. 1.
Grove, Francis R. Service	Sentinel House, Southampton Row, W. C. 1.
Gude, G. A., & Co.	137 Long Acre, W. C. 2.
Gumelias, Ltd.	11 Arundel Street, Strand, W. C. 2.
Galpin Publicity Service	6 Vulcan Road, S. E. 4.
H	
Haddon, John & Co.	Bouverie House, Salisbury Square, E. C. 4.
Hannsford & Goodman, Ltd.	57-59 Ludgate Hill, E. C. 4.
Hardy, Roy, Ltd.	92 High Holborn, E. C. 1.
Harman Advertising Co.	170 Strand, W. C. 2.
Harrod's Agency, Ltd.	32 Hans Crescent, S. W. 3.
Hart's Advertising Office	Maltravers House, 6 Arundel Street, Strand, W. C. 4.
Hart, Edgar C., & Co.	93-94 Chancery Lane, W. C. 2.
Hart & Harford, Ltd.	12 Henrietta Street, Covent Garden, W. C.
Harvey Bros.	171 Queen Victoria Street, E. C. 4.
Harvey E. Martin	7 King Street, Cheapside, E. C. 2.
Harvey, Ltd. Walton	4 Racquet Court, Fleet Street, E. C.
Harwood, E. W., & Co.	21 Warwick Lane, E. C. 4.
Higham, C. F., Ltd.	Imperial House, Kingsway, W. C. 2.
Hill Co., Ltd., Walter &	69 Southampton Road, W. C. 1.
Hill, E. Ingram	29 Ludgate Hill, E. C. 4.
Holland, J. P.	Walton House, 1 Newman Street, W. 1.
Holman Service, Lawrence	15 Lincolns Inn Fields, W. C. 2.
Holborn Agency	78 Fetter Lane, E. C. 4.
Hooper & Batty, Ltd.	15 Walbrook, E. C. 4.
Hopwood Service	170 Fleet Street, E. C. 4.
Horncastle's Ltd.	61 Cheapside, E. C. 2.
Horncastle's Agency, Ltd.	20 Moorgate Street, E. C. 2.
Howard & Jones, Ltd.	26 Bury Street, E. C. 3.
Howell Hirst & Co.,	17 Philpot Lane, E. C. 3.
Humphrey's Advertising Service	20 Bride Lane, E. C. 4.
Hunter, Ed. & Co., Ltd.	3 Featherstone Bldgs., W. C. 2.
Hyams & Co., Ltd., Arthur	10 Essex Street, Strand, W. C. 2.
Hayes E. Agency	3 Gerrard Place, Shaftesbury Avenue, W. 1.
Hills Publicity, Ltd.	150 Fleet Street, E. C. 4.
I	
Industrial Publicity Service, Ltd.	Red Lion Court, E. C. 4.
International Advertising Service	108 Long Acre, W. C. 2.
Imperial Agency, Ltd.	15 Bedford Street, Strand, W. C. 2.
J	
Jackson, E. H., & Co.	19 Cullum Street, E. C. 3.
Jaeger Advertising Agency	95 Milton Street, E. C. 2.
Jarvis, L. J.	12 Norfolk Street, Strand, W. C. 2.
Jones, Yarrel & Co.	143 Fetter Lane, E. C. 4.
Judd, Ltd., Walter	97 Gresham Street, E. C. 2.
Johnson, E., Publicity Service	9 Cliff Terr. St. John's, S. E. 8.
Jacks, H., Sales Service	133 Melbourne Grove, S. E. 22.
K	
Kay & Co., J. Rowland	Salisbury Square, E. C. 4.
Kennington Advertising Service	4 Regent Street, S. W. 1.
Keymer, D. J., & Co., Ltd.	36-38 Whitefriars Street, Fleet Street, E. C.
King, J. G., & Son	10 Bolt Court, Fleet Street, E. C. 4.
Knight, Arthur & Co., Ltd.	55 Chancery Lane, W. C. 2.
Knight, R. A., & Co., Ltd.	1 Gresham Buildings, Basinghall Street, E. C.
Knight, Chas. C.	231 Strand, W. C. 2.
Kingsway Publicity Service, Ltd.	Insurance House, Kingsway, W. C. 2.
Kipling, G.	58 Fleet Street, E. C. 4.
Kingsway Press Ad. Service, Ltd.	Norwich House, Southampton Street, High Holborn, W. C.
Keymer, Wm. J., Ltd.	80 Fenchurch Street, E. C. 3.
L	
Laughton & Co., Ltd.	3 Southampton Street, Strand, W. C. 2.
Laurence & Fisher	34 Chancery Lane, W. C. 2.
Layton, C. & E.	56 Farringdon Street, E. C. 4.
Leathwaite, Simmons	5 Birchin Lane, E. C.
Lemaie, S.	23 Paternoster Square, E. C. 4.
Leighton & Lonsdales, Ltd.	263 High Holborn, W. C. 1.
Lever Bros., Ltd.	Lever Bldgs., Blackfriars, E. C. 4.
Lile, John H., Ltd.	4 Ludgate Circus, E. C. 4.
London & Provincial Ad. Agency, Ltd.	4 Oxford Street, W. 1.
London Press Exchange, Ltd.	110 St. Martin's Lane, Charing Cross, W. C. 2.
London & Counties Agency, Ltd.	141 New Bond Street, W. 1.
Longman's Agency	35 New Oxford Street, W. C. 1.
Lord & Thomas, Ltd.	Surrey House, Victoria Embankment.
Lovegrove, L. H.	37 King Street, Covent Garden, W. C. 2.
Lloyd & Badham	161 Strand, W. C. 2.
Lyons, Arthur J., Publicity	14 Chepstow Place, W. 2.
M	
MacLaren & Sons, Ltd.	38 Shoe Lane, E. C. 4.
Mather & Crowther, Ltd.	10-12 New Bridge Street, E. C. 4.
May, J. E.	68 Fleet Street, E. C. 4.
May's Agency, Ltd.	29 John Street, Bedford Row, W. C. 1.
Maxwell Agency	9-11 Cursitor Street, W. C. 2.
Milton Agency, Ltd.	20-21 Bedford Chambers, Covent Garden, W. C. 2.
Mitchell, C. & Co., Ltd.	1 Snow Hill, E. C. 1.
Muller Blatchley & Co.	84 Queen Victoria Street, E. C. 4.
Massey, Roland	23 Knightrider Street, E. C. 4.
Meerloo Publicity Service, Ltd.	105 New Bond Street, W. 1.
Morgan, Reeves & Co.	20 Goldsmith Street, Kingsway, W. C. 2.
Morris, T. W., Ltd.	104 High Holborn, W. C. 1.
Martin's Service	6 Cheapside, E. C. 2.
Martin, Leyfield & Co.	30 Craven Street, Strand, W. C. 2.
Misani, Gooderham & Young, Ltd.	40 Chancery Lane, W. C. 2.
Morgan, Raymond	8 Cliffords Inn, Fleet Street, E. C. 4.
Mutual Agency	29 Ludgate Hill, E. C. 4.
Maygoods Publicity Service	Oxford House, 9-15 Oxford Street, W. 1.
McAra Publicity Service	Pear Tree Street, Goswell Road, E. C. 1.
Marshall Service, Ltd.	7 Red Lion Square, W. C. 1.
Marshall Mackay Co.	62 Berners Street, W. 1.
Mills Agency	430 Strand, W. C. 2.
McCave, E. A.	182 Strand, W. C. 2.
Matthews, Alex. & Co., Ltd.	92 Chancery Lane, W. C. 2.

(*Continued on page* 184)

ELECTRICAL EQUIPMENT FOR NEWSPAPER PLANTS



Full automatic two-motor direct current controller

Safe—Reliable—Economical

DIRECT CURRENT—ALTERNATING CURRENT

Cline-Westinghouse Double-Motor drive with full automatic push button control for **standard and high speed presses.**

Cline-Westinghouse Double-Motor Drive with special push button control for **multiple unit type presses** (with or without auxiliary control for reels).

Cline-Westinghouse Double-Motor Drive with semi-automatic push button control for **small presses.**

Cline-Westinghouse Single-Motor Equipment for small, slow speed **rotary presses, rotogravure presses, magazine and catalogue presses, etc.**

Cline - Westinghouse Typesetting Machine Drives.

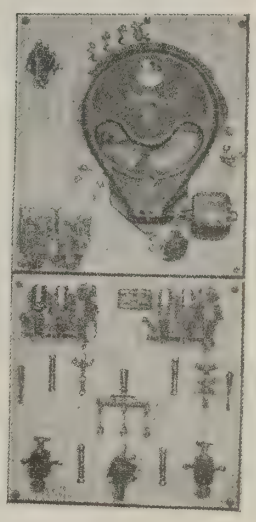
Cline-Westinghouse Stereotype Machine Drives.

Cline Improved Paper Roll Stands (paper reels).

Cline Capital Paper Carriers and Conveyors.

Cline Capital Stereotype Plate Drops.

Cline Complete Equipments for Job Departments.

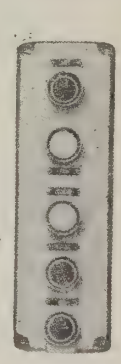


Full automatic two-motor alternating current controller

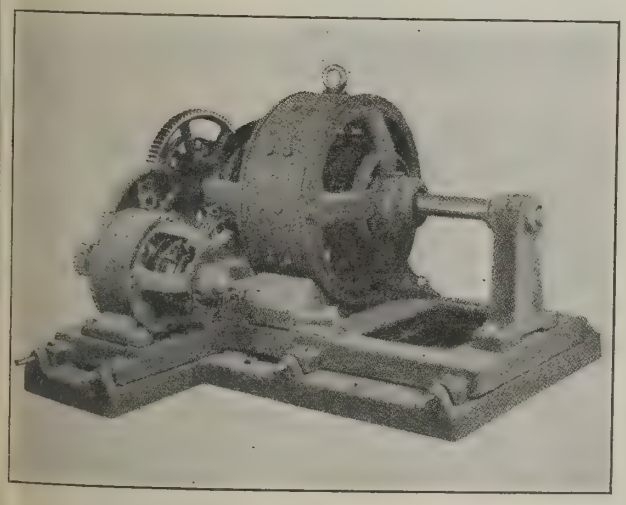


Button control station

Cline-Westinghouse motors and controllers are made for us by the Westinghouse Co. to meet the special requirements of printing machinery. Cline Electric Manufacturing Company have made a large number of installations, among which are some of the best known newspaper plants in the country. Many years of experience and close co-operation with the press designers insures the publisher's problems being given proper engineering consideration. This insures an installation of efficient apparatus best suited to each plant and a service unequalled by any other organization.

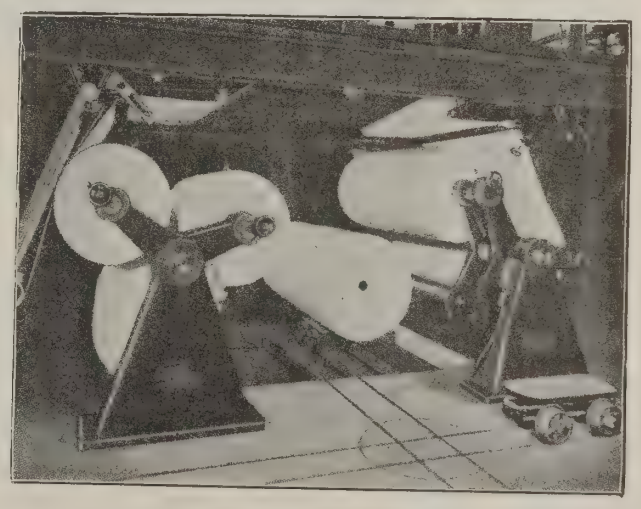


Button control station



Left—Double motor drive, direct current

Right—View of two Cline roll stands and tension belts showing provision for making paster without stopping press; also method of handling paper and chucking rolls without spindles



CLINE ELECTRIC MFG CO.

MAIN OFFICE
FISHER BUILDING
343 S. DEARBORN ST.
CHICAGO

CLINE ELECTRIC MANF'G. CO CHICAGO — QUALITY NAME SERVICE FAME — CLINE WESTINGHOUSE

EASTERN OFFICE
MARBRIDGE BUILDING
BROADWAY AT 34TH ST.
NEW YORK

BRITISH ADVERTISING AGENCIES

(*Continued from page* 182)

N

Name	Street Address
National Publicity Agency	29 Charing Cross, S. W. 1.
Nelson G. F.	5 Laurence Pountney Lane, Cannon Street, E. C. 4.

O

Ogden & Spencer, Ltd.	1 New Square, Lincolns Inn, W. C. 2.
Oliver Watts Agency	34 Essex Street, Strand, W. C. 2.
O'Sullivan, T. Gerald & Co.	5 Green Street, Leicester Square, W. C.
Osborne, Peacock Co., Ltd.	Kingsway House, Kingsway, W. C. 2.
Owen, A. J., Service	36 Southampton Street, Strand, W. C. 2.

P

Palmer, H. E., Ltd.	29 New Bridge Street, E. C. 4.
Palmer, Newboult, Ltd.	199 Piccadilly, W. 1.
Palmer's Publicity Service	134 Fleet Street, E. C. 4.
Parry & Co.	Pinner's Hall, Austin Friars, E. C. 2. (financial)
Partington Co., Ltd.	Victoria Embankment, W. C. 2.
Pivot Advertising Service, Ltd.	401 Strand, W. C. 2.
Press Publications, Ltd.	70 Shoe Lane, E. C. 4.
Paton, J. & J.	143 Cannon Street, E. C. 4.
Pictorial Publicity, Ltd.	15-16 Floral Street, W. C. 2.
Pool, C. & Co., Ltd.	180-181 Fleet Street, E. C. 4.
Potter, Fredk. E., Ltd.	Imperial House, Kingsway, W. C. 2.
Pratt & Co., Ltd.	51 Chancery Lane, W. C. 2.
Publicity, Ltd.	28 Mark Lane, E. C. 3.
Productive Publicity, Ltd.	69 Fleet Street, E. C. 4.
Pioneer Publicity Service	6 Denmark Street, W. C. 2.
Pencock & Pencock	7 New Square, Lincoln's Inn, W. C. 2.
Price's Advertising Service	61 Fleet Street, E. C. 4.
Pethick, V., Advertising	Nelson House, Fleet Street, E. C. 4.
Publicity Association, Ltd.	439 Oxford Street, W. 1.
Practical Publicity, Ltd.	3 Duke Street, Adelphi, W. C. 2.
Phoenix Industrial Service	12 London Wall, E. C. 2.
Preston Publicity Co.	112 High Holborn, W. C. 1.

R

Radyclyffe's Agency	65 Victoria Street, S. W. 1.
Ray's Agency	18 Charing Cross Road, W. C. 2.
Rawkins, Daniel, Agency	60 Queen Victoria Street, E. C. 4.
Raeburn's Overseas Publicity, Ltd.	104 High Holborn, W. C. 1.
Read & Leney, Ltd.	115 Baker Street, W. 1.
Reid, E. J. & Co.	49 Watling Street, E. C. 4.
Renwick's Agency, Ltd.	180 Fleet Street, E. C. 4.
Regent Service, Ltd.	4 London Wall Bldgs., E. C. 2.
Reuters Agency, Ltd.	14 Old Jewry, E. C. 2.
Reynell & Son	44 Chancery Lane, W. C. 2.
Richter's Agency	156 Charing Cross Road, W. C. 2.
Roebuck, R. C.	Craven House, Kingsway, W. C. 2.
Roselli, C. & Co.	8 Henrietta Street, Covent Garden, W. C. 2.
Rowland's Advertising Service	69 Fleet Street, E. C. 4.
Russage Advertising Co.	61-62 Chancery Lane, W. C. 2.
Rudin, Martin, Ltd.	25 Wellington Street, Strand, W. C. 2.
Ruddock, Noller & Ruddock	30 Old Jewry, E. C. 2.
Rand Service	39 Avenue Chambers, Southampton Row, W. C. 1.
Russell Chapman, Ltd.	22a Regent Street, W. 1.

S

St. James Adv. & Pub. Co., Ltd.	1 Wardour Street, W. 1.
St. Paul's Advertising Service	22 Denman Street, S. E. 1.
Saw, W. B.	Craven House, Kingsway, W. C. 2.
Saward, Baker & Co., Ltd.	27 Chancery Lane, W. C. 2.
Scheff Publicity Organization, Ltd.	125 Pall Mall, S. W. 1.
Scott, T. G. & Son	63 Ludgate Hill, E. C. 4.
Scripp's Advertising Offices	13 South Holton Street, W. 1.
Scriven, H. Wilfred	5 Clements Inn, Strand, W. C. 2.
Sears, F. W.	66 Chandos Street, W. C. 2.
Seaward, H. R.	91 Regent Street, W. 1.
Sells, Ltd.	167 Fleet Street, E. C. 4.
Shaddock, J. P.	222 Strand, W. C. 2.
Sharland & Co.	2-3 Eldon Street, E. C. 2.
Shelley, G. H.	8 Miles Lane, King William Street, E. C. 4.
Shipping & Commercial Pub. Service	91 Bishopsgate, E. C. 2.
Skinner, Walter R.	11-12 Clements Lane, E. C. 4.
Smart Advertising Service, Ltd.	Lombard House, Ave Maria Lane, E. C. 4.
Smith, J., Ltd.	3 Lincoln's Inn Fields, W. C. 2.
Smith's Agency, Ltd.	100 Fleet Street, E. C. 4.
Smith, Sturgis & Moore, Inc.	Premier House, Southampton Row, W. C. 2.
Smith, W. H., & Son	Strand House, Portugal Street, W. C. 2.
Smith, W. Sydney	Leadenhall House, Leadenhall Street, E. C. 3.
Sofio, Ernest H., Agency, Ltd.	5 Arundel Street, Strand, W. C. 2.
Southcombe, W. J.	167 Strand, W. C.
Spiers Service	44 Fleet Street, E. C. 4.
Spottiswoode, Dixon & Hunting, Ltd.	Regent House, W. C. 2.
Sprigg's, J. F., Ltd.	21 Paternoster Square, E. C. 4.
Squire, H., & Co.	38 King William Street, E. C. 4.
Steel's Service, Ltd.	Norfolk House, Norfolk Street, Strand, W. C. 2.
Stephen's Service	2 New Court, Lincoln's Inn, W. C. 2.
Street, G., & Co., Ltd.	150 Cornhill, E. C. 3., and 8 Serle Street, Lincoln's Inn, W. C. 2.
Sykes T. Dunmill	329 High Holborn, W. C. 2.
S. S. Selling Service	Surrey House, Victoria Embankment, W. W. 2.
Smart, Douglas A.	4 Arran Road, Catford, S. E. 6.
Shone, G. G., Service	667 Jermyn Street, S. W. 1.
Schooling, F. H.	40 Florence Road, Stroud Green, N. 4.
Smith, R. Frost, & Co.	66 Finsbury Pavement, E. C. 2.

T

Tanner, A. E. & Co.	93-94 Chancery Lane, W. C. 2.
Tata Publicity Corporation, Ltd.	Capel House, New Broad Street, E. C. 2.
Tayler, Charles & Co.	30 Fleet Street, E. C. 4.
Taylor, William	83 Culverley Road, S. E. 6.
Technical & General Agency, Ltd.	84 Queen Victoria Street, E. C. 4.
Thompson, J. Walter Co.	Kingsway House, Kingsway, W. C. 2.
Thorn, W. C., Service	115 High Holborn, W. C. 1.
Thornhill Service	24 Chancery Lane, W. C. 2.
Thrower, S.	20 Imperial Buildings, New Bridge Street, E. C.
Tremayne, Arthur, Ltd.	81 City Road, E. C. 1.
Tucker & Berey	88-9 Avenue Chambers, Southampton Row, W. C. 1.
Taylor's Ad. Service	70 Rutland Road, Forest Gate, E.
Tulley's Ltd.	Sentinel House, Southampton Row, W. C. 1.
Travers, Cleaver & Co., Ltd.	48 St. Martins Lane, W. C. 2.

U

United Advertising Service, Ltd.	27 Chancery Lane, W. C. 2.
United Kingdom Advertising Co., Ltd.	25 Shaftesbury Avenue, W. C. 2.
United Press Agency	31 Crowndale Road, N. W. 1.

V

Van Alexander & Co.	31 Craven Street, Strand, W. C. 2.
Vernon, C., & Sons, Ltd.	38 Holborn Viaduct, E. C. 1.
Vickers, J. W., & Co., Ltd.	5 Nicholas Lane, E. C. 3. (financial)
Varsity Publicity Co., Ltd.	68 Coleman Street, E. C. 2.

W

Name	Street Address
Walker, C. J.	24 Coleman Street, E. C. 2.
Walkers Agency, Ltd.	91-93 Bishopsgate Street, E. C. 2.
Wallace Attwood Service	27 Chancery Lane, W. C. 2.
Watkins & Osmond	2 Creed Lane, E. C. 4.
Watkinson & Co.	115 High Holborn, W. C. 1.
Watson Agency, Ltd.	244 High Holborn, W. C. 1.
West End Advertising Service, Ltd.	7 Leicester Street, W. C. 2.
White, R. F., & Son	33 Fleet Street, E. C. 4.
White's Advertising Service	5 Henrietta Street, W. C. 2.
Whybrown Publicity Service	Queen Anne's Gate, S. W. 1.
Wilcox, W. J., & Co.	Locksley Street, Limehouse, E. 14.
Wilkes Bros., & Greenwood, Ltd.	26 Rushworth Street, S. E. 1.
Wilkes, Jeffrey & Co., Ltd.	29 Ludgate Hill, E. C. 4.
Williams, F. E.	
Williams Publicity Co.	80 Chancery Lane, W. C. 2.
Willing, James, Ltd.	30 King Street, Covent Garden, W. C. 2.
Wills, Ltd.	Lincoln House, High Holborn, W. C. 1.
Wilson, A. J., & Co., Ltd.	154 Clerkenwell Road, E. C. 1.
Wilson Bell Agency, Ltd.	84 Pall Mall, S. W. 1.
Wilson Fred	101 Hatton Garden, E. C. 1.
Wilson, J. H.	185 Fleet Street, E. C. 4.
Winter, Thomas Co., Ltd.	Dane's Inn House, 265 Strand, W. C. 2.
Woodwright Publicity	111 Great Portland Street, W. 1.
Wright, Norman, Ltd.	53a Shaftesbury Avenue, W. 1.
Wildman, A. S.	317 High Holborn, W. C. 1.
White's Service	12 Tavistock Street, W. C. 2.

BIRMINGHAM

Argus Advertising Agency, Ltd.	72 Moor Street.
Ashford, Charles	12 Lower Essex Street
Bertram, G. N.	Newspaper House, Corporation Street.
Blackmore's Agency	Victoria Buildings, Temple Row.
Clenton-Wall Publicity, Ltd.	County Chambers, Corporation Street.
Davis, Basil & Co.	244 Galton Road, Warley.
Earl, Charles E.	95 New Street
Forward Publicity Co.	10 Temple Row.
General Advertising Service, Ltd.	13 Lower Priory.
Glenallen, Ltd.	105 Colmore Row.
Grayston, T. Harold	17 St. Benedict's Road.
King Publicity Company	329 Bradford Road.
Lawsonia Publicity, Ltd.	13 Bull Street.
Mundy, Gilbert & Trotman	86 New Street
Orst, A.	52 Leyton Road, Handworth.
Parker, Maurice G.	Suffolk House, Suffolk Street.
Reeves, Ernest Henry, Ltd.	33 Newhall Street.
Siviter Smith Service, Ltd.	Siviter Street.
Smith, George J., & Co.	20 Easy Row.
Smith, W. H., & Sons	34 Union Street.
Stevens, P. J.	23 Orchard Road, Erdington.
Taylor, H. Cecil	15 Grosvenor Buildings, Steelhouse Lane.
Wall, F. W.	Warwick Chambers, Corporation Street.
Westwood, George H.	32 Newton Road.
Thompson, A. W.	15 Summer Row.
Toon, S. D., & Heath, Ltd.	8 Holborn Chambers, Broad Street Corner.
Hughes, C.	35 Southam Road, Hall Green.

BLACKPOOL

Batty, Gilbert	36 Buchanan Street.
Sharples, Thomas	Britannia Place, South Shore.
Smethursts Agency	30 Topping Street.

BOLTON

G. W. Advertising Service	7 Deansgate.
Robey, John F., Advertising Service	17 Loxham Street, Great Lever.

BRADFORD

Goldsbrough, A., Ltd.	27 Charles Street.
Hardy, Marshall Service	143 Leeds Road
Williams Advertising Offices	29 Kirkgate.
Drake, E.	3 Whitfield Place.

BRIGHTON

Higgins, Cecil C., Service	7 St. Michaels Place.
Kelly's Advertising Offices, Ltd.	14 New Street.
King, Henry & Company	95 Church Road, Hove.
West Hove Advertising Bureau	12 Boundary Road, West Hove.

BRISTOL

Gordon Service	12 Colston Street.
Mountstephen Service	
Norman Service	Bristol Chambers.
Partridge & Love, Ltd.	Broadmead.
Western Sales Promotion Agency	33 Queen's Road.
Lewis, E. L.	23 Waverly Road, Redland.

CARDIFF

Appleby, H. N., & Company	78 Queen Street.
Premier Advertising Service	67 Queen Street.
Sanders, Austin & Co., Ltd.	50 Charles Street.
South Wales Agency	1 Plymouth Street.

CARLISLE

Ashton Ridley	16 Bridge Street.

CHATHAM

Mackay Agency	Fair Row.

COLCHESTER

The Jefferies Advertising Service	

COVENTRY

H. B. C. Advertising Service	5 Fleet Street.
Peters, J., Heritage Service, Ltd.	Lloyds Bank Chambers.
St. Elmo, Ltd.	(St. Elmo Studios) 7 Warwick Row.

DARLINGTON

Ridley, H. B., Tyne to Tees Pub. Service	Grange Road.

DERBY

Ball, J.	Derwent Chambers, Market Place.

FALMOUTH

Edward Capern	

GATESHEAD

Goodwin Publicity Service	117 Bensham Road.

GRIMSBY

Spence, Tom	143 Cleethorpe Road.
Jackson, W. H., & Co.	318 Victoria Street.

HASTINGS

Sewell Publicity Service	

HALIFAX

Whitehall Press & Publicity Agents	Whitehall Bldgs., Russell St.

HUDDERSFIELD

Courtman Stock Service	6 Market Place.

(*Continued on page* 186)

NEWSPRINT
FROM
RELIABLE
MILLS



A Typical Scandinavian Mill

PROPERLY PACKED



PROPERLY SHIPPED



We Are Sole Agents in the United States for

NORWAY	SWEDEN
Ankers Traesliperi & Papirfabrik A/S	Billeruds Aktiebolag
Böhnsdalen Mills, Ltd.	Fiskeby Fabriks Aktiebolag
Follum Traesliperi	Hafreströms Aktiebolag
Aktieselskabet Hofsfos Traesliperi og Papirfabrik	Holmens Bruks & Fabriks Aktiebolag
Aktieselskabet Holmen-Hellefos	Skönviks Aktiebolag
Hunsfos Fabrikker	Wargöns Aktiebolag
Union Paper Co., Ltd.	AGENT FOR
	Stora Kopparbergs Bergslags Aktiebolag

Newsprint Paper Corporation

33 West 42nd Street, New York City

BRITISH ADVERTISING AGENCIES—(Continued from page 184)

HULL

Name	Street Address
Goddard's Advertising Agency	Bank Chambers, Scale Lane.
Morison's Advertising Agency, Ltd.	74 Lowgate.

LEEDS

Collinson's Agency	6 Upperhead Row.
Leeds Advertising Co.	Standard Buildings, City Square.
Public Service Agency	4 Duncan Street.
Roberts, R., & Co., Ltd.	41 Camp Road.
Robinson, John	38 Park Row.
Storey, Evans & Company, Ltd.	Larkfield, Rawdon.
Whitehall Advertising Agency	16 Whitehall Road.

LEICESTER

Montgomery Service	Atlas Chambers, Greyfriars.
Staynes Ad-Specialists	41 Belvoir Street
Wilkes, Lavis & Co.	Corporation Bldgs., Horsefair St.

LIVERPOOL

Atrhur Advertising Service, James	38 Church Street.
Birchall, C., Ltd.	17 James Street.
Cox, Francis J.	Abbotsford Road, Blundellsands.
Ferwood Service Company	101 Dale Street.
Forbes, Kier & Bullen	105 Bold Street.
Guy's Publicity Company	14 Water Street.
Heywood-Court Service	80 Seel Street.
Kitchen, Will., Service	3 Cable Street.
Lee & Nightingale	15 North John Street.
Littlebury Bros.	2 Crosshall Street.
Liverpool Exchange Press	12 Tithebarn Street.
Meredith, Mark	67 Dale Street.
Mersey Agency	67 Northumberland Street.
Randall's Advertising Agency	49 Whitechapel.
Rimmer's Agency	Hope Chambers, Dale Street.
Smith, George J., & Company	61 Lord Street.
Vernon, C., & Sons, Ltd.	5 South Castle Street.
Furness, J., & Co.	52 Dale Street.

LOUGHBOROUGH

Atkinson's Service	81 Queens Road.

MANCHESTER

Allan's Publicity Service	28 Queen Street.
Ashburner, H. S., & J. A.	Waterloo Buildings, Piccadilly.
Baird & Dawson	6 St. Mary Street.
Brown, T. B., Ltd.	52 Cross Street.
Commercial Advertising Service, Ltd.	54 Corporation Street.
Cross, Courtney, Ltd.	Atlantic Chambers, 7 Brazenose Street.
Emsley, J. H.	17 Broady Street, Stretford.
Farrand & Co.	27 King Street.
Gibson Steel & Co., Ltd.	52 Cross Street.
Greaves, Herbert	92 Market Street.
Heywood, John, Ltd.	121 Beansgate.
Hobson, C. W.	3 St. James Square.
Hopwood & Co., Ltd.	Beansgate
London & Provincial Press Agency	92 Market Square.
Newby Shepherd Advertising Service	32 Victoria Square.
Osborne-Peacock Co., Ltd.	County Buildings, Cannon Street.
Pratt & Co., Ltd.	57 Market Steret.
Roe, F. John	15 Cross Street.
Varney, John, & Co.	418 Chester Road.
White, E. C.	24 Longstone Buildings, Cannon Street.
Wright, Norman, Ltd.	2 John Dalton Street.
Brandon's Agency	1 Park Place, Higher Broughton.
Farmer & Co.	63 Moss Lane West.

MIDDLESBOROUGH

Kidd, Ernest W.	Maritime Buildings.

NEWCASTLE-ON-TYNE

Atracte Ad. Service	26 Northumberland Street.
Clarendon Publicity Service, Ltd.	71 Pilgrim Street.
North of England's Agency	148 Westgate Road.
Publicity Service Agency	Malcolm Bldgs., Carlotte Square.
Osborne Studios (J. Murray)	9 Larkspur Terrace.
Studio Carre	Central Bldgs., 9 Bigg Market.
Tully's, Ltd.	11 Brunswick Place.
Driffield's Agency	71 Pilgrim Street.
Pavement Publicity, Ltd.	1 Nicholas Bldgs.

NORTH SHIELDS

Horn, Medhurst, Service	43 Drummond Terrace.

NOTTINGHAM

Boswell Studios, Ltd.	Park Row.
Carroll, Roland A.	Newcastle Chambers, Market Place.
Commercial Agency	7 Low Pavement.

PLYMOUTH

Butchers' Advertising Agency	13 Frankfort Street.

PRESTON

Paige, The Oliver, Company	Winckley House, Winckley Square.
Lindley, Ltd., John	25a Winckley Square.

RAMSGATE

Huddlestone, J. T.	Thanet Publicity Service.

READING

Grantham, A. H., & Company	Valpy Street.
Turner, A. Hermon	King Street.

SHEFFIELD

Black, Arthur A., Ltd.	6 Bank Street.
Alfred Busby	139 Blair Athol Road.
Palmer, H. E.	37 Exchange Street.
Steel, J.	225 Ellesmere Road.

SAWBRIDGEWORTH. Herts

Allan's Advertising Agency	

STOCKPORT

Orion Publicity Service, Ltd.	Mansion House Chambers, High Street.

WARRINGTON

Light, Ernest, & Co.	Horsemarket Chambers.

YORK

Williamson's Agency	32 Coney Street.

IRELAND

BELFAST

Travers & Co.	10 Arthur Street.
McCaw, Stevenson & Orr. Ltd.	Linenhall Works.

DUBLIN

Name	Street Address
Arrow Publicity Service	Parliament Street.
Easson & Son, Ltd.	174 Great Brunswick Street, and Lower Sackville Street.
Kenney's Advertising Agency	65 Middle Abbey Street.
McConnell Advertising Service	Great Brunswick Street.
O'Keefe's Advertising Agency	
Parker, John H. & Co.	43 Dawson Street.
Milne, C. & Co.	10 South Frederick Street.

SCOTLAND

DUNDEE

Campbell Son & Co.	10 Reform Street.

EDINBURGH

Aitken Service, Ltd.	20 George Street.
Cuthbertson, D. C., & Co., Ltd.	100 Princes Street.
Dorland Agency, Ltd.	2 George Street.
Keith & Co.	2 Castle Street.
McLean Advertising Agency	8 Rutland Square.
Menzies, John, & Co., Ltd.	6 Castle Street.
Northern Advertising Agency	105 Hanover Street.
Robertson & Scott	73 Hanover Street.
Simons, Fred. L.	3 Frederick Street.
Slaughter & Company	North Bridge.
Still Service	71 George Street.
Stanley Agency	7a Hope Street.
Paton, Brown R.	Blackford's Glen Road.

GLASGOW

Arthur's Advertising Agency	8 Blythswood Square.
Brown, R. G.	166 Buchanan Street.
Browne, T. B., Ltd.	1 Blythswood Square.
Cosmos Studios	136 Wellington Street.
Cuthbertson, D. C., & Co., Ltd.	38 Bath Street.
Duke, J. S.	39 Hope Street.
Glasgow Advertising Co.	311 Hope Street.
Howat Advertising Service	45 Hope Street.
McMurtie, Ltd.	11 Bothwell Street.
Macphail Advertising Service, Ltd.	29 Waterloo Street.
McRae & Melvin	412 New City Road.
Manzies, John & Co.	90 West Nile Street.
Menzies, Peter A.	54 Gordon Street.
Milln, G. H.	53 Waterloo Street.
Mitchell's Advertising Agency	68 Gordon Street.
North British Co., Ltd.	87 Union Street.
Osborne-Peacock Co., Ltd.	82 Gordon Street.
Porteous, Wm., & Co.	9 Royal Exchange Place.
Scrimgeour, John	13 St. Vincent Place.
Sharp, A. F. & Co.	14 Royal Exchange Square.
Simpson & Gemmell	164 Howard Street.
Sommerville & Ross	26 Bothwell Street.
Vernon, C. & Sons, Ltd.	36 North Frederick Street.
Watson, C. P.	33 Renfield Street.

STANDARD BOOKS ON NEWSPAPER MAKING AND ADVERTISING

ADVERTISING

Author	Title	Publisher
Adams, H. H.	Advertising and Its Mental Laws	Macmillan
Blanchard, Frank LeRoy	Essentials of Advertising	McGraw-Hill
Calkins, Ernest Elmo	Business of Advertising	Appleton
Calkins, Ernest Elmo	The Advertising Man	Scribner
Case, Francis H.	Handbook of Church Advertising	Abington Press
Chasnoff, Joseph E.	Selling Newspaper Space	Ronald Press
Cherington, Paul T.	Advertising as a Business Force	Doubleday, Page
Dunn, Arthur	Scientific Selling and Advertising	Harper
Durstine, Roy S.	Making Advertisements and Making Them Pay	Scribner
Freeman, William C.	One Hundred Advertising Talks	Winthrop Press
Hall, S. Roland	Writing an Advertisement	Houghton Mifflin
Hess, H. W.	Productive Advertising	Lippincott
Hotchkiss, George Burton, and Franken, Richard B.	The Leadership of Advertised Brands	Doubleday, Page
Lee, James Melvin	"Advertising Copy," in Business Writing	Ronald Press
Neshit, Wilbur D.	First Principles of Advertising	Gregg
Parsons, Frank Alvah	Principles of Advertising Arrangement	Prang
Parsons, Frank Alvah	The Art Appeal in Display Advertising	Harper
Ramsay, Robert E.	Effective Direct Advertising	Appleton
Tipper, Hotchkiss, Hollingworth & Parsons	Advertising, Its Principles and Practice	Ronald Press
A. A. C. W.	Advertising Year Book	Doubleday, Page

CIRCULATION

Ball, F. M.	"Circulation Problems" in The Coming Newspaper	Holt
Scott, William R.	Scientific Circulation Management	Ronald Press

COLLECTIONS OF EDITORIALS

Brisbane, Arthur	Editorials from the Hearst Newspapers	International Book Co.
Canby, Henry Seidel—Benet, William Rose, and Loveman, Amy	"Saturday Papers," Editorials from the Literary Review of The New York Evening Post	Macmillan
Congdon, Charles T.	The New York Tribune Essays	Redfield
Cunliffe, J. W., and Lomer, G. R.	Writing of Today	Century
Matthews, Franklin T., Editor	Casual Essays of The New York Sun	Cooke
Sullivan, Mark, Editor	"National Floodmarks," from Collier's Weekly	Doran
	Editorials from The Philadelphia North American	Lippincott

EDITORIAL WRITING

Flint, L. N.	The Editorial	Appleton

NEWSPAPER MAKING

Bleyer, Willard Grosvenor	Profession of Journalism	Atlantic Monthly Press
Dana, Charles Anderson	Art of Newspaper Making	Appleton
Given, John L.	Making a Newspaper	Holt
Hyde, Grant Milnor	Newspaper Editing	Appleton
Philips, Melville, Editor	Making of a Newspaper	Putnam
Rogers, Jason	Newspaper Building	Harper
Shuman, Edwin L.	Practical Journalism	Appleton
Thorpe, Merle, Editor	The Coming Newspaper	Holt
Williams, Walter, and Martin, Frank L.	Practice of Journalism	Missouri Book Co.

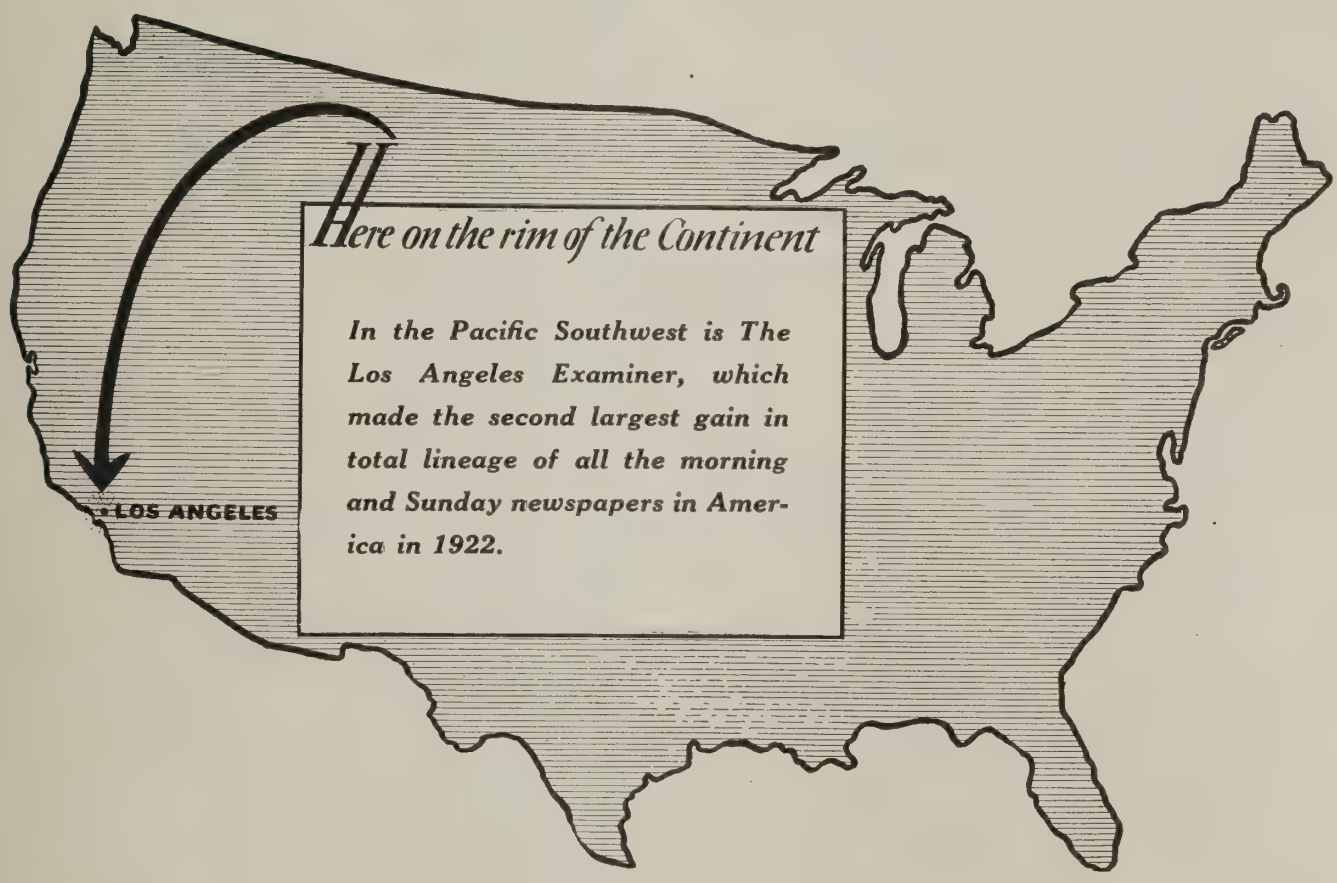
NEWS WRITING

Bleyer, Willard Grosvenor	Newspaper Writing and Editing	Houghton Mifflin
Harrington, H. F., and Frankenberg, T. T.	Essentials in Journalism	Ginn
Hyde, Grant Milnor	Newspaper Reporting and Correspondence	Appleton
Ross, Charles G.	Writing of News	Holt
Spencer, M. Lyle	News Writing	Heath

(*Continued on page* 188)

Second Greatest Gain in America

In Morning and Sunday Newspaper Advertising



Here on the rim of the Continent

In the Pacific Southwest is The Los Angeles Examiner, which made the second largest gain in total lineage of all the morning and Sunday newspapers in America in 1922.

Here are the interesting figures

	1922	1921	Gain—lines
1 Chicago Paper	26,213,547	23,010,993	3,202,554
2 Los Angeles Examiner	19,440,750	16,266,152	3,174,598
3 1st New York Paper	17,244,090	14,520,600	2,723,490
4 2nd New York Paper	24,230,476	21,652,613	2,577,863

According to the published figures of our morning and Sunday Contemporary their *loss* for 1922 was.....192,234 lines

CHARACTER QUALITY ENTERPRISE ACCURACY

Los Angeles Examiner

AN AMERICAN PAPER FOR THE AMERICAN PEOPLE — THE GREAT NEWSPAPER OF THE GREAT SOUTHWEST

STANDARD BOOKS—(Continued from page 186)

COLLECTIONS OF NEWS STORIES

Author	Title	Publisher
Bleyer, Willard Grosvenor	Types of News Writing	Houghton Mifflin
Harrington, H. F.	Typical Newspaper Stories	Ginn

NEWSPAPER MANUALS

Gavit, John Palmer	Reporter's Manual	Publisher by Author
Hyde, Grant Milnor	Handbook for Newspaper Workers	Appleton
McCarthy, James	The Newspaper Worker	Press Guild

COUNTRY WEEKLIES

Bing, Phil C.	Country Weekly	Appleton
Byxbee, O. F.	Establishing a Newspaper	Inland Printer Co.
Harger, Charles Moreau	"The Country Editor of To-day," in The Profession of Journalism	Atlantic Monthly Press
Powell, J. B.	Getting Subscribers for the Country Newspaper	University of Missouri
Ross, Charles G.	News in the Country Paper	University of Missouri
Tennal, Ralph	"Modern Type of Country Journalism," in The Coming Newspaper	Holt

NEWSPAPER ETHICS

Hadley, Arthur Twining	"The Formation of Public Opinion," in Standards of Public Morality	Macmillan
Hapgood, Norman	"Ethics of Journalism," in Everyday Ethics	Yale University Press
Holt, Hamilton	Commercialism and Journalism	Houghton Mifflin
Lee, James Melvin	"Ethics for Newspaper Men," in The Coming Newspaper	Holt
Lippmann, Walter	Public Opinion	Harcourt Brace

VOCATIONAL BOOKS

Lee, James Melvin	Opportunities in the Newspaper Business	Harper
Lord, Chester S.	The Young Man and Journalism	Macmillan
Seitz, Don C.	Training for the Newspaper Trade	Lippincott
Williams, Talcott	The Newspaper Man	Scribner

SCHOOLS OF JOURNALISM

Lee, James Melvin	Technical Instruction in Journalism in Institutions of Higher Education	Bureau of Education, Washington, D. C.

HISTORIES OF AMERICAN JOURNALISM

Hudson, Frederic	Journalism in the United States, 1690-1872	Harper
Lee, James Melvin	History of American Journalism	Houghton Mifflin
Payne, George Henry	History of Journalism in the United States	Appleton

HISTORIES OF NEW YORK NEWSPAPERS

Davis, Elmer	History of The New York Times	New York Times Co.
Heaton, John L.	The Story of a Page—New York World	Harper
Lee, James Melvin	The Oldest Daily Newspaper—The Globe	Commercial Advertiser Association
Nevins, Allan	The Evening Post—A Century of Journalism	Boni & Liveright

HISTORIES OF BRITISH JOURNALISM

Andrews, Alexander	History of British Journalism	Bentley
Bourne, H. R. Fox	English Newspapers	Chatto & Windus
Grant, James	The Newspaper Press	Tinsley
Hunt, F. Knight	The Fourth Estate	Bogue
Muddiman, J. G. (J. B. Williams)	History of English Journalism	Longman's Green
Muddiman, J. G.	The King's Printers	Lane

JOURNALISM FOR HIGH SCHOOLS

Dillon, Charles	Journalism for High Schools	Noble
Flint, L. N.	Newspaper Writing in High Schools	University of Kansas
Harrington, H. F.	Writing for Print	Heath
Hyde, Grant Milnor	A Course in Journalistic Writing	Appleton

FOREIGN LANGUAGE NEWSPAPERS

Park, Robert E.	The Immigrant Press and Its Control	Harper

FICTION

Abbot, Willis J.	Philip Derby, Reporter	Dodd Mead
Adams, Samuel Hopkins	The Clarion	Houghton Mifflin
Adams, Samuel Hopkins	Success	Houghton Mifflin
Smith, Henry Justin	Deadlines	Covici-McGee
Williams, Jesse Lynch	The Stolen Story	Scribner

HOUSE ORGANS

Lee, James Melvin	"The House Organ," in Business Writing	Ronald Press
O'Shea, Peter F.	Employees' Magazines	Wilson
Ramsay, Robert E.	Effective House Organs	Appleton

PROOF READING

Ives, George B.	Text, Type, and Style	Atlantic Monthly Press

NEWS INDEX

	Index to the News; published quarterly	The New York Times

MISCELLANEOUS

Allsopp, Fred W.	Twenty Years in a Newspaper Office	Central Printing Co., Little Rock, Ark.
Bennett, E. A.	Journalism for Women (a Practical Guide)	John Lane
Cortissoz, Royal	The Life of Whitelaw Reid	Scribner
Henry, R. H.	Editors I Have Known	Published by Author
Jones, Richard Lloyd	Unseen Soldiers (Saturday Sermonettes)	Tulsa Tribune
Members of the staff of the Kansas City Star	William Rockhill Nelson	Riverside Press
Paine, Ralph D.	Roads of Adventure (War Adventures)	Houghton Mifflin Co.
Stone, Melville E.	Fifty Years a Journalist	Doubleday Page
Watterson, Henry	Marse Henry	George H. Doran
Williams, Walter	The Press Congress of the World in Hawaii	Stephens, Columbia, Mo.
Winchester, C. T.	Principles of Literary Criticism	Macmillan
	The W. G. N. (The World's Greatest Newspaper)	Tribune Co., Chicago

NECROLOGY

UNITED STATES

Abbott, Dr. Lyman—long editor of Outlook Magazine and noted churchman and poet; New York, Oct. 22.

Akin, Benjamin—vice-president Hulscher-Rothenberg, Inc., New York.

Atkins, George—owner Montpelier (Vt.) Argus; Dec. 26.

Baldwin, Merrick R.—a director George Batten Company, New York; Feb. 17.

Barham, Guy—president Los Angeles Herald Publishing Company; at London, June 9.

Barrett, Edward Ware—editor and publisher Birmingham (Ala.) Age-Herald; July 9.

Barretto, John Joseph—president Cecil, Barretto & Cecil, Inc., Richmond, Va.; Jan. 7.

Bechtol, Harold E.—managing editor Newspaper Enterprise Association; at Passaic, N. J., March 18.

Billson, Charles J.—pioneer special newspaper representative; at Los Angeles, June 29.

Bixby, Tams—publisher Muskogee (Okla.) Phoenix; at Kansas City, Kan., Jan. 17.

Bly, Nellie—newspaper writer and world traveler; at New York, Jan. 27.

Bosse, Benjamin—publisher Evansville (Ind.) Courier; April 4.

Boughner, L. J.—classified advertising manager Chicago Daily News and president Association of Newspaper Classified Advertising Managers; June 6.

Brainerd, Erastus—former editor Seattle Post-Intelligencer; Dec. 25.

Caldwell, William A.—general service editor New York office Associated Press; July 22.

Cashman, J. G.—editor and publisher Vicksburg (Miss.) Evening Post; Feb. 11.

Campbell, John Quincy Adams—founder and 35 years editor Bellefontaine (O.) Index-Journal; March 1.

Campbell, Henry—assistant editor Milwaukee Journal; Jan. 2.

Cary, Henry N.—general manager Chicago Newspaper Publishers' Association; Chicago, Nov. 23.

Clifford, John—editor Watertown (Wis.) Daily Times; Dec. 25.

Cone, Andrew—New York advertising agent; Feb. 6.

Cooper, Frank J.—founder Cooper Advertising Agency, San Francisco.

Cottrell, Edgar H.—printing press inventor and manufacturer; at Westerly, R. I., March 7.

Crane, Augustus S.—editor and publisher Elizabeth (N. J.) Journal; Jan. 9, 1923.

Dare, H. Craig—publisher and editor of Newspaperdom; at Patchogue, N. Y., Sept. 23.

De Foe, Louis V.—dramatic editor New York World; March 13.

Dobbs, John J.—managing editor Brownsville (Pa.) Telegram; Jan. 20.

Dobbs, William S.—Danbury (Conn.) advertising agent; Aug. 15.

Dungan, J. H.—publisher Oroville (Cal.) Register.

Dunham, George E.—editor and publisher Utica (N. Y.) Press.

Dunphy, James W.—former publisher Boston Record; Jan. 5.

Dwyer, Austin C.—managing editor Lockport (N. Y.) Union-Sun and Journal; Aug. 19.

Edmonton, William T.—managing editor Montgomery (Ala.) Times.

Edwards, Edwin—30 years editor and owner Greenwich (Conn.) Graphic; Nov. 25.

Ewing, W. J.—former editor of Nashville and Birmingham newspapers; at Nashville, Tenn., June 17.

Flanagan, Miss Clementine—treasurer Kenton (O.) Democrat Publishing Company.

Fletcher, Charles H.—president Centaur Company and pioneer patent medicine newspaper advertiser of "Castoria"; at New York, April 9.

Foley, Richard A.—Philadelphia advertising agent; Feb. 6.

Foord, John—former editor New York Times and editor of Asia; at Washington, D. C., April 17.

Frank, August—many years manager St. Louis Star; Jan. 29.

Gansz, Philip—editor Macon (Mo.) Republican.

Gillespie, Edward T. W.—president Stamford (Conn.) Daily Advocate; Jan. 9, 1923.

Gonner, Nicholas—publisher Dubuque American Tribune; Dec. 2.

Goss, Samuel G.—a founder of Goss Printing Press Co., Chicago; at Glencoe, Ill., June 29.

Hardman, J. E.—managing editor Davenport (Ia.) Daily Times.

Hasbrouck, David S.—associate editor Troy (N. Y.) Times; Aug. 27.

Held, William B.—a founder of Buffalo (N. Y.) Enquirer.

Hill, Crawford—former owner Denver Republican; Dec. 22.

Hooker, Thomas—president and business manager Spokane (Wash.) Chronicle; Jan. 9, 1923.

Hopson, William A.—president Paterson (N. J.) Morning Call; March 16.

Horgan, Edward D.—an owner of Buffalo (N. Y.) Volksfreund Company; at Albuquerque, N. M., Feb. 24.

Hovey, Wallace F.—managing editor and part owner Leavenworth (Kan.) Post; March 29.

Hudiburg, Will N.—former advertising manager Philadelphia Ledger; at Chattanooga, Tenn., March 8.

Ireland, Howard I.—president Ireland Advertising Agency, Philadelphia.

Johnson, Harlan H.—managing editor Ann Arbor (Mich.) Times-News.

Kelly, John F.—New York newspaper circulator; March 22.

Kempton, Herbert Sumner—former associate editor Boston Herald.

Kitchel, Horace—publisher Coldwater (Mich.) Daily Reporter; Jan. 27.

Krebs, William E.—associate editor New Orleans Item and long a power in Louisiana journalism.

Larke, Julian K.—Civil War correspondent for New York Herald; May 31.

Lukens, Perry—pioneer special newspaper representative; New York, Dec. 4.

McLean, Andrew—founder and editor-in-chief Brooklyn (N. Y.) Citizen.

Maxwell, Robert W.—sports editor Philadelphia Evening Ledger.

Miller, Charles Ransom—editor-in-chief New York Times; at New York, July 18.

Mitchell, Charles S.—former editor-in-chief Washington (D. C.) Herald; at Washington, Jan. 9.

Montague, Peter J.—advertising manager Stern Brothers, New York; March 22.

Myers, Warren A.—former owner Springfield (O.) Sun; Dec. 25.

Nicholas, Harold G.—managing editor Seattle Post-Intelligencer; Feb. 13.

O'Reilly, Lawrence J.—former New York newspaper man and private secretary to William R. Hearst; at New York, Feb. 1.

Orr, Daniel Alonzo—publisher Chambersburg (Pa.) Daily Spirit; May 10.

Ottley, James Henry—former owner and president McCall Company, New York; March 3.

Outterson, James A.—president DeGrasse Paper Company and Carthage Sulphite Pulp & Paper Company; at New York, May 6.

Patton, Major H. W.—long editor and owner of Pacific Coast newspapers; at Soap Lake, Wash., May 24.

Perrine, J. N.—part owner Oil City (Pa.) Derrick; Jan. 1.

Perry, G. W. C.—part owner and managing editor Chillicothe (O.) Gazette; June 8.

Powell, G. Harold—general manager California Fruit Growers Exchange; at Pasadena, Cal., Feb. 18.

Pratt, Samuel—president United Advertising Corporation, New York; Feb. 22.

Prentiss, Henry J., Jr.—managing editor Cedar Rapids (Ia.) Republican; Oct. 18.

Pringle, Robert A.—former Canadian paper controller; at Ottawa, Jan. 16.

Quincy, Henry W.—former business manager Detroit Free Press.

Raabe, Otto L.—assistant secretary R. Hoe & Co.; New York, Dec. 22.

Rehbaum, George—a founder of Buffalo (N. Y.) Enquirer.

Relihan, Patrick Thomas—for many years legislative correspondent for New York and Brooklyn newspapers; Aug. 21.

Riley, Joseph J.—head newspaper department Frank Presbrey Company, New York; Dec. 28.

Roberts, Frank C.—editor Long Beach (Cal.) Daily Telegram.

Ross, Dr. John W.—former editor Philadelphia North American; Miami, Fla., Oct. 12.

Sawter, George—former publisher and editor Stamford (Conn.) Daily News; at New York, March 1,

Scott, Morris—newspaper cartoonist; at Dorchester, Mass.

Shaughnessy, Edward H.—Second Assistant Postmaster-General; at Washington, D. C., Feb. 2.

Shutt, August M.—pioneer California newspaper man; Oct. 16.

Slep, Harry—founder Altoona (Pa.) Mirror; June 16.

Smith, Delevan—publisher Indianapolis News at Lake Forest, Ill., Aug. 25.

Smith, Richard—managing editor Indianapolis News; Sept. 3.

Smith, Rev. Dr. William Austin—editor of the Churchman; at New York, Sept. 27.

Snowden, Col. Clinton A.—former editor Chicago Times, Tacoma Ledger and once managing editor New York Times; at Tacoma, Jan. 4.

Stanton, Robert A.—Chicago advertising man at Asheville, N. C., March 7.

Stevens, Edmund—vice-president Miehle Printing Press & Manufacturing Company, Chicago Oct. 7.

Stivers, Col. H. C.—editor Superior (Wis.) Telegram; June 9.

Stokes, Chauncey M.—former advertising manager Chicago Tribune.

Strayer, Lewis W.—Washington corresponden Pittsburgh Dispatch; at Washington, D. C. Jan. 29.

Stuart, Frank Q.—former editor Des Moine Leader; at San Francisco, Jan. 2, 1923.

Studer, Augustus C.—publisher Montclair (N. J. Times; at Thun, Switzerland, June 9.

Sutphen, Charles R.—treasurer and busines manager Pittsburgh (Pa.) Dispatch; July 10.

Terhune, Mrs. Mary Virginia—well known s writer under name of Marion Harland; at Ne York, June 2.

Timoney, Albert P.—vice-president Frank Pre brey Company, New York; Jan. 16.

Train, Samuel S.—editor and publisher Alban (Ore.) Herald.

Tuteweiler, Charles A.—former business ma ager Indianapolis Times; at Daytona, Fla.

Twining, Alfred—for years associate edit Scranton (Pa.) Times.

Ullery, Jacob G.—former publisher Brattlebo (Vt.) Reformer and New England Farmer; Brattleboro.

Upton, Joshua F.—many years publisher Ba (Me.) Daily Times, Bath American Sentin and Bath Enterprise.

Van Lent, Joseph C.—editor Muscatine (Ia News-Tribune.

Veiock, Jack—well known sports writer; Ripton, Vt., June 11.

Wanamaker, John—discoverer of newspaper a vertising, merchant, father of parcel post a one of earliest proponents of rural free d livery and postal savings; at Philadelphi Dec. 12.

Wadsworth, George S.—president Lawren (Mass.) Eagle and Tribune; Aug. 26.

Ward, Dillis B.—founder Seattle Chronicle Post: at Seattle.

Ward, Robert E.—Chicago newspaper represe tative; at Summit, N. J., March 22.

Wardman, Ervin—vice-president New Yo Herald, the Sun Printing & Publishing Ass and Sun-Herald Corporation; at New Yor Jan. 13, 1923.

Ware, William H.—advertising manager A. Namm Store, Brooklyn, N. Y.

Wheeler, Dr. Edward J.—editor Currant Opinio at Lake Placid, N. Y., July 15.

Wheeler, William—president Wheeler Advert ing Company, New York.

Williams, Allen S.—author, naturalist a former newpaper man; at New York, Feb.

Williams, Wallace—pioneer Missouri newspap man; at Fulton, Mo.

Worm, A. Toxen—former newspaper man a chief publicity representative for Shub Theatrical enterprises; at Paris, France, J 13.

Wynne, Robert J.—former Postmaster-Gener at Washington, March 11.

Yokel, Berthold—circulation manager News (N. J.) Ledger; Oct. 9.

Yancey, Richard H.—editor Nashville (Ten Banner; June 22.

FOREIGN

Northcliffe, Lord—owner and editor of Lond Times, London Daily Mail and one hund other publications; at London, England.

Villiers, Frederick—war correspondent and tist; at London, England, April 5.

A PROFITABLE NEWSPAPER SERVICE!

Ask the following:

WALL STREET JOURNAL, NEW YORK, N. Y.
MINNEAPOLIS TRIBUNE, MINNEAPOLIS, MINN.
POST-STANDARD, SYRACUSE, N. Y.
DAILY TIMES, DAVENPORT, IOWA
TELEGRAPH-HERALD, DUBUQUE, IOWA
BURLINGTON GAZETTE, BURLINGTON, IOWA
THE COURIER, OTTUMWA, IOWA
TIMES-CALL, RACINE, WIS.
WISCONSIN STATE JOURNAL, MADISON, WIS.
DECATUR HERALD, DECATUR, ILL.
GREENSBORO RECORD, GREENSBORO, N. C.
NEWS-PRESS, ST. JOSEPH, MO.
DAILY PANTAGRAPH, BLOOMINGTON, ILL.
COMMERCIAL NEWS, DANVILLE, ILL.

Others on application:

NEWSPAPER INCOME TAX INVESTIGATIONS
CIRCULATION VALUES
COST SYSTEMS AND APPRAISALS

Clifford Yewdall
A S A A (London Eng) C P A (Indiana)
ACCOUNTANT & AUDITOR
33 WEST 42nd STREET
NEW YORK CITY

PRESS GALLERY, LEAGUE OF NATIONS

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DANISH PRESS—Carl Muusmann, Nationaltidende, Copenhagen; Andreas Winding, Politiken, Copenhagen.

DUTCH PRESS—Dr. de Jong Van Beek en Donk, Nieuwe Rotterdamsche Courant, Berne; Van Meurs, Telegraph, Geneva; Dr. Thierry van Schnaardenburg, Allgemeen Handelsblad.

ESTHONIAN PRESS—Victor Poom, Pöevaleht Tallin.

FRENCH PRESS—Edouard Bauty, Journal des Débats, Geneva; Paul du Bochet, Petit Parisien, Geneva; Charles Dulot, Le Temps, Paris; Paul-Edouard Ganzoni-Lazone, Journal des Débats, Paris; Albert de Gobart, Intransigeant, Paris; Jean-François Laya, Le Temps, Geneva; Philippe Millet, Petit Parisien, Paris; Marcel Nadaub, Petit Journal, Paris; Robert Poulaine, Petit Journal, Paris; Charles Rivet, Le Temps, Paris; Tony Roche, Le Journal, Geneva; Henry Ruffin, Agence Havas, Paris; Jules Sauerwein, Le Matin, Paris; Emile Taponier, L'Information, Paris; Gabriel Tisserand, Echo de Paris, Paris; John Veyrat, Lyon-Républicain, Geneva.

GERMAN PRESS—Julius Becker, Vossische Zeitung, Geneva; Max Beer, Agence Wolff, Geneva; Franz Farga, Deutsche Tageszeitung, Geneva.

ITALIAN PRESS—Giuseppe Bruccoleri, Agence Stefani, Rome; G. Emmanuel, Corriere della Sera, Rome; Cipriano Facchinetti, Il Secolo, Milan; Angelo Monti, Il Secolo, Geneva.

ROUMANIAN PRESS—Richard Arapu, Epoca, Paris; S. Dichter, Universal, Paris.

SERBIAN PRESS—D. Miletitch, Troginski Glasnik, Geneva; Valitch, Novi Vek, Geneva.

SWEDISH PRESS—Oscar Thorsing, Social Demokraten, Stockholm.

SWISS PRESS—Paul Adam, Journal de Genève Geneva; Marius Berthet, La Suisse, Geneva; Edouard Chapuisat, Journal de Genève, Geneva; Maxime Courvoisier, Le Démocrate, Délémont; Heinrich Droz, Neue Zurcher Zeitung, Geneva; Frank Filliol, Agence Télégraphique Suisse, Geneva; Keller, Bund, Berne; Albert Oeri, Basler Nachrichten, Bale; Maurice Muret, Gazette de Lausanne, Paris; Ernest Reitmann, Nouvelle Gazette Zurich, Zurich; E. Sommer, Le Suisse, Geneva.

BUSINESS TROUBLES

UNITED STATES

Barbour's Advertising Rate Sheets Service, Inc., Chicago.
Bellefontaine (O.) Index-Republican.
Bryan Co., William J.—New York advertising agency.
Chicago Staats-Zeitung.
Columbus (O.) Herold.
Cumberland (Md.) Leader.
Gatti-McQuade Company, New York.
Gilbert-O'Farrell Printing Co., New York.
Holyoke (Mass.) Telegram.
Huntsville (Ala.) Times.
Jamestown (N. Y.) Evening News.
Lansing (Mich.) Capital-News.
McLeod, William—Rochester (N. Y.) advertising agent.
Manchester (N. H.) Evening Mirror.
Marshfield (Ore.) Southwestern Daily News.
Metropolitan Magazine, New York.
Mosher Co., Inc., E. R., New York newsprint paper dealers.
Mt. Clemens (Mich,) Daily News.
Oklahoma City Leader.
Port Huron (Mich.) Press.
Riteservice Advertising Agency, New York.
Rosier Advertising Agency, Philadelphia.
St. Louis Daily Amerika.
Stevens, Gibbs & Baumann, Inc., New York and Chicago.
Stroud, H. K.—New York advertising agent.
Syracuse (N. Y.) Telegram.
Wabash (Ind.) Plain Dealer.
Waterbury, Cleveland L.—New York advertising man.
Wilmington (N. C.) Dispatch.
Winter Park (Fla.) Post.

CHANGES IN NAME

UNITED STATES

Chicago Journal of Commerce and Daily Financial Times—to Chicago Journal of Commerce and LaSalle Street Journal.
Creston (Ia.) Advertiser-Gazette—to Daily Advertiser.
Cleveland (O). Commercial—to Cleveland Times.
Indiana Daily Times—to Indianapolis Times.
Jacksonville (Fla.) Metropolis—to Journal.
Waterloo (Ia.) Times-Tribune—to Tribune.

CHANGES IN SIZES OF PAGES, COLUMN WIDTHS, ETC.

UNITED STATES

Bangor (Me.) News—to 8 columns (12½ ems).
Berkeley (Cal.) Daily Gazette—from 7 column to 8-column (12 em) page.
Buffalo, N. Y.—All English dailies adopted 8-column (12½-em) page.
Burlington (Vt.) Free Press—from 7 columns (13 ems) to 8 columns (12½ ems),
Cedar Rapids (Ia.) Republican—to 8-column page.
Charleston (S. C.) American—7 to 8-column page.
Danbury (Conn.) News—column length from 21¾ to 21¼.
Kokomo (Ind.) Tribune—13 to 12-em column.
Lexington (Ky.) Herald—from 12½ to 12-em columns.
Mankato (Minn.) Daily Free Press—to 8 columns (12½ ems).
Mayfield (Ky.) Daily Times—to 8 columns (12 ems).
Meriden (Conn.) Morning Record—from 7 to 8 columns (12 ems).
New York Evening Mail—12½ to 12-em columns.
New York World changed column rules from hairline to 1-pt.
Orlando (Fla.) Reporter-Star—to 8-column (12½ em) page.
Portland Oregonian and Portland Journal reduced columns to 12-em width.
Portland (Me.) Press-Herald—from 7 to 8-column pages.
Stockton (Cal.) Record—to 8 columns (12 ems).
Superior (Wis.) Evening Telegram—from 7 to 8-column page.
Waco (Tex.) News-Tribune—from 7 columns (12½ ems) to 8 columns (12 ems).
Washington (D. C.) Times—to 12-em column.

FIELD CHANGES

UNITED STATES

Hibbing (Minn.) Daily News—from morning to afternoon.
Christian Science Monitor (Boston)—resumed publication of afternoon editions.
Twin Falls (Ida.) Daily News—from evening to morning.

Complete index to advertisers and text contents will be found on last two pages.

TRADE FLEXIDEAL DRY MATS MAXITYPE MARKS

SQUARE DEAL

The name **FLEXIDEAL** has become synonymous to many newspapers throughout the country with SQUARE DEALING. With us that much abused word SERVICE takes on its good old-fashioned meaning of honestly-priced merchandise of superior quality, strict adherence to shipping details and no sparing of expense to properly take care of and satisfy the needs of our customers.

FLEXIDEAL and **MAXITYPE DRY MATS** are the best dry mats to be had regardless of price, and yet they afford a worth-while saving. They are made by the oldest and largest factories of their kind in the world. In fact the dry mat originated there.

FLEXIDEAL and **MAXITYPE DRY MATS** are the only dry mats which have passed the experimental stage (they are in use throughout the world) and are being improved and perfected all the time.

FLEXIDEAL and MAXITYPE DRY MATS
—make the paste pot an unnecessary nuisance
—eliminate the steam tables
—save valuable time
—save newsprint paper
—mean dollars and cents to the management and better work and working conditions to the stereotyper.

FLEXIDEAL AND MAXITYPE DRY MATS CAN MEAN JUST AS MUCH TO YOU!

YOU WILL EVENTUALLY STEREOTYPE THE DRY MAT WAY SO YOU MIGHT AS WELL GET THE BEST YOUR MONEY CAN BUY!

Our large stock at the Bush Terminal, Brooklyn, assures you a constant supply and prompt shipments. No need of stocking up—you can have your mats as you need them and when you want them.

"MAXITYPE"
specially adapted for the
Duplex tubular casting boxes

"FLEXIDEAL"
for all other standard
casting boxes

THE FLEXIDEAL COMPANY

Sole United States and Canadian Distributors

15 WILLIAM STREET — **NEW YORK CITY**

Many a National Advertiser

—has felt a False Sense of Security
—has been led to believe that he has fully covered the Densely Populated and Profitable Territory of

RHODE ISLAND

A Map of the State may mislead an advertiser who is not thoroughly familiar with the true situation. Only a study of the actual conditions and reports of the Audit Bureau of Circulations will show how the Northeastern part of the State is served and dominated by

The Pawtucket Times

Net Paid 23,911 Circulation

With fully *Five Times* the combined circulation of all other Rhode Island Evening Newspapers in its territory, it is admittedly a distinct proposition in point of advertising value. The Times goes into practically every home in three cities: Pawtucket, Central Falls and Attleboro, Mass. No combination of *all other daily newspapers* sold in the territory can give even 50% coverage.

FURTHER PROOF

The necessity of using The Pawtucket Times to fully cover this Trading Territory of 140,000 is proven by the fact that the Principal

PROVIDENCE ADVERTISERS

used lineage in The Times during the first six months of 1922 as shown below:

The **5** Principal Department Stores	**423,246** lines
The **7** Principal Furniture Stores	**202,985** lines
The **5** Principal Cloak & Suit Shops	**173,616** lines
These **17** stores used a Total of	**799,847** lines

The Lineage from All Providence Advertisers Exceeded **2,500,000** Lines in 1922.

The Pawtucket Times—Pawtucket, R. I.

Special Representatives: GILMAN, NICOLL & RUTHMAN

342 Madison Ave. New York | **Tribune Bldg. Chicago** | **Monadnock Bldg. San Francisco** | **1024 Tremont Bldg. Boston**

NEWSPAPER LINEAGE, 23 CHIEF CITIES, 1914-1922

ADVERTISING lineage in 107 newspapers, published in the 23 leargе cities of the United States which have been tabulated by EDITOR & PUBLISHER since 1914, last year reached the second highest total in history, falling behind only the gigantic total of 1,175,021,331 lines rolled up in 1920. The 1922 total was 1,113,000,000 agate lines. The gain over 1921 was a trifle over 4.2 per cent. Figures for these cities for each month and annual totals are presented for each year back to 1914 on this and the two following pages.

On this page is printed a chart showing monthly fluctuations and indicating graphically how close the last six months of 1922 brought the year's total to the record figure of 1920.

Newspapers which published the advertising on which the tables are based follow:

Atlanta Georgian-American, Atlanta Journal, Baltimore American, Baltimore News, Baltimore Sun and Evening Sun, Birmingham Age-Herald, Birmingham News, Boston Advertiser, Boston American, Boston Globe, Boston Herald and Traveler, Boston Post, Boston Telegram, Boston Transcript, Buffalo Commercial, Buffalo Courier and Enquirer, Buffalo Express, Buffalo News, Buffalo Times, Chicago American, Chicago Daily News, Chicago Herald-Examiner, Chicago Journal, Chicago Post, Chicago Tribune, Cincinnati Commercial Tribune, Cincinnati Examiner, Cincinnati Post, Cincinnati Times-Star, Cleveland Leader, Cleveland News, Cleveland Plain Dealer, Cleveland Press, Detroit Free Press, Detroit News, Detroit Times, Houston Chronicle, Houston Post, Houston Press, Indianapolis News, Indianapolis Star, Indianapolis Times, Kansas City Journal, Kansas City Post, Kansas City Star and Times, Los Angeles Express, Los Angeles Herald, Los Angeles Record, Los Angeles Times, Milwaukee Journal, Milwaukee Leader, Milwaukee Sentinel Milwaukee Wisconsin News, Minneapolis Journal, Minneapolis News, Minneapolis Tribune, New Orleans Item, New Orleans States, New Orleans Times-Picayune, New York American, Brooklyn Eagle, Brooklyn Times, New York Commercial, New York Evening Post, New York Sun, New York Evening Telegram, New York Evening World, New York Globe, New York Herald, New York News, Brooklyn [illegible] ard Union, New York Times, New Yor bune, New York World, Philadelphia B Philadelphia Inquirer, Philadelphia I Philadelphia North American, Philadelphi ord, Portland Oregon Journal, Portlan gonian, Portland Telegram, Portland Ne Louis Globe-Democrat, St. Louis Post-Di St. Louis Star, St. Louis Times, St. Pa patch, St. Paul Pioneer Press, St. Paul San Francisco Bulletin, San Francisco icle, San Francisco Examiner, San Fr Call-Post, San Francisco News, Wash Post, Washington Star, Washington and Washington Herald.

1922

	January	February	March	April	May	June	July	August	September	October	November	December	T
Atlanta	1,332,194	1,363,054	1,523,026	1,645,714	1,624,322	1,378,328	1,432,158	1,523,536	1,431,552	1,758,190	1,658,118	1,658,930	18,3
Baltimore	3,662,285	3,108,921	4,133,018	4,545,524	4,642,353	4,493,869	3,708,037	3,594,681	4,186,609	4,782,530	4,649,143	4,421,987	49,9
Birmingham	1,634,850	1,461,810	1,550,934	1,721,650	1,554,308	1,547,252	1,461,502	1,427,874	1,493,338	1,801,814	1,710,520	1,787,926	19,1
Boston	4,661,976	4,061,086	5,545,089	5,848,799	5,664,252	5,156,496	4,033,259	4,331,537	5,069,276	5,955,012	5,925,645	5,525,931	61,7
Buffalo	2,820,703	2,477,217	3,278,319	3,373,073	3,415,688	3,022,157	2,527,507	2,609,978	2,993,906	3,655,557	3,440,855	3,672,009	37,2
Chicago	5,651,277	4,955,973	6,434,493	6,606,688	6,478,047	6,013,521	5,005,191	5,072,649	6,113,805	7,275,537	6,858,636	6,684,786	73,1
Cincinnati	2,925,000	2,610,000	3,093,000	3,203,700	3,179,100	2,748,293	2,768,100	2,579,700	2,805,300	3,420,000	3,442,500	3,391,600	36,1
Cleveland	3,403,425	2,831,400	3,550,200	3,695,400	3,744,150	3,471,675	3,119,025	3,142,350	3,462,075	3,961,200	3,972,900	3,962,400	42,3
Detroit	4,029,592	3,408,776	4,299,246	4,415,684	4,615,240	4,423,818	3,645,866	3,657,360	3,972,822	4,938,626	4,581,836	4,573,604	50,5
Houston	1,840,650	1,685,628	2,034,858	2,330,020	2,177,854	2,109,464	1,957,704	1,776,250	1,949,500	2,322,586	2,322,726	2,500,240	25,0
Indianapolis	2,552,259	2,342,610	3,018,948	2,342,610	3,092,502	2,768,475	2,495,124	2,362,371	2,697,666	3,058,179	2,934,393	3,180,357	32,8
Kansas City	2,356,572	2,395,493	2,866,177	3,072,297	2,906,029	2,826,116	2,586,387	2,494,871	2,790,204	3-189.884	3,095,205	3,073,425	33,6
Los Angeles	6,995,072	6,118,098	7,087,192	7,251,384	7,319,284	7,102,368	6,874,518	6,738,368	6,938,526	7,702,436	7,874,286	7,652,260	85,6
Milwaukee	2,656,716	2,166,171	2,788,912	2,852,431	2,800,506	2,765,153	2,180,578	2,239,011	2,462,975	3,432,217	3,220,999	3,248,719	34,9
Minneapolis	2,269,694	2,496,013	2,842,154	3,210,721	3,094,621	2,791,527	2,588,474	2,724,308	3,072,989	3,093,982	2,959,554	2,954,686	31,9
New Orleans	2,765,194	2,268,095	2,881,092	3,337,058	2,985,515	2,748,293	2,742,657	2,616,192	2,702,521	3,356,224	3,039,113	3,729,805	35,1
New York	13,544,936	11,337,442	13,904,268	14,398,424	14,377,976	13,363,298	10,707,422	10,640,180	13,040,332	16,104,500	14,738,884	14,471,986	160,6
Philadelphia	6,459,987	5,585,580	6,759,595	7,046,978	7,121,160	6,812,709	5,394,289	5,478,877	6,409,127	7,761,602	7,586,028	7,157,468	79,5
Portland	2,942,408	2,586,010	3,248,204	3,405,206	3,176,628	3,042,046	2,933,322	2,924,474	2,946,314	3,380,698	3,425,212	3,377,304	37,3
St. Louis	3,280,900	3,097,800	3,837,460	4,110,460	3,959,420	3,653,540	3,233,860	3,176,440	3,672,300	4,418,420	4,195,220	4,220,900	44,8
St. Paul	1,751,974	1,689,030	2,170,630	2,303,014	2,361,310	2,053,968	1,348,200	1,334,578	2,090,746	2,545,942	2,433,858	2,436,518	24,5
San Francisco	4,031,062	3,579,492	4,232,074	4,520,334	4,594,632	4,281,508	4,004,518	4,015,242	4,057,312	4,794,902	4,525,108	4,475,310	51,1
Washington	3,671,120	3,451,232	4,081,220	4,369,024	4,121,735	3,928,865	3,367,581	3,198,490	3,690,849	4,657,889	4,351,153	4,135,605	47,0
Totals by Months	87,239,846	77,076,931	95,160,109	99,606,203	99,006,632	95,502,739	80,115,279	79,659,317	90,050,044	107,367,927	102,941,892	102,293,756	1,116,0

1921

City	January	February	March	April	May	June	July	August	September	October	November	December	City T
Atlanta	2,149,283	2,250,923	2,541,133	2,381,270	2,511,596	2,273,726	2,007,751	1,835,854	2,033,053	2,365,741	2,365,513	2,305,479	27,0
Baltimore	4,073,846	3,334,684	4,174,305	4,300,943	4,612,794	3,349,972	3,460,091	3,235,510	4,121,172	4,623,671	4,302,725	4,005,887	47,5
Birmingham	1,745,575	1,708,770	1,921,360	1,794,002	1,890,518	1,616,538	1,484,588	1,389,220	1,544,270	1,789,424	1,561,420	1,705,200	20,1
Boston	4,100,617	3,660,200	4,968,464	4,880,927	5,561,721	4,727,466	3,855,811	3,668,750	4,606,700	5,547,201	5,224,908	5,266,569	56,0
Buffalo	2,966,809	2,616,311	3,421,268	3,205,254	3,361,893	2,916,755	2,395,764	2,346,167	2,895,037	3,463,143	3,179,609	3,394,291	36,1
Chicago	5,576,178	4,889,763	5,984,865	6,030,921	6,215,685	5,689,413	4,620,030	4,629,387	5,388,081	6,261,606	6,002,385	6,258,906	67,5
Cincinnati	2,782,800	2,492,400	3,101,100	3,047,700	3,146,700	2,888,100	2,565,300	2,436,300	2,796,000	3,348,600	3,290,400	3,471,000	35,3
Cleveland	3,912,375	3,544,125	4,078,725	3,949,350	4,236,525	3,764,400	3,205,950	3,073,350	3,434,175	3,827,925	3,656,700	3,641,100	44,3
Detroit	3,675,910	3,365,502	4,382,644	4,295,130	4,712,036	4,174,912	3,455,508	3,556,630	4,056,668	4,603,046	4,376,708	4,470,046	49,1
Houston	1,968,568	1,887,998	2,310,238	2,138,682	2,336,614	2,028,096	1,905,176	1,764,868	2,062,578	2,270,864	2,239,258	2,265,228	25,1
Indianapolis	2,764,718	2,483,433	3,019,521	2,857,560	3,148,896	2,754,822	2,315,262	2,236,278	2,571,707	3,048,570	2,787,606	2,952,408	32,9
Kansas City	2,430,350	2,485,682	2,716,861	2,554,700	2,712,022	2,452,622	2,192,995	1,987,478	2,240,763	2,603,719	2,585,153	2,550,396	29,5
Los Angeles	6,897,726	5,943,966	6,725,558	6,637,862	7,038,640	6,870,220	6,279,840	6,134,968	6,409,130	7,395,654	7,475,958	7,618,590	81,4
Milwaukee	2,537,312	2,114,684	2,672,229	2,680,820	2,916,096	2,518,119	2,109,208	2 307,595	2,426,901	2,773,175	2,693,691	2,804,676	30,5
Minneapolis	2,251,560	2,323,720	2,713,816	2,856,924	3,017,532	2,557,124	2,323,359	2,315,836	2,806,580	2,938,097	2,761,640	2,576,294	31,4
New Orleans	2,624,440	2,357,114	3,063,948	2,814,952	3,087,439	2,705,585	2,545,928	2,396,395	2,711,307	3,310,310	3,128,299	3,811,404	34,5
New York	12,735,128	10,278,254	13,296,208	13,138,166	13,956,610	12,990,742	10,309,708	9,705,712	12,428,625	14,748,224	14,204,838	13,411,958	151,2
Philadelphia	6,703,027	5,611,407	6,404,616	6,365,501	6,751,188	6,270,927	4,899,043	4,886,004	5,853,720	7,069,518	6,952,906	6,523,111	74,2
Portland, Ore.	2,980,445	2,677,257	3,191,137	3,124,343	3,325,536	3,062,937	3,085,458	2,631,932	3,019,914	3,182,851	3,136,767	3,192,326	36,6
St. Louis	3,256,140	3,125,200	3,744,330	3,574,340	3,834,000	3,477,840	2,950,760	2,826,320	3,373,900	3,958,800	3,819,960	3,897,380	41,8
St. Paul	1,755,656	1,675,056	2,189,578	2,244,368	2,241,736	1,955,736	1,667,618	1,697,517	2,041,298	2,212,163	2,111,662	2,058,146	23,8
San Francisco	3,419,122	3,536,442	3,804,990	3,669,810	4,222,470	3,742,302	3,396,540	3,383,380	3,548,874	4,039,350	3,963,498	3,663,634	44,3
Washington	3,682,639	3,199,225	3,914,577	3,872,224	4,514,319	3,878,590	3,439,215	3,114,091	3,817,845	4,529,454	4,489,033	4,417,001	46,8
Totals	86,990,225	77,562,216	94,341,471	92,415,749	99,352,566	88,666,944	76,470,903	73,559,542	86,188,298	99,911,106	96,310,637	96,261,030	1,068,0

Year's total—1,068,030,687

1920

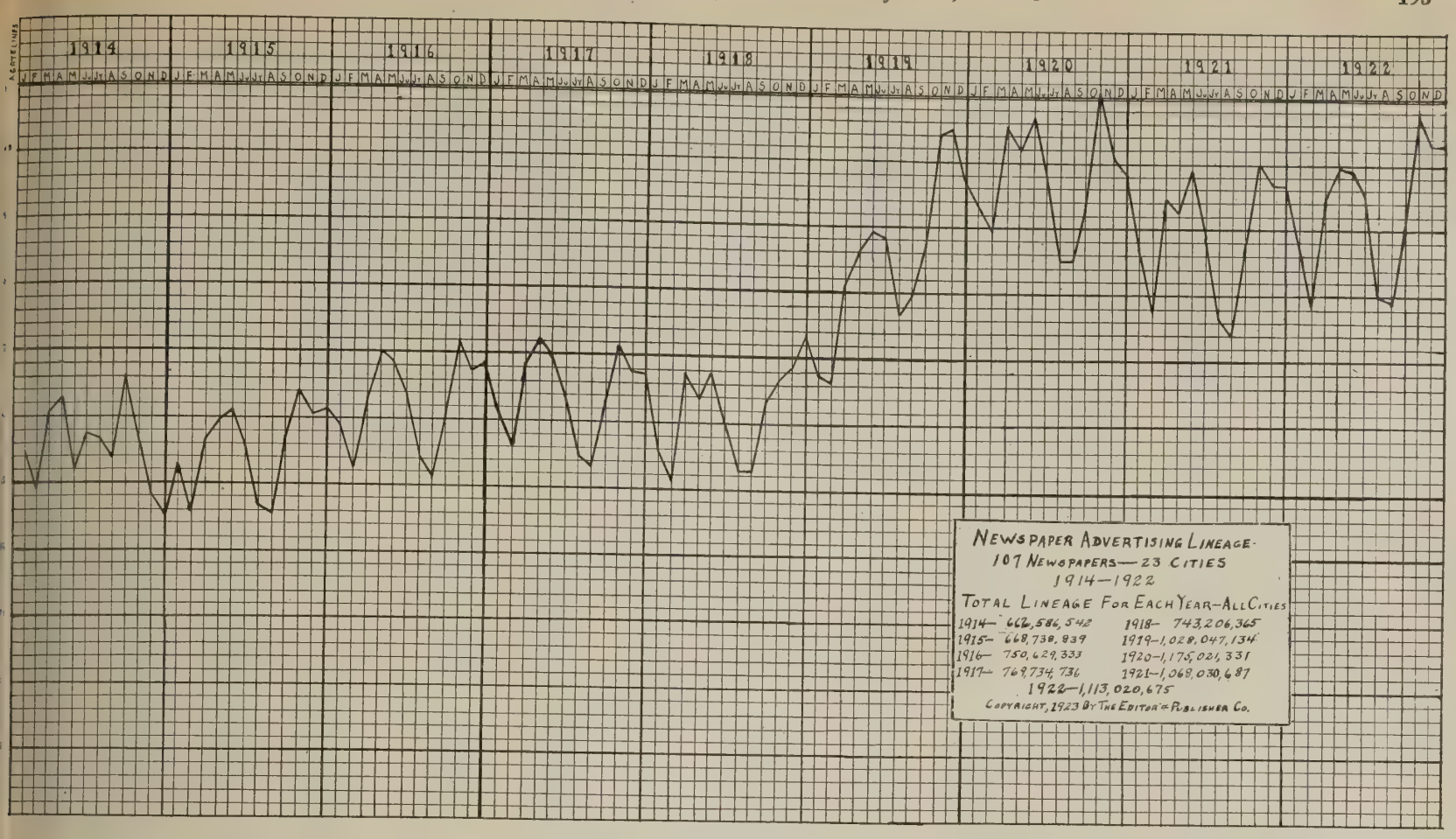
	Jan.	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.	City T
Atlanta	1,698,662	1,706,606	2,169,630	2,095,674	2,308,886	2,019,434	1,890,686	1,757,364	1,871,128	2,128,644	1,973,066	1,772,818	23,3
Baltimore	4,412,973	4,676,415	5,358,155	5,711,769	5,285.165	5,166,910	4,232,639	4,076,308	4,585,734	5,375,872	4,947,847	4,507,369	58,3
Birmingham	2.279,928	2,570.596	2,659,734	2,165,926	2,425,822	2,209,914	2,015,372	2,085,356	2,115,498	2,519,496	2,140,208	2,114,966	27,3
Boston	5,232,977	2,952,268	5,683,630	5,953,317	6,039,250	5,433,023	4,396,716	3,892,121	4,870,038	5,670,251	5,115,786	4,724,225	59,9
Buffalo	3,465,190	3,373,932	4,113,698	3,422,251	3,277.444	3,163,030	2,616,607	3,072,140	3,530,433	4,126.052	3,612,929	3,839,979	41,6
Chicago	6,510,483	5,380,965	6,600,741	6,118,644	6,605.613	6,507,189	5,325,468	5,403,063	4,898,408	6,857,622	6,490,500	6,571,950	73,2
Cincinnati	2,870,700	2,866,200	3,560,400	2,900,100	3,543,000	3,303,300	3,011,100	2,900,100	3,139,200	3,610,500	3,341,400	3,258,300	38,3
Cleveland	4,628,400	4,561,675	5,316,675	4,945,725	5,194.800	5,132,850	4,665,450	4,555,725	4,679,925	4,962,975	4,721,700	4,515,975	57,8
Detroit	4,664,646	4,636,845	5,425,560	5,287,282	5,497,240	5,209,274	4,567,892	4,659,494	4.794,338	5,518.436	5.000,892	4,654,286	59,9
Houston	2,015,323	2,049,868	2,390,444	2,191,504	2,469,082	2,233,812	2,151,100	1,751,400	1,903,510	2,774,138	2,690,919	2,428,597	27,0
Indianapolis	2,972,802	2,963,040	3,582,837	3,026,280	3,563,883	3,411,672	2,941,443	2,805,771	3,128,370	3,412,938	3,228,330	3,249,144	38,2
Kansas City	2,364,160	2,692,542	2,932,266	2,483,783	2,573,054	2,408,293	2,158,490	2,257,190	2,483,136	2,892,094	2,632,197	2,549,569	30,4
Los Angeles	6,465,452	6,462,370	6,681,542	6,545,042	6,666,716	6,436,716	6,191,836	6,452.866	6,635,160	7,836,696	7,438,284	7,652,442	81,4
Milwaukee	2,601,392	2,399,942	2,982.275	3,056,578	3,158,340	2,865,053	2,419,596	2,582,015	2,705,616	3,112,722	2,845,809	2,773,380	33,5
Minneapolis	2,682.302	2,981,356	3,220,462	3,638,960	3,655,932	3,067,550	2,781,268	2,796,009	3,231,510	3,618,139	3,069,276	2,912,602	37,5
New Orleans	2,589,996	2,723,419	3,398,360	3,340,206	3,301,713	3,132,028	2,989,577	2,798,630	2,987,282	3,706,652	3,655,605	3,757,845	38,3
New York	14,344,249	11,948,764	13,944,828	13,869,816	14,898,037	13,623,845	10,682,975	10,581,014	12,616,556	15,203,572	13,591,736	13,287,144	158,5
Philadelphia	7,112,197	6,392,944	7,514,085	7,787,166	8,123,037	7,475,509	5,716,154	5,866,518	6,882,510	7,726,598	7,232,946	6,824,973	84,6
Portland	2,684,168	3,025,970	3,125,874	3,136,684	3,364,578	2,917,910	2,565,860	2,582,776	2,781,796	3,293,338	3,037,762	3,000.662	35,5
St. Louis	3,213,140	3,544,700	4,286,200	3,579,640	3,937.180	3,769,960	3,180,160	3,370,460	3,909,800	4,522,840	4,157,860	3,943,240	45,4
St. Paul	2,055.648	2,197,734	2,622,354	3,002,342	2,755,452	2,392,810	2,219,728	2,166.976	2,662.772	2,812.131	2,404.570	2,287,684	29,5
San Francisco	3,373,440	3,475,094	3,685,990	3,792,976	4,189,640	3,704,328	3,183.768	3,421,978	3,307,080	3,978,478	3,680,502	3,594,626	43,3
Washington	3,585,110	3,667,265	4,159,583	3,884,094	4,365,528	2,999,750	3,267,117	3,334,562	3,787,084	4,576,316	4,254,555	4,128,036	46,0
Totals, by months	93,823,338	89,250,510	105,415,323	101,935,759	107,199,392	98,524,160	85,170,942	85,169,836	93,506,884	110,236,500	101,264,679	98,349,812	1,169,8

Year's total—1,175,021,331

1919

	Jan.	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.	City To
Atlanta	1,195,138	1,278,228	1,622,334	1,749,300	1,676,860	1,670,732	1,584,632	1,837,196	1,797,978	2,048,970	2,138,598	1,936,326	20,53
Baltimore	3,452,227	3,307,818	4,123,922	4,458,621	4,784.001	4,598,222	3,836,793	3,901,406	4.391.273	5,007,898	5,303,878	4,305,699	51,47
Birmingham	1,573,306	1,646,414	2,060,142	1,753,864	1,784,328	1,708.602	1,596,630	1,719,774	1,728.300	1,973,328	2,159,738	2,016,476	21,47
Boston	4,711,722	4,632.116	4,323,885	4,850,174	5,143,474	5,029.546	3,987,000	3,842,195	4,380,380	5,725,961	5,669,337	5,312,857	57,60
Buffalo	2,623,595	2,487,135	3,155,759	2,828,918	2,965.812	2,630,859	2,374,709	3,070,257	3,636.772	4,456.251	4,107,564	4,036.523	38,37
Chicago	4,224,213	4,058,964	5,122,173	5,732,646	5.915.181	5,994,654	4,973,529	5,025,927	4.298.316	6,850,139	6,665,994	6,307,956	65,16
Cincinnati	2,076,300	1,928,700	2,528,100	2,829,300	2,843,000	2,770.500	2,582,100	2,532,900	2.935,200	3,475,800	3.373,200	3,310,500	33,18
Cleveland	3,093,225	3,193,800	3,649,500	4,272,225	4,228.425	4,299,075	3,903,900	4,215,900	4.485,375	5,083,425	5,363,175	4,919,625	50,70
Detroit	3,304,784	3,247,328	4,382,504	4,564,728	4,657,030	4,421,914	4,085,144	4,185,776	4,567,878	5,667,340	5,712,042	5,223,890	54,02
Houston	1,575,518	1,786,806	2,101,344	1,975,276	2,124,948	2,146,368	1,825,576	1,670,746	1,790.356	2,178,624	2,396,464	2,332,483	23,90
Indianapolis	2,238,819	2,203,674	2,795,970	3,024,021	3,131,736	2,936,955	2,592,594	2,820,103	3,115,362	3.433.689	3,306,903	3,287,025	34,88
Kansas City	1,769,184	2,048,179	2,378,293	2,512,443	2,474,684	2,489,527	2,188,325	2,247,009	2,482,740	2,808,568	2,646,193	2,454,436	28,49
Los Angeles	3,803,744	3,669,456	4,630,430	4,752,440	5,157,586	5,203,100	4,863,236	5,515,346	5,208,266	6,061,874	6,551,440	6,285,300	61,70
Milwaukee	2,008,668	1,735,372	2,390,954	2,395,894	2,560,291	2,547,404	2,219,276	2,302,069	2,640,404	2,963,367	2,938,703	2,763,909	29,46
Minneapolis	2,263,282	2,282,014	2,521,176	2,804,704	2,843,022	2,902,060	2,379,594	2,809,175	2,990,638	3,411.493	3.379,292	3,205,944	33,79
New Orleans	1,853,790	1,714,909	2,473,360	2,483,933	2,509,320	2,569,770	2,236,346	2,194,595	2,981,414	2,836,240	3,140,569	3,291,219	30,28
New York	9,304,150	8,446,324	10,581,516	11,621,848	12,290,390	13,285,844	10,755,869	10,214,003	12,618,819	15,456.033	14,588,298	13,915,425	143,07
Philadelphia	5,507,921	5,260,777	6,546,478	6,903,032	6,908,291	6,901,375	5,648,524	5,557,092	6,727,577	6,995,958	7,224,297	6,199,840	76,38
Portland	2,056,820	2,191,672	2,450,660	2,555,152	2,647,574	2,648,610	2,414,444	2,535,874	2,619,914	2,934,764	3,082,726	2,732,138	30,87
St. Louis	2,430,000	2,519,880	2,932,760	3,150,680	3,200,280	3,237,320	2,714,540	2,809,680	3,233,840	3,903,560	3,925,700	3,796,260	37,85
St. Paul	1,608,096	1,567,118	1,944,002	2,346,904	2,260,133	2,093,924	1,875,734	2,096,584	2,225,510	2,364,722	2,570,186	2,306,668	25,25
San Francisco	2,355,570	2,315,208	2,782,766	2,817,290	3,199,448	3,125,724	2,749,026	3,007,284	2,841,104	3,512,418	3,628,828	3,313,884	35,64
Washington	2,852,920	2,840,029	3,568,152	3,762,087	4,067,871	3,039,395	3,323,453	3,342,364	3,799,939	4,394,674	4,541,800	4,089,408	43,62
Totals, by months	67,882,992	66,361,921	81,066,180	86,145,480	89,373,685	88,251,480	76,710,974	79,453,255	87,497,355	103,545,096	104,414,925	97,343,791	1,028,04

Year's total—1,028,047,134



1918

City	Jan.	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.	City Totals
.....	773,544	811,258	1,182,622	1,028,412	1,219,612	1,045,562	991,074	925,412	1,134,368	1,199,306	1,232,200	1,329,288	12,872,658
ore	2,735,670	2,350,946	3,463,007	3,333,594	3,590,897	3,336,564	2,861,384	2,777,984	3,328,676	3,560,902	4,037,201	3,843,517	39,220,342
gham	1,204,840	1,240,820	1,624,770	1,492,814	1,542,336	1,492,680	1,250,494	1,346,674	1,430,982	1,446,466	1,702,610	1,799,056	17,574,542
.....	2,773,345	2,770,837	3,530,789	3,427,603	3,435,611	3,058,139	2,683,089	2,663,818	3,199,401	3,539,021	3,641,817	3,680,000	38,403,470
.....	2,123,089	1,809,935	2,585,090	3,286,778	2,640,638	1,694,402	2,049,332	1,970,388	2,509,182	2,505,615	3,086,486	3,150,995	29,411,930
.....	3,932,640	3,181,470	4,556,640	4,328,495	4,325,350	3,680,724	3,194,511	3,260,751	4,012,881	4,273,584	4,426,455	4,683,009	47,856,510
nati	1,511,720	950,400	1,260,300	1,992,000	2,240,400	1,948,500	1,009,800	1,631,400	2,000,100	2,209,800	2,258,700	2,308,500	21,321,620
nd	2,702,873	2,274,750	3,091,575	2,429,127	3,148,950	2,886,300	2,692,125	2,708,850	2,909,700	3,263,925	3,217,725	4,102,125	35,428,025
.....	2,913,876	2,315,376	3,394,518	3,612,598	3,618,834	3,315,984	2,702,024	2,770,992	3,089,422	3,181,794	3,313,632	3,736,544	37,965,594
n	1,067,416	1,118,026	1,512,252	1,460,843	1,523,858	1,487,780	1,376,578	1,180,010	1,420,874	1,492,222	1,656,340	1,805,874	17,102,073
apolis	1,645,758	1,696,682	2,166,732	2,160,701	2,265,980	2,040,604	1,723,495	1,765,579	2,020,967	2,075,253	2,264,469	2,364,303	24,190,523
City	1,436,882	1,658,300	1,855,459	1,810,156	1,837,591	1,741,943	1,499,984	1,433,109	1,711,290	1,688,258	1,838,293	1,851,752	20,363,017
geles	3,632,538	3,279,416	3,841,866	1,595,146	3,159,688	2,886,772	2,872,450	3,053,092	3,171,714	3,110,380	2,713,816	3,905,734	37,222,612
ikee	1,649,826	1,381,385	2,013,160	2,065,989	1,869,011	1,576,335	1,452,179	1,271,519	1,480,261	1,526,180	1,906,819	2,027,897	20,220,561
apolis	1,840,941	1,962,898	2,352,350	2,325,657	2,333,220	2,063,852	1,755,992	1,952,774	2,208,486	2,109,828	2,222,724	2,390,990	25,519,712
rleans	1,317,702	1,253,706	2,006,455	1,791,356	1,737,491	1,685,676	1,421,125	1,384,471	1,801,491	1,651,637	1,890,917	2,424,760	20,366,787
ork	8,241,567	6,915,414	9,776,885	10,053,585	9,774,424	8,876,800	7,115,970	6,599,835	8,745,834	10,708,705	9,534,044	9,712,559	106,055,622
lphia	4,577,700	4,310,043	5,781,757	4,400,947	5,750,108	5,062,726	4,352,298	4,374,089	5,861,366	5,884,981	6,155,415	5,934,198	62,445,628
id	1,596,154	1,626,664	1,812,688	1,808,860	1,905,028	1,750,496	1,648,480	1,667,846	1,859,934	1,785,316	1,859,294	2,155,154	21,475,914
uis	2,217,117	2,210,003	2,528,636	2,937,818	2,648,740	2,413,860	2,082,778	2,031,600	2,427,477	2,579,720	2,782,260	3,151,700	30,011,709
ul	1,295,532	1,260,504	1,737,218	1,056,876	1,783,838	1,433,838	1,221,986	1,335,250	2,344,342	1,719,438	1,645,294	1,775,074	18,609,190
rancisco ...	1,999,674	1,997,772	2,389,380	2,344,252	2,397,060	2,283,632	2,080,064	2,092,748	2,035,334	2,184,488	2,323,524	2,547,062	26,674,990
ington	2,298,030	2,083,045	2,932,736	2,878,803	2,993,405	2,815,777	2,413,672	2,258,995	2,818,187	3,039,717	3,062,661	3,298,308	32,893,336
by months	55,488,434	50,459,650	67,396,885	63,622,410	67,742,070	60,578,946	52,450,884	52,457,186	63,522,269	66,736,536	68,772,696	73,978,399	743,206,365
ar's total—743,206,365													

1917

City	Jan.	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.	City Totals
.....	1,254,540	1,474,648	1,600,270	1,861,326	1,703,954	1,441,902	1,490,160	1,324,344	1,583,918	1,782,088	1,679,692	1,625,109	18,821,951
ore	2,974,690	2,605,638	3,203,511	3,440,883	3,328,433	3,066,463	2,456,010	2,469,729	2,999,454	3,478,223	3,358,875	3,057,829	36,439,738
gham	1,061,746	1,167,530	1,468,432	1,472,576	1,383,060	1,284,122	1,266,594	1,342,040	1,406,258	1,606,626	1,507,002	1,542,114	16,508,100
.....	3,195,939	2,929,338	4,263,887	4,128,853	3,783,674	3,498,116	2,637,574	2,455,338	3,300,693	3,718,898	3,534,742	3,441,963	40,889,015
.....	1,796,000	1,514,000	1,971,060	1,983,488	2,384,282	2,422,111	1,722,469	1,818,375	2,314,205	2,818,618	2,579,551	2,567,336	25,891,495
o	5,217,600	4,156,800	5,058,909	5,407,518	5,153,595	4,413,635	3,769,798	3,820,317	4,426,644	5,097,507	4,520,538	4,580,043	55,622,904
nati	1,831,500	1,727,700	2,178,300	2,335,800	2,168,418	1,834,690	1,621,511	1,501,080	1,756,006	2,219,406	2,028,432	2,082,178	23,285,021
nd	3,044,025	2,622,600	3,419,700	3,600,075	3,316,950	3,290,350	2,910,698	2,691,682	2,795,268	3,341,044	3,160,556	2,955,825	37,148,773
.....	3,505,700	3,051,900	4,035,658	4,055,884	4,056,822	3,482,684	3,482,684	2,912,462	3,268,734	3,732,076	3,652,432	3,700,900	43,037,936
n	1,065,092	1,088,108	1,315,832	1,408,064	1,267,532	1,276,856	1,246,294	1,345,638	1,261,918	1,401,568	1,277,809	1,308,244	15,262,955
apolis	1,847,595	1,882,412	2,026,349	2,220,075	2,184,913	1,952,713	1,803,702	1,637,873	2,009,203	2,185,063	2,107,431	2,009,044	23,866,373
s City	1,254,637	1,318,487	1,495,691	1,619,688	1,462,333	1,430,975	1,274,117	1,229,628	1,489,757	1,563,608	1,491,975	1,492,316	17,123,212
ngeles	4,138,500	3,923,400	4,541,100	4,446,300	4,209,030	4,087,476	4,032,790	3,938,772	4,078,816	3,739,502	4,018,336	4,797,016	49,951,038
ikee	1,736,340	1,424,706	1,922,455	2,198,212	1,947,974	1,771,840	1,440,082	1,446,808	1,882,561	2,116,443	2,060,192	2,028,570	21,976,183
apolis	1,337,868	1,217,314	1,575,294	1,886,290	1,791,230	1,535,352	1,311,562	1,499,330	2,299,206	2,483,432	2,377,018	2,180,168	21,494,064
rleans	1,428,616	1,337,524	1,739,014	1,731,058	1,607,932	1,399,316	1,371,529	1,278,641	1,514,650	1,875,996	1,793,199	2,096,663	19,174,138
ork	9,757,683	8,029,398	9,665,239	10,188,706	9,673,515	9,162,609	7,323,353	6,682,076	8,908,226	10,791,395	9,748,675	9,294,511	109,225,386
elphia	4,728,300	4,100,700	5,095,105	5,409,285	4,992,030	5,040,900	3,844,800	3,695,830	4,708,200	5,437,500	5,351,100	4,986,900	57,390,650
id	1,649,400	1,556,700	1,722,900	1,821,900	1,846,800	1,682,400	1,540,800	1,540,800	1,693,800	1,798,800	1,750,136	1,687,500	20,291,936
uis	2,641,500	2,817,300	3,224,556	3,404,085	4,233,723	2,797,461	2,185,971	2,185,971	2,910,315	3,422,163	3,126,264	3,018,702	35,968,011
ul	2,063,978	2,116,282	2,253,790	2,622,740	2,482,802	2,228,618	1,956,220	1,956,220	1,617,532	1,727,852	1,669,136	1,534,232	24,229,402
rancisco ...	1,979,488	1,937,796	2,305,184	2,397,206	2,395,358	2,147,810	2,070,306	2,070,306	1,899,884	2,300,158	2,299,374	2,316,096	26,118,966
ington	2,241,300	1,980,600	2,485,944	2,626,234	2,492,361	2,508,343	2,255,757	2,123,497	2,540,462	2,884,430	2,774,439	3,104,122	30,017,489
, by months	61,852,037	55,980,881	68,568,180	72,266,246	69,866,721	63,756,742	55,014,781	52,966,757	62,665,710	71,522,396	67,866,904	67,407,381	769,734,736
ear's total—769,734,736													

1916

City	Jan.	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.	City Totals
a	1,383,886	1,409,590	1,557,514	1,823,570	1,654,198	1,473,010	1,334,886	1,343,874	1,396,290	1,708,642	1,637,706	1,579,970	18,303,136
ore	2,634,466	2,438,341	3,051,194	3,221,672	3,241,146	3,240,867	2,569,795	2,340,040	2,972,360	3,747,757	3,483,407	3,255,572	36,196,617
gham	1,225,112	1,230,334	1,285,060	1,436,064	1,455,314	1,322,706	1,328,936	1,129,128	1,271,200	1,547,280	1,369,886	1,432,256	16,033,276
.....	3,161,929	2,787,083	3,680,669	4,168,826	4,089,261	3,765,110	2,900,985	2,750,529	3,407,333	4,009,413	3,724,220	3,707,916	42,153,274
o	1,600,000	1,463,000	1,540,000	1,962,000	1,900,000	1,865,000	1,350,000	1,390,000	1,740,000	2,080,000	1,860,000	1,857,000	20,607,000	
o	4,649,100	3,728,600	4,654,942	5,394,000	5,148,300	4,949,400	4,139,100	3,960,600	4,775,400	5,341,200	5,175,300	5,119,200	57,035,142
nati	1,788,600	1,685,100	2,042,400	2,181,900	2,150,700	1,881,600	1,715,100	1,558,500	2,334,300	2,341,200	2,175,300	2,220,600	24,075,300
and	2,705,400	2,289,900	2,780,100	3,194,100	3,399,300	3,024,000	2,812,800	2,577,900	2,835,300	3,339,000	3,261,600	3,482,700	35,702,100	
t	3,237,400	3,006,900	3,699,600	4,142,700	4,041,900	3,770,100	3,213,300	3,021,600	3,402,000	4,328,700	4,191,000	3,969,600	44,074,800
on	1,049,566	1,125,866	1,325,016	1,447,040	1,335,236	1,261,680	1,299,984	1,078,900	1,104,530	1,420,776	1,386,000	1,320,102	15,154,696
apolis	1,686,876	1,751,288	1,959,027	2,052,755	2,097,869	1,864,879	1,711,424	1,521,808	1,862,618	2,142,271	2,004,695	2,040,582	22,696,092
s City	1,243,369	1,258,975	1,374,906	1,443,339	1,455,455	1,421,233	1,258,328	1,174,744	1,368,728	1,543,500	1,428,210	1,412,767	16,383,554
ngeles	3,826,500	3,501,800	3,986,700	4,059,600	3,942,900	3,864,000	3,747,600	3,674,100	3,749,400	4,427,400	4,269,600	4,359,632	47,409,232
ukee	1,804,110	1,633,974	2,118,729	2,454,834	2,333,348	2,113,898	1,701,372	1,640,511	1,896,971	2,025,398	1,591,331	1,911,412	22,725,888
apolis	1,949,594	1,741,528	2,127,362	2,394,896	2,338,594	2,246,926	1,842,482	1,202,244	2,283,456	1,730,368	2,274,662	2,305,070	24,437,182
Orleans	1,418,503	1,343,015	1,675,896	1,672,689	1,537,660	1,389,397	1,276,723	1,185,086	1,313,581	1,563,323	1,695,114	1,902,177	17,973,164
York	8,894,738	7,200,014	9,614,646	9,978,718	9,686,138	9,274,950	7,436,740	7,186,258	8,593,107	11,363,538	10,120,789	9,946,018	109,195,654
elphia	4,972,200	3,871,500	4,669,765	5,207,400	5,228,100	5,026,500	3,814,200	3,595,800	4,324,500	5,415,000	5,111,700	4,734,300	55,970,965
nd	1,610,400	1,515,900	1,715,400	1,776,900	1,738,200	1,563,300	1,449,900	1,446,000	1,612,500	1,771,400	1,802,700	1,743,300	19,745,900
uis	2,485,800	2,356,200	2,834,700	3,169,500	3,084,024	2,921,361	2,379,618	2,202,039	2,599,653	3,545,700	3,250,200	3,192,900	34,021,695
ul	1,396,906	1,211,672	1,531,838	1,656,004	1,668,394	1,567,454	1,326,752	1,400,266	1,528,800	1,666,532	1,627,738	1,641,430	18,223,786
rancisco ...	2,034,690	1,795,962	2,170,350	2,226,896	2,245,544	2,181,452	1,941,520	1,919,512	1,898,384	2,278,836	1,817,894	2,199,540	24,710,580
ington	2,198,700	2,040,000	2,385,900	2,649,000	3,121,200	1,824,900	2,112,900	1,705,200	1,940,900	2,633,700	2,509,800	2,678,100	27,800,300
s, by months	59,007,845	52,386,542	63,181,714	69,714,403	68,892,781	63,813,723	54,664,445	51,004,639	60,211,311	71,970,934	67,768,852	68,012,144	750,629,333
ear's total—750,629,333.													

(*Continued on next page*)

1915

	Jan.	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.	City To
Atlanta	1,292,270	1,272,380	1,396,248	1,519,168	1,579,452	1,417,976	1,259,454	1,176,756	1,311,786	1,551,354	1,617,784	1,591,968	16,98
Baltimore	2,279,915	1,900,281	2,561,148	2,715,591	2,755,656	2,490,693	2,088,208	1,904,568	2,449,808	3,012,157	3,013,989	2,887,401	30,05
Birmingham	972,678	931,678	1,095,080	1,092,406	1,045,548	982,772	927,556	1,017,814	1,025,556	1,462,244	1,335,684	1,470,028	13,35
Boston	2,748,430	2,455,811	3,342,837	3,420,845	3,539,709	3,126,344	2,522,084	2,320,863	2,915,194	3,659,852	3,413,521	3,256,038	36,72
Buffalo	1,312,000	1,220,000	1,618,000	1,800,000	1,740,000	1,695,000	1,530,000	1,252,000	1,733,000	2,095,000	1,810,000	1,785,000	19,59
Chicago	4,054,200	3,469,800	4,380,000	4,794,900	4,522,800	4,320,900	3,460,500	3,405,600	4,005,900	4,507,800	4,399,200	4,721,100	50,04
Cincinnati	1,500,900	1,468,500	1,883,700	1,879,200	1,908,000	1,673,700	1,552,200	1,452,300	2,052,600	2,125,800	2,026,200	1,996,500	21,51
Cleveland	2,373,900	1,914,300	2,478,900	2,650,400	2,831,400	2,541,900	2,268,600	2,146,500	2,318,700	2,768,700	2,688,300	2,674,200	29,65
Detroit	2,607,000	2,228,100	2,892,000	3,196,200	3,279,900	2,998,500	2,788,200	2,573,400	2,917,500	3,595,800	3,225,900	3,324,600	35,62
Houston	995,302	892,836	1,130,038	1,160,292	1,244,740	1,083,376	941,948	932,736	1,004,136	1,264,004	1,171,044	1,198,964	13,01
Indianapolis	1,401,552	1,297,013	1,670,354	1,790,194	1,760,393	1,502,041	1,444,480	1,304,676	1,484,777	1,820,024	1,732,225	1,817,293	19,02
Kansas City	1,101,651	1,056,423	1,222,270	1,359,178	1,311,990	1,201,169	1,067,434	1,085,206	1,153,670	1,406,442	1,327,734	1,341,423	14,63
Los Angeles	3,981,000	3,513,900	3,822,000	3,800,700	3,906,600	3,566,700	3,444,600	3,550,800	3,332,100	4,011,900	3,728,100	3,840,300	44,49
Milwaukee	1,604,247	1,406,579	1,793,164	1,920,746	1,837,310	1,645,322	1,554,423	1,489,501	1,596,852	2,035,791	2,028,852	2,013,107	20,92
Minneapolis	1,196,132	980,980	1,296,722	1,491,868	1,731,580	1,369,606	1,196,566	1,282,176	1,372,616	1,473,612	1,431,962	1,457,974	16,28
New Orleans	1,118,837	1,097,214	1,343,684	1,387,192	1,492,192	1,301,841	1,183,761	1,130,598	1,192,563	1,437,992	1,370,226	1,638,826	15,69
New York	8,181,777	6,842,241	8,591,730	8,911,463	9,137,289	8,314,267	6,567,355	6,433,564	8,209,813	10,537,062	9,038,775	9,217,776	99,98
Philadelphia	3,509,100	3,299,700	3,891,900	4,161,400	4,100,400	3,903,300	3,073,200	2,993,700	3,528,600	4,521,600	4,334,400	4,324,500	45,64
Portland	1,703,100	1,335,900	1,638,000	1,586,700	1,586,700	1,520,700	1,373,700	1,298,400	1,550,400	1,733,700	1,682,100	1,721,700	18,73
St. Louis	2,153,100	2,074,500	2,582,400	2,694,300	2,826,600	2,426,700	2,107,200	2,028,300	2,385,300	2,859,300	2,770,500	2,675,400	29,58
St. Paul	3,014,368	1,510,220	1,915,978	2,129,432	2,695,920	2,013,494	838,934	1,445,324	2,044,384	1,452,588	1,991,938	1,986,026	23,03
San Francisco	1,902,628	1,624,436	2,062,250	2,119,068	2,097,102	2,080,932	1,905,148	1,885,394	1,852,446	2,129,250	2,012,010	2,125,032	23,79
Washington	1,962,600	1,832,100	2,240,700	2,384,100	2,421,300	2,424,900	1,836,000	1,734,000	5,563,200	2,648,100	2,547,000	2,728,800	30,32
Totals, by months	52,966,687	45,624,892	56,849,103	59,965,343	61,352,581	55,602,133	46,931,551	45,844,176	57,000,901	64,110,072	60,697,444	61,793,956	668,73

Year's total—668,738,839

1914

	Jan.	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.	City Tot
Atlanta	1,517,992	1,509,452	1,800,938	1,920,044	1,398,562	1,482,082	1,539,160	1,492,680	1,981,686	1,589,112	1,544,998	1,531,740	19,30
Baltimore	2,271,488	2,013,515	2,446,840	2,712,005	2,136,161	2,598,012	2,652,264	2,357,883	2,891,956	2,499,962	2,039,608	1,673,545	28,29
Birmingham	1,202,502	1,191,638	1,505,952	1,454,572	1,027,208	1,167,040	1,135,946	1,263,346	1,408,442	1,209,908	1,149,778	1,083,978	14,80
Boston	2,993,351	2,512,552	3,557,092	3,717,953	2,830,088	3,390,155	3,212,764	2,885,565	3,894,436	3,207,502	2,534,991	2,195,462	36,93
Buffalo	1,581,000	1,463,000	1,698,000	1,885,000	1,815,000	1,874,000	1,500,000	1,588,000	1,708,000	1,620,000	1,441,000	1,189,000	19,36
Chicago	4,038,000	3,551,700	4,593,600	4,784,400	3,815,700	4,211,400	4,261,500	4,368,300	4,775,100	4,299,000	3,747,900	3,390,300	49,83
Cincinnati	1,572,000	1,428,300	1,824,600	1,796,700	1,386,600	1,710,000	1,718,100	1,279,800	1,908,900	1,544,400	1,389,000	1,245,300	18,80
Cleveland	2,371,500	1,953,600	2,381,100	2,529,600	2,134,500	2,439,600	2,341,200	2,307,000	2,642,400	2,183,100	2,052,900	1,958,100	27,29
Detroit	2,714,700	2,353,500	2,338,500	3,116,100	2,511,600	2,768,700	2,787,900	2,889,300	3,533,700	2,773,800	2,481,100	2,176,800	32,44
Houston	1,247,680	1,203,272	1,544,116	1,377,124	1,066,814	1,165,178	1,243,186	1,148,084	1,436,204	1,241,800	1,148,000	1,082,298	14,90
Indianapolis	1,497,263	1,380,200	1,642,073	1,760,557	1,418,423	1,578,201	1,497,399	1,528,927	1,821,270	1,523,242	1,231,905	1,171,226	18,05
Kansas City	1,113,381	1,020,169	1,221,455	1,305,758	1,111,781	1,297,990	1,221,553	1,190,947	1,358,226	1,133,501	1,065,199	999,309	14,03
Los Angeles	4,410,000	4,090,800	4,735,800	4,305,000	3,653,700	3,954,600	3,870,000	3,790,500	4,420,200	3,994,800	3,808,500	3,968,700	49,00
Milwaukee	1,899,399	1,553,537	1,905,275	2,147,980	1,599,852	1,802,545	1,718,293	1,702,100	2,227,399	1,877,130	1,415,303	1,435,725	21,28
Minneapolis	1,838,654	1,698,699	2,182,980	2,331,114	2,006,910	2,012,464	2,038,458	1,900,622	2,543,916	2,074,028	1,608,972	1,647,908	23,88
New Orleans	998,562	983,834	1,395,411	1,503,153	1,130,769	1,247,301	1,289,834	1,395,307	1,533,334	1,230,105	1,186,942	1,008,241	14,90
New York	8,542,104	7,249,939	8,890,937	9,154,123	7,674,870	8,609,975	8,201,623	8,228,181	9,919,379	8,778,442	6,780,137	6,167,121	98,19
Philadelphia	3,588,000	3,582,900	4,158,000	4,344,300	3,422,700	3,837,600	4,163,400	3,719,400	4,618,500	3,970,800	3,193,500	2,943,000	45,54
Portland	1,731,000	1,536,900	1,889,400	1,768,400	1,698,300	1,938,900	1,815,900	1,646,400	1,926,300	1,700,700	1,527,600	1,431,900	20,61
St. Louis	2,338,000	2,155,200	2,852,700	2,825,700	2,268,000	2,676,000	2,709,000	2,456,700	3,026,700	2,333,700	2,016,600	2,002,500	29,66
St. Paul	1,347,346	1,141,434	1,462,020	1,601,586	1,261,890	1,419,236	1,377,642	1,399,678	1,644,384	1,437,772	1,192,128	1,156,792	16,44
San Francisco	1,958,408	1,769,124	2,254,636	2,222,612	1,763,622	2,068,916	1,946,256	1,831,634	2,466,408	2,155,314	1,904,070	1,890,630	24,23
Washington	2,047,200	1,827,900	2,246,700	2,323,200	1,988,400	2,368,200	2,393,400	1,555,600	2,456,700	2,095,500	1,823,700	1,629,900	24,75
Totals, by months	54,819,520	49,171,165	60,528,125	62,886,981	51,121,450	57,618,095	56,634,778	53,925,954	66,143,540	56,473,618	48,283,831	44,979,475	662,58

Year's total—662,586,542

SCHOOLS GIVING INSTRUCTION IN PRINTING AND MACHINE COMPOSITION

Alabama
- Alabama Boys' Industrial School, Birmingham.
- Alabama School for the Deaf, Talladega.
- Tuskegee Normal and Industrial Institute, Tuskegee.

Arizona
- Bisbee High School, Bisbee.

Arkansas
- Arkansas Baptist College, Little Rock.
- Shorter College of the A. M. E. Church, North Little Rock.

California
- California School for the Deaf, Berkeley.
- Long Beach Polytechnic High School, Long Beach.
- Lincoln High School, Los Angeles.
- Los Angeles High School, Los Angeles.
- Manual Arts High School, Los Angeles.
- Master Printers' Association Linotype School, Los Angeles.
- Vocational High School, Oakland.
- Oroville Union High School, Oroville.
- Pomona High School, Pomona.
- Richmond Union High School District, Richmond.
- Mergenthaler Linotype Company, San Francisco.
- California Polytechnic High School, San Luis Obispo.
- San Mateo Union High School, San Mateo.
- Preston School of Industry, Waterman.
- Whittier State School, Whittier.

Colorado
- Colorado School for the Deaf and Blind, Colorado Springs.
- Fitzsimons General Hospital, Denver.

Connecticut
- State Trade School of Bridgeport, Ct., Bridgeport
- State Reformatory, Cheshire.
- Boardman Trade School, New Haven.

District of Columbia
- Armstrong Manual Training School, Washington.
- Columbia Institute for the Deaf, Kendall Green.
- Government Printing Office Apprentice School, Washington.

Florida
- Montverde Industrial School, Montverde.
- Florida School for Deaf and Blind, St. Augustine.

Georgia
- Foote and Davis Company, Apprentice Department, Atlanta.
- Georgia School for the Deaf, Cave Spring.
- Georgia Alabama Business College, Macon. (Conducted under auspices of Southern Newspaper Publishers Association and American Newspaper Publishers Association.)
- Georgia Industrial Home for Boys, Macon.

Illinois
- Harrison Technical High School, Chicago.
- Lane Technical School, Chicago.
- Lakeside Apprentice School, Chicago.
- Mergenthaler Linotype Company, Chicago.
- St. Mary's Training School, Desplaines.
- Illinois School for the Deaf, Jacksonville.
- Mooseheart Institute, Loyal Order of Moose—Printing Department, Mooseheart.
- Rockford High School, Rockford.

Indiana
- Anderson High School, Anderson.
- Indiana University (Department of Journalism), Bloomington.
- Indianapolis State School for the Deaf, Indianapolis.
- United Typothetæ of America School of Printing, Indianapolis.

Iowa
- Industrial School for Boys, Eldora.
- State Reformatory, Anamosa.

Kansas
- Fort Hays Normal School, Hays.
- Boys' Industrial School, Hutchinson.
- University of Kansas, department of journalism, Lawrence.
- Federal Board for Vocational Training, Pittsburg.
- State Manual Training School, Pittsburg.

Kentucky
- Berea College, Berea.
- Kentucky School for the Deaf, Danville.

Louisiana
- Louisiana State School for the Deaf, Baton Rouge.
- Isaac Delgado Central Trades School, New Orleans.
- Mergenthaler Linotype Company, New Orleans.

Maine
- University of Maine, Orono.

Maryland
- St. Mary's School, Baltimore.
- Mergenthaler School of Printing, Baltimore.

Massachusetts
- Blanchard Linotyping Company, Apprentice Department, Boston.
- Boston Trade School, Boston.
- Veterans' Bureau Linotype School, Boston.
- Rindge Technical School, Cambridge.
- Fitchburg State Normal School, Fitchburg.
- New Bedford Vocational School, New Bedford.
- Newton Vocational High School, Newtonville.
- Worcester Boys' Trade School, Worcester.

Michigan
- University of Michigan, Ann Arbor.
- Central High School, Bay City.
- Emanuel Missionary College, Berrien Springs.
- Arthur Hill Trade School, Saginaw, W. S.

Minnesota
- "News Tribune" Linotype School, Duluth.
- Dunwoody Industrial Institute, Minneapolis.
- State Training School, Red Wing.

Mississippi
- Mississippi Institute for Deaf and Dumb, Jackson.

Missouri
- State School for the Deaf, Fulton.
- Father Dunne's Newsboys' Home, St. Louis.
- Central High School, Kansas City.

New Jersey
- Atlantic City Boys' Vocational School, Atlantic City.
- New Jersey State Reformatory, Rahway.
- New Jersey School for the Deaf, Trenton.

New York
- Bushwick Evening Trade School, Brooklyn.
- Manual Training High School (Evening Technical and Trade School), Brooklyn.
- Mergenthaler Linotype Company, Brooklyn.
- Elm Vocational School, Buffalo.
- Empire State School of Printing, Ithaca. (Conducted by New York State Publishers Association.)
- Harlem Vocational School, New York City.
- Heckscher Foundation Printing School, New York City.
- Murray Hill Vocational School, New York City.
- Empire Mergenthaler Linotype School, New York City.
- New York Mergenthaler Linotype School, New York City.

North Carolina
- Stonewall Jackson Manual Training & Industrial School, Concord.
- North Carolina School for the Deaf, Morgantown.
- Oteen Masonic Orphanage, Oxford.

North Dakota
- North Dakota School for the Deaf, Devils Lake.
- The State School of Science, Wahpeton.

Ohio
- Ohio Mechanics Institute, Cincinnati.
- Ohio State School for the Deaf, Columbus.
- Hamilton High School, Hamilton.
- Lakewood High School, Lakewood.
- Ohio State Reformatory, Mansfield.
- Milo Bennett's School, Toledo.
- Soldiers' Orphans' Home, Xenia.

Oklahoma
- U. S. Indiana Training School, Chilocco.
- Central High School, Tulsa.

Oregon
- University of Oregon, Eugene.
- Benson Polytechnic School, Portland.
- State School for the Deaf, Salem.

Pennsylvania
- Franklin School for Apprentices, Northampton Printing Company, Bethlehem.
- U. S. A. General Hospital No. 31, Carlisle.
- Western Penn. Institute for Deaf and Dum
- Edgewood Park.
- East High School, Erie.
- Industrial Reformatory, Huntington.
- Johnstown Vocational School, Johnstown.
- Orphans Industrial School, Loysville.
- Evening Bulletin Apprentice School, Phi delphia.
- Girard College Mechanical School, Philad phia.
- Pennsylvania Institute for Deaf and Dun Mt. Airy, Philadelphia.
- Philadelphia North American School for Op ators, Philedelphia.
- Typothetæ Printing Trade School, Philadelph
- Department of Printing and Publishing, C negie Institute of Technology, Pittsburgh

Porto Rico
- Technical School, San Juan.

South Carolina
- Allen University, Columbia.
- Orphans Aid Society, Charleston.
- South Carolina School for Deaf and Dun Cedar Springs.
- Clemson Agricultural College, Clemson Colle
- Thornwell Orphanage, Clinton.
- Connie Maxwell Orphanage, Greenwood.

South Dakota
- School of Printing (State College of Ar Mechanical), Brookings.

Tennessee
- Crockett Technical High School, Memphis.
- Southeastern School of Printing, Nashville.
- Tennessee Industrial School, Nashville.

Texas
- Texas School for the Deaf, Austin.
- Agricultural and Mechanical College of Tex College Station.
- Bryan Street High School, Dallas.
- Southwest School of Printing, Dallas.
- College of Industrial Arts, Denton.
- Junior College, El Paso.
- Breckenridge Manual Training School, S Antonio.

Utah
- Utah School for Deaf and Blind.

Virginia
- Virginia Polytechnic Institute, Blacksburg.
- Hampton Normal & Agricultural Institut Hampton.
- Baptist Orphanage, Salem.
- Virginia School for the Deaf and the Blir Staunton.

Washington
- Northwest School of Printing, Spokane.
- Washington School for the Deaf, Vancouver.
- Walla Walla College Press, College Place.

West Virginia
- West Virginia Collegiate Institute, Institut

Wisconsin
- State School for the Deaf, Delevan.
- Boys' Technical High School, Milwaukee.
- Central Continuation School, Milwaukee.
- Marquette University, Milwaukee.
- Milwaukee Vocational School, Milwaukee.
- Sheboygan Vocational School, Sheboygan.

ALWAYS FIRST

For the Year 1922 THE SYRACUSE HERALD was

FIRST in TOTAL Advertising in Syracuse.
First in LOCAL Advertising in Syracuse.
First in NATIONAL Advertising in Syracuse.
First in AUTOMOTIVE Advertising in Syracuse.
First in IMPORTANT classifications in Syracuse.

Concentration of circulation in the city and suburban territory of Syracuse, with a minimum waste of out of the territory circulation, confining itself to assisting in solving Syracuse selling problems, plus the highest buying power, the result of a better newspaper make for this record.

The Sunday Herald has a city circulation more than 100% greater than the other Syracuse Sunday paper and a total circulation 30,000 greater than the other Syracuse Sunday newspaper.

The Evening Herald has a greater circulation, in Syracuse and in the Syracuse A. B. C. Trading Zone than any other newspaper except The Sunday Herald.

The Herald service department offers real cooperation to advertisers, assisting them to link the created demand from advertising space with a distribution at a time when it is most profitable.

Following are the lineage figures for the three Syracuse newspapers for 1922.

Herald (7 days)	Post Standard (7 days)	Journal (6 days)
LOCAL DISPLAY		
6,787,876 lines	4,292,848 lines	5,181,242 lines
FOREIGN DISPLAY		
1,418,148 lines	1,258,131 lines	1,222,039 lines
AUTOMOBILE		
829,451 lines	727,307 lines	471,884 lines
TOTAL DISPLAY		
9,035,471 lines	6,278,286 lines	6,876,155 lines
CLASSIFIED ADV.		
816,158 lines	678,632 lines	467,341 lines
DEPARTMENT STORES		
1,604,386 lines	948,822 lines	1,256,896 lines
FOOD ADVERTISING		
699,090 lines	403,389 lines	503,160 lines
MEN'S WEAR		
713,037 lines	489,524 lines	542,094 lines
WOMEN'S WEAR		
831,742 lines	282,597 lines	612,633 lines

SPECIAL REPRESENTATIVES

PRUDDEN, KING & PRUDDEN, INC.

286 Fifth Avenue, New York City
Globe Building, Boston
Steger Building, Chicago

"—the greatest daily paper of Canada and always has been!"

—HAROLD B. JOHNSON

SPEAKING at St. Lawrence University recently on the subject of "Personalities of American Newspapers," Harold B. Johnson, editor of the Watertown (N. Y.) Times, paid the following tribute to "Canada's Best Newspaper":—

> "Here is the Montreal Gazette. *It is the greatest daily paper of Canada and always has been.* It is British, yet it is American. It has been run continuously since 1778, and Benjamin Franklin was indirectly responsible for its appearance. Franklin and a group of colonists went to Montreal in '76, carrying with them a printing outfit from Philadelphia, their purpose being to win over Canadians to the Continental cause. They published several volumes in the old Chateau de Ramsey and when they gave up their mission to return to Philadelphia one of the printers remained and three years later he established this great newspaper with the printing outfit that came from Philadelphia.
>
> "The Gazette had its beginning in the same way that so many of the older papers were established, in a propaganda movement in behalf of some cause. *To-day it impresses itself on the entire British possessions as a herald of empire solidarity.*"

This disinterested tribute, from a journalist of another country, is an unusual piece of evidence of the regard in which The Gazette is held —in Canada or elsewhere—wherever it is known.

The Gazette is the only five cent daily newspaper in Montreal and it is likewise the only English morning paper in Montreal. Established in 1778 it is also Canada's oldest newspaper.

Is Canada's "greatest daily newspaper" on your list?

The Gazette

MONTREAL

MEMBER OF AUDIT BUREAU OF CIRCULATIONS

Branch Offices:

NEW YORK
Gilman, Nicoll & Ruthman
Canadian Pacific Building

BOSTON
Gilman, Nicoll & Ruthman
Tremont Building

CHICAGO
Gilman, Nicoll & Ruthman
Tribune Building

SAN FRANCISCO
Gilman, Nicoll & Ruthman
Monadnock Bldg.

OTTAWA
John Bassett,
28 Central Chambers

TORONTO
W. T. Martin,
123 Bay Street

LONDON, England
T. R. Clougher,
Royal Colonial Chambers
18, 19, 20 Craven St., W.C.

CANADA'S BEST NEWSPAPER

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
ALBERTA													
CALGARY, 63,117.													
†Albertan (I-L) (27 x-55)	12,702 x	.05	.045	Albertan Pub. Co., Ltd.	W. M. Davidson	W. M. Davidson	W. A. Tutte	H. J. Ford	W. H. Horner	W. Bryan	C. O. Owings	L. S. Walker	
Herald (I) (9 x-44)	22,911 x	.08	...	Calgary Herald, Ltd.	J. H. Woods	C. Hayden	C. Hayden	J. H. Woods	W. Watson	O. L. Spencer	A. J. Hilliker	O. L. Spencer	F. Milne
EDMONTON, 58,627.													
†Bulletin (76)	5,321	.05	...	Bulletin Co.	John Howey								
Evening edition	1,347												
Journal (I) (1 x-44)	20,806 x	.07	...	Edmonton Journal, Ltd.	A. B. Watt	C. R. Morrison	F. H. McPherson	John M. Imrie	Arthur Yockney	George B. Cooper	H. E. Fuller		
LETHBRIDGE, 11,055.													
Herald (I) (J) (?-44)	5,330 x	.025	.025	Herald Ptg. Co.	W. A. R. Cocq	Harold G. Long	C. E. Steele	W. A. Buchanan	John Torrance	John Torrance	L. Lindsay	R. W. Van Blarcom	F. T. Robins[1]
MEDICINE HAT, 8,900.													
News (L) (J) (79-47)	1,940 x	.015	.017	Medicine Hat News, Ltd.	L. Maxwell	A. J. N. Lenell	W. A. Clarke	A. J. N. Lenell	T. R. Osborne	M. Donaldson	Robt. J. Worth	Robt. J. Worth	E. Downing[2]
BRITISH COLUMBIA													
NANAIMO, 8,306.													
Free Press (none) (d)	2,500	.02	...	Nanaimo Free Press Ptg. & Pub. Co.	T. B. Booth								
†Herald (m) (I) (J) (47)	2,300												
Sunday edition	2,300	.018	.014	R. R. Hindmarch	F. S. Reynolds	R. R. Hindmarch	F. S. Reynolds	R. R. Hindmarch	R. R. Hindmarch	R. R. Hindmarch	Jno. McGuckie	R. R. Hindmarch	F. S. Freethy / R. R. Hindmarch[1]
NELSON, 4,476.													
†Daily News (C) (J) (113-47)	4,048 x	.025	.025	F. F. Payne	F. F. Payne		H. H. Currie		W. A. Curran	T. Heddle			K. Hudson / D. C. McMorris[1]
NEW WESTMINSTER, 14,000.													
British Columbian (I) (J) (none)	3,200	.03	.03	Columbian Co., Ltd.	J. D. Taylor	J. L. Cunningham	R. A. McLellan	J. D. Taylor	J. D. Taylor	A. R. Blair	C. D. Peele	A. R. Blair	H. W. Walsh[2]
PRINCE RUPERT, 6,080.													
Empire News (L) (27 x) (d)	1,560	.025	.025	Daily News, Ltd.	H. F. Pullen	H. F. Pullen	G. A. Hunker	George Wilson	George Wilson	Sid. G. Webb	Miss H. V. Graham		Geo. S. Russell
VANCOUVER, 116,700.													
Province (I) (44)	59,501	.10	.10	Hon. W. C. Nichol	Roy W. Brown			F. J. Burd					
†Sun (m) (I-L) (J) (?-55-137)	24,663	.06	.065	Robert J. Cromie		Bert Stein		S. Griffis		H. Gates	M. Hodgson		W. Bunn / E. Rorke[1]
Sunday edition	38,780	.10	.10										
World (L) (48-6)	18,310	.07	.036	Chas. E. Campbell	J. S. Cowper	R. S. Somerville	J. N. M. Brown	W. C. Tunks					L. Boyd
Saturday	24,589												
VICTORIA, 38,775.													
†Colonist (m) (C) (J) (E) (27 x-113-133)	10,095	.055	.04	J. S. H. Matson	C. Swayne	C. Swayne	O. H. Nelson	J. S. H. Matson	J. L. Tait	R. A. Milne	A. G. Hawkins	A. T. Stewart	H. Buckle / E. A. Gallop[1]
Sunday edition	12,056												
Times (I-L) (E) (9 x-3 x-44)	8,874	.05	.04	Times Print. & Pub. Co., Ltd.	B. C. Nichols	B. C. Nichols	T. H. Wilson	R. G. Thomson	W. A. Patterson	A. Jones	W. A. Patterson		
MANITOBA													
BRANDON, 15,000.													
Sun (I-C) (J) (none)	5,048	.025	.025	J. B. Whitehead	W. Noakes		H. L. Crawford	J. B. Whitehead	J. B. Whitehead	W. A. Anderson	P. G. Mason	V. Shoupe	J. Hanley / E. C. Whitehead[1]
PORTAGE LA PRAIRIE, 5,892.													
Graphic (I-L) (J) (none)	1,620	.016	.016	Graphic-Liberal Ptg. Co., Ltd.	G. R. Porter			Maude Hawley	Maude Hawley				N. S. Smith[2]
WINNIPEG, 178,364.													
†Free Press (I) (9 x-44)	23,654	.15	.14	Manitoba Free Press Co., Ltd.	J. W. Dafoe	R. G. Dufoe	H. F. Linden & W. G. Allen	E. H. Macklin	W. McCurdy	W. R. B. D'Esterre	J. F. Sweeney & A. G. Cowan	George Titus	H. W. Cooper
Free Press Eve. Bulletin (I) (?-44)	44,271												
Grain Trade News (I) (J) (none)	1,500	.071	.071	Dawson Richardson Pub., Ltd.	W. Sanford Evans	W. Sanford Evans		Eric J. Hargreaves	Harry Trout	Eric J. Hargreaves			W. Stuart[2]
Tribune (I) (94-126)	37,762	.10	.10	Trib. Newspaper Co., Ltd.	John Moncrief	V. E. Knowles	A. W. Belfort	M. E. Nichols	D. George Dumaresq	A. W. Moscarella	H. A. Tyer	Geo. W. Haston	A. C. Samson
NEW BRUNSWICK													
FREDERICTON, 7,208.													
Gleaner (none)	6,213	.026	...	Gleaner, Ltd., Pubs.									
Mail (L) (none) (d)	1,560	.011	...	The Mail Ptg. Co.	R. L. Allen	R. L. Allen	C. W. Clark	R. L. Allen	E. G. Merritt	K. M. Bowlen	C. R. Allen	H. M. Combley[2]	
MONCTON, 11,345.													
†Times (L-C) (J) (none) (d)	4,150	.015	.015	Times Ptg. Co.	J. S. Boyd			Geo. W. Maddison	J. C. Keating	J. C. Keating			C. G. Stultz[2]
Transcript (L) (J) (none) (d)	4,820	.015	.015	Moncton Transcript, Ltd.				A. D. Branscombe	W. K. C. Parlee				
ST. JOHN, 47,166.													
Globe (none)	7,000	.03	...	St. John Globe Pub. Co.	Frank B. Ellis								
†Journal (I) (44)	8,700	.05	...	Journal Pub. Co.	R. G. McQuenny	E. S. Carter	J. E. Gillespie	W. G. Rees	J. W. L. Hennigar	F. M. Koyle	R. M. Hallett		C. W. Wilkins
†Telegraph (I-L) (100)	14,803	.04	.04	Telegraph Pub. Co.	E. W. McCready	E. W. McCready	Bruce S. Robb	E. W. McCready					
Times-Star (I-L) (100)	15,000	.04	.04	Times Ptg. & Pub. Co., Ltd.	A. M. Belding		Frank I. McCafferty	E. W. McCready	E. W. McCready				
NOVA SCOTIA													
AMHERST, 8,973.													
News (L-C) (J) (none) (d)	1,520	.012	.012	News Sentinel Ltd.	George E. Herman			R. M. Ross		J. A. Tait			R. McCaughey / C. De L. Black
GLACE BAY, 18,000.													
Gazette (I) (100-47)	6,379	.015	.015	A. D. Macneill	Joseph McDonald	A. D. Macneill	C. C. Ogilvie	A. D. Macneill	A. D. Macneill	B. MacKinnon	M. McDonald	M. McDonald	W. T. Connolly
HALIFAX, 65,578.													
†Chronicle (L) (27 x-44)	10,282	.09	.09	Chronicle Pub. Co., Ltd.	J. L. Hickey	A. F. MacDonald	H. W. Jones	G. Fred Pearson	E. C. Young	G. P. Greene	R. S. Tulloch		
Echo (L) (27 x-44)	8,852												
†Herald (m) (76)	14,188	.10	...	Halifax Herald, Ltd., Pub.	W. H. Dennis								
Mail (see Herald)	15,634												
Sunday Leader edition	5,640	.05	...	Halifax Herald, Ltd., Pub.	W. H. Dennis								
NEW GLASGOW, 8,000.													
News (C) (J) (none) (d)	3,300	.013	...	Scotia Printers, Ltd.	J. W. H. Sutherland			F. J. McPherson	F. J. McPherson	W. J. Flynn	W. J. Flynn	W. J. Flynn	J. W. Fraser / A. McDonald[1]
NORTH SYDNEY, 5,418.													
Herald (none) (d)	....	.012	...	N. Sydney Herald Pub. Co.	J. S. McDonald								
SYDNEY, 28,000.													
†Post (C) (79-47)	2,544	.025	.02	J. S. McLennan	P. D. McNeil / N. M. Brown	H. P. Duchemin	F. Mosley	S. T. Hill	S. T. Hill	R. Nicholson	S. T. Hill	G. Gavelle	
Evening edition	1,183												
Record (L) (none)	4,994	.025	...	Record Pub. Co., Ltd.	H. F. Paisley		H. B. Jefferson	E. L. Coleman		E. C. McDonald		C. W. Lewis	
TRURO, 6,107.													
News (I) (J) (none)	1,237	.007	...	News Pub. Co., Ltd.	W. D. Dimock	A. R. Coffin	W. D. Dimock	A. R. Coffin	A. R. Coffin	A. R. Coffin	A. R. Coffin	A. R. Coffin	J. W. Doane / R. L. Parks[1]

ONTARIO

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
BELLEVILLE, 9,876.													
Intelligencer (none) (d)	2,684	.012	...	Intelligencer Ptg. & Pub. House									
Ontario (none) (d)	2,650	.012	...	W. H. Morton, Publisher									
BRANTFORD, 35,000.													
Expositor (I) (126-94)	10,728	.035	.035	Preston & Sons, Ltd.	T. H. Preston	T. H. Preston	F. D. Reville	T. H. Preston	W. B. Preston	J. H. Johnson	J. D. Hanley	Mrs. Wheeland	R. G. Scott
BROCKVILLE, 9,057.													
Recorder-Times (I-L) (J) (none) (d)	4,404	.013	.013	Recorder Ptg. Co., Ltd.	M. C. Franklin			W. J. Moore	W. J. Moore				S. Bell[1]
CHATHAM, 12,000.													
News (I) (J) (34-68)	6,000	.025	.025	W. J. Taylor	C. C. George			W. A. Glass			M. G. Lambe	Keith Stewart	J. C. Shepherd[2]
Planet amalgamated with News Jan. 1, '23.													
FORT WILLIAM, 26,500.													
Times-Journal (I) (J) (none)	5,506	.025	.025	Times-J. of Ft. W., Ltd.	J. R. Lumby	G. W. Gorman	D. Smith	D. Smith	D. Smith	Chas. W. Wilson	John McDonald		Frank Stephens / J. Doak[1]
GALT, 13,337.													
Reporter (I) (25 x-41) (d)	4,358	.018	.016	Allan Holmes	W. M. Stuart			Henry J. Foster					
GUELPH, 17,000.													
Herald (none)	3,290	.01	...	Guelph Herald (Ltd.) Pub.	H. Gummer								
Mercury (L) (47)	4,324	.02	.025	J. O. McIntosh	Wm. Templeman	J. O. McIntosh	A. H. Fennix	J. O. McIntosh	R. M. Hamilton	R. M. Hamilton	T. J. Collins		Theo. Bates
HAMILTON, 113,894.													
Herald (I) (25 x-126-94)	20,756	.05	.05	Herald Ptg. Co., Ltd.	J. L. Lewis	W. J. McNair	John Tremlett	R. B. Harris	R. B. Harris	Geo. Davis	C. I. Aitchison		Hugh Daly
Spectator (I-C) (132)	30,665	.07	.07	Spectator Ptg. Co., Ltd.	A. J. Holloway	Wm. Mulliss	J. A. McKenty	W. J. Southam	F. I. Ker	James R. Allan	L. T. Britton		Geo. R. Allan
KINGSTON, 18,874.													
British Whig (I-L) (J) (27 x-3 x-100)	6,456	.03	.03	British Whig Pub. Co., Ltd.	Leman A. Guild	Leman A. Guild	G. H. Williamson	Leman A. Guild	Leman A. Guild	Leman A. Guild	Geo. H. Holland		N. J. Landry / H. E. Pense[1]
Standard (I-C) (J) (25 x-49)	6,461	.03	.03	Standard Pub. Co., Ltd.	W. R. Givens	Robert Henderson	Fred C. Beaudry	W. R. Givens	Eyton Warburton	Eyton Warburton	J. A. Calvert		Geo. Pollett / S. A. Salsbury[1]
KITCHENER, 23,500.													
Record (I) (J) (49)	6,946	.025	.025	News Record, Ltd.	W. J. Motz	W. J. Motz	E. Donahoe	W. J. Motz	W. J. Motz	T. H. Kay	W. J. Taylor	M. D. Euler	W. Besserer[2]
LINDSAY, 7,542.													
Post (I) (J) (none)	2,740	.018	...	Wilson & Wilson	G. H. Wilson			R. P. Wilson	H. Adams	F. W. Moynes	R. P. Wilson[1]		
LONDON, 60,685.													
†Advertiser (I-L) (27 x-48)	21,517	.08	.08	London Advertiser Co., Ltd.	Arthur R. Kennedy	Arthur R. Kennedy	Helen McMillan	H. B. Muir	H. B. Muir	J. Birnie Smith	G. W. Blay	W. B. Macpherson	John Dalton
Evening edition	5,888												
†Free Press (C) (9 x-113-133)	28,282	.08	.08	A. S. Blackburn	A. R. Ford		C. E. Carruthers	A. S. Blackburn	C. Thomas	W. E. Gunn	W. Bruce	H. J. Hamilton	F. W. Parkinson
Evening edition	11,679												
NIAGARA FALLS, 11,000.													
Review (I-L) (J) (none)	3,874	.013	...	F. H. Leslie, Ltd.	J. M. Cowan	F. H. Leslie	J. M. Cowan	F. H. Leslie	F. H. Leslie	M. J. Gonder	F. H. Leslie		A. H. Townsend[1]
OTTAWA, 136,331.													
†Citizen (I) (27 x-126-132)	9,106	.08	.08	W. M. & H. S. Southam	C. A. Bowman	T. D. Finn	W. Macdonald	G. A. Disher	F. W. Crabbe	T. V. Armstrong			F. Walker
Evening edition	19,359												
Le Droit (I) (71)	8,887	.035	...	Le Syndicat D'Oeuvres Sociales.	Charles Gautier		Emile Boucher	Jos. Gouiet	H. E. Lemieux	A. Lessier	M. Robillard		C. Courtemauche
†Journal (I-C) (22 x-48)	5,374	.08	.08	Journal Pub. Co.	E. Norman Smith	J. S. Crate	T. Lowery	Col. R. F. Parkinson, D. S. O.	W. Arthur Perry	J. W. Cockburn	T. V. Armstrong	T. A. Glasheen	M. Powell
Evening edition	21,497												
OWEN SOUND, 12,190.													
Sun-Times (I) (none)	6,373	.02	.015	Fleming Pub. Co., Ltd.	S. H. Pearce	J. H. Rutherford	Chas. McTavish	Howard Fleming	Howard Fleming	H. R. Moffat			G. Mead[1]
PETERBOROUGH, 20,989.													
Examiner (I) (25 x-126-94)	6,956	.023	.023	Peterborough Examiner, Ltd.	F. D. Craig	R. M. Glover	E. G. McKeeley	R. M. Glover	R. M. Glover	W. Menzies	S. H. Mitchell	J. H. Callander	D. D. C. Dawe
PORT ARTHUR, 11,220.													
News-Chronicle (I) (J) (none)	4,637	.025	.025	Terminal Pub. Co., Ltd.	F. B. Allen		O. F. Young	E. B. MacKay	John Manning	Charles Gorrie			Harold Stanworth[1]
ST. CATHARINES, 17,500.													
Standard (I-C) (J) (94-47)	9,159	.03	.03	St. Catharines Standard, Ltd.	H. Walsh	H. B. Burgoyne	W. A. Moore	H. B. Burgoyne	H. B. Burgoyne	H. M. Ladsby	E. Cobley	A. Ross	H. Whitman[1]
ST. THOMAS, 18,000.													
Times-Journal (I) (125)	9,143	.025	.025	L. H. Dingman	L. H. Dingman	Thos. Keith		W. L. Agnew	F. L. Watson	C. G. Woodside			
SARNIA, 12,000.													
Canadian Observer (I) (25 x) (d)	4,725	.019	.02	The Observer Ptg. Co., Ltd.	H. M. Heuston	W. P. McKaef		W. D. Mackenzie	W. J. Batten				J. Peacock
SAULT STE. MARIE, 18,000.													
Star (I) (J) (none)	4,299	.03	.025	J. W. Curran	J. W. Curran	J. W. Curran		J. W. Curran	R. A. Addison	R. A. Addison	R. A. Addison	R. A. Addison	J. W. Curran[1]
STRATFORD, 12,946.													
Beacon (L-I) (J) (49)	3,134	.015	.012	K. W. O'Beirne	C. M. Pasmore		T. Dolan	K. W. O'Bevine	S. B. Dawson	P. J. Keating			W. Ewarts[2]
Herald (C) (125) (d)	3,462	.015	.013		Chas. Dingman	Ross Keane		Chas. Dingman	J. Walter Potts	W. Pomeroy			
TORONTO, 519,290.													
†Globe (I-L) (E) (20 x-132)	98,113	.20	.13	Globe Printing Co.	T. Stewart Lyon		H. McKinnon	A. R. Malton		J. S. Byrne			John Chinn
†Mail and Empire (C) (E) (87)	104,838	.20	.12	Mail Printing Co.	C. A. C. Jennings	W. J. Wilkinson	M. B. McDonald	J. S. Douglas	W. J. Darby	Geo. E. Scroggie	Geo. McTaggart	Geo. E. Scroggie	W. J. Phillips
Star (m) (I-L) (E) *S (48)	114,982	.17	.13	J. E. Atkinson	J. E. Atkinson	J. R. Bone	H. C. Hindmarsh	J. E. Atkinson	W. C. R. Harris	W. C. R. Harris	W. L. Argue	F. L. Tate	A. C. F. West
Sunday edition	139,169	.20	.15					J. S. Douglas	W. J. Darby	Geo. E. Scroggie	Geo. McTaggart	Geo. E. Scroggie	W. J. Phillips
Sunday World (m) (E) *S (87)	70,494	.17	.13	Mail Prt. Co.	H. Lash								
Telegram (I-C) (E) (132)	109,500	.17	.13	J. Ross Robertson Estate	I. R. Robinson	C. H. J. Snider	W. P. Bretz	Irv. E. Robertson	A. T. Chadwick	N. T. Bowman	Wm. Elder	N. T. Bowman	C. Hewitt
WINDSOR, 51,441.													
Border Cities Star (I) (J) (27 x-126)	19,732	.06	.05	W. F. Herman	A. J. West	H. M. Morden		H. A. Graybiel	R. J. Sallans	C. E. Traunicek			A. G. Macdonald[1]
WOODSTOCK, 10,000.													
Ingersoll Sentinel Review (I) (J) (126-94)	5,975	.02	.02	W. J. Taylor	J. Markey	J. Markey	M. M. Hood	W. J. Taylor	W. F. Tobey	E. S. Hunter	J. L. Sutherland	C. E. Whitney	P. Wilson[2]

PRINCE EDWARD ISLAND

CHARLOTTETOWN, 11,203.													
†Guardian (100) (d)	5,789	.03	...	Island Guardian Pub. Co.									
Patriot (none) (d)	5,000	.015	...	Patriot Publishing Co.	Reuben MacDonald								

QUEBEC

LEVIS, 9,000.													
Le Quotidien (L) (none) (d)	3,500	.015	.015	La Cie de Publication de Levis.									
MONTREAL, 712,909.													
†Gazette (54)	30,060	.08	...	Gazette Ptg. Co.	R. S. White								
Herald (52)	14,976	.06	...	Herald Pub. Co.	C. Lintern Sibley								
Le Devoir (N) (J) (none)	11,511	.04	...	l'Imprimerie Populaire, Ltee.	Henri Bourassa	Georges Pelletier	Louis Robillard		J. J. Bouchard	J. Caty	L. Kemp		J. O. Beaudet / O. Brousseau[1]
Le Nationaliste	2,000	.03	...										A. Charbormeau
La Patrie (I) (J) (E) *Sat. (70)	24,618	.08	...	L. J. Tarte & Eug. Tarte	Chas. Robillard	E. Letellier	L. Houle	L. J. Tarte	J. NaPerrault	Eugene Tarte	G. Lepine	A. Marsolais	J. L. Royer[1]
Saturday edition	32,586												
La Presse (I) (E) *Sat. (97)	146,392	.16	.16	La Presse Pub. Co., Ltd.	Oswald Mayrand	Arthur Berthiaume		Arthur Berthiaume	H. A. Robert	H. A. Robert			Victor Filkan
Star (I) (30-84)	108,883	.16	.16	Star Pub. Co., Ltd.	A. R. Carman	E. Archibald	R. W. Lipsett	Lord Atholstan		W. S. Marson	W. J. Little	W. S. Marson	

Explanation: **Dagger** (†) indicates morning newspapers. (m) indicates Sunday morning edition; (e) indicates Sunday evening edition. (I) politically independent; (C) Conservative; (L) Liberal; (I-C) Independent Conservative; (I-L) Independent-Liberal. (J) operate job printing plants. (E) operate own engraving plant. * indicates rotogravure section, letter following indicates day of issue as S for Sunday, M for Monday, Tu for Tuesday, W for Wednesday, Th for Thursday, F for Friday, Sat for Saturday. Mo for monthly. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mats. (t) do not use plates. Boldface circulation figures are A. B. C. net paid, six months statement ending September 30, 1922; X indicates three month statement ending September 30, 1922; Y indicates three months' A. B. C. statement ending June 20, 1922; W indicates A. B. C. audit of September 30, 1922. All other circulation figures are Government statements for six months ending September 30, 1922. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are shown by brackets. In last column superior figure 1 following name indicates superintendent of job department only; superior figure 2, superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical

Go Where the Money Is and Go Now!
Save Time, Thought and Effort—Make

LA PRESSE

QUEBEC PROVINCE, 1922. SURPLUS OVER **$5,000,000** — RELATIVELY THE WEALTHIEST MARKET ON EARTH

The National French Daily Newspaper of Canada, your passe-partout to the VERY prosperous MONTREAL-QUEBEC market—WHICH IT DOMINATES!

Nothing Can Replace the Great Circulation of LA PRESSE

which has the largest Daily Circulation in Canada, without exception,—over

LA PRESSE CIRCULATION EXCEEDS 150,000

40,000 more than any other Montreal daily newspaper! Nothing can replace its proverbial pulling-power!

LA PRESSE has the lowest milline rate of all American dailies. (Consult Standard Rate & Data Service, Chicago, please.) A. B. C. reports furnished on request.

LA PRESSE SERVES the public as very few newspapers in the world do!

You are cordially invited to use the LA PRESSE Promotion and Statistical Service.

Rotogravure Service

Magazine Service

MOST RADIO FANS IN NORTH AMERICA ENJOY CKAC BROADCASTS.

Did you know that LA PRESSE readers get a Daily, Exclusive, Radio Direct News Service From Paris?

French-Canadians are quick to appreciate a good article and will buy freely, if asked to do so by advertising in LA PRESSE.

It is futile to attempt to sell French-Canadians in a language they do not understand. The most English advertising can accomplish is to reach 15% of the total of the Province.

Attempt Less!
Accomplish More!

In Canada, Concentrate In Your Logical Market: The MONTREAL-QUEBEC MARKET.

and for
IMMEDIATE RESULTS

Use the Time-Tested Money-Maker and Indispensable Medium

LA PRESSE

MONTREAL'S POPULATION: **800,000** — Over 70% FRENCH CANADIAN

LA PRESSE SALARIED REPRESENTATIVES WILL GLADLY GIVE YOU FURTHER INFORMATION—IN YOUR OWN INTEREST YOU SHOULD GET IT NOW!

New York:	Chicago:	Toronto:	Montreal:
Wm. J. Morton Co.	Wm. J. Morton Co.	S. L. REES	H. A. Robert
200 5th Ave.	Tribune Bldg.	319 Bay Street	Advertising Manager
(Gram. 5940)	(Central 1990)	(Adelaide 1427)	(Main 5370)

N. B.—Action Counts!

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF CANADIAN DAILY NEWSPAPERS—Continued

QUEBEC—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
QUEBEC, 100,000.												
†Chronicle (none)	....	.025	...									{Pierre Levesque
L'Action Catholique (1) (J) (E)	20,663	.05	.05	L'Action Sociale, Limitee	Dr. F. X. Jules Dorion	Rev. N. J. Proulx	Laureat Kirouac	Antonio Dussault	M. Maranda	Alphonse Lambert		{Pierre Lepine[1]
(none)	17,358	.05	...	J. H. Fortier	Florian Fortin	J. E. Barnard	Florian Fortin	Emile Castonguay	Fr. Herry	D. Blais		{D. Emond
†L'Evenement (1) (J) (27 x-41)												{F. J. Petit Clerc[1]
Le Soleil (L) (J) (E) (3 x-55)	46,502	.10	.10	Le Soleil, Ltee								F. A. Vachon[1]
Telegraph (I) (J) (100-109)	12,262	.03	.03	Telegraph Ptg. Co.	Hon. Frank Carrel	E. G. Smith						
SHERBROOKE, 25,000.												
Record (I) (none)	9,691	.04	.04	Sherbrooke Record Co., Ltd.	V. E. Morrill	Gordon Miller	L. A. Campeau	B. W. Keighley	P. O'Brien			J. Fraser
La Tribune (L) (J) (none)	6,605	.04	.035	La Tribune Pub. Co., Ltd.	L. P. Robidoux	C. A. Robidoux	C. A. Robidoux	J. H. Poupart	P. Doyon	M. Millar		{J. D. St. Laurent
THREE RIVERS, 13,691.												{A. Huard[1]
Le Nouvelliste (I) (J) (41)	3,959	.03	.025	La Cie de Pub. Le Nouvelliste	Emile Jean	Romuald Bourque	Ernest Guenette	Phillippe Turcotte	Laurent Paradis	Georges Lacerte		{Jean Boudreault
												{Emilien Robert[1]

SASKATCHEWAN

MOOSE JAW, 17,000.												
Times (I-L) (J) (27 x-126)	5,966 x	.05	.05	Times Co., Ltd.	Thomas Miller	Thomas Miller	F. J. Workman	Thomas Miller	James H. Drynan	O. R. Reid	James H. Drynan	John S. Clark[2]
PRINCE ALBERT, 10,000.												
Herald (I) (none)	2,619 x	.02	...			A. D. Gordon	John Eagle		W. L. Davis	W. G. Eagle		Geo. Carrier
REGINA, 40,000.												
†Leader (L) (J) (9 x-1 x-44)	16,837 x	} .09	.09	Leader Pub. Co., Ltd.	Burford Hooke	A. Raymond	J. Fairley	Burford Hooke	A. E. Ford	F. R. Folkes		{W. J. Vennels
Daily Post (I) (9 x-1 x-44)	7,523 x	}			Randolph Patton							{N. L. Lance[1]
SASKATOON, 25,743.												
Daily Star (I) (J) (126-27 x)	20,310 x	} .08	.08	W. F. Herman	Randolph Patton		C. B. Pyper	R. M. Elliott	F. D. Galbraith	G. S. Porter		{W. J. Peacock
†Phoenix (I) (J) (27 x-126)	2,060 x	}					C. A. Elvin					{G. W. Stainsby[1]

YUKON TERRITORY

DAWSON, 3,013.												
News (none) (d)	....	.043	...	Dawson News Publishing Co.								

Explanation: **Dagger** (†) indicates morning newspapers. (m) indicates Sunday morning edition; (e) indicates Sunday evening edition. (I) politically independent; (R) Republican; (D) Democratic; (Soc.) Socialist; (I-R) Independent Republican; (I-D) Independent-Democratic. (J) operate job printing plants. (E) operate own engraving plant. • indicates rotogravure section, letter following indicates day of issue as **S** for Sunday, **M** for Monday, **Tu** for Tuesday, **W** for Wednesday, **Th** for Thursday, **F** for Friday, **Sat** for Saturday. **Mo** for monthly. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mats. (t) do not use plates. Boldface circulation figures are A. B. C. net paid, six months statement ending September 30, 1922; **X** indicates three month statement ending September 30, 1922; **Y** indicates three months' A. B. C. statement ending June 20, 1922; **W** indicates A. B. C. audit of cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are figure [2] superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical appears it applies to each issue separately.
NOTE—Canadian advertising representatives. Canadian list is on page 202; American list on pages 66, 75, 76, 78.

1821 :: ONTARIO'S OLDEST NEWSPAPER :: 1923

The RECORDER and TIMES

Brockville, Ontario, Canada

Now celebrating its Golden Jubilee—1873-1923, as a daily, and for over one hundred years in the weekly field. It is the survivor of many competitors, proving the confidence in which it is held by its readers.

Brockville is a good manufacturing city, a railway terminal surrounded by Eastern Ontario's rich Dairy section, a desirable residential city, at the foot of the 1000 Islands.

Ask for A. B. C. Auditor's Report

National Advertisers would do well to consider the R. and T. when arranging Canadian campaign.

Rates on application or at all Agencies.

RECORDER PRINTING COMPANY, LIMITED

PUBLISHERS BROCKVILLE, ONT.

FEATURES

Proofs, prices and sample mats with pleasure on request

CAMERA NEWS PAGE
Made up of 1, 2 and 3 col. news pictures.

FASHION PAGE
Feder photos, attractively grouped. Copy by Barbara Wintbrop.

CHILDREN'S PAGE
Short stories, verses, puzzles, toy-making, etc.

FEATURE PAGE
Two miscellaneous half-page articles, illustrations in lay-out.

WEEKLY HOUSE PLANS
Two and 3 col. sizes. By W. W. Purdy.

HANDICRAFT IN THE HOME
Filet, embroidery, fancy work, etc. By Alice Urquart Fewell.

RADIO
Three articles each week. By Frank Chapman.

HINTS FOR THE MOTORIST
Three a week, with Q. and A. Department. By Albert L. Clough.

SMILES
One column illustrated comics, by various artists.

EASY TRICKS
A daily one column feature.

US KIDS
A 6 column daily strip comic. By O'Neill.

PERTINENT PORTRAITS
Ten single column portraits, and pen sketch by Evans.

NOOZIE, THE SUNSHINE KID
Half and one column sizes. By Hop.

DAILY PUZZLES
One and two column sizes. By Walter Wellman.

DAILY FASHION HINTS
One or two columns. By Mabel Whitney.

FORTY WINNING PLAYS IN FOOTBALL
By John J. McEwan and Major Graves.

TWENTY-FOUR LESSONS IN BOXING
By Spike Webb.

SEVENTY-TWO LESSONS IN BASEBALL
By J. B. Sheridan.

FORTY-EIGHT CLASSIFIED BUILDING ADS
Two and three column sizes. By T. R. Longcope.

THE AD-ROUTE
A syndicate newspaper house organ. By W. S. Ball.

THE INTERNATIONAL SYNDICATE

Established 1899

BALTIMORE MARYLAND

CANADIAN LEGISLATION IN 1922

Sales Tax on Engravings, Electrotypes, etc.—As some confusion existed as to the rate of sale tax applicable in the case of sales of engravings, electrotypes, etc., by the manufacturers thereof to publishers of newspapers, magazines and trade papers, as well as to job printers, the excise authorities at Ottawa in April issued a ruling, which made the 3 per cent rate effective in these cases. Ordinarily sales by manufacturers of goods to wholesalers are subject to a tax of 1½ per cent, and to retailers or consumers of 3 per cent, and by wholesalers to retailers or consumers of 1½ per cent. The point was as to whether the printer was to be regarded as a wholesaler or a consumer and the decision is to the effect that, for the purposes of the tax, he is a consumer. If he re-sells an electro or engraving to an advertiser, the sale is not subject to any tax, as the sale tax does not apply to sale by retailers or consumers.

Blue Law Enforcement in Canada, Too.—Victoria (B. C.) voters gave a seven-to-one majority against enforcement here of the Lord's Day Act, which had been ordered by the police commission. The order prohibited the operation of newsstands on Sundays. The result of the plebiscite vote taken showed that Victoria was emphatic in its demand for newspapers on Sunday. Efforts are now being made to have the Lord's Day Act, which is a Federal statute, repealed or severely amended.

Imported Printed Matter Must State Country of Origin.—Publishers of newspapers, magazines, and books, printers and advertisers, were affected by new Canadian Customs regulations, put into force on November 1, so that they can no longer ship in or mail into Canada any printed matter for use by their dealers, for distribution over the counter or to be sent through the mails, unless it bears the imprint "Made in the United States" or other country of origin. The new regulations apply to newspapers as well as all other publications and printed matter generally. According to an interpretation given by the Department of Customs to Editor & Publisher, of the clauses defining ways in which origin can be indicated, the usual publisher's statement in newspapers will be regarded as sufficient, provided the address given includes state and country.

SUSPENSIONS OF DAILY NEWSPAPERS IN CANADA

Charlottetown (P. E. I,) Examiner.
Kitchener (Ont.) Daily Telegraph.

In Canada it boils down to—

Canada—The wealthiest country per capita in the world.

Ontario—The wealthiest Province of Canada.

Toronto—Comprises one-fifth the population of Ontario —127,000 homes—522,666 residents.

The Evening Telegram—Read in five out of each six Toronto homes—Toronto circulation 103,586 or 94.9% concentrated. Total circulation 109,077.

THE EVENING TELEGRAM

TORONTO — CANADA

CIRCULATION 109,077 (A. B. C. 1922)

U. S. Representatives—VERREE & CONKLIN, Inc.

New York—300 Madison Ave.
Chicago—Steger Building
Detroit—117 Lafayette Blvd.
San Francisco—Monadnock Bldg.

CANADIAN SPECIAL REPRESENTATIVES

Key	Firm Name	City	Street	Manager
1X	Abraham, Charles A.....	Montreal, Que....	232 St. James st.....	C. A. Abraham
2-X	Bowater, A. V. (See Number 4-X)			
3-X	Calder, Frank.....	Montreal, Que....	40 Hospital st.....	Frank Calder
4-X	Consolidated Press, Ltd.	Toronto, Ont.*...	Graphic Arts Bldg...	Miller McKnight
		Montreal, Que....	171 St. James st....	
		Winnipeg, Man...	Boyd Bldg.....	F. C. Pickwell
		New York City..	507 5th ave.....	
		Chicago, Ill.....	8 S. Dearborn st....	
		London, Eng.....	10 Norfolk st..... Strand, W. C. 2....	A. V. Bowater
5-X	Davis, J. Lester.....	Toronto, Ont.....	313 Jane st.....	J. L. Davis
7-X	Gagnier, Ltd., H. (See 4-X)			
8-X	Gowe, L. S. (See 28-X)			
9-X	Guy, Edgar J.....	Toronto, Ont.....	Royal Bank Bldg....	E. J. Guy
10-X	Guy, Henry.....	Toronto, Ont.....	154 Mt. Joy ave....	Henry Guy
11-X	Harkins, John.....	Toronto, Ont.....	70 York st.....	John Harkins
12-X	Healy, Walter J.....	Montreal, Que....	30 St. John st.....	W. J. Healy
14-X	Long, W. F.....	Montreal, Que....	11 St. Sacrement ave.	W. F. Long
15-X	McGillivray, W. W.....	Toronto, Ont.....	182 Bay st.....	W. W. McGillivray
16-X	McKnight, Miller (See Number 4-X)			
17-X	Martin, W. T. (See Number 19-X)			
18-X	Mason, Frank H.....	Toronto, Ont.....	70 Lombard st.....	F. H. Mason
19-X	Montreal Gazette.....	Toronto, Can....	123 Bay st.....	W. T. Martin
20-X	Payson, Frank E.....	Vancouver, B. C..	Winch Bldg.....	Frank E. Payson
21-X	Pickwell, F. C. (See Number 4-X)			
22-X	Rathbone, J. B.....	Montreal, Que....	Transportation Bldg..	J. B. Rathbone
		Toronto, Ont.....	95 King st., E.....	J. B. Rathbone
23-X	Rees, S. L.....	Toronto, Ont.....	319 Bay st.....	S. L. Rees
24-X	Rose, H.....	Toronto, Ont.....	432 St. Clarens ave..	H. Rose
26-X	Smallpiece, H. E.....	Toronto, Ont.....	32 Church st.....	H. E. Smallpiece
27-X	Thompson, F. W.....	Toronto, Ont.....	100 King st.....	F. W. Thompson

NOTE—Numerals and letters in first column key with Canadian Newspaper Directory, just preceding this list. The advertising representative of every newspaper is thus shown.
*—Indicates head office.

THE DAILY BRITISH WHIG

Kingston's Best Newspaper

OUR OFFICE BOY SAYS—"Say, I'm the guy that's puttin' this here sheet on the map. When I come here about three years ago they thought they was doin' fine with five thousand or so circulation, and since I come their monthly battin' averages has been so high the business office has to get a step-ladder to keep track of them."

AVERAGE DAILY CIRCULATION for last six months of 1922—7,253.

BY MONTHS—

July	7045	
August	7113	Up 68
September	7182	Up 69
October	7474	Up 292
November	7617	Up 143
December	7687	Up 70

—AND STILL RISING.

THERE IS NO Better indication of the potentialities of the Kingston territory as a market than the growth of Kingston's leading newspaper. If you have goods to market it will pay you to get into this territory and the best introduction to its buyers is through the columns of the Daily British Whig.

Write for A. B. C. Audit Statement for 1922 to

British Whig - Kingston, Ontario

CANADIAN ADVERTISING AGENCIES AND THEIR SPACE BUYERS

ADVERTISING SERVICE CO., LTD. *a-c-c-g-j*	70 McGill College Av.	Montreal, Quebec*	H. R. Cockfield; C. F. Goldthwa; C. T. Solomon
	220 Yonge St.	Toronto, Ont.	E. H. Smith; T. L. Anderso; Miss K. L. Ha ler.
AGENCE CANADIENNE DE PUBLICITE, LTD.	(See Canadian Advertising Agcy., Ltd.)		
BAKER ADV. AGCY., LTD. *c-e-g-j.*	184 Bay St.	Toronto, Ontario	R. A. Baker; F. H. Hayhurst; R. G. Thomas; C. M. Musgrov
BLAIKIE, DUNCAN S. *c-j*	35 St. Nicholas St.	Montreal, Quebec	S. A. Fashlin
BOWMAN, LTD., SIDNEY S. *c-j.*	Canadian Cement Bldg.	Montreal, Quebec	P. Wooll Coml; R. R. De Long
CAMPBELL-EWALD CO. *a-f-g*	Hamilton Tr. Bldg.	Toronto, Ont.	George C. Fries
	Marquette Bldg.	Detroit, U.S.A.*	
	Mallers Bldg.	Chicago, Ill.	
	18 W. 34th St.		
CANADIAN ADVG. AGCY. LTD. *a-c-g-j.*	Unity Bldg.	Montreal, Quebec	H. S. McCulloch
	13 Mariveaux St.	Paris, France	
CENTRAL PRESS AGENCY	110 York St.	Toronto, Ont.	
CLUXTON, L. G.	1215 Greene Av.	Montreal, Quebec	
CONSOLIDATED ADV. SERVICE *c-g-j*	73 Richm'd St., W.	Toronto, Ont.*	C. F. Craigie; Mrs. E. M. M Donald
	171 St. James St.	Montreal, Quebec	C. L. Hannon
CRAWFORD-HARRIS ADV. SERVICE *c*	Province Bldg.	Vancouver, B. C.*	Joseph Burgess
	40 Gariepy Block.	Edmonton, Alberta.	
CURRY ADV. SERV., THOS. H.	Ray Bldg.	Halifax, N. S.	
DEAN ADV. AGCY., E. STERLING *a-c-g-j*	8 Wellington St., E.	Toronto, Ont.	E. Nisbet; S. A. Merriam
DENNE & CO., LTD., A. J. *c-j*	43 King St., W.	Toronto, Ont.	R. O. McKeown
DESBARATS ADV. AGCY., LTD. *a-c-e-g-j*	161 Beaver Hill Hall	Montreal, Que.*	E. W. Desbarets
	45 Jarvis St.	Toronto, Ont.	A. H. Maclauch
DOMINION ADVERTISERS, LTD. *c-j*	311 Beaver Hill Hall	Montreal, Quebec	R. O. Stevens; F. W. McLau lin
EASTMAN ADV. CO.	Standard Bk. Bldg.	Vancouver, B. C.	Morgan Eastman.
EDWARDS ADVG. AGCY. *d*	Roy Bldg.	Halifax, N. S.	Tom F. Moult; M. E. McKay
FEDERAL ADV. AGCY., LTD. *c-j.*	Dom. Sav. Bldg.	London, Ont.*	T. H. Yull
	Landed Banking & Loan Bldg.	Hamilton, Ont.	Miss G. D. Hea
FINANCIAL ADV. CO. OF CANADA, LTD. *c*	Bd. of Trade Bldg.	Montreal, Quebec	
	34 King St. W.	Toronto, Ont.	
FISHER CO., LTD., JAS. *c-j*	386 Yonge St.	Toronto, Ont.	Frank Wright
GENERAL NEWS & ADVERTISING AGCY., LTD. *c-j*	Can. Cement Bldg.	Montreal, P. Q.	Ed. Montet
GIBBONS, LTD., J. J. *c-e-g-j*	119 Wellington St., W.	Toronto, Ont.	Miss M. Pernel
	Coronation Bldg.	Montreal, Quebec	
	Tribune Bldg.	Winnipeg, Man.	
GORDON & GOTCH, LTD	136 Bay St.	Toronto, Ont.	
HAMILTON ADVERTISERS AGCY., Ltd. *c-j*	17 Main St., E.	Hamilton, Ont.	S. I. La Barre
HUNT ADVG. SERV., F. W.	33 Richmond St. W.	Toronto, Ont.	F. W. Hunt; E. R. Humphr
IMPERIAL PUBLISHING CO., LTD. *c-j*	140 Barrington St.	Halifax, N. S.	
McCANN CO., LTD., H. K. *a-c-f-j*	14 King St., E.	Toronto, Ont.	M. Falis
	61 Broadway	New York City*	
	Nat. City Bldg.	Cleveland, Ohio	
	McCann Bldg.	San Francisco, Cal.	
	Continen'l Oil Bldg.	Denver, Colo.	
McCONNELL & FERGUSSON, LTD. *c-j*	7 Market Lane	London, Ont.*	C. S. Bowie
	Temple Bldg.	Toronto, Ont.	
	Furness Bldg.	Montreal, Que.	
	Confederation Life Bldg.	Winnipeg, Man.	
	Dom. Bk. Bldg.	Vancouver, B. C.	
McKIM, LTD., A. *a-c-g-j*	475 Phillips Sq.	Montreal, Que.*	C. T. Pearce
	Jarvis Bldg.	Toronto, Ont.	H. E. Stepher
	Home Bk. Bldg.	Hamilton, Ont.	Wm. Findlay
	Union Bk. Bldg.	Winnipeg, Man.	B. A. Bennett
	6 Norfolk St., Strand, W. C. 2.	London, England	R. F. Griffiths
MACKAY-VAN BUREN ADV., LTD.	231 8th Av., W.	Calgary, Alberta	
MACPHERSON & McCURDY, LTD. *a-c-e-g-j*	Bell Block	Winnipeg, Man.	R. J. Macphe; H. Lavender
MASON ADV. AGCY	70 Lombard St.	Toronto, Ont.	F. H. Mason
MASSIE, LTD., A. J. *c*	Chamber of Com.	Winnipeg, Man.	A. J. Massie
	Province Bldg.	Vancouver, B. C.	V. C. Irons
MITFORD ADV. AGCY., *c-j*	Temple Bldg.	Toronto, Ont.	Geo. H. K. ford; R. Bedell
MONTY, ALBERT		Montreal, Que.	
MULLER CO., LTD., R. SYKES *c.*	Can. Cement Bldg.	Montreal, Que.	R. S. Muller; Fred A. Blac; F. E. Scott
NATIONAL ADVG. AGCY		Montreal, Quebec	
NATIONAL PUBLICITY, LTD. *a-c-j*	286 St. Jas. St., W.	Montreal, Quebec	H. Bartholomew
NEWTON ADV. AGCY. *d*	Fort Street	Victoria, B. C.	Geo. W. Newto
NORRIS-PATTERSON, LTD. *a-c-e-g-j*	10 Adelaide St., E.	Toronto, Ont.	
	232 St. James St.	Montreal, Quebec	
PEABODY, CHARLES E	178 Napean St.	Ottawa, Ont.	
PRESS AGENCY BUREAU, LTD. *c-j*	Cor. Yonge & Temperance Sts.	Toronto, Ont.	J. B. O'Higg; A. H. Maclauc; Miss J. Penc

(*Continued on page* 204)

Explanation of Key Letters

A—Recognized by American Newspaper Publishers' Association. **C**—Recognized by Canadian Daily Newspapers' Association. **D**—Local Publishers' recognition (agent's statement). **E**—Recommended for recognition by Agricultural Publishers' Association. **F**—Approved by Associated Business Papers', Inc. **G**—Recommended by Periodical Publishers' Association. **H**—Member American Association of Advertising Agencies. **J**—Member Canadian Association of Advertising Agencies. *—Head Office.

Where agency has American Newspaper Publishers' Association or Canadian Daily Newspaper recognition, it also has local recognition, so notation to that effect has been purposely omitted in listing in such cases.

Sprague Electric Motor Drive and Control Systems for Newspaper Presses

Conceded First Place in the Press equipment field for Superior Construction and Unequalled performance.

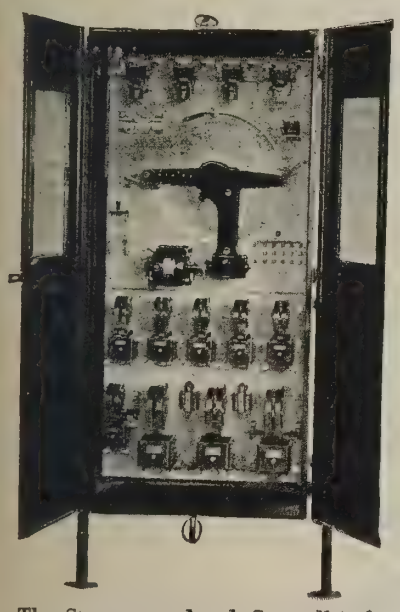
Over 400 installations in this country and abroad bear testimony to the

Reliability and Safety of the Sprague System

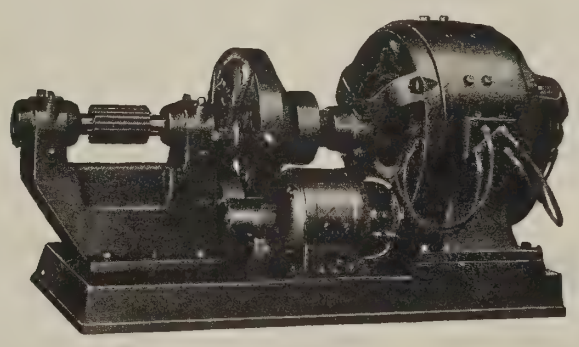
The largest contract for Controls and Drives for one plant was placed this year by the Philadelphia Public Ledger for Sprague Equipments, after a careful examination of all other systems.

So many publishers are recognizing the freedom from worry which comes from doing business with Sprague Electric, that this year has been one of the largest in their history in this specialized field.

Extensive Stocks Make Possible Prompt Deliveries Where Presses are Sold for Early Shipment



The Sprague enclosed Controller for Octuple Press—Dirt Proof, Fool Proof, Fire Proof—Meets all Safety Requirements.



The Sprague Double-Motor Drive, using the famous Sprague Type C Motors. There are more Sprague Type C Motors driving Newspaper Presses in the U. S. than any other one make of D. C. motors.



The Sprague enclosed Alternating Current Controller—designed for Newspaper Offices in the smaller cities.



The Bloomfield, N. J., factory of The Sprague Works where all parts of The Sprague System—Controls, Motors and Slow-Motions are made in coordination.

SPRAGUE ELECTRIC WORKS

Of General Electric Company

PIONEERS OF THE INDUSTRY

Main Offices
527 W. 34th St. New York

Branch Offices
in Principal Cities

CANADIAN ADVERTISING AGENCIES—(Continued from Page 202)

Name	Address	City	Space Buyers
PRICE CO., C. B.	18 Victoria Bldg.	Windsor, Ont.	
PURKIS, THORNTON *a-c-g-j*	Union Trust Bldg.	Toronto, Ont.	K. Pedwell
	248 St. James St.	Montreal, Quebec.	
R			
ROBERTSON CO., LTD., J. S.	Queen & Victoria Sts	Toronto, Ont.	
RONALD'S PRESS & ADVERTISING AGCY., LTD.	71 William St.*	Montreal, P. Q.	R. C. Ronald
	McGill Bldg.	Montreal, P. Q.	E. D. Ring
ROWLATT, F. ALBANY *a-c-e-g-j*	110 Church St.	Toronto, Ont.	
S			
ST. JOHN ADVG. AGCY.		St. John, N. B.	
SMITH ADVG. SERV.		St. John, N. B.	
SMITH & SON, LTD., R. C. *c-j*	32 Front St., W.	Toronto, Ont.	Miss M. A. Stoakley
SMITH ADV. AGCY., S. K.	73 Dock St.	St. John, N. B.	S. K. Smith
SMITH, DENNE & MOORE, LTD. *a-c-e-g-j*	Lumsden Bldg.	Toronto, Ont.*	H. M. Tandy
	275 Craig St., W.	Montreal, Quebec.	J. P. Hamilton
	1463 Broadway	New York City	H. M. Reid
	Caxton House, S. W.	London, England	
SMITH, STURGIS & MOORE, INC. *a-e-g-h*	Lumsden Bldg.	Toronto, Ont.	
	1463 Broadway	New York City*	
	Premier House, Southampton Row, WC1	London, England	
	31 bis Faubourg, Montmartre	Paris, France	
U			
UNITED ADVG. AGCY., LTD. *a-c-g*	C. P. R. Bldg.	Toronto, Ont.	H. C. Daych
	1 W. 34th St.	New York City*	E. F. Fettinger
	21 Smith St.	Paterson, N. J.	E. W. Bateman
	Kinney Bldg.	Newark, N. J.	
	2112 Cabell St.	Dallas, Tex.	
	1 William St.	Bridgeport, Conn.	
W			
WALLACE ADV. SERVICE	McCurdy Bldg.	Halifax, N. S.*	F. R. Wallace
WORLD WIDE ADVG. CORP.	Coronation Bldg.	Montreal, Que.	

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CANADIAN DAILY PAPERS SOLD IN 1922

Chatham (Ont.) Daily News—A. C. Woodward to W. J. Taylor.

Galt (Ont.) Reporter—to H. M. Hueston, Allan Holmes and A. D. McKenzie.

London (Ont.) Advertiser—to H. B. Muir and associates.

Moncton (N. B.) Transcript—estate of J. W. T. Hawke to C. W. Robinson, Matthew Lodge and Ivan C. Rand.

North Bay (Ont.) Daily Nugget—to H. S. Browning and associates.

Oshawa (Ont.) Reformer—to J. C. Ross and J. Ewart McKay.

North Bay (Ont.) Daily Nugget—to W. E. Mason (receiver's sale).

Quebec Chronicle—estate of Sir David Watson to Sir William Price and associates.

Quebec (Canada) L'Evenement—to L'Evenement Co., Ltd.

St. John (N. B.) Journal—P. W. Thompson, H. P. Robinson and associates.

Simcoe (Ont.) Reformer—from Hal B. Donly to P. George Pearce.

Windsor (Ont.) Border Cities Star—to W. S. Herman.

CANADIAN NECROLOGY

Burgoyne, W. B.—publisher St. Catharines (Ont.) Daily Standard; Jan. 1.

Dunham, O. S.—publisher Bridgetown (N. S.) Monitor; Feb. 3.

Gagnier, H. T.—president H. Gagnier, Ltd.; at Toronto, Oct. 29.

Galbraith, Thomas—former financial editor Toronto Mail & Empire; at Weston, Ont., April 20.

Hawke, John T.—publisher and editor Moncton (N. B.) Transcript.

McNaulty, Joseph V.—general manager Pacific Coast Lumberman; at Vancouver, B. C.

Morrison, Charles—many years city editor Toronto Mail; Feb. 26.

Ranton, Samuel—former editor Stratford (Ont.) Beacon; Feb. 11.

Watson, Maj. Gen. Sir David Watson, K. C. B.—managing director Quebec Chronicle; at Quebec, Feb. 23.

CANADIAN ASSOCIATIONS

JOURNALISTIC

British Columbia Press Assn.—President, J. L. Hall, Vernon News; secretary, H. M. Walker, Enderby Commoner.

British Columbia Institute of Journalists.—President, Major Lukin Johnston, Vancouver Daily Province; secretary, Sydney Watt, Vancouver World.

Canadian Daily Newspapers Assn.—President, F. J. Burd, Vancouver (B. C.) Province; manager and secretary, Arthur Partridge, Toronto.

Canadian National Newspapers & Periodicals Assn.—President, C. H. Hunter, Maclean Publishing Company, Toronto.

Canadian Press, Ltd.—President, E. Norman Smith, Ottawa Journal; secretary and general manager, J. F. B. Livesay, Toronto, Ont.

Canadian Weekly Newspapers Assn.—President, A. R. Brennan, Summerside (P. E. I.) Journal; secretary-manager, E. Roy Sayles, Toronto, Ont.; Maratime Provinces Division—President, Don Fraser, New Glasgow (N. S.) Eastern Chronicle; secretary, H. B. Onslow, Campbellton (N. B.) Graphic.

Montreal Press Gallery.—President, George Lawrence, Montreal Herald; secretary, H. Major, Le Canada.

Montreal Women's Press Club.—Pres. Miss Clergue; secretary, Miss Marg DeLysle.

Ottawa Parliamentary Press Gallery.—dent, T. H. Blacklock; secretary, Claude ancon.

Quebec Legislative Press Gallery.—Pres R. Holmes Parson, Montreal Star; secr Alonzo Cinq Mars, La Presse, Montreal.

Toronto Press Club.—President, Sir Willison; secretary, Edward D. McCormac

Western Ontario Newspaper Publishers' —President, H. J. Foster, Galt Reporter retary T. H. Kay, Kitchener Record.

Winnipeg (Man.) Press Club.—Presiden M. Kipp, Canadian Press, Ltd.; secr Frank H. Williams, Winnipeg Free Press.

ADVERTISING

Association Canadian Advertisers.—Pres C. Van Scoyoc, Canada Cement Co., Ltd., real; secy., Florence Clotworthy, Toronto,

Canadian Assn. of Advertising Agenc Pres., W. B. Somerset; secy., George W. tin, 17 Main st., E., Hamilton, Ont.

Edmonton (Alta.) Advertising Section of Trade.*—Pres., George B. Cooper; secy A. Wildman.

Montreal Publicity Assn.*—Pres., H. S. Scoyoc; secy., Charles N. Valiquet.

St. John (N. B.) Ad Club.*—Pres., Macauley; secy., P. F. Drummie.

Toronto (Ont.) Ad Club.*—Pres., W. T. gory; secy., E. G. Taylor.

*Member Associated Advertising Clubs o World.

CANADIAN PRINTING AND M CHINE COMPOSITION SCHOO

Alberta
- Institute of Technology and Art, East Cal
- Victoria Prevocational School, Calgary.

Ontario
- Guelph Technical School, Guelph.
- Technical School, Hamilton.
- Canadian Linotype Limited, Toronto.
- Technical School, Toronto.

Manitoba
- Kelvin Technical School, Winnipeg.
- Typesetting Instructors, Ltd., Winnipeg.
- Driscoll and Herald Trade Plant, Winnipe

Quebec
- Institution des Deaf and Dumb, Montreal
- British-American Publishing Company, treal.
- Garden City Press, Gardenvale, Quebec.

Other Canadian Year Book data will be on page 240.

Famed for Its City Circulation,

Covering Ninety Per Cent of the Homes of London

The London Free Press

WESTERN ONTARIO'S FOREMOST NEWSPAPER

—IS—

Equally Famous for Its Country Circulation

The Net Paid Country Circulation of "The London Free Press" is greater than the combined city and country circulation of any competitor in its field.

We are Members of the Audit Bureau of Circulations and our records are open at all times for the investigation of our advertisers.

The London Free Press

WESTERN ONTARIO'S FOREMOST NEWSPAPER

LONDON, CANADA

BRANCH OFFICES—

CHICAGO—C. W. Wallis, 1243 First National Bank Building NEW YORK—D. J. Randall, 341 Fifth Avenue.

PORTLAND, MAINE

EVENING EXPRESS

AND

SUNDAY TELEGRAM

Largest Circulation of any Maine Daily or Sunday

Publisher's Statement for 6 Months Ending Sept. 30, 1922

Daily		Sunday	
Express	26,294	Telegram	28,658
Other paper	21,663	Other paper	Unknown

"COVERAGE!"

Comparison of census figures indicates that in the city of Portland more than 15 out of every 16 homes take the Evening Express.

Number of Portland families.....16,801
City Circulation of Express.....16,585

Express and Telegram Lead in Advertising

LINEAGE for the first eleven months of 1922, as compiled by De Lisser Bros. These represent totals seven days a week against seven of the other Portland Daily and Sunday paper. These figures represent the voice of advertisers, both local and national; buyers who know the Portland market as well as buyers who *know* the comparative value of all Portland newspapers.

LOCAL DISPLAY ADVERTISING

EVENING EXPRESS & SUNDAY TELEGRAM	6,210,242
Other Portland Daily and Sunday	4,531,716

DEPARTMENT STORE ADVERTISING

EXPRESS & TELEGRAM	1,940,941
Other Daily & Sunday	1,554,298

NATIONAL ADVERTISING

EXPRESS & TELEGRAM	2,055,959
Other Daily & Sunday	660,752

CLASSIFIED ADVERTISING

EXPRESS & TELEGRAM	884,011
Other Daily & Sunday	420,845

TOTAL ADVERTISING

EXPRESS & TELEGRAM	9,149,942
Other Daily & Sunday	5,543,863

"First in Circulation"
"First in Advertising"

Foreign Representatives

THE JULIUS MATHEWS SPECIAL AGENCY

BOSTON NEW YORK DETROIT CHICAGO

Express Leads in
Men's Clothing Furnishing Advertising
Express and Telegram..... 593,589
Other Daily and Sunday..... 444,178

Express Leads in
Women's Wear Advertising
Express and Telegram..... 379,420
Other paper 239,351

Express Leads in
Automobiles and Accessories
Express and Telegram..... 697,372
Other paper 369,730
Sunday Telegram is the leading automobile medium of Maine.

Express Leads in
Financial and Banks Advertising
Express and Telegram..... 382,702
Other paper 368,350

Express Leads in
Foods and Groceries Advertising
Express and Telegram..... 670,044
Other Daily and Sunday..... 180,422

Express Leads in
Hotels and Resorts Advertising
Express and Telegram..... 78,959
Other Daily and Sunday..... 36,172

Express Leads in
Tobacco and Cigars Advertising
Express and Telegram..... 134,729
Other paper 57,895

Express also Leads in
All other classifications (legal notices excepted) as shown by De Lisser Bros. checking.

NEWSPRINT STATISTICS FOR 1922

Records of the News Print Service Bureau show the production of newsprint paper in North America hung up a new record in 1922, the total for the United States and Canada surpassing by some 140,000 tons the previous high mark of nearly 2,400,000 tons in 1920. Of this total the United States produced 1,448,000 tons, or 223,000 tons more than in 1921, when the output was reduced by prolonged strikes and also more than any previous year except 1920 when the total was 1,512,000 tons. In 1920, however, the product of the regular newsprint mills in the United States was supplemented by perhaps 80,000 tons from the so-called marginal mills, which did not contribute so heavily to the newsprint supply in 1922.

The development of newsprint manufacture in Canada is shown by the fact that the output last year was 1,082,000 tons or over 200,000 tons more than the 1920 record of 876,000 tons and 34 per cent more than in 1921.

In addition to these totals for the United States and Canada, 60,000 tons of newsprint was produced in Newfoundland and probably about 10,000 tons in the one mill in Mexico which makes newsprint, thus giving a production of 2,600,000 tons for the North American continent.

Shipments from the mills during 1922 more than kept pace with the increased output, and while mill stocks are never large, the total at the end of the year was 11,000 tons less than at the beginning and equivalent to only about three days' production.

The compilation of import figures has been so greatly delayed since the new tariff law went into effect on September 22 that it will be some time before the total imports of newsprint from Europe into the United States during 1922 will be known. Apparently, however, the final figure will not exceed 100,000 tons, a decrease of 26 per cent from the 135,000 tons brought in from overseas during 1921. The heaviest importation of European newsprint was from August, 1921, to February, 1922, when the average was 14,500 tons per month. Since that date the monthly average has been materially less and it does not appear likely that the previous maximum will again be reached.

As the production figures suggest, the consumption of newsprint paper in the United States reached a new high record in 1922. In round numbers it was 16 per cent more than in 1921 and 12 per cent more than during the previous record-breaking year of 1920. Publishers who report their monthly tonnage to the Federal Trade Commission and who use a large proportion of the total output exceeded their 1920 consumption by 14 per cent, the 1919 consumption by 22 per cent and the 1918 consumption by 55 per cent. Publishers stocks of white paper at the end of 1922 were equivalent to 36 days' supply at the current rate of consumption.

Adding imports to domestic production and deducting exports there was not less than 44 lbs. per capita of newsprint paper available for consumption in the United States in 1922 compared with 15 lbs. in 1900.

There are between 60 and 70 newspaper[illegible] the United States, having circulations in e[illegible] of 100,000 copies. During 1920 and 1921 [illegible] dailies averaged 23 pages each, and during [illegible] they rose to 25 pages. For the same years [illegible] Sunday issues of these papers averaged 7[illegible] and 89 pages respectively.

There are more than 22,000 newspapers in [illegible] United States and Canada of which some 1[illegible] are monthlies and country weeklies, while [illegible] circulation of the English language dailie[illegible] approximately 30,000,000 for the week-day i[illegible] and 20,000,000 for the Sunday issues of [illegible] newspapers.

Paper making in North America is a bi[illegible] dollar industry, with the production of n[illegible] print making up a large proportion of the [illegible] investment and further notable developments [illegible] under way.

The new machines to come into news[illegible] production during the six or eight months [illegible] 1923 will have a capacity of 600 tons of p[illegible] daily, carrying the total capacity of the indu[illegible] beyond 9,000 tons daily, of which some [illegible] tons is in the United States and more than 4[illegible] tons in Canada. Still further extensions are [illegible] der consideration.

NEWSPRINT MILLS IN NORTH AMERICA

UNITED STATES

Company	Head Office	Daily Capacity (tons)
Alexandria Paper Co.	Alexandria, Ind.	50
Cliff Paper Co.	Niagara Falls, N. Y.	38
Consolidated Water Power & Paper Co.	Wisconsin Rapids, Wis.	213
Crown-Willamette Paper Co.	San Francisco, Calif.	410
De Grasse Paper Co.	Pyrites, N. Y.	173
Escanaba Paper Co.	Escanaba, Mich.	107
Finch, Pruyn & Co.	Glens Falls, N. Y.	129
Flambeau Paper Co.	Park Falls, Wis.	25
Gilman Paper Co.	New York, N. Y.	42
Gould Paper Co.	Lyons Falls, N. Y.	94
Grandfather Falls Co.	Merrill, Wis.	32
Great Northern Paper Co.	Millinocket, Me.	740
Great Western Paper Co.	Ladysmith, Wis.	57
Hanna Paper Corporation	New York, N. Y.	182
Hawley Pulp & Paper Co.	Oregon City, Oregon	26
Hennepin Paper Co.	Minneapolis, Minn.	33
High Falls Pulp & Paper Co.	Chateaugay, N. Y.	24
Inland Empire Paper Co.	Millwood, Wash.	90
International Paper Co.	New York, N. Y.	1,006
Itasca Paper Co.	Grand Rapids, Minn.	50
Kennebec Paper Co.	New York, N. Y.	49
Manistique Pulp & Paper Co.	Minneapolis, Minn.	60
Minnesota & Ontario Paper Co.	International Falls, Minn.	241
Nekoosa-Edwards Paper Co.	Port Edwards, Wis.	47
Oswego Falls Pulp & Paper Co.	Fulton, N. Y.	34
Pejepscot Paper Co.	New York, N. Y.	123
Pattebone-Cataract Paper Co.	Niagara Falls, N. Y.	27
Northwest Paper Co.	Cloquet, Minn.	75
St. Croix Paper Co.	Boston, Mass.	145
St. George Paper Co.	Norwalk, Conn.	31
St. Regis Paper Co.	New York, N. Y.	165
Sherman Paper Co.	Watertown, N. Y.	52
Tidewater Paper Mills Co.	Brooklyn, N. Y.	100
Watab Paper Co.	Sartell, Minn.	34
Washington Pulp & Paper Corp.	San Francisco, Calif.	116
Waterway Paper Products Co.	Chicago, Ill.	35
West End Paper Co.	Carthage, N. Y.	36
Wisconsin River Paper & Pulp Co.	Neenah, Wis.	62
Total		4,953

CANADA

Abitibi Power & Paper Co.	Montreal, Canada	464
Belgian Industrial Co.	Shawinigan Falls, Quebec	303
J. R. Booth	Ottawa, Ontario	147
Brompton Pulp & Paper Co.	East Angus, Quebec	106
Canada Paper Co.	Windsor Mills, Quebec	41
Donnacona Paper Co.	Donnacona, Quebec	109
E. B. Eddy Co.	Hull, Quebec	56
Fort Francis Pulp & Paper Co.	International Falls, Minn.	144
Fort Williams Paper Co.	Fort Williams, Ont.	160
Laurentide Co.	Grand Mere, Quebec	374
News Pulp & Paper Co.	Montreal, Canada	34
Ontario Paper Co.	Thorold, Ontario	281
Pacific Mills	Vancouver, B. C.	228
Powell River Co.	Vancouver, B. C.	227
Price Brothers & Co.	Quebec, Canada	315
Spanish River Pulp & Paper Mills	Sault St. Marie, Ont.	652
St. Lawrence Paper Mills	Three Rivers, Que.	120
St. Maurice Paper Co.	Montreal	116
St. Maurice Lumber Co.	Three Rivers, Que.	252
Total		4,129
Grand Total, U. S. & Canada		9,082

NEWFOUNDLAND

Anglo-Newfoundland Development Co., Farrington St., London, E. C.	202

MEXICO

Fabricas De Papel De San Rafael Y Anexas, S. A. Mexico	50

Mills which run chiefly on other grades and only to a small extent on newsprint are not included in this list.

Compiled by The News Print Service Bureau.

For Directory of Features

See Page 243

METROPOLITAN
NEWSPAPER SERVICE
Maximilian Elser, Jr., Gen'l Mgr.
150 NASSAU ST. NRW YORK

DAILY NEWSPAPER CHANGES OF OWNERSHI

UNITED STATES

Anaheim (Cal.) Daily Herald—interest to J. Roy Williams.

Anderson (S. C.) Tribune—to E. V. Crist.

Amarillo (Tex.) Tribune—to National Bank of Commerce.

Ardmore (Okla.) Daily Press—half interest to J. A. Lloyd.

Augusta (Me.) Kennebec Journal—to Charles F. Flynt and sons.

Austin (Tex.) Daily Statesman—John H. Kirby to Ireland Graves, Edmund Travis and R. G. Storey.

Beaufort (S. C.) Gazette—from Niels Christensen to Beaufort Chamber of Commerce.

Beatrice (Neb.) Daily Express—interest to John H. Kearnes.

Bellefontaine (O.) Index-Republican—to F. N. Johnson (receiver's sale).

Biddeford (Me.) Daily Journal—Charles M. Prescott to Journal Publishing Company.

Biggs (Cal.) Journal—to W. L. Davis and W. F. Due.

Birmingham (Ala.) Age-Herald—estate of E. W. Barrett to Frederick I. Thompson, B. C. and Donald Comer.

Blackwell (Okla.) Daily News—J. M. Eisminger to H. G. Spaulding.

Boone (Ia.) Daily Pioneer—to J. N. Stonebraker.

Breckenridge (Tex.) Democrat—to Breckenridge American.

Brenham (Tex.) Messenger—T. A. Low to Frank White.

(*Continued on page 208*)

Bridgeton (N. J.) Evening News—C. L. Snow[illegible] to R. E. Fithian.

Brockton (Mass.) Times—to John D. Boga[illegible]

Butte (Mont.) Gazette—interest of A. [illegible] Thatcher to Kenneth Whitla.

Canandaigua (N. Y.) Daily Messenger—to J[illegible] Easton.

Carrollton (Mo.) Republican-Record—Harry [illegible] Thomas to Olaf S. Soward.

Caspar (Wyo.) Herald—to M. M. Lavand.

Cedar Rapids (Ia.) Republican & Times—Lu[illegible] Brewer to W. G. Dows, Ike Smith, W. [illegible] Haskell and H. W. Havner.

Charleston (S. C.) American—to John H. P[illegible] and Richard Lloyd-Jones.

Chicago Staats-Zeitung—to Dr. Carl Weiss [illegible] ceiver's sale).

Clarkston (Wash.) Republic—A. J. Garver [illegible] Leslie R. Kuehl.

Columbus (Ga.) Enquirer-Sun—interests [illegible] Thomas W. Loyless to Julian Harris.

Columbus (Neb.) Daily News—to Edgar How[illegible]

Corsicana (Tex.) Daily Commercial—Dal[illegible] White to Milt Saul.

Creston (Ia.) Daily Advertiser—interest of [illegible] Witt Sowers to Carl and Kenneth H. Da[illegible] port.

Decatur (Ind.) Democrat—interest to Elmer [illegible] Kampe.

Detroit Journal to Detroit News.

Duluth (Minn.) News-Tribune—Mylie Bunnel[illegible]

THE MIAMI OKLAHOMA DISTRICT DAILY NEWS

carries more advertising than any other paper in Ottawa County. From June 1st to September 12th the News carried 246,489 more lines of advertising than the next highest newspaper.

This is an acknowledgment of its power that the advertiser should heed when outlining his next advertising campaign, as Miami and Ottawa County is a field that should be thoroughly covered by advertisers, from the fact that it is the leading agricultural county of the state, and the center of the greatest zinc and lead mining district in the world, populated by about 45,000 people, most of whom are readers of the News. Adjacent to Miami are also ten towns with a population of from 500 to 10,000 who depend on the News for their advertising and news. Most of these towns are connected with Miami by an interurban system centering here.

It will be to your advantage to include the News in your 1923 advertising campaign.

Our service department is ready at all times to furnish any information you may desire.

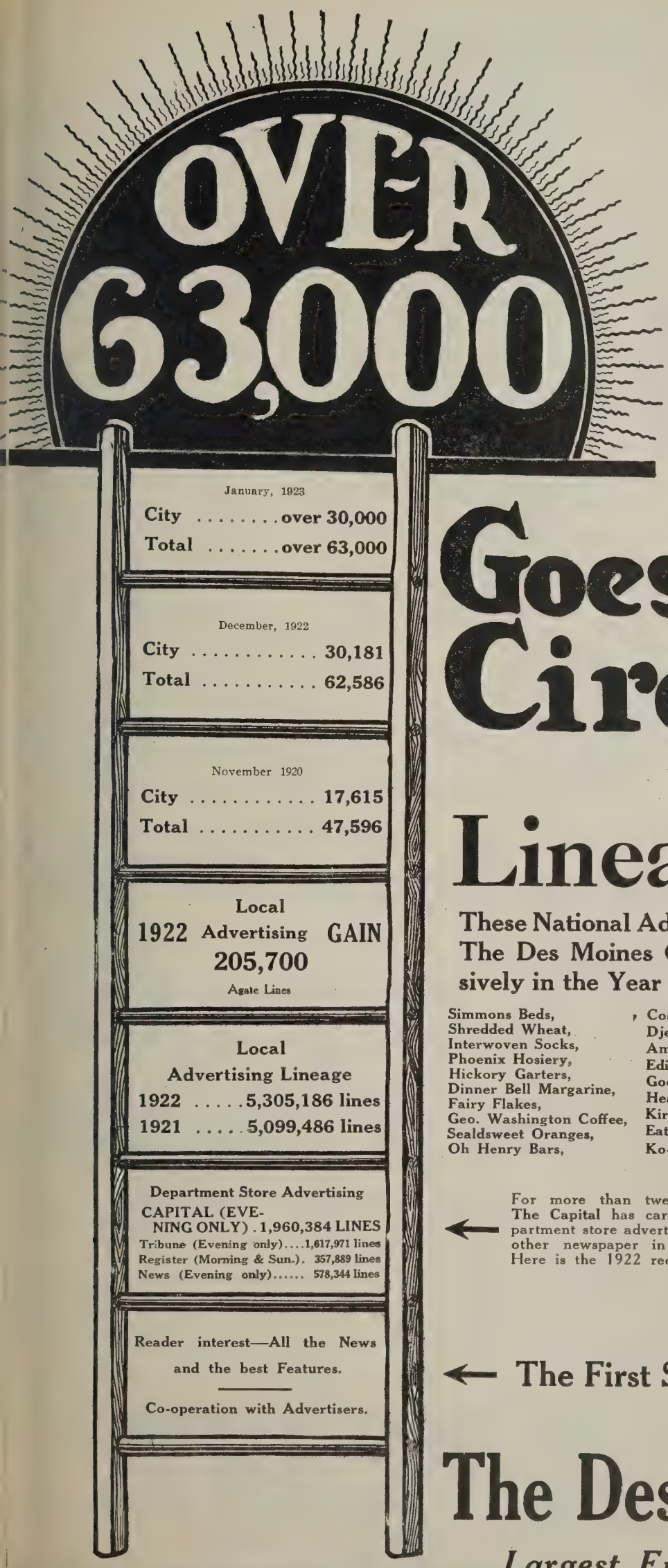
The value of the ore sold for week ending December 23rd was $1,169,380. Worth consideration.

The Miami District Daily News

"Northeastern Oklahoma's Leading Newspaper"

MIAMI, OKLAHOMA

BUY IT MADE OF ZINC



UP! UP! UP!

Goes CAPITAL Circulation

and

Lineage Records

These National Advertisers Used The Des Moines Capital Exclusively in the Year 1922:

Simmons Beds,
Shredded Wheat,
Interwoven Socks,
Phoenix Hosiery,
Hickory Garters,
Dinner Bell Margarine,
Fairy Flakes,
Geo. Washington Coffee,
Sealdsweet Oranges,
Oh Henry Bars,
Cosmopolitan Magazine
Djer Kiss Powder,
American Writing Paper,
Edison Electric Appliance,
Good Housekeeping,
Hearst's Magazine,
Kirk's Cocoa Soap,
Eat Wenatchee Apples,
Ko-Ko Nut Margarine.

← For more than twenty-five years The Capital has carried more department store advertising than any other newspaper in Des Moines. Here is the 1922 record.

← **The First Step**

Magic Names and Features

- Arthur Brisbane's "Today."
- Well's "Outline of History."
- Dr. Frank Crane's Editorial.
- Dr. Brody's Health Talks.
- A Page of Incomparable Comics.
- A Page of News Pictures.
- A Page for Women.
- Herndon's "Life of Lincoln."
- Bryan's Bible Talks.

The Des Moines Capital

Largest Evening Circulation in Iowa

DAILY NEWSPAPER SALES—(Continued from page 206)

Milton Bunnell, James E. Rockwell and R. D. Handy.

Eagle Pass (Tex.) Guide—T. L. Baxter to Dr. J. M. McLeese; J. M. McLeese to W. F. Hays.

El Centro (Cal.) Imperial Valley Press and Progress—to Ross Hammond, Harry Hammond and M. J. Westerfield (consolidated as Imperial Valley Press).

El Paso (Tex.) Herald—interest of J. C. Wilmarth to H. D. Slater.

Elwood (Ind.) Call-Leader—to Robert H. Carpenter.

Ennis (Tex.) Daily News—to U. S. Publishing Company.

Erie (Pa.) Times—control to John J. Mead.

Everett (Wash.) Herald—to Gertrude D. Best and associates.

Fort Wayne (Ind.) News-Sentinel—interests of Clarence F. Bicknell heirs to Oscar G. Foellinger.

Fort Worth (Tex.) Record—James H. Allison and Leonard Withington to Edmund Walker.

Frankfort (Ky.) Crescent-News—interests of George H. Healy and Louis Hamilton to John F. Shuman and Will G. Ross.

Fresno (Cal.) Evening Herald—from C. S. Osborne, Jr., and George A. Osborne to William P. St. Snure, Frank E. Rhode and T. R. LaSenay.

Franklin (Pa.) News-Herald—to E. T. Stevenson.

Fullerton (Cal.) Daily News—J. R. Gallemore to Mark L. Haas and Albert Launer.

Gardner (Mass.) News—Levi H. Greenwood to Walter E. Hubbard.

Grand Rapids (Mich.) Daily News—circulation lists and good will to Grand Rapids Press (paper suspended).

Greensboro (N. C.) Daily Record—interest of C. M. Waynick to Julian Price.

Hagerstown (Md.) Herald and Mail—estate of Lewis T. Byron to Lewis T. Byron, Jr., J. Frank Ridenour, J. Vincent Jamison and others.

Harvard (Ia.) Courier—stock of Lee A. Richmond to Ole Buck.

Holyoke (Mass.) Telegram—to Dillon Printing & Publishing Co.

Hope (Ark.) Evening Herald—to C. C. Williams.

Hudson (Mass.) Daily Sun—to Dustin Lucier.

Huntington (Pa.) Evening Journal—to Joseph F. Biddle and consolidated with Daily News.

Hutchinson (Kan.) Gazette—leased by Emerson Carey to Ross Burns and associates.

Independence (Kan.) Daily Reporter—Clyde H. Knox to Emmette D. George.

Indianapolis Times—W. D. Boyce to Scripps-Howard newspapers.

Jacksonville (Fla.) Metropolis—S. A. Lynch. Finance Corporation to John H. Perry and Richard Lloyd Jones, who changed name to Journal.

Joplin (Mo.) News-Herald—to Joplin Globe.

Kalamazoo (Mich.) Gazette—F. F. Rowe and E. E. Kettle to Booth Publishing Co.

Kansas City (Mo.) Post—to Walter S. Dickey, owner of Journal.

Keokuk (Ia.) Gate City—interest of C. E. Warwick to S. E. Carrell.

Kirksville (Mo.) Daily News—to E. E. Swain.

Klamath Falls (Ore.) Record—to E. J. Murray.

Lansing (Mich.) Capital News—to Bert N. Garstin.

La Salle (Ill.) Daily Post—to I. H. Marshall.

Leavenworth (Kan.) Post—estate of Wallace F. Hovey to Clyde H. Knox.

Lexington (Mo.) Daily Advertiser—to R. R. Johnson and Harry Dunford.

Livingston (Mont.) Daily Enterprise—Robert Phillips to G. L. Seese.

Long Beach (Cal.) Daily Telegram—interests of J. K. Penny to S. S. Conklin.

Lorain (O.) Journal—control to Gerald A. Doyle.

Los Angeles Express—Edwin T. Earl estate to F. W. Kellogg and Edward A. Dickson.

Los Angeles (Cal.) Herald—W. R. Hearst announced ownership.

Manchester (N. H.) Mirror—to John H. Fahey (receiver's sale).

Mansfield (O.) News—R. T. Dobson to E. C. Jenkins and F. A. and R. C. Hoiles.

Marion (O.) Tribune—from S. S. Burgess and J. W. Jacoby to W. J. Glenn and Carl W. Smith.

Marlboro (Mass.) Daily Enterprise—William A. Allen, A. C. Lamson and Frank S. Rock to Dustin S. Lucier.

Mechanicsville (N. Y.) Times—from C. L. Humphrey to Henry R. Helsby.

Meridian (Miss.) Star—R. R. and K. S. Buvinger to James H. Skewes.

Middleborough (Ky.) Daily News—stock to F. D. Hart, Jr.

Minneapolis Daily News—L. V. Ashbaugh to John H. Perry and Richard Lloyd Jones.

Minneapolis Minnesota Daily Star—to Thomas Van Lear.

Montclair (N. J.) Herald—Harry N. Reeves to Will C. Kegel.

Morristown (Tenn.) Evening Mail—to John K. E. Helms and C. O. Helms (merged with Daily Gazette).

New York Evening Post—Thomas W. Lamont to syndicate of 34, headed by Edwin F. Gay.

Norristown (Pa.) Times—J. J. McGinley and associates to Ralph B. Strassburger.

Oakland (Cal.) Post-Enquirer—William R. Hearst announced ownership.

Ocean Park (Cal.) Bulletin—to F. W. Kellogg and E. A. Dickson.

Orange (Tex.) Leader—to J. B. Smith and R. D. Richmond.

Oswego (N. Y.) Times—control from J. B. Alexander to C. L. Snowden; half interest to E. M. Waterbury.

Paducah (Ky.) News-Democrat—J. J. Alvin and Noel Berry to George H. Goodman.

Panhandle (Tex.) Herald—E. E. Manney to J. Sid O'Keefe.

Passaic (N. J.) Daily News—Charles Rust to George M. Hartt and Rudolph E. Lent.

Pensacola (Fla.) Journal—Mrs. Lois K. Mayes to John H. Perry and Richard Lloyd Jones.

Peru (Ind.) Daily Chronicle—Charles Winter to Arthur Petty and George Diehl.

Ponca City (Okla.) Daily News and Weekly Sun—to Col. A. L. Belatti; combined with Tribune.

Portland (Ind.) Daily Commercial—B. F. Sprunger and G. C. Gouty to Franklin Hildebrand.

Pottstown (Pa.) Ledger—to Earl R. Roth, P. Quinn Roth and H. E. Roth.

Prescott (Ariz.) Courier—to W. P. Stuart.

Providence (R. I.) Tribune—estate of Samuel P. Colt to David J. Barry, Timothy F. Dwyer, Matthew S. Dwyer, F. N. Luther and other members of staff.

Rapid City (S. D.) Daily Journal—to Francis H. Case and Harold W. Card.

Ranger (Tex.) Daily Times—R. B. Waggoman and Bessie E. May to Walter Murray and associates. (Murray succeeds Waggoman as pres. and pub.)

Reading (Pa.) News-Times—Reading Printing Company to John H. Perry and Richard Lloyd Jones.

Reading (Pa.) Telegram—Reading Printing Company to John H. Perry and Richard Lloyd Jones; to William McCormick.

Redondo Beach (Cal.) Breeze—to F. W. Kellogg.

Reno (Nev.) State Journal—to Emmet D. Boyle.

Rock Hill (S. C.) Evening Herald—to A. W. Huckle.

Roseville (Cal.) Register—to W. L. Davis and W. F. Due.

St. Louis Star—half interest to Frank P. Glass.

Salina (Kan.) Daily Union—interest to Earl C. Woodward.

Salt Lake City Deseret News—taken over by $2,000,000 holding company, promoted by Mormon Church authorities.

San Francisco Call—W. R. Hearst announced ownership.

Santa Monica (Cal.) Outlook—to F. W. Kellogg and E. A. Dickson.

Sawtelle (Cal.) Call—to F. W. Kellogg and E. A. Dickson.

Seattle Post-Intelligencer—John H. Perry to William R. Hearst.

Sherman (Tex.) Democrat—to corporation ownership.

Springfield (O.) Sun—Warren A. Myers and George A. Sheridan to C. L. Knight, John H. Barry and John T. Watters.

Staten Island (N. Y.) Daily Advance—interest of W. G. Wilcox, E. H. Heath and E. R. Moody to Hyman Lazarus and Samuel I. Newhouse.

Sweetwater (Tex.) Reporter—Houston Hartt, Minor Shutt and others.

Tacoma (Wash.) Daily Wireless—interest of Eddie Hill to D. E. Miller.

Titusville (Pa.) Herald—Joseph Bloss to E. T. Stevenson.

Trenton (Mo.) Evening Times—to T. J. White and sons.

Troy (Ala.) Messenger—S. H. Blan to Hugh T. McKinnon, Charles McKinnon and Cody Hall.

Tulare (Cal.) Advance—from John A. Rollins to O. R. Nation, W. R. Snow, W. R. Totten and others.

Tuscaloosa (Ala.) News—Edward Doty to Aaron Miller.

Utica (N. Y.) Herald Dispatch and Sunday Tribune—from John C. Fullmer to Frank Gannett, E. R. Davenport and Woodford R. Copeland.

Venice (Cal.) Herald—to F. W. Kellogg and E. A. Dickson.

Vernon (Tex.) Record—interest of B. O. Brown to E. C. Christian.

Waltham (Mass.) Free Press-Tribune—Robert B. Somers and Alexander Starbuck to John McCarthy.

Waterbury (Conn.) American—to Russell R. Whitman.

Waterloo (Ia.) Times-Tribune—from Wilbur W. Marsh to Henry N. Kellogg; name changed to Tribune.

Waterloo (Ia.) Tribune—H. N. Kellogg to W. A. Reed and W. H. Shaw.

White Plains (N. Y.) Eastern State Journal—to Louis Eugene Tepp.

Wichita Falls (Tex.) Record—to E. S. Fentress, C. H. Fentress and Charles E. Marsh.

Wilmington (N. C.) Dispatch—to James Cruikshank, P. W. Wells, E. W. Smith and others (receiver's sale).

York (Pa.) Dispatch—William L. Young to Hiram W. Young.

Youngstown (O.) Telegram—Samuel G. McClure to Scripps-Howard Newspapers.

Zanesville (O.) Evening Dispatch—to Signal.

FOREIGN

London, England—The Times passed again into the control of the Walter family on the death of Lord Northcliffe, in consideration of what is understood to have been a payment of £1,390,000 by John Walter, a direct descendant of the man who founded the paper in 1775. John Jacob Astor is associated with Mr. Walter in acquiring the Northcliffe and Sir John Ellerman holdings.

London—Operation of London Daily Mail and other Northcliffe publications was assumed, after the death of Lord Northcliffe, by his brother, Lord Rothermere. The Times was excluded from the arrangement, being sold shortly afterwards to John Walter and John Jacob Astor.

London—Lord Dalziel retired from English journalism after 30 years' active work, selling his stock in London Daily Chronicle, Pall Mall Gazette, and associated publications to Sir John Leigh. C. A. McCurdy succeeded Lord Dalziel as head of publications.

Canadian Sales Are Listed in Special Canadian Section
See Index on pages 242 and 244

SCHOOLS OF JOURNALISM IN U. S.

The following American institutions are offering four or more courses in journalism:

Boston University.
University of Colorado.
Columbia University.
De Paul University.
De Pauw University.
Drake University.
University of Georgia.
University of Illinois.
University of Indiana.
University of Iowa.
Iowa State College.
University of Kansas.
Kansas State Agricultural College.
University of Kentucky.
Louisiana State University.
Marquette University.
Mercer University.
University of Missouri.
University of Michigan.
University of Montana.
University of Nebraska.
New York University.
University of Notre Dame.
Northwestern University.
Ohio State University.
University of Oklahoma.
University of Oregon.
Oregon State College.
University of Southern California.
Stanford University.
Syracuse University.
Toledo University.
University of Texas.
University of Washington.
University of Wisconsin.
Austin College.
University of Arkansas.
Baylor University.
Beloit College.
Cornell University.
Howard University.
University of Minnesota.
Nebraska Wesleyan University.
University of North Carolina.
University of North Dakota.
University of South Dakota.
Southern Methodist University.
University of Utah.
Washburn College.
Washington State College.
University of West Virginia.
Baylor College.
Dartmouth College.
Goucher College.
Hamline University.
Lawrence College.
South Dakota State College.
Vassar College.
William and Mary College.

University of Arkansas, Course in Journali (Est. 1914), Fayetteville, Ark. Faculty, As ciate Professor Murray Sheehan. Enrollment, Courses, three. Equipment: office, class roo laboratory. Publications: Arkansas Travel Razorback. Organizations: Pi Kappa, Pi De Epsilon.

Boston University, College of Business ministration, Department of Journalism (E 1914), Boston, Mass. Faculty: Harry B. C ter, A. B., Professor and head of departme John D. Swain, LL.B., Instructor; Clifton Carberry, Charles E. Young, lecturers. Enr ment, 286. Courses, 10; all other subjects College of Liberal Arts as electives. Equ ment, necessary editorial equipment for pu cation of weekly, with access to mechani department of printer. Publications: Bos University News. Organizations: Univers Press Club; no journalistic fraternity, but m general fraternities and usual student orga zations.

Columbia University, Pulitzer School Journalism (Est. 1912) New York City. John W. Cunliffe, Director. Courses, 17, 2 p fessional years, following on two college ye Publications, Clean Copy, published twice year by the Alumni. Fraternities: Theta Sig Phi. Donors, the late Joseph Pulitzer, spe awards, 2 faculty scholarships, entitling re ients to free tuition during second professi year; limited number of grants to deserv students; 3 traveling scholarships of $1,500 e Enrollment, 140.

University of Colorado, Department of J nalism (Est. 1922) Boulder, Colo. Facu Ralph L. Crosman, Assistant Professor of J nalism; A. Gayle Waldrop, Instructor in J nalism. Enrollment, 36. Courses, 6. Eq ment, City Room for course in Newspaper duction. Publications, none. Organizati Sigma Delta Chi, national professional jour istic.

DePauw University, Course in Journa (Est. 1907), Greencastle, Ind. Faculty, E. Mitchell, Director. Enrollment, 125. Cour Newspaper Reporting, Newspaper Editing, torial Writing, Special Feature Arti Psychological Principles of Advertising. Eq ment: typewriters, newspaper files, morgu printing laboratory equipped with type a press. Publications: The De Pauw, DePauw Journalist, News Bulletins. Organi tions: University Press Club, Sigma Delta and Theta Sigma Phi.

Iowa State College (of Agriculture and chanical Arts), Department of Agricult Journalism (Est. 1905), Ames, Ia. Faculty W. Beckman, Prof.; Blair Converse, Prof.; H. E. Pride, Asst. Prof.; W. E. D

(*Continued on page 210*)

In ALLENTOWN, Pa., They Tell You to

"Advertise in the CALL"

COVERAGE

In the Rich Lehigh Valley, is best obtained by using

The Allentown Morning Call

A circulation three times as great as that of any other daily published in this city—

A record of a quarter century of domination of our field.

A reader interest that has attracted and holds practically 75% of all potential circulation in this territory.

Allentown Call Publishing Co., Inc

Publishers

ALLENTOWN, PENNA.

STORY, BROOKS & FINLEY

New York Chicago Philadelphia St. Louis Los Angel

Representatives





IF you were to employ a salesman to make personal calls on all of the homes in the Tulsa Trade Territory reached by the Tulsa World; working eight hours per day, it would take him over a YEAR to make the rounds, if he spent only five minutes per call, found everybody at home and no traveling time was taken out. Think of it!

Your Super-Salesman

Covers Entire Tulsa Trade Territory Daily

This energetic salesman starts out on his route before dawn, and covers the entire Tulsa Trade Territory in a few hours. Sunshine or rain, holidays and Sundays, he is always on the job.

He goes from house to house—missing very, very few homes. He interviews your prospects during their leisure hours, when they have plenty of time to listen to his sales talk.

He is an all round salesman, selling everything from shoes to automobiles. He represents the live merchants of Tulsa, as well as national manufacturers.

His territory—eastern Oklahoma—is the richest and most densely populated section of the state.

Is this Super-Salesman—The Tulsa World—working for you? You can hire him by the day, by the week, by the month or by the year. He's most profitable when hired by the year.

The Tulsa World has more Circulation in Greater Tulsa and Tulsa's Immediate Trade Territory alone, than any other Newspaper in Eastern Oklahoma has Total Circulation

TULSA DAILY WORLD

Oklahoma's Greatest Newspaper

SCHOOLS OF JOURNALISM IN THE U. S.—(Continued from page 208)

Instructor. Enrollment, 210. Courses: 13 subjects (courses), total of 44 hours four year course with agr. journalism, major; engineering and home ec. course (just established last year). Equipment: class rooms and reading rooms, and small student publications office. Publications: three monthly publications and one tri-weekly, for practical training of students. Organizations: Sigma Delta Chi, Theta Sigma Phi, Press Club.

University of Florida, Elementary course in Journalism, by mail. Gainsville, Fla. B. C. Riley, Director. Newspaper writing, short story, etc.

University of Illinois, Courses in Journalism (Est. 1903), Urbana, Ills. Faculty: (6) Associate Professor Frank W. Scott; Instructors: J. F. Wright, E. S. Watson; Assistants: S. D. Harwood, H. M. Hodgson. Enrollment, 270. Courses, 10. Equipment: full city office outfit and closely connected with the student printing plant which issues the 8-page daily. Publications: 12 page, 7 column daily paper. Organizations: Sigma Delta Chi, Theta Sigma Phi, Pi Delta Epsilon.

University of Iowa, Department of English (Est. 1914), Iowa City, Ia. Faculty: William S. Maulsby, Assitant Professor. Enrollment, 73. Courses, two year (one in two sections), four half year courses. Equipment: typewriters, desks, newspaper files, etc., none for printing. Publications: The Daily Iowan (d). Organizations: Sigma Delta Chi, Theta Sigma Phi.

Iowa State College, Department of Agricultural Journalism (Est. 1905), Ames, Iowa. Faculty: F. W. Beckman, Blair Converse, H. E. Pride, H. G. Bysar. Enrollment, 240. Courses, 12. Equipment: class rooms and small laboratory. Publications: Iowa Agriculturist, Iowa Homemaker, Iowa Engineer. Organizations: Press Club, Sigma Delta Chi, Theta Sigma Phi.

Kansas State Agricultural College, Department of Industrial Journalism and Printing (Est. 1874), Manhattan, Kansas. Faculty: Nelson Antrim Crawford, Charles E. Rogers, E. T. Keith, Izil I. Polson, E. M. Amos. Enrollment, 421. Courses: four years curriculum leading to the degree of Bachelor of Science in Industrial Journalism. Equipment: news room, morgue, print shop. Separate building beginning school year 1922-23. Publications: Kansas Industrialist, Kansas State Collegian, Brown Bull. Organizations: Sigma Delta Chi, Theta Sigma Phi, Quill Club, Aggie Press Club.

University of Kansas, Department of Journalism (Est. 1911), Lawrence, Kansas. Faculty: L. N. Flint, W. A. Dill, Frank W. Dillon, Helen O. Mahlin, Mary Smith, Guy Pennock. Enrollment, 321, Courses, 22. Equipment: $35,000 printing press, entire building. Organizations: Associated Journalism Students, Sigma Delta Chi, Theta Sigma Phi and Advertising Club. Publications: "Newspaper Writing in High Schools."

University of Kentucky, Matters on School (Est. 1914), Lexington, Ky. Faculty: Ensch Grehan, Margerite McLaughlin (and professors in other departments, teachers and collateral subjects). Enrollment, 220. Courses: reporting, corresponding, proofreading, make-up, editorial, criticism study of words, history of Journalism. Equipment: full class room equipment, no mechanical equipment. Publications: Kentucky Kernel, Bulletins. Organizations: Alpha Delta Sigma and Theta Sigma Phi.

University of Minnesota, Department of Journalism (Est. 1916), Minneapolis, Minn. Faculty: R. R. Barlow. Enrollment, 84. Courses: Reporting, Editing, Magazine Articles, Editorial Writing, Newspaper Problems, Practical Newspaper Work. Equipment, none. Publications, none. Organizations: Sigma Delta Chi, Theta Sigma Phi, Pi Delta Epsilon.

University of Missouri, School of Journalism (Est. 1908), Columbia, Missouri. Faculty: Dean Walter Williams, LL.D.: Herman Benjamin Almstedt, B.L., Ph.D.; John States Ankeney, A. B.; Jay William Hudson, A. B., A. M., Ph.D.; Isidor Loeb, B. S., M. S., LL. D., Ph.D.; Frank Lee Martin, A B.; Norman Maclaren Trenholme, A. B., A. M., Ph.D.; Frederick Monroe Tisdel, A. B., A. M., Ph.D.; Elihu Read Childers, B. J.; Robert Stanley Mann, B. J.; Herbert Warren Smith. Horatio Boot Moore. Don D. Patterson, B. S. in I.; Sara Lawrence Lockwood, Asst. Professor of Journalism. Enrollment, 392. Courses, four year course all branches newspaper work. Equipment: full class room, laboratory, library and newspaper office and publishing plant complete. Publications: Columbia Evening Missourian, daily general newspaper and Journalism Series of bulletins. Organizations: Dana Press Club, Theta Sigma Phi (Gamma Chapter), Kappa Tau Alpha, Alpha Delta Sigma, Women's Journalism Club, Gamma Alpha Chi, Mallett Press Club, Sigma Delta Chi.

State University of Montana, School of Journalism (Est. 1914), Missoula, Mont. Faculty: A. S. Stone (Dean), A. H. Applegate, C. H. Clapp, President. Enrollment, 135. Courses: Journalism, Reporting, Editing, Editorial Writing, etc. Equipment: type, stones, small presses. Publications: Kaimin, Sentinel. Organizations: Press Club, Sigma Delta Chi and Theta Sigma Phi.

New York University, Department of Journalism (Est. 1909), New York City. Faculty: James Melvin Lee, Director, Albert Frederick Wilson, Leon R. Whipple, George M. A. Cain, Paul A. Tierney, part time members include Stewart T. Beach, Alexander Wollcott, John Farrar, Harry Godfrey and Edward L. Bernays. Special Lecturer, H. Frank Smith. Courses: News Writing, News Reporting, Current Topics, Newspaper Practice, Newspaper Editing and Making, Editorial Writing, Book Reviewing, Dramatic Criticism, Special Feature Work, Magazine Writing, Short Stories, Magazine Making and Editing, Seminar and Magazine Fiction, History of American Journalism, Mechanics of Verse, The American Newspaper, House Organ and Employees' Magazines. Publications, Attention Value of Advertisements, Newspaper Reading Habit of Business and Professional men, Leadership of Advertised Brands. Organizations: The Triad League, The Scoop Club, Theta Sigma Phi.

University of North Carolina, Course in Journalism (Est. 1915), Chapel Hill, N. C. Louis Graves, Director. Publications: The Tar Heel Baby (semi-weekly), The Tar Baby (comic 15 times a year), The Yackety-Yack (college annual). Fraternities: Sigma Delta Chi. Special awards; Burdick prize, cash award for best repertorial work on The Tar Heel; Preston Cup, silver loving cup for student submitting best entries in several fields of journalism.

University of Notre Dame, Department of Journalism (Est. 1912), Notre Dame, Ind. Faculty: John M. Cooney, Ph. D. Professor; Rev. Thomas Lahey, A. M., Associate Professor. Enrollment, 105. Courses: History of Journalism, News Writing and Editing. Editorial Policy and Writing, Feature Writing, Ethics, Advertising and Circulation. Equipment: Office, lecture room, editorial room, printing office. Publications: Notre Dame Scholastic. Organizations: Notre Dame Press Club, Journalists' Writers' Club.

Northwestern University, Joseph Medill School of Journalism (Est. 1921), Evanston, Ill. Faculty: Director, H. F. Harrington, Professor Baker Brownell; Professor Frank Thayer; Professor Walter K. Smart; Professor Alfred W. Bays; George C. Bastian, day city editor, Chicago Tribune; Walter A. Washburne, city editor, Chicago Evening Post; Michael W. Straus, assistant city editor, Chicago Evening Post; Lewis W. Hunt, assistant city editor, Chicago Evening Post; George P. Stone, rewrite desk, Chicago Daily News; J. Earle Miller, special writer, Associated Press; Donald M. Ewing, rewrite desk, Chicago Tribune; O. M. Hall, Chicago Journal; Vincent Starrett, Editor the Wave; Genevieve Forbes, special writer, Chicago Tribune; S. A. Bartels, Fred Klein Co. printers. Enrollment: 263. Courses: Reporting Advanced Reporting, Editing, Advanced Editing, Survey of Journalism, Art of Typography, Advanced Composition for Journalism, Students' Problems in Newspaper Policy, Tendencies in American Journalism, Editorial Writing, Newspaper Management, Writing for Business, Law of the Press, Problems in Industrial Publishing, Community Newspaper, Feature and Magazine Writing, Short Story Writing, Dramatic Criticism. Equipment: Office and class rooms in N. W. University Building, two offices, journalism library and journalism laboratory fitted like city room for a newspaper office. Publications: Co-operation with the Daily Northwestern and Evanston News-Index. Organizations: Sigma Delta Chi, Medill Press Club, Medill Journalists, Cub Club, Pen and Ink Club.

Ohio State University, Department of Journalism (Est. 1914), Columbus, Ohio. Faculty: Joseph F. Myers, Osman C. Hooper, Lester C. Getzloe. Enrollment: 200. Courses: 12. Equipment: Editorial and Business Offices, printshop bindery. Publications: Lantern, Ohio Newspaper. Organizations: Sigma Delta Chi, Theta Sigma Phi, Pi Delta Epsilon.

University of Oklahoma, School of Journalism (Est. 1913), Norman, Okla. H. H. Herbert, Director, Arthur Hallam, B. A. instructor (in charge of advertising), Grace E. Ray, B.A., assistant in journalism; May Fran, B.A., assistant in journalism; Hutton Bellah, publicity director. Courses: 23, totaling 64 semester hours. Enrollment: 130. Equipment: Laboratory, classrooms, offices, $25,000 printing plant. Publications: Oklahoma Daily, Oklahoma Weekly, Sooner State Press, University of Oklahoma Magazine, Whirlwind, Sooner. Organizations: Cubs Club, Theta Sigma Phi.

Oregon Agricultural College, Dept. of Industrial Journalism (Est. 1898), Corvallis, Ore. Faculty: Frank L. Snow, C. J. McIntosh, John Marvins Richardson. Enrollment: 360. Courses: Elementary Industrial Journalism, Industrial Journalism, Technical Journalism, Editing, Editorial Writing, Journalism Practice (3 terms). Equipment: Laboratory rooms, typewriters, complete file of trade and technical publications, morgue and information file, library. Publications: The Barometer, The Orange Owl, The Oregon Countryman, Student Engineer, Beaver, O. A. C. Directory, Annual Cruise. Organizations: Sigma Delta Chi, The Scribe.

University of Oregon, School of Journalism (Est. 1912), Eugene, Ore. Faculty: Eric W. Allen, Dean; C. V. Dyment, George S. Turnbull, Robert C. Hall, W. F. G. Thacher, Ralph Casey, Emma Zimmerman. Enrollment: 214. Courses: 17, Major Professional. Equipment: $30,000 cylinder press, 2 jobbers, 2 linotypes, book bindery, etc. Publications: Oregon Exchanges, Oregon Publication, Handshake, Old Oregon, Student Comic. Organizations: Sigma Delta Chi, Theta Sigma Phi, Sigma Upsilon, Ad Club, Pot and Quill.

University of S. Dakota, Department of Journalism (Est. 1918), Vermillion, S. D. Joseph A. Wright, Director. Courses: 2 years. Enrollment: 57. Publications: News Letters. Organizations: Press Club, Sigma Delta Chi.

South Dakota State College Department on Agricultural Journalism (Est. 1916), Brookings, South Dakota. Faculty: Paul W. Keiser, Agricultural Editor and Professor of Journalism; Mildred E. Yule, Assistant Editor. Enrollment: 35. Courses: Three agricultural. Equipment: None. Publications: South Dakota Rural Press. Organizations: None.

Syracuse University, Department of Journalism (Est. 1918), Syracuse, N. Y. Faculty: George C. Wilson, Paul M. Paine, John O. Simmons, Arthur T. Brewster, Howard T. Viets. Enrollment: 52. Courses: Four years with degree B.S.J.; two-year certificate. Equipment: City room, class rooms. Organizations: Press Club, Pi Delta Epsilon, Theta Sigma Phi.

University of Texas, Department of Journalism (Est. 1914), Austin, Tex. Faculty: Will H. Mayes, Chairman; W. D. Hornaday, Paul J. Thompson, Lloyd J. Gregory. Enrollment: 259. Courses: 11 on full year basis. Equipment: $25,000 printing plant. Publications: 3. Organizations: Students' Press Association, Journalism Students' Association, Sigma Delta Chi, Theta Sigma Phi.

Vassar College, Course in Journalistic Writing (Est. 1916), Poughkeepsie, N. Y. Faculty: Associate Professor Burges Johnson. Enrollment: 40. Courses: 2. Equipment: None. Publications: 3 undergraduate.

State College of Washington, Course in Journalism (Est. 1911), Pullman, Washington. Frank Thayer, Director. Journalism is given as part of English course.

University of Washington, School of Journalism (Est. 1907), Seattle, Washington. Faculty: M. L. Spencer, Director; Fred W. Kennedy, Robert W. Jones, Leo A. Borah, J. M. O'Connor. Enrollment: 161. Courses: 29 branches of journalism. Equipment: Full equipment of typewriters. Publications: Washington Newspaper. Organizations: Sigma Delta Chi, Theta Sigma Phi, Hammer and Coffin, Psi Upsilon.

University of Wisconsin, Department of Journalism (Est. 1905), Madison, Wis. Faculty: Willard Grosvenor Bleyer, director of the Course in Journalism; Grant M. Hyde, Associate Professor in Journalism; Mrs. Ruby A. Little, Instructor in Journalism; John G. Baker, A... in Journalism; Andrew W. Hopkins, Profes... of Agricultural Journalism; W. A. Sumner, ... sistant Professor of Agriculturalism; Miss Gr... E. Langdon, Instructor in Agricultural Journ... ism; Edward H. Gardner, Professor of Busin... Administration; E. M. Fisher, Instructor ... Advertising; A. G. Hinman, Instructor in ... vertising. Enrollment: 390. Courses: Gene... Survey of the Field of Journalism; Newspa... Reporting, Newspaper and Magazine Editi... Editorial Writing, The Writing of Special ... ticles, The Country Weekly Newspaper, Ne... paper Administration, Women's Departments ... Newspapers and Magazines, The Law of ... Press, The History and Principles of Journalis... Agricultural Journalism; Retail Advertisi... National Advertising Campaigns, The Psych... ogy of Advertising, Agricultural Advertisi... Equipment: Journalism laboratory, printi... laboratory, journalism reading room. Publi... tions: None. Organizations: University Pr... Club, Sigma Delta Chi, Theta Sigma Phi, Jo... nalism House, Delta Pi Delta, Central Int... scholastic Press Association.

ASSOCIATIONS AND CLUBS IN THE U. S.

Journalistic and Publishing

*Affiliated with Associated Advertising Clubs of the World.

**Member National Advertising Commission Associated Advertising Clubs of the World.

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Association of Foreign Newspaper Correspon... ents in the United States.—President, W. ... Bullock, London Daily Mail, New York City.

(*Continued on page 212*)

In BINGHAMTON, N. Y.

and

SOUTHERN TIER

(Southern New York and Northern Pennsylvania)

The Morning Sun

is the

Leading Morning Newspaper

Growth as shown by A. B. C. Report:

1st	"	1920	12513
2nd	"	1920	13669
3rd	"	1920	14444
4th	"	1920	14623
1st	"	1921	*13838
2nd	"	1921	*12283
3rd	"	1921	*12755
4th	"	1921	13357
1st	"	1922	15061
2nd	"	1922	18535
3rd	"	1922	**19577

***Decrease in 1921 due to labor troubles.**
****Publisher's statement.**

This section, which is one of the most productive and prosperous in the East, cannot be covered without the use of The Morning Sun.

Reader Interest in Better Homes

is demonstrated not only by the rapidly growing number of daily newspapers which are using our regular

BETTER HOMES SERVICE

but by the large attendance upon the Better Homes Expositions and Institutes conducted under our auspices.

Are You Responding to This Public Demand?

Better Homes Service is now issued in both daily and weekly forms. Proofs and prices will be sent on application.

This service is written by experts; the illustrations are unique. They are made from photographs prepared exclusively for us, selected and grouped by expert interior decorators, *without any reference to the origin of the articles shown,* but solely from the point of view of their beauty and appropriateness. No manufacturer or dealer, nor any group of manufacturers or dealers, has a word to say as to what shall be shown in these pictures. In the selection of subjects the effort is made to show *articles that can be purchased anywhere, articles that are within the means of the average reader.*

Our cuts are now being made by a new process which insures the best printing results it is possible to obtain from a halftone mat. They are 55-line screen, deep etched (five "bites") on copper and with the high lights tooled out.

This Service Also Pleases Advertisers

Many papers are finding its use of great value in building up their furniture, house furnishing and similar classifications. A list of newspapers to which we have sold one or another of our Better Homes Services since September 1, 1922, is printed on this page.

When Shall We Start Service to You?

AMERICAN HOMES BUREAU

53 WEST JACKSON BOULEVARD, CHICAGO

Specimens and prices on application. Let us tell you also how to promote and put on a Better Homes Exposition or Institute in your town.

labama
Birmingham News

alifornia
Fresno Herald
Los Angeles Express
Pasadena Star-News
Pasadena Post
Petaluma Argus
San Francisco Chronicle
San Jose Mercury-Herald
Santa Ana Register
Santa Rosa Press-Democrat
Visalia Times

onnecticut
New Haven Register

olorado
Lamar News

istrict of Columbia
Washington Times

lorida
Jacksonville Journal
Jacksonville Times-Union

linois
Chicago American
Chicago Herald and Examiner
Chicago Journal
Chicago Post
Danville Press
Decatur Herald
Peoria Journal-Transcript
Rockford Morning Star
Quincy Herald
Quincy Whig-Journal

diana
Evansville Press
Evansville Courier
Muncie Press

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Davenport Democrat and Leader
Davenport Times
Des Moines Register-Tribune
Mason City Globe-Gazette
Waterloo Tribune

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Lexington Herald
Paducah Evening Sun
Paducah News-Democrat
Louisville Herald
Louisville Post

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Wichita Beacon

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New Orleans Item

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Baltimore American

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Battle Creek Moon-Journal
Detroit Free Press
Grand Rabids News
Grand Rapids Press
Grand Rapids Herald
Ann Arbor Times-News
Jackson Citizen-Patriot
Kalamazoo Gazette
Saginaw News-Courier
Jackson News
Lansing State Journal
Muskegon Chronicle

innesota
Minneapolis Journal
St. Paul Pioneer-Press
Minneapolis Tribune

Missouri
St. Louis Globe-Democrat
St. Louis Star
St. Louis Times
Joplin Globe

Nebraska
Freemont Tribune

New Jersey
Camden Courier
Newark Star Eagle

New York
Binghamton Sun
Syracuse Herald
Utica Herald-Dispatch
Buffalo Express
Rochester Post-Express
Utica Daily Press
Yonkers Herald
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North Carolina
Wilmington Dispatch

Oklahoma
Tulsa World

Ohio
Cambridge Jeffersonian
Cleveland News
Cleveland Plain Dealer
Dayton Journal
Dayton News
Columbus Dispatch
Columbus State Journal
Lorain Times-Herald
Marion Star
Middletown Journal
Sandusky Register
Van Wert Times
Youngstown Vindicator

Pennsylvania
Johnstown Ledger
Johnstown Tribune
Oil City Derrick
Sharon Herald
Harrisburg Patriot & Evening Press

Texas
Beaumont News
Dallas News
Dallas Dispatch
Dallas Times-Herald
San Antonio Light
Sherman Democrat

Tennessee
Nashville Tennesseean

Vermont
Burlington Free Press

Virginia
Newport News Press

Washington
Aberdeen World
Raymond Herald
Seattle Post-Intelligencer
Spokane Spokesman
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Vancouver Columbian

West Virginia
Bluefield Daily Telegraph
Charleston Gazette

Wisconsin
Madison State Journal
Milwaukee Leader
Milwaukee Telegram
Milwaukee Wisconsin News
Racine Journal News

JOURNALISTIC AND PRESS ASSOCIATIONS AND CLUBS OF U. S.

(Continued from page 210)

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Omaha (Neb.) Women's Press Club.—Pr...

(*Continued on page* 214)

THE POUGHKEEPSIE, N. Y. STAR and ENTERPRISE

Covers a wide field in the richest section of the Hudson Valley where business Always is Good.

Daily Average Circulation of 12,000 is largest between New York and Albany

In city of 8,732 homes we sell more than 8,400 daily. Balance in nearby villages reached by busses and trolleys.

Particular service to National Advertisers has resulted in substantial profits to them and steady gain in volume carried.

Always ready to cooperate.

ARTHUR A. PARKS, Publisher

Revolutionizing the Newspaper Field.

Upsetting the Records of All Omaha Papers of All Times

THE OMAHA BEE

For the Year 1922

Net Daily Gain, 14,153

Daily Average Circulation, 71,878

Net Sunday Gain, 18,932

Sunday Average Circulation, 77,521

Exceeding the gains (eleven months' figures) of the second paper by 6,927 copies Daily, and 7,190 Sunday; exceeding the gains (eleven months' figures) of the third paper by 6,117 copies Daily, and 9,734 Sunday.

By these unprecedented gains, based *on the superior merit* of The Omaha Bee as a newspaper, and not on any freak of feature or trick of fortune.

The Omaha Bee Cuts in Half

the former claimed lead of other papers, and proves how rapidly a *real newspaper* can acquire quantity and quality of circulation at the same time.

Hear Ye! Hear Ye! All Advertisers!!

There is a *real buy* today in the Omaha field. 71,878 Daily and 77,521 Sunday circulation with PLUS BUYING POWER *and* —an advertising rate per 1,000 readers that is less (buying power considered) than that of any other paper

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286 Fifth Ave., New York City
Steger Bldg., Chicago, Ill.

FRED L. HALL
404 Sharon Building
55 New Montgomery St., San Francisco, Cal.

The Omaha Bee

THE BEE PUBLISHING COMPANY, INC.
N. B. UPDIKE, *Publisher* B. BREWER, *General Manager*

Advertisers
Ste. 1923—
Let's Go!

ASSOCIATIONS AND CLUBS OF THE U. S.—(Continued from page 212)

dent, Miss Eva Mahoney; secretary, Mrs. Mary Hulst.

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Publicity Lodge No. 1000 (Masonic), York City.—Master, Herman G. Halsted, Block, Inc.; secy., George French.

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Rockport (Ind.) Ad Club.*—Pres., Holbruge; secy., W. W. Spain.

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Ryder (N. D.) Town Criers Club.*—Pres. C. Miller; secy., C. R. Hurly.

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St. Louis (Mo.) Ad Club.*—Pres., Weisenburger; exec. secy., Charles W.

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(Continued on page 218)

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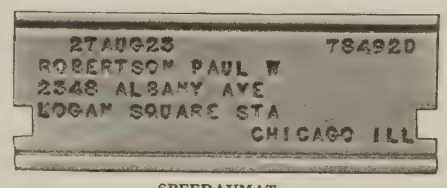
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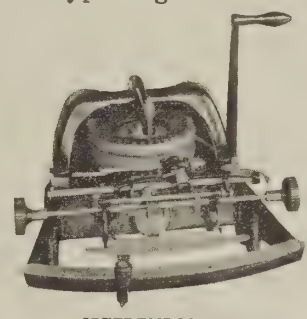
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Seattle (Wash.) Ad Club.*—Pres., W. H. Mohor; secy., Lloyd Owen.
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Shelby (Ohio) Ad Club.*—Pres., Charles W. Wilson; secy., John J. Crum.
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Shreveport (La.) Ad Club.*—Pres., Sidney Glass; secy., C. W. Bryan.
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Sioux Falls (S. D.) Ad Club.*—Pres., R. S. Barnes; secy., Harriet E. Folds.
Six-Point League of New York.—Pres., R. R. Mulligan; secy., M. P. Linn, S. C. Beckwith Special Agency.
South Bend (Ind.) Ad Club.*—Pres., Donald Eldredge; secy., Robert Swintz.
Spencer (Ind.) Commercial Club.*—Pres., W. S. Allison; secy., Mollie Couviss.
Sphinx Club of New York.—Pres., Corbett McCarthy, Newark, N. J.; secy., Thomas A. Barrett.
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Springfield (Ill.) Abe Lincoln Ad Club.*—Pres., S. P. Wright; secy., Mrs. Nan Barrett.
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Stockton (Cal.) Ad Club.*—Pres., Dave S. Levinson; secy., W. E. Bracey.
Stanford (Cal.) Ad Club.*—Pres., William R. Gage; secy., Cecil L. Haley.
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Tacoma (Wash.) Ad Club.*—Pres., Arthur H. Bassett; secy., Kenneth W. Wood.
Tennille (Ga.) Ad Club.*—Pres., C. F. Brown; secy., B. H. Lord.
Terre Haute (Ind.) Ad Club.*—Pres., W. G. Valentine; secy., J. F. Eggers.
Texas Associated Advertising Clubs.*—Pres., E. W. Bateman, United Bldg., Dallas, Tex.; secy., W. Reed May, 1320½ Commerce st., Dallas, Tex.
Texas Poster Advertising Assn.—Pres., A. J. Stephenson, Bonham.
Toledo (Ohio) Ad Club.*—Pres., John O. Munn; secy., F. M. Willson.
Toledo Women's Ad Club.*—Pres., Hazel L. Boxley; secy., Miss Laura M. Brown.
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FOREIGN

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ENGLAND—Thirty Club of London.*—Pres., John Cheshire; secy., C. Harold Vernon.
Associated American Newspapers of London and Paris.—Manager, J. J. Evans Hessey, Paris office, of Chicago Tribune.
IRELAND—Advertising Club of Ulster.*—Pres., Sam G. Haughton, 11 Bedford st., Belfast; secy., Victor Salter, Belfast Telegraph.
NEW ZEALAND—Advertising Club of New Zealand.*—Pres., G. M. Foulds, 101 Victoria Arcade, Queen's st., Auckland; secy., Herbert J. Bentley, 26 Strand Arcade, Auckland.

Further information on British and Canadian Clubs and Associations will be found in Special British and Canadian sections. See Index on last two pages.

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Switzerland—H. Schoop and Edouard Chapuisat.
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Venezuela—Laureano Vallenilla Lanz and Andrés Mata.

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Baltimore (Md.) Better Business Bureau.—Managing director, Walter B. R. Wright, 1204 Munsey Bldg.
Boston (Mass.) Better Business Commission.—Manager, Edward L. Greene, 201 Devonshire st.
Cleveland (O.) Better Business Commission.—Manager, Howard M. Cool, Hotel Statler.
Columbus (O.) Better Business Commission.—Manager, Bruce T. Work, 427 Citizens Bank Bldg.
Dallas (Tex.) Better Business Bureau.—Manager-Counsel, Hugo Swan, 1413 Elm st.
Davenport (Ia.) Consumers' Bureau.—Secy., F. C. Harrison, 213 Masonic Temple.
Detroit Better Business Bureau.—Executive secy., Alfred J. Pitts, Board of Commerce Bldg.
Fort Wayne (Ind) Better Business Bureau.—Executive secy.-manager, Robert M. Snyder, 206 Carroll st.
Houston (Tex.) Better Business Bureau.—Secy.-manager, A. D. Collins, 520 Chronicle Bldg.
Indianapolis (Ind.) Better Business Bureau.—Secy.-manager, G. F. Olwin, 203 Chamber of Commerce Bldg.
Iowa Better Business Bureau.—Secy., Ray W. Lockard, 408 Good Block, Des Moines.
Kansas City (Mo.) Better Business Bureau.—Secy., George M. Musser, 128 Hotel Baltimore.
Lima (O.) Better Business Bureau.—Pres.-manager, J. E. Norton, 305 Business College Bldg.
Los Angeles (Cal.) Better Business Bureau.—Manager, Ferris R. Miller, 515 Lissner Bldg.
Louisville (Ky.) Better Business Bureau.—Manager, Harry W. Riehl, 519 Marion E. Taylor Bldg.
Milwaukee (Wis.) Better Business Bureau.—Manager, Oscar H. Morris, 108 Mason st.
Minneapolis (Minn.) Better Business Bureau.—Manager, George S. Langland, 910 Andrus Bldg.
New York City Better Business Bureau.—Managing secy., H. J. Kenner, Room 614, 61 Broadway.
Oakland (Cal.) Better Bureau.—Manager, Elmer J. Hertel, 1121 Washington st.
Peoria (Ill.) Better Business Bureau.—Manager-counsel, Roscoe Herget, Jefferson Bldg.
Portland (Ore.) Better Business Bureau.—Manager, F. P. Tebbetts, 308 Oregon Bldg.
Providence (R. I.) Better Business Bureau.—Director, S. T. Leaming, 204 Westminster st.
Richmond (Va.) Better Business Bureau.—Secy., R. Allen Gibbons, 218 N. 2nd St.
Sacramento (Cal.) Better Business Bureau.—Manager, M. S. Small, 912 6th st.
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San Francisco (Cal.) Better Business Bureau—General counsel, Elliot M. Epstein, 201 Palace Hotel.
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Spokane (Wash.) Better Business Bureau.—Manager, Frank J. Zeorlin, W. 909 Main ave
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Stockton (Cal.) Better Business Bureau.—Director, Stanley M. Arndt, Yosemite Bldg.
Tacoma (Wash.) Better Business Bureau.—Manager, Kenneth Hood, 1501 Puget Sound Bank Bldg.
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*All organizations under this heading are affiliated with the Associated Advertising Clubs of the World.

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(*Continued on page 220*)

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California Fruit Growers' Exchange—General Manager, E. G. Dezell, Los Angeles, Cal.

Graphic Arts Assn.**—Pres., John R. Demarest, Wilson H. Lee Co., New Haven, Conn.; sec'y, Noble T. Praigg, 639 Diversey Parkway, Chicago, Ill.

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International Photo-Engravers Union—Pres., Matthew Woll, Chicago; sec'y, H. F. Schmall, St. Louis, Mo.

International Printing Pressmen's and Assistants' Union—Pres., George L. Berry, Jackson, Miss.; sec'y, Joseph C. Orr, Chicago, Ill.; headquarters, Pressmen's Home, Tenn.

International Stereotypers & Electrotypers Union—Pres., James J. Freel, 56 Gould Ave., Caldwell, N. J.; sec'y, Charles A. Sumner, 3110 Olive St., Kansas City, Mo.

International Typographical Union—Pres., John McParland, Indianapolis; sec'y, J. W. Hays, Indianapolis.

Missouri Valley Typographical Conference—Pres., Edward G. Waters, Des Moines; sec'y, Charles Rhode, St. Joseph, Mo.

Motion Picture Producers & Distributors of America—Pres., Will H. Hays, New York; sec'y, Courtland Smith, New York.

National Assn. of Employing Lithographers**—Pres., Earl H. Macoy, Tribune Building, Chicago; sec'y, Maurice Saunders, 104 Fifth Ave., New York City.

Newsprint Service Bureau—Sec'y, R. S. Kellogg, Canadian Pacific Building, New York City.

United Typothetæ of America—Pres. J. Linton Engle, 1316 Cherry St., Philadelphia; sec'y, Edward T. Miller, 608 S. Dearborn St., Chicago, Ill.

PULITZER PRIZE AWARDS

Revelations of the organization and operations of the Ku Klux Klan won for the New York World the 1922 $500 gold medal award, established under the will of Joseph Pulitzer, for the most disinterested meritorious public service performed by any newspaper during the last year.

The $1,000 prize for the best reportorial work of the year was awarded to Kirke L. Simpson, of the Associated Press, for his account of the burial of the Unknown Soldier at Arlington.

The $500 prize for the best editorial article embracing clearness of style and moral purpose, sound reasoning power influencing public opinion in the right direction was awarded to Frank M. O'Brien, of the New York Herald, for "The Unknown Soldier."

The $500 prize for the best cartoon was awarded to Rollin Kirby, New York World, for "On the Road to Moscow."

The Ku Klux Klan revelations for which the World was awarded the gold medal for meritorious service were published as a series starting September 6, 1921. Twenty-six newspapers scattered throughout the United States joined in the publication of the series.

Pulitzer prizes and letters for 1921 were awarded as follows:

$1,000 American novel prize was awarded to Booth Tarkington for his "Alice Adams."

$1,000 American play prize was awarded to Eugene O'Neil, for his "Anna Christy."

$2,000 prize for the best history book on the United States was awarded to James Truslow Adams, for his "Founding of New England."

$1,000 prize for the best patriotic biography was awarded to Hamlin Garland for his "A Daughter of the Middle Border."

$1,000 for the best volume of verse was awarded to Edwin Arlington Robinson for his "Selected Poems."

$1,500 scholarship prize for the founder of music for European instruction was awarded to Sandor Harmati, of Hollis, N. Y.

$1,500 scholarship for art was awarded to Edith Bell, of Des Moines, Iowa.

$1,500 traveling scholarship for graduates in the Pulitzer School of Journalism who pass examinations with highest honors to enable them to spend a year in Europe, were awarded to Robert Arthur Curry, Nassau, Bahama Islands; Ziepha Mary Carruthers, Denver, Col., and Robert Henry Best, Spartansburg, S. C.; alternates, Joseph Levi Jones, West Plains, Mo.; Arthur Gayle Waldrop, Dallas, Texas, and Clare Maude Heminway Lyles, Wellington, Surrey, England.

No competitors appeared for the $1,000 prize for the best history of the services rendered to the public by the American press during the year.

Award of the Pulitzer prizes and scholarships are made publicly at the Commencement exercises of Columbia University, in New York, in June each year. Nominations of candidates must be made on or before February 1.

The following awards are made as prizes in journalism, after nomination by a jury or juries chosen from the members of the administrative boards of the School of Journalism and from the teaching staff of the school:

For the most disinterested and meritorious public service rendered by any American newspaper during the year, a gold medal costing $500.

For the best history of the services rendered to the public by the American press during the preceding year, $1,000.

For the best editorial article written during the year, the test of excellence being clearness of style, moral purpose, sound reasoning and power to influence public opinion in the right direction, $500.

For the best example of a reporter's work during the year, the test being strict accuracy, terseness, the accomplishment of some public good commanding public attention and respect, $1,000.

For the best cartoon published in any American newspaper during the year, the determining qualities being that the cartoon shall embody an idea made clearly apparent, shall show good drawing and striking pictorial effect, and shall be helpful to some commendable cause of public importance, $500.

The following awards will be made as prizes in letters, after nomination by a jury or juries chosen by the American Academy of Arts and Letters from its own membership and from that of the National Institute of Arts and Letters:

For the American novel published during the year which shall best present the wholesome atmosphere of American life, and the highest standard of American manners and manhood, $1,000.

For the original American play, performed in New York, which shall best represent the educational value and power of the stage in raising the standards of good morals, good taste and good manners, $1,000.

For the best book of the year upon the history of the United States, $2,000.

For the best American biography teaching patriotic and unselfish services to the people, illustrated by an eminent example, excluding, as too obvious, the names of George Washington and Abraham Lincoln, $1,000.

For the best volume of verse published during the year by an American author, $1,000.

These traveling scholarships, having a value of $1,500 each, will be awarded:

On the nomination of the teaching staff of the School of Journalism three traveling scholarships to graduates of the School of Journalism, who shall have passed their examinations with the highest honor and are otherwise the most deserving, to enable each of them to spend a year in Europe, to study the social, political and moral conditions of the people and the character and principles of the European press.

Competition for these scholarships is not necessarily restricted to those who are graduated from the School of Journalism in the year when the award is made.

An annual scholarship to the student of music in America who may be deemed the most talented and deserving, in order that he may continue his studies with the advantage of European instruction, on the nomination of a jury composed of members of the teaching staff of the Department of Music in Columbia University and of the teaching staff of the Institute of Musical Art.

An annual scholarship to an art student in America, who shall be certified as the most promising and deserving by the National Academy of Design, with which the Society of American Artists has been merged.

The awards will be made by the trustees of Columbia University on the recommendation of the advisory board of the School of Journalism. Nominations of candidates, it is provided, must be made in writing addressed to the Secretary of Columbia University on forms that may be obtained by application to him.

WIRE NEWS SERVICES

UNITED STATES AND CANADA

Associated Press, 51 Chambers street, New York; Frederick Roy Martin, general manager.

British United Press, Ltd., 171 St. James street, Montreal, Que., Canada; Charles F. Crandall, general manager.

Canadian Press, Limited, 106 Bay street, Toronto, Ont.; J. F. B. Livesay, general manager.

Central News of London, 26 Stone street, New York; Edward Rascovar, manager.

Chicago Tribune Service, Tribune Building, Chicago; Arthur W. Crawford, manager.

Cosmopolitan Service, 21 Spruce street, New York; M. Koenigsberg, general manager.

Consolidated Press Association, Evening Star Building, Washington, D. C.; Robert McClean, business manager.

International News Service, 21 Spruce street, New York; M. Koenigsberg, general manager.

Ledger Service, Independence Square, Philadelphia, Pa.; J. E. Watkins, general manager.

New York World News Service, 63 Park Row, New York; C. N. Snyder, Jr., manager.

United Financial, 63 Park Row, New York City; Karl A. Bickel, general manager.

United News, 63 Park Row, New York; Karl A. Bickel, general manager.

Index to Contents will be found on pages 242 and 244.

LEGISLATION IN 1922

UNITED STATES

Pan-Pacific Radio News Communications, Via U. S. Navy Stations, Extended.—Use of the navy's radio facilities for press and commercial purposes for a period of another three years was authorized April 14, when President Harding signed the Congressional joint resolution authorizing the extension, for which the newspapers of the country had been fighting for nearly a year. By the provisions of the resolution private messages will be transmitted by Naval radio from June 5, 1922, when the present permission expires, to June 30, 1925. The full period of the extension, however, does not apply to China. The service to Chinese stations will be terminated on January 1, 1924, because of international wireless agreement for China made at the Washington Conference on the Limitation of Armaments and Far Eastern Questions. The three-year extension amounted to a compromise of the views of the House and Senate conferees on the resolution, and was considered by the newspapers as the best arrangement which could be made in the face of strong Congressional opposition to any form of extension. The sentiment of several members of the House against continuance of what they regarded as "government in business," was overcome only with the greatest difficulty through intervention by President Harding, who heartily concurred with the newspaper view that use of the navy radio was essential if adequate and reasonably-priced communication was to be had with Hawaii, the Philippines and other outlying sections of the Far East.

No Relief from High Second-Class Postage Rates.—Efforts to obtain relief through Congress from war-time second-class postal rates, through the passage of the Kelly Bill, providing for reductions to the basis of 1919-20 until the Congressional Joint Committee investigating post office operating costs would report its findings, failed December 12, when House Committee on Post Offices and Post Roads again postponed consideration of the measure. Although all publishing interests were united in their advocacy of the Kelly Bill, the committee's vote was 10 to 5 upon a motion to again delay action on the bill until the Joint Postal Commission should report. Six members of the committee failed in their pledges to take favorable action on the measure, made when a report on the bill was postponed in June on the understanding that the Joint Postal Commission would report on mail costs by December 1. The report has not been made and no date has been designated for its final submission.

Blue Law Enforcement.—On the morning of July 1, a committee, appointed by a mass meeting of 235 men and women of the Christian Protestant Laymen's Federation of Vicksbu Miss., and Warren County, presented a petit to the mayor to suppress Sunday baseball, S day moving pictures, opening of pool and liard rooms on the Sabbath, bootlegging gambling. That evening the mayor, J. Hayes, issued instructions to the police to force all the Blue Laws to the letter. E. Fitzgerald, Sr., business manager and, up Saturday afternoon, part owner of the Her was notified that if the men worked after urday midnight, every one would be arrest The men worked until 11.30 Saturday nig left the building, and returned at 12.01 M day morning, completed the work and the per, Sunday's edition, went to press Mon morning. Thus, it took two days to get one edition of the Sunday Herald. It was first Blue Law Sunday in Vicksburg, and few people were satisfied, as some got m than they wanted, and others were vexed annoyed because the thing went too far. Sunday moving pictures began operation in days of the open saloon and the church pe

(Continued on page 222)

Newspapers Offices Have Been Flooded Since 1920

with specially prepared one-sided propaganda intended by its distributor to arouse ill-will between Jew and non-Jew. Open avenues to news sources and assistance in finding basic facts can be secured gratis by writing to

THE ANTI-DEFAMATION LEAGUE
22 West Monroe Street
Chicago, Ill.

BETTER

—Business in its Mills and Stores.
—Plans for larger Trading Area.
—Team Work by the Sentinel and its Local Advertisers, unite to make

The Fitchburg Sentinel

one of

THE BEST

—Advertising Opportunities in the State of Massachusetts

JULIUS MATHEWS SPECIAL AGENCY
Boston New York Detroit Chicago

CIRCULATION CAMPAIGNS
FOR RELIABLE DAILY NEWSPAPERS

Over 60% of our present business is return contracts. Conservative and constructive service. Positive results. Sixteen consecutive years of service for leading Newspapers of the Country.

Service You Will Like

All members of the Newspaper Fraternity are invited to make free use of our offices and equipment for headquarters and personal needs when in Reading.

THE PULTZ COMPANY, Limited
LONG DISTANCE PHONE 2410-R
SUITE 32, SECOND NATIONAL BANK BLDG.
READING PENNSYLVANIA

What the Frank Presbrey Co. Thinks of Il Progresso

PHILADELPHIA PITTSBURGH HARTFORD

We maintain a merchandise service with real dealer influence

FOREIGN LANGUAGE DEPARTMENT
ANDREW LE MASSENA
VICE-PRESIDENT

Frank Presbrey Co.
Advertising
Fourth Avenue at 31st Street
New York

Il Progresso Italo-Americano,
42 Elm Street,
New York, N. Y.

January 20, 1923.

Attention: Mr. Wm. Hirsch, Business Mgr.

Gentlemen:

We take pleasure in confirming the fact that for the past several years we have been placing advertising in your paper with great advantage to our clients who are desirous of reaching the Italian People.

The names of some of these accounts follow:—

The American Express Company
Cunard-Anchor S. S. Line
Savings Bank Ass'n. of the State of N. Y.
Coca-Cola Bottling Co. of N. Y., Inc.
The White Company (Mfrs. of White Motor Trucks)
United States Government Savings System
Federal Reserve Bank
Aluminum Cooking Utensil Co. (Mfrs. of "Wear-Ever")

The ready and complete co-operation of your advertising and editorial departments has helped to accomplish the good results which our clients have invariably obtained from Il Progresso. During our campaign in behalf of the United States Treasury Department your paper aided us considerably in Americanization work by placing your editorial facilities at the disposal of the government.

We have always found Il Progresso a high grade, responsive advertising medium and a first class American paper printed in Italian.

Very truly yours,

Q. Le Massena

A. Le Massena, Vice-President
FRANK PRESBREY CO.

LEM:MM

The only foreign language newspaper having a rotogravure service—8 pages Sunday

CIRCULATION

Member A. B. C.	Daily	88,252
	Sunday	90,561

MEMBER A. N. P. A.

PUBLISHERS' ASSOCIATION OF NEW YORK

IL PROGRESSO ITALO-AMERICANO

42 Elm Street, New York City

WANT A Special Edition?

More Than 100 Publishers

North, South, East and West Will Tell You

MEYERS Is the MAN—

The Greater Norfolk and Hampton Roads Edition of the Ledger-Dispatch, published December 30, 1922—88 pages.

The most recent endorsement—WIRE.

GEORGE SELWYN MEYERS
Room 201
Ledger-Dispatch Bldg.
Norfolk, Va.
Established 10 years

Is It Worth While

To Have Your Message

In the only single newspaper covering a territory where the people are growing rich from oil, gas, manufacturing, agriculture and stock raising?

Then sell your goods through

THE ADA EVENING NEWS

Ada, Oklahoma

Compared with other newspapers in cities under 15,000 inhabitants, it carries more news, more comics, more features. Its readers believe what it says.

A metropolitan newspaper in a small city

No Foreign representatives.

LEGISLATION IN 1922—(Continued from page 220)

requested that they open as a counter attraction to the saloons.

It cost J. B. Rees, reporter for the Dayton (Ohio) Daily News, $33.70 to have violated the Sunday Blue Laws in Piqua, Ohio. Rees was sent to Piqua August 13 by the Dayton News to get a story on the operations of the Blue Laws on the first day of their observance under the proclamation issued by the mayor. He was arrested, pleaded guilty, and was fined $25, and costs, amounting to a total of $33.70, which he paid. Mayor DeWeese issued his proclamation calling for strict enforcement of the Blue Laws after the ministerial association of the city had taken steps to close the theatres on Sunday by arresting the proprietors under the state law. The mayor was not in sympathy with the move, but believes in "fighting fire with fire." The Blue Law proclamation was the result. The newspapers co-operated with the mayor and not an outside Sunday newspaper went into the city. To get a paper, it was necessary to go to Troy eight miles away.

Congress Fails to Bar "Gambling" News from Newspapers.—Attempt to pass Congressional legislation preventing newspapers from printing racing odds and other information which might promote gambling, in the form of the Walsh rider to the Sterling-Sims Bill, was not successful. The law would have barred all publications carrying such matter from the mails.

"Newspaper" Expenses Must Be Accounted For by Those Seeking Congressional Seats.—Senator Walter E. Edge's amendment providing for newspaper exemption from the campaign expense limitations provided in the Pomerene bill, failed to be adopted when the bill was passed by the U. S. Senate, September 2. The amendment undertook to strike out the words "other than in newspapers" from that part of the measure which excepted certain items, including printing, other than in newspapers, from the amount permitted in the legitimate expenses, $5,000 for election to the House and $10,000 for election to the Senate.

A bill was introduced, early in 1923, in the Minnesota Senate, making it a misdemeanor for any person to furnish false information to any editor or reporter or any other person for publication. It had not been finally acted upon at the time THE INTERNATIONAL YEAR BOOK went to press.

Would Allow Lien Action Against Newspapers in Libel Suits.—The Massachusetts Legislature Joint Judiciary Committee in March considered a bill providing drastic lien action against newspapers sued for libel which fail to furnish bonds to the amount of the damage claimed. It was introduced by Edward J. Gallagher of Boston. The bill read:

> Section 1—When the tangible property held by the publisher or publishers of any newspaper or periodical is insufficient to meet the amount of a damage claim made in suit for libel brought against said newspaper or periodical, and when the defendant or defendants fail to furnish a bond for the amount of said claim within three days after notice of suit, the plaintiff shall be given a lien on the newspaper or periodical and on any property of said publisher or publishers to satisfy any judgment that may be obtained by the plaintiff on trial of said suit.
>
> "If the editor-in-chief of said newspaper or periodical and the owner or owners of the printing plant from which it is issued are not also the publisher or publishers thereof, they may also be made defendants in any suit for libel brought upon the provisions and scope of this act.
>
> "Should the sums accruing from the lien as aforesaid be sufficient to meet the amount of the judgment, and should no settlement be made in any other way, then said newspaper or periodical shall be denied the right of publication, pending full settlement of the judgment, and during the interim it shall not be reissued under the same or any other parties."
>
> Section 2—The act shall take effect upon its passage.

It was not passed.

Plan to Punish Newsdealer Profiteers Fails.—Assemblyman Yacenda of Brooklyn introduced a bill in the New York Assembly in February to prevent profiteering in newspapers, and making it a misdemeanor for any person, firm or corporation as news dealer, agent or newsboy to sell any newspaper at a price greater than the purchase price per copy as printed on the face of the paper. The penalty provided was a fine of $25, or thirty days in jail, or both. It was not passed.

New Basis of Payment for Legal Ads.—Senator Caleb H. Baumes of Newburgh, N. Y., introduced a bill in the New York State Legislature which reduces the present rate charged for publication of session laws, summons and legal orders and notices by basing the rates to be paid on the circulation of the newspaper in which they are printed. The bill was in the hands of the judiciary committee when THE INTERNATIONAL YEAR BOOK went to press.

Virginia Punishes News Fakers.—The Virginia General Assembly passed a law making it a misdemeanor for any person to give false news to a newspaper, magazine or other publication. A law was also passed prohibiting any one from printing any design, figure, emblem or advertisement and the like upon a newspaper which may cause the public to believe that it was the work of the publisher of the paper. These two laws are as follows:

> Be it enacted, that any person who knowingly and wilfully states, delivers or transmits by any means whatever to any publisher, or employe of a publisher, of any newspaper, magazine, or other publication, any false and untrue statement concerning any person or corporation, with intent that the same shall be published, shall be guilty of a misdemeanor.
>
> It shall be unlawful for any person, without first obtaining the consent of the publisher so to do, to print, stamp or impress upon any newspaper or any part thereof, after the same shall have been issued for circulation by the publisher thereof, any word, figure, design, picture, emblem or advertisement with intent to cause, or which when so printed, stamped or impressed may cause, the public to believe that such word, figure, design, picture, emblem or advertisement was printed, stamped or impressed in and upon such newspaper by the publisher of the same as a part thereof.

Town Law Makers Bar Reporters.—The board of borough burgesses of Torrington, Conn., voted to bar all newspaper representatives from its meetings. The former board took similar action and was not re-elected.

EFFECTING ADVERTISING

St. Louis Bans Fake Bargain Sale Advertising.—A new ordinance with respect to advertising now in effect in St. Louis made it unlawful for dealers to use private residences as a blind in offering merchandise. The practice among certain dealers in St. Louis in the sale of pianos, phonographs, and automobiles especially had been to advertise by giving the address of a residence and declaring that the article is on a forced sale. Many people imagined that such sales provided bargains. The ordinance follows:

ORDINANCE 32093.

> "Be it ordained by the City of St. Louis, as follows:
>
> "Section One. It shall be unlawful for any person, firm, partnership, corporation, association, trust, or any employe thereof, engaged in the business of selling goods, wares, merchandise, securities, service or real estate to advertise the sale of the same unless it shall be stated in the advertisement of such sale, clearly and unequivocally, that said person advertising such sale of goods, wares, merchandise, securities, or real estate is a dealer in the same; provided, however, that the advertisement of the sale of any goods, wares, merchandise, securities, service or real estate in such form as to make it plainly apparent therefrom that the person so advertising is actually engaged in the business of selling such goods, wares, merchandise, securities, service or real estate as a business, shall be deemed a sufficient compliance with the terms of this ordinance. Any person violating the provision of this ordinance shall be deemed guilty of a misdemeanor and upon conviction thereof shall be punished by a fine of not less than twenty dollars nor more than five hundred dollars for each offense.
>
> "Approved December 4, 1922."

Missouri Enforces Billboard Laws.—Missouri State Highway Commission decided to enforce the provisions of the new State highway law prohibiting the posting of advertising matter on the right-of-way of state highways. Highway and trail associations and automobile clubs were authorized to remove advertising displayed on trees, fence posts and bill boards, and put up instead finger boards showing directions and distances to various cities.

New York State Session Law Advertising Completely Abolished.—Governor Miller of New York signed the bill of Assemblyman Charles H. Betts abolishing the publication of the session laws in the official state paper, the Albany Evening Journal. In 1921 a law was passed doing away with the publication of the laws and concurrent resolutions of the legislature in newspapers throughout the state, except the state paper. The existing law still provides for the publication in the state paper: "All appointment of terms of the Supreme Court; the rules of practice adopted from time to time by the judges of the Court of Appeals and a convention constituted pursuant to the judiciary law and notices and advertisements required to be published in a newspaper by state officers, or by a department, board, bureau or commission of the state, or in actions against foreign corporations. The publication of such notices and advertisements shall be additional to their publication in other newspapers."

Utah's Anti-Cigarette Advertising Law.—The Utah anti-cigarette law is hurting advertising receipts within the state to the extent of $150,000 a year, according to A. L. Fish, general manager of the Salt Lake City Telegram. The law has 3 sections. One prohibits the sale of cigarettes, another forbids their use in certain public places, and the third makes it illegal to advertise them. This last section has been obeyed to the letter and is the only one which has been observed. Mr. Fish is leading an effort to have the next session of the legislature repeal the law.

False Advertising Law in Wilmington, Del.—The City Council of Wilmington, Del., at the instance of the Chamber of Commerce and with support of the newspapers, in March passed an ordinance forbidding questionable advertising. The law provides a $10 fine for violations.

No More Faking in Walla Walla.—Thirty days in jail or a $100 fine, or a combination of both, is the maximum penalty provided by the new pure advertising ordinance passed by the city commissioners of Walla Walla, Wash., in September, upon the request of the local advertising club. Under this ordinance goods cannot be advertised by comparing prices unless the lowest former price is given, and advertisements reading "values up to" must contain the number of articles with the various prices.

FOREIGN.

Japan.—The defeat in April of the "dangerous thoughts" bill in the Japanese Parliament was considered a great political victory for Japanese newspapers. The bill would have sent to jail for seven years any one who had thought, was thinking, or might in the future think "dangerous thoughts"—in other words, propaganda against the Government. It applied to the past and the future just as much as to the present. It was said to have been the first time a concerted press demand has shown direct and positive effect in Parliament.

Also see Canadian Section. Refer to Index on last two pages.

ALEXANDRIA DAILY TOWN TALK

ALEXANDRIA, LA.

Published Every Evening Except Sunday. Net Paid Circulation of 4820. 85% of Circulation Delivered by Carrier in Alexandria and other Towns in Rapides Parish.

Alexandria and Rapides Parish have had Fifteen Papers, Six Dailies and Nine Weeklies, Established during the Forty Years The Town Talk has served this territory. Today the daily and weekly Town Talk are the only papers published in Alexandria or Rapides Parish, with a Population of 60,000.

McCORMICK AND COMPANY
PROPRIETORS

H. M. HUIE Publisher

STAMFORD, CONN.

Population 40,000

The purchasing power of this excellent territory is shown by the fact that the Saving Bank Deposits for 1922 were $21,009,791, and the bank clearances for the same period were $132,385,000.

The total of taxable property is listed at $65,778,715.

This high grade field is thoroughly covered by the

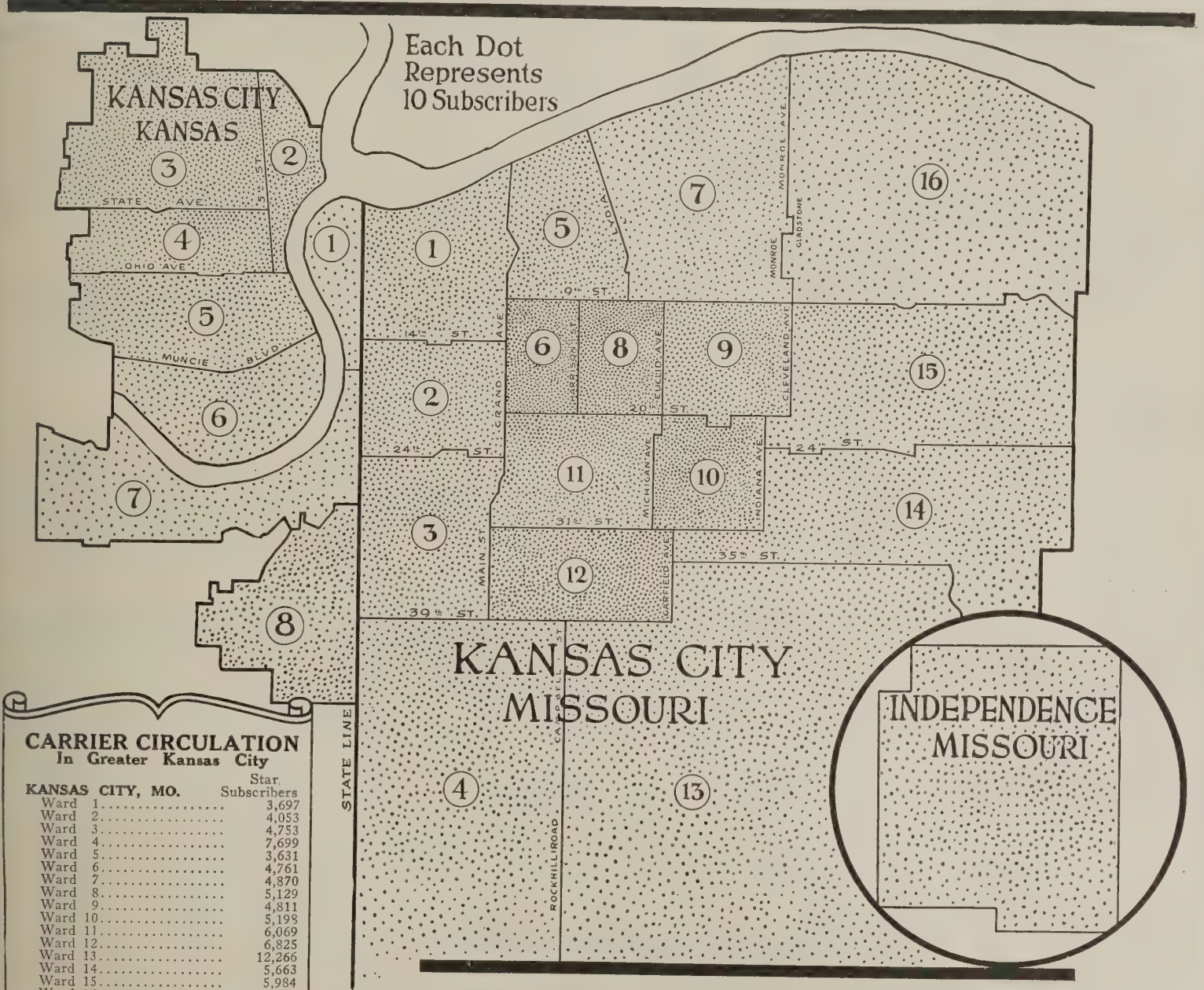
Stamford Daily Advocate

Over 6,000,000 lines for 1922.

The Julius Mathews Special Agency
Boston New York Detroit Chicago

The Most Remarkable Map Ever Published

This graphic presentation of The Kansas City Star's carrier circulation depicts a thoroughness of coverage not duplicated or approached by any other newspaper in any other city in the world.



CARRIER CIRCULATION
In Greater Kansas City

	Star Subscribers
KANSAS CITY, MO.	
Ward 1	3,697
Ward 2	4,053
Ward 3	4,753
Ward 4	7,699
Ward 5	3,631
Ward 6	4,761
Ward 7	4,870
Ward 8	5,129
Ward 9	4,811
Ward 10	5,198
Ward 11	6,069
Ward 12	6,825
Ward 13	12,266
Ward 14	5,663
Ward 15	5,984
Ward 16	5,990
	92,399
KANSAS CITY, KAS.	
Ward 1	460
Ward 2	2,035
Ward 3	7,973
Ward 4	3,235
Ward 5	4,058
Ward 6	2,520
Ward 7	2,235
Ward 8	3,755
	26,271
INDEPENDENCE, MO.	5,551
GREATER KANSAS CITY	**124,221**

EACH dot in this map represents 10 subscribers to The Kansas City Star, served by The Star's own carriers. Street sales, counter sales, drug store distribution and the like have not been included. There are more Star subscribers in Greater Kansas City than there are families.

Families in Greater Kansas City (U. S. Census)	**112,007**
City Carrier Circulation of The Kansas City Star	**124,221**
City Circulation—Including Newsboy Sales	**138,008**
TOTAL Circulation, City, Suburban and Country	**231,304**
Gain over One Year Ago	**9,349**

Note: Since the count by wards was made, December 18, 1922, the city carrier circulation has increased from 122,202 copies to 125,722 copies.

THE KANSAS CITY STAR

NEW YORK OFFICE
15 E. 40th Street

CHICAGO OFFICE
1418 Century Bldg.

In Vicksburg, Miss.

THE

EVENING POST

Accepts all advertising on a guarantee of

Three Times More Circulation

in Vicksburg than any other paper, and The Post is the only Vicksburg paper that is a member of the A. B. C.

In Vicksburg The Evening Post

—Prints the most local advertising;
—Prints the most national advertising;
—Leads in circulation;
—Is an A. B. C. paper.

In placing your advertising it would be well to remember these facts.

Vicksburg Evening Post
Vicksburg, Miss.

Foreign Representatives
FROST, LANDIS & KOHN
New York Chicago Atlanta

EVERY EVENING

Delaware's Leading Daily

A Newspaper with a mission, appealing to the intelligent element of a community which it has faithfully served for over fifty years

THE FIRST Newspaper in Wilmington, Del.

NEWSPAPERS OF CUBA

City, Population and Newspapers	Circulation	Advertising Rates	Publisher	Editor
BANES, 5,000				
El Pueblo (E)	1,000	...	Fernando Rodriguez	
BAYAMO, 3,022				
Heraldo de Bayamo	.....	.25	Palacio & Co.	Dr. Feo Soto
CIENFUEGOS, 80,000				
El Comercio (M)	7,500	.30	Pedro Antonio Aragones	
HAVANA, 500,000				
El Mundo	.....	1.10*	Antonio G. Mora	
Heraldo de Cuba (A) (D-S)	.....	.80	Dr. Orestes Ferrara	Augustin Lazo
El Triunfo (M)	.....	.50	Modesto Morales Diaz	
Avisador Comercial (E)	5,000	.60*	Soland Garcia, S. en C.	
La Prensa (E)	.....	...	Compania Mundial	Dr. Juan O'Naghten
Mercurio (D)	8,500	...	Jose M. Capmany	E. Taboada
Post (D)	.....	.80	Havana Post Corporation	J. T. Wilford
Telegram (D)	.....	.80	Havana Telegram Co.	A. E. Hodgson
MATANZAS, 60,000				
El Regional	2,000	.10	Carmelo Saavedra Mato	Aurora de Yumbri
El Correo de Matanzas	1,300	.10	La Pluma de Bros.	Manuel Albuerne
La Nueva Aurora	6,000	.18	Corpus H. Iraeta Leucona.	
El Republicano	3,500	.10	Seles & Hnos.	
SANTIAGO, 100,000				
El Cubano Libre	2,000	.20	Daniel Fajardo	
La Independencia (E)	3,000	...	Juan E. Ravelo	

Note—Rates quoted are per inch column width. (E) indicates evening newspapers. (M) indicates morning newspapers.

MEXICAN NEWSPAPERS

City, Population and Newspapers	Circulation	Advertising Rates	Publisher	Editor
AGUASCALIENTES				
El Triunfo (D)	5,000	.35	Rafael Correra	Rafael Correra
CHIHUAHUA CITY				
La Voz de Chihuahua (D)	.....	.30	Jose Reyes Estrada	Jose Reyes Estrada
GUADALAJARA				
El Informador (D)	12,000	.75	J. A. Del Castillo	J. A. del Castillo
Restauracion (D)	.....	.25	Compania Editora Jalisciense, S. A.	
HERMOSILLO				
El Sol (D)	6,000	.25	D. J. S. Healy	D. J. S. Healy
MAZATLAN				
El Democrata Sinoalense (D)	5,000	.25	Enrique Lopez	Enrique Lopez
MERIDA				
Revista de Yucatan (D)	17,000	.75	Compania Editora Yucateca, S. A.	Carlos R. Menendez
MEXICO CITY				
El Automovil en Mexico	8,000	.60	Gustavo Alana	Gustavo Alana
El Democrata	38,000	1.40	Cia. Editora Latino Americano	V. Alessio Robles
Excelsior	100,000	1.75	Cia. Editorial Excelsior, S.A.	Jose E. Campos
Excelsior Rotogravure (S)	.....	3.50 ($490 per page)	Cia. Editorial Excelsior, S.A.	Jose E. Campos
Excelsior Jueves (Thurs.)	.....	2.75	Cia. Editorial Excelsior, S.A.	Gonzalo Espinoza
El Heraldo de Mexico	40,000	1.40	Cia. Editorial El Heraldo	G. Herrerias
El Universal	100,000	2.03	Cia. Periodistica National.	G. Gomez Ugarte
Revista de Revistas (W)	30,000	1.05 ($50 per page)	Compania Editorial Excelsior, S. A.	J. Nunez Dominguez
MONTERREY				
El Noticiero	.....	.25	Jesus M. Rios	Jesus M. Rios
El Pervenir (D)	12,000	.40	J. Cantu Leal	Federico Gomez
OAXACA				
Mercurio (D)	.....	.38	Mercelino E. Mucino	Marcelino E. Mucino
PUEBLA				
La Cronica (D)	.....	.35	D. J. Veana	D. J. Veana
SAN LUIS DE POTOSI				
La Accion (D)	6,500	.40	Gabriel Macias	Gabriel Macias
TAMPICO				
El Mundo	7,000	.40	Cia. Editorial El Mundo	Vicente Villasana
TORREON				
La Opinion (D)	10,000	.50	Rosendo Guerrero	Rosendo Guerrero
VERA CRUZ				
El Dictamen (D)	10,000	.50	Geo. Malpica Silva	Fco. Malpica Silva

Note—Unless otherwise stated rates quoted are per inch, single column width. (D) indicates daily; (W) weekly; (S) Sunday.

DAILY NEWSPAPER SUSPENSIONS

UNITED STATES

Arkadelphia (Ark.) Daily News (reverted to weekly).
Aroostook (Me.) Daily News.
Bend (Ore.) Daily Press.
Butler (Pa.) Citizen.
Cambridge (Mass.) Home News.
Cape Girardeau (Mo.) Morning Sun.
Chisholm (Minn.) Tribune-Herald—reverted to weekly.
Clearwater (Fla.) Morning News.
Crowley (La.) Daily Progress.
Cumberland (Md.) Leader.
Currie (Tex.) World.
Eldorado (Kan.) Free Press.
Eustis (Fla.) Daily Lake Region.
Flagstaff (Ariz.) Leader.
Fort Collins (Colo.) Daily News.
Fort Pierce (Fla.) News-Tribune—reverted to twice a week.
Fort Wayne (Ind.) Evening Press.
Fort Wayne (Ind.) Sunday News-Sentinel.
Grand Rapids (Mich.) Daily News.
Greenville (N. C.) News.
Hackensack (N. J.) Bergen Evening News (suspended).
Ilion (N. Y.) Citizen.
Iowa City (Ia.) Daily Republican reverted to weekly and changed name to Johnson County News.
Imperial (Cal.) Enterprise.
Johnstown (Pa.) Freie Presse.
Johnstown (Pa.) Sunday Ledger.
Joliet (Ill.) Times.
Joplin (Mo.) News-Herald Sunday edition discontinued.
Klamath Falls (Ore.) Evening Record (reverted to weekly).
Laredo (Tex.) News.
Malden (Mass.) Daily Telegram.
Mt. Clemens (Mich.) Daily News.
Mt. Vernon (N. Y.) Daily Examiner.
Newark, N. J.—La Tribune.
Newburg (N. Y.) Daily Star.
New York American discontinued tabloid pictorial section of Jan. 15, 1923.
Norfolk (Neb.) Westliche Runschau.
Ottawa (Kan.) Daily World (reverted to weekly).
Passaic (N. J.) Sunday Leader.
Port Huron (Mich.) Daily Press.
Red Wing (Minn.) Daily Republican discontinued Sunday edition.
Utica (N. Y.) Morning Telegram.
Wausau (Wis.) Daily Tribune.
Winona (Minn.) Morning Leader.
Winter Park (Fla.) Post.
Worcester (Mass.) Sunday Times.

The
NORWALK HOUR
NORWALK, CONN.

Population 30,000

Read by Everybody in town and in the suburbs.

The Hour is the newspaper that won the five-cent trolley fare for the city.

Liveliest small town newspaper in Connecticut

National Representative
GEORGE B. DAVID CO.
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Covers the trading territory of Utica and Central New York more thoroughly more intensively and more consistently than any other newspaper. It carries much more local and national advertising during 1922 than any other newspaper in its field.

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HAVANA - - - - CUBA

Member Associated Press

Cuba's most popular morning newspaper—Daily and Sunday—
Printed in the Spanish language.

Leads all competitors in circulation and volume of advertising
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Recognized by the Cuban people and Spanish speaking foreign residents
as the leading Latin-American newspaper

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"THE HAVANA POST"

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Is the only Havana morning newspaper published in English

Serving over 150,000 English speaking residents Reaching the length and breadth of the Island

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THE HAVANA POST

Zulueta 28

HAVANA CUBA

"LA PRENSA"

(Evening)

The Picture Paper of Cuba

Full Associated Press, International and Universal News Services

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Special features—sports—comic and fiction pages

Its own leased wire
New York to Havana

LA PRENSA

Blanco 42

HAVANA CUBA

"HAVANA TELEGRAM"

(Evening)

Published in English for English Speaking Residents

Full Associated Press Service

For information regarding business prospects in Cuba write the management of the

HAVANA TELEGRAM

Aguila 65

HAVANA CUBA

For advertising rates apply direct to each newspaper

RATES AND PERSONNEL OF LEADING JAPANESE DAILY NEWSPAPERS

CIty	Newspaper	Total lines Advertising, 1921	Publisher	Editor	Managing Directors	Number Pages per Issue	Columns per page	Lines per col.	Advertising rate per line per insertion: Front page	Advertising rate per line per insertion: Ordinary page	Subscription rate per month
Tokyo	Asahi Shimbun (1)	2,649,719	R. Murayama	M. Ando	R. Murayama	8—a. m. ed. 4—p. m. ed.	12	132	Y 1.20	Y 1.10	Y 1.10
	Jiji Shimpo (1)	2,618,406	S. Fukuzawa	M. Ishikawa	M. Yamamoto, S. Iobari	8—a. m. ed. 4—p. m. ed.	12	134	1.45	1.25	1.20
	Nichi Nichi (2)	2,488,474	H. Motoyama	K. Tsushima	T. Takagi	10—a. m. ed.	12	137	1.20	1.10	0.85
	Hochi Shimbun (1)	2,440,289	C. Machida	C. Takata	M. Ota	8—a. m. ed. 4—p. m. ed.	12	138	1.50	1.25	1.00
	Kokumin Shimbun (1)	2,129,857	I. Tokutomi	T. Baba	Z. Yamakawa	8—a. m. ed. 4—p. m. ed.	12	138	1.35	1.15	1.00
	Yorodzu Choho (1)	2,081,681	T. Yamada	T. Shiba	H. Yamamoto	4—a. m. ed. 4—p. m. ed.	12	140	1.20	1.10	1.00
	Chuo Shimbun (1)	1,751,766	M. Kimura	T. Nakajima	M. Kimura	4—a. m. ed. 4—p. m. ed.	12	133	1.10	1.10	0.75
	Chugai Shogyo (2)	1,587,048	K. Yanada	K. Yanada	S Sato, K. Murakami, N. Nagata	8—a. m ed.	12	135	1.30	1.10	0.95
	Miyako Shimbun (2)	1,529,296	E. Fukada	N. Yamamoto	S. Yoshikawa	12—a. m. ed.	12	120	1.30	1.10	1.20
	Yamato Shimbun (1)	1,510,253	Y. Matsushita	Z. Tamura	U. Zoga	4—a. m. ed. 4—p. m. ed.	12	120	1.40	1.25	0.95
	Yomiuri Shimbun (2)	1,408,519	C. Matsuyama	T. Miyabe	K. Nishizawa	8—a. m. ed.	12	135	1.25	1.25	0.90
	Maiyu Shimbun (3)	780,649	M. Kimura	I. Tokumitsu	I. Sekiguchi	6—p. m. ed.	12	132	....	1.25	0.60
	Mainichi Shimbun (3)	764,352	I. Fujita	I. Fujita	S. Yamaguchi	4—p. m. ed.	12	132	1.35	1.25	0.55
	Niroku Shimpo (3)	747,478	K. Akita	C. Nozawa	S. Yano	4—p. m. ed.	12	128	1.00	0.90	0.47
Osaka	Osaka Asahi (1)	4,366,133	R. Murayama	M. Takahara	S. Uyeno	8—a. m. ed. 4—p. m. ed.	12	142	1.90	1.60	1.20
	Osaka Mainichi (1)	4,250,058	H. Motoyama	S. Takaishi	T. Takagi, K. Tsushima	8—a. m. ed. 4—p. m. ed.	12	137	1.70	1.40	1.20
	Osaka Jiji Shimpo (1)	1,943,007	S. Fukuzawa	Y. Uyesugi	M. Yamamoto, S. Tobari	8—a. m. ed. 4—p. m. ed.	12	130	1.05	0.95	1.20
	Osaka Shimpo (1)	947,935	T. Murano	R. Shibukawa	S. Boshi	4—a. m. ed. 4—p. m. ed.	12	120	1.30	1.10	0.80
Kyoto	Hinode Shimbun (2)	1,402,353	B. Kogawa	K. Miyano	Z. Osawa, M. Toshima	8—a. m. ed.	12	131	0.85	0.85	0.90
Yokohama	Yokohama Maicho Shimbun (2)	1,548,048	M. Makiuchi	G. Modeki	S. Katayama	8—a. m. ed.	12	130	1.05	0.90	0.90
	Yokohama Boeki Shimpo (2)	1,128,616	I. Miyake	T. Miyaki	S. Iwata	6—a. m. ed.	12	132	0.90	0.75	0.80
Nagoya	Shin Aichi Shimbun (2)	2,285,971	U. Oshima	M. Kiryu	K. Oshima	8—a. m. ed.	12	135	1.00	0.90	0.85
	Nagoya Shimbun (2)	2,163,144	S. Koyama	S. Yoramatsu	S. Koyama	10—a. m. ed.	12	130	1.00	0.90	0.80
	Aichi Shimbun (3)	762,181	J. Tsuzuki	K. Monta	J. Tsuzuki	4—p. m. ed.	12	130	1.40	0.80	0.50
	Nagoya Mainichi Shimbun (2)	729,049	S. Yoshihiro	O. Takeichi	S. Yoshihiro	6—a. m. ed.	12	130	1.50	0.90	0.60
Kobe	Kobe Shimbun (2)	1,943,007	.....	Y. Hamada	N. Shindo	8—a. m. ed.	12	136	1.10	1.10	0.80
	Yushin Nippo (2)	1,755,902	H. Watanabe	K. Sato	H. Watanabe	8—a. m. ed.	12	135	1.30	1.20	0.80
Hiroshima	Hiroshima Chugoku Shimbun (2)	1,936,362	S. Yamamoto	K. Nakamachi	S. Yamamoto	8—a. m. ed.	12	135	1.70	0.85	0.80
	Keibi Nichi Nichi Shimbun (2)	1,751,819	S. Hayami	H. Nishikawa	S. Mayami	8—a. m. ed.	12	133	1.50	0.80	0.90
Fukuoka	Fukuoka Nichi Nichi Shimbun (1)	2,532,062	K. Shono	T. Inomata	K. Shono	8—a. m. ed. 4—p. m. ed.	12	132	....	0.70	1.05
	Kyushu Nippo (1)	1,956,924	Y. Ohara	S. Shinozaki	Y. Ohara	8—a. m. ed. 4—p. m. ed.	12	135	1.70	0.70	0.95
Sendai	Kawakita Shimpo (2)	1,554,764	K. Ichiriki	A. Fujiwara	K. Ichiriki	6—a. m. ed.	12	132	0.80	0.70	0.90
Otaru	Otaru Shimbun (2)	2,777,180	K. Uyeda	F. Hirano	K. Uyeda	8—a. m. ed.	12	135	1.20	1.00	1.00
	Hokumon Nippo (3)	869,260	.....	K. Okada	N. Yamauchi	4—p. m. ed.	12	127	....	0.75	0.60
Nagasaki	Nagasaki Nichi Nichi Shimbun (2)	1,430,461	Y. Norimoto	H. Mori	Y. Norimoto	8—a. m. ed.	12	135	....	0.70	0.90

LINE ADVERTISING RATES OF PARIS DAILY NEWSPAPERS

Rates per line (advertising measured by the line in France), according to position.

	From Francs	To Francs
Petit Parisien	25	60
Le Matin	25	60
Le Journal	25	60
Le Petit Journal	25	50
Echo de Paris	20	50

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229 W. 28th St., New York City. Watkins 7200

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205 W. 39th St., New York City. Pennsylvania 0600

POWERS FOURTH ENGRAVING COMPANY
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WOULD you sell your newspaper or printing plant if you could get your price?

We specialize in bringing together buyers and sellers of weekly and small town daily plants.

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No Boll Weevil Menace Here

The boll weevil has now practically covered the cotton belt of the South, but there is no boll weevil menace in the Albemarle region of North Carolina. Let us send you booklet telling why Elizabeth City, N. C., is one of the few agricultural towns in the South with a consumer's market that is active twelve months in the year and why Albemarle farmers see no menace in the approach of the boll weevil.

THE DAILY ADVANCE
Elizabeth City's
Associated Press Newspaper

REMEMBER

No campaign in Tuscarawas county, Ohio, is complete unless you use

The Dover Reporter

There are 1614 water connections in Dover, 1753 electric light, while 2106 copies of The Reporter are distributed in Dover daily.

The circulation of The Reporter in Dover and its immediate territory is larger than that of all other papers—big city and neighboring town—combined.

That's Concentration—
Concentration Counts

YORK, PA.

POPULATION 60,000. An ideal manufacturing city of ideal homes and labor conditions.

"You'd Like to Live in York"

The York Dispatch

YORK'S ONLY EVENING PAPER

IN THE COURTS

CONTEMPT CASES

Case of Right of Newspaper Worker to Withhold Sources of Information from Court, before U. S. Supreme Court.—The progress toward a decision by the United States Supreme Court on whether or not a newspaper reporter or editor has the right to refuse to abide by a court order to divulge the source of published information—in the appeal of Hector Elwell, managing editor of the Milwaukee Wisconsin News, from a decision rendered against him almost three years ago by the Federal Court in Chicago—was watched with much interest in the newspaper world. The case was not reached, however, but it probably will be in 1923. Briefly, the facts of the case are these:

As city editor of the Chicago American, Elwell caused to be published an expose of a certain drug matter, which constituted a good beat. He was called before the grand jury, which happened to sit the day the story was published. Upon questioning Elwell refused to divulge the source of his information. He took the ground that he was honor bound to protect the source of such information. The matter was referred to Judge Carpenter. He ordered Elwell to answer. Elwell refused. He was then adjudged in contempt of court, fined $500 and ordered held in the "common county jail" until he answered. This might be taken by some to mean a life sentence, particularly if a man forgot the source of his information.

On the first appeal Elwell's attorneys attacked the jurisdiction of the grand jury. The court of appeals held against him and the Supreme Court refused to review the decision. A warrant was issued but this move was circumvented by securing a writ of habeas corpus. Judge Fitzhenry, of Bloomington, heard the contention that Elwell was ready to answer but the grand jury had since died and that therefore Elwell was placed in the position of being physically unable to perform what the court ordered. Judge Fitzhenry held against Elwell. The Supreme Court will decide this question. Elwell has not yet served any of his sentence, athough the fine has been paid.

Fined for Refusing to Give Idaho Court Information.—K. E. Torrance, editor of the American Falls (Ida.) Press, was fined $10 for contempt of court when he refused to divulge the name of his informant in a "bootlegging" story. The paper had stated that an interview regarding Prohibition had been obtained with the most prominent bootlegger of the city and gave an intimate description of where and how the liquor was being manufactured.

Sentence of Jail and Fine for Criticism of Court.—Because he openly declared his "disgust" over decisions rendered by District Judge James C. Hume, of Des Moines, which he charged were "filled with puerile personalities" and "presented a strained effort at humor and sensationalism wholly unbecoming a judge," Austin Haines, then editor of the Des Moines (Ia.) News, Scripps-McRae League newspaper, was sentenced, September 30, to serve one day in jail and pay a fine of one dollar. The sentence was imposed by Judge Hume, whose decisions Haines attacked. The case grew out of some comments Haines is said to have made in the News on June 27. It is said that Haines "accused the judge of conduct unworthy of a judicial officer through the nature of his decrees, which, the editor charged, were attempts at sensationalism." Haines was then summoned by Judge Hume to appear before him on a charge of contempt of court. In making the decision at the time of the sentence of Haines, Judge Hume quoted the statutes on contempt as follows: "Contemptuous or insolent behavior toward such court when engaged in the discharge of a judicial duty which may tend to impair the respect due to its authority." Judge Hume said, during the contempt proceedings, that "the defendant chatters glibly about freedom of speech and the liberty of the press, guaranteed by the Constitution. He is unable, apparently, or unwilling, to distinguish between liberty and license. There are limits, even in America, beyond which newspaper editors cannot go. As the court regards it, the defendant in the article complained of has exceeded these limits. * * * In the court's judgment, the defendant is guilty of contempt." The Contempt of Court case against Haines is still pending in the Supreme Court, following the conviction in District Court. The case was immediately appealed, and is now before the Supreme Court. It will probably be several months before a decision with regard to it is made.

Divulging Secret Grand Jury Proceedings.—Judge J. Jerome Hahn, in the Superior Court at Providence, R. I., December 18, stated that in the future any newspaper reporter who wrote and turned over for immediate publication to his paper a story of a secret grand jury indictment before the defendant had been brought into court to plead to the indictment would be subjected to contempt proceedings and penalty would not be a fine. This came up when Jean Sabate, a reporter on the staff of the Providence News, was brought before Judge Hahn for a reprimand for allowing stories to be published in the News before, according to Judge Hahn, they should have been released for publication. Judge Hahn's ruling in effect is: "On a secret indictment there should be no publicity until the defendant appears to answer and even then only such publicity as may be properly given it. For instance, if there were three defendants and only one of them appeared to plead, it would not be proper to mention the other two. It is essential that the work of the grand jury be kept secret at all times until the authorities are ready to make it public."

Forecasting Court Proceedings Forbidden.—Right of a Federal judge to censor reports of proceedings in his court as prepared by reporters for the daily newspapers, was invoked by Judge J. C. Hutcheson of Houston, in July, in the trial of S. E. J. Cox on charges of using the mails in a scheme to defraud. Unexpectedly excusing the jury, but holding every other person in the courtroom, Judge Hutcheson addressed the newspaper men from the bench. He severely arraigned the reporters and newspapers of the city for the reports that had been published covering the progress of the trial, and threatened the reporters and editors with grand jury action if they did not desist in the writing and publishing of such reports. "This is no mock trial," Judge Hutcheson declared. "I shall take grand jury action against reporters and publishers for writing and publishing stories predicting who is going to appear as witnesses and what is going to be done in this trial. Such thing is absolutely prohibited from this time forward."

LIBEL CASES

Mistaken Identity Is Libelous.—Per se a decision containing elements of unusual interest and importance on newspapers' liability libel laws was handed down in April by the Supreme Court of the State of Colorado. The defendant in the case was the Denver Express Publishing Company. The ruling reversed in part and affirmed in part the judgment of Judge Julian H. Moore of the District Court in Denver. The Supreme Court opinion was given by Justice Denison, Chief Justice Scott not participating.

The plaintiff, Ellen Switzer, in error brought suit for libel against Caroline M. Anthony and the Denver Express. The complaint alleged that the defendants conspired to publish the following:

"INSULT THE FLAG, WOMAN SAYS, SO SHE'LL AVENGE IT."

"Mrs. Ellen Switcher, 2036 W. 3rd avenue (meaning the plaintiff herein), called the American flag a dirty rag, according to Mrs. Caroline M. Anthony, a neighbor. Mrs. Anthony's forebears were pioneer American settlers and she immediately protested against the insult to the flag. Then she claims Duncan McPhail, an attorney, got into the argument and sided with Mrs. Switcher (meaning the plaintiff herein). So Mrs. Anthony, Wednesday, asked the district attorney's office to have the two deported as undesirable aliens. She referred to the commissioner of immigration. 'If he doesn't deport them I'll take the matter into my own hands and avenge the flag,' said Mrs. Anthony."

On trial after the evidence on both sides the court directed verdicts for the defendants.

The material facts, as follows, were undisputed:

Mrs. Anthony complained to the deputy district attorney of some misconduct of the plaintiff, Mrs. Switzer, and at the same time said that another woman had referred to the American flag as a "dirty rag." A reporter, in writing the story for the Express, by mistake put Mrs. Switzer in the other woman's place. Neither he nor anybody in connection with the newspaper knew the plaintiff or anything about her, or had any wish to defame her. Mrs. Anthony was shown to have had nothing to do with the libel and was properly discharged.

The Supreme Court's overruling opinion, and reasons therefor, follows:

"We are forced to the conclusion that the direction of the verdict for the defendant, the Express Publishing Company, was erroneous. The court stated the following reasons for its action:

"1, that no conspiracy had been shown as alleged in the complaint;

"2, that the article referred to one Ellen Switcher and was in no way connected with Ellen Switzer;

"3, that no malice or want of good faith had been shown;

"4, that the plaintiff was not the person libeled;

"5, that the complaint did not state facts sufficient to constitute a cause for action;

"6, that the statute defined libel as malicious defamation;

"7, that the matter is one of qualified privilege.

"Counsel for the defendant in error adds to this that no damage was shown.

"As to the first ground: The allegations are that the defendant, Anthony, 'did not convey and deliver' to the defendant corporation the libelous matter and that said defendants did contrive and conspire together and did print, publish and circulate of and concerning plaintiff the matter above set forth.

"The gravamen of this charge is, of course, the publication and the allegation that the defendants did or did not conspire to affect the sufficiency of the complaint and the failure to prove it does not constitute a variance, therefore, the first reason given by the court was unsound. Under the old practice the rule might have been otherwise but under our new code one can see no reason for declaring a variance when the real gravamen has been proved. Code 1908, section 84.

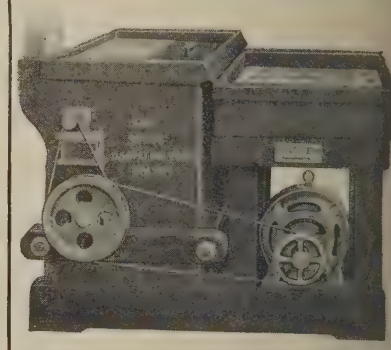
"As to the second point—that the article referred to Ellen Switcher and not Ellen Switzer—the court might have added that it described as residing at 2936 W. 3rd avenue, when in fact she resided at 2905 W. 2nd avenue. What the evidence was that there was no such number as 2936 W. 3rd avenue and no such person known as Ellen Switcher, and one witness testified that while she knew the plaintiff and that the proper spelling of her name was Ellen Switzer, she (the witness) pronounced it 'Switcher.' The plaintiff, herself, testified that because of the odium of the charge she was subjected to insult. These things tended to show and would justify the jury in finding that there was an accurate enough description

(*Continued on page* 230)

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Albany, Troy, Schenectady
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NATIONAL REPRESENTATIVE
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THE
NEW ORLEANS STATES
In two years has *increased*
Daily over 17,000
Sunday over 41,000
Present averages are
Daily over 54,000
Sunday over 77,000
Rate 12c flat Daily
15c flat Sunday
Advertising gain for 1922
1,025,432—Greatest in the South
Represented by
THE S. C. BECKWITH SPECIAL AGENCY
NEW YORK
JOHN M. BRANHAM CO.
CHICAGO

IN THE COURTS—(Continued from page 228)

in the alleged libel to identify the plaintiff and that it did identify her and therefore it was for the jury to say whether the defamatory matter was spoken of and concerning the plaintiff, because it was for them to determine what the article meant. Republican Publishing Company vs. Miner 12 Colo., 77, 86.

"In this connection it should be remembered that the fact that neither the reporter nor anybody else connected with the newspaper knew the plaintiff, is immaterial to the right to recover. It is not necessary that they should have known her and have intended to defame her. Upon this point we cannot agree with the case of Hanson vs. the Globe Newspaper Company, 159 Mass., 293, 20 l.r. a, 856 or with the counsel's interpretation of Butler vs. the News-Leader Company, 104 Virginia, P. 51 S. E. 213. The dissenting opinion in Hanson vs. the Globe in our judgment, states the correct law. Intent is immaterial except as a part of express malice.

"The third point—that the plaintiff had shown no malice or want of good faith—is annulled by Meeker vs. the Post, 55 Colorado, 335, 359. Lack of malice alone does not constitute a defense. The true rule, as we understand it, is that express malice may be proved under our statute concerning actionable per se malice sufficient to sustain a judgment is presumed R. M. News vs. Fridborn, 46 Colorado, 440, 446, 2, 7. In this connection see Republican Publishing Company vs. Mosman, 15 Colo., 339. Same vs. Miner, supra.

"The fourth reason—that the plaintiff was not the person libelled—is, in substance, the same as the second.

"In the fifth ground, that the complaint does not state facts sufficient to constitute a cause of action, we cannot agree with the court below. The complaint alleges with proper innuendoes, that the article was published of and concerning the plaintiff, code 1908, section 74, and if the article be considered as a statement that the plaintiff called the American flag a dirty rag, it is, we think, libellous per se, because if believed, it was certain to bring upon the plaintiff the contempt and hatred of the community in which she lives, especially in times of patriotic excitement such as prevailed in the fall of 1916, when this publication was made. It is true that the article does not say that Mrs. Switzer did so refer to the flag, but only that Mrs. Anthony had accused her thereof; but it is the same as if the charge had been directly made. Meeker vs. The Post Publishing Company, 55 Colorado, 355, 7, 8; The Republican Publishing Company vs. Miner, 3 Colorado, APP, 568; Morse vs. Times-Republican Publishing Company, 124 Iowa, 707,100 N. W., 867; Bishop vs Journal Newspaper Company, 168 Mass., 327, 47, M. E. 119. See also the authorities cited in 55 Colorado, 358.

"The sixth point, in substance, is the same as the third.

"The seventh reason—that the matter is one of qualified privilege—cannot be sustained. The publication of a legal proceeding is qualifiedly privileged, but not until it has gone into court and thereby become public. Meeker vs. Post Supra. See also Parsons vs Age-Herald Publishing Company, 181 Alabama, 439, 61, 90, 346. Moreover, the qualified privilege permits only the publication of a truthful statement of the matter as it took place in the court. The defendant cannot claim a qualified privilege to say that one has been accused in a legal proceeding when he has not, so even if statements to the district attorney were qualifiedly privileged the publication of the accusation made of another as having been made of the plaintiff would not be drawn within the privileges.

"The fact that no damage was proved, the case being one of libel per se, is immaterial, Republican Publishing Company vs Miner 12 Colo., 86

"The judgment is affirmed as to the defendants, Anthony. As to the defendant, the Denver Express Publishing Company, it is reversed and remanded."

Business Manager Not Responsible.—That a business or circulation manager with no editorial duties is not criminally liable for articles printed in the newspaper in violation of the Minnesota criminal syndication act of 1917, unless he circulates the paper knowing its contents, was the opinion of the Supreme Court in the criminal action against the managing editor and business manager of a newspaper published by the Workers Socialist Publishing Company, of Duluth, Minn. The court held that the verdict of guilty returned against the managing editor of the paper, Tobias Kekkonen, but held that the business manager, A. A. Toivonen, was not guilty and so reversed the jury and the court in that respect. The Supreme Court held further that the managing editor of a newspaper is "criminally liable and responsible for an unlawful publication made in its paper unless the unlawful publication is made under such circumstances as to negative any presumption of privity or connivance or want of ordinary caution on his part to prevent. It is not a defense to merely show that the editor was not aware of the publication. Under this rule the editor was liable criminally in this case."

Candidates for Public Office Make Character and Fitness an Issue.—Decision of not guilty of criminal libel was handed down, October 12, by Judge John H. Burke of Boston Municipal Court in suit brought by John Jackson Walsh against Frederick W. Enwright, publisher of the Boston Telegram. The suit grew out of statements made by the Telegram during the political campaign in which the plaintiff sought the Democratic nomination. Judge Burke said: "Every candidate for public office puts his character and fitness as an issue, and a candidate who invites an attack in a particular direction can hardly complain if his opponents accept the challenge. Counsel for complainant argues that decent men will be driven from politics. It may be hard to find impeccable men—nay, it will be hard—but that cannot change the status of the law as it is. The voters are entitled to know the character of men seeking their votes and it is for them to say how far a proven past offence will be condoned. Defendant discharged."

Liable for Slacker List Errors.—The right of a person whose name has been wrongfully included in a slacker list to sue the newspaper publishing the list for damages was upheld by the Appellate Division of the New York Supreme Court on January 13 in a case brought against the New York World by one Charles J. Hyman. The decision reversed the lower court. The new ruling holds that:

> "Whatever may be the immunity of the War Department for the publication of the list, and as to this we express no opinion, certainly that immunity did not extend to a newspaper that published it, even though actuated by a sense of duty and for the general good of the State. The privilege, if any, is a qualified and not an absolute one. If any justification exists for the publication, it must be found in facts, which do not appear from the complaint, and which must be asserted as a defense in an answer."

The Hyman suit was the first to be heard of many cases filed in New York and in other states against newspapers which published the War Department slacker lists, and was regarded as a test. Many other claims had been held awaiting its outcome.

Beyond Border of Fairness.—B. F. Looney, former attorney general of Texas, won a long-standing libel suit in Texas Supreme Court in December against A. H. Belo & Co., publishers of the Dallas-Galveston News, when the court upheld a trial court verdict, rendered in 1916, in his favor on account of two editorials and two news articles published in these papers in the early part of 1913. The case, famous in Texas libel proceedings, reached the Supreme Court on the dissenting, minority opinion of the Texarkana Court of Civil Appeals, and the minority decision was upheld, along with the trial verdict. The judgment will be made later by the civil appeals court. The editorials and news articles went beyond the border of "fair comment and criticism of the acts of a public official" and reached the bounds of defamation, under the Texas law, it was held. The opinion was handed down by a special court, two justices disqualifying themselves. It was written by C. L. McCartney, of Brownwood, Tex.

Gets Verdict on Belief That Information Published Was True.—In accordance with instructions from the trial judge, a jury hearing a libel suit brought against the Fresno (Cal.) Morning Republican in May, brought in a verdict in favor of the defendant. The suit was filed over a year ago by Herbert F. Briggs, police court judge, who was charged in an editorial with being lax in his imposition of fines against liquor law violators. A suit for $150,000 damages was filed charging that the official had been libeled. The court held that a verdict for the defendant was returnable if the jury felt that the editor believed the information given him by his investigators was true.

Attorney Would Stop Defendant Paper from Publishing News of Trial of Libel Action Against It.—When the first days of the trial of Mayor Thompson's suit for $500,000 against the Chicago Daily Tribune opened in Chicago, counsel for the mayor questioned the right of the newspaper to print daily the news of the proceedings and then permit the jurors to read the Tribune. The trial judge gave no ruling on the matter.

Plaintiff Loses War-Time Case.—The libel case of Dr. K. Von Schoech against the El Paso (Tex.) Herald was disposed of by the Texas Supreme Court April 29, following appeals from district court and court of civil appeals by the plaintiff. In each of these he was denied recourse. It was held that Dr. Von Schoech had not been libeled by statements published in the El Paso Herald purporting to quote statements that Dr. Von Schoech had registered as a German subject.

Couldn't Prove Published Charge Was False; Loses Case.—By a voluntary non-suit, entered in April in the District Court of Shreveport in the action of Huey P. Long vs. Journal Publishing Company the suit against the Shreveport Journal was dismissed at the instance of the complainant, a member of the Louisiana State Public Service Commission, who had asked for $25,000 damages, claiming that an editorial published on October 5, 1921, was libelous and caused him humiliation. Prior to the motion for non-suit, District Judge J. H. Stephens, of Caddo parish, had held that only in the event the plaintiff could prove that he had not been prosecuted in an action referred to by the editorial, he would have a case.

Fails in Attempt to Collect Damages on Extracts from Article.—A $25,000 libel suit filed by Robert W. Findley, lumberman, against the Knoxville News was ordered stricken from the docket by Judge Huffnaker of the Circuit Court at Knoxville, Tenn., in May, upon demurrer filed by the defense. The News in its demurrer set forth that Mr. Findley's suit falsely alleged that the newspaper had accused him of committing a felony, in an article published January 27 relating to Mr. Findley's speeding in his automobile. The News pointed out that speeding was not a felony, but a misdemeanor. It stated that reference to "fixing up the case in a squire's court" did not refer to Findley, but to another person and that the words did not imply bribery of officials. The News further set forth that the plaintiff extracted only such words from its article as seemed prejudicial to Findley, but did not quote the full article, which would have given its true purport.

(*Continued on page 232*)

The Daily News

Leads the second paper in Passaic in Advertising Lineage for the year 1922, as follows:

Local Advertising	1,639,936
National Advertising	25,003
Classified Advertising	63,514
Total Advertising	1,728,453

Lineage Figures by De Lisser Brothers.

DAILY NEWS
Passaic, New Jersey

Million Dollar Hearst Features

The World's Greatest Circulation Builders

International Feature Service, Inc.
New York

Newspaper Plant Equipments
Established in 1912

PECKHAM MACHINERY CO.

MARBRIDGE BLDG, 34th & Bway
NEW YORK CITY

24-page Straightline Web, with 25 h. p. motors, press erected on your foundation $12,500.00
64-page multi-color, 22 in. cut off, erected $17,500.00
2-16 page Tabloid size webs $3,000.00

Get our List No. 27—16 pages.

The Pittsburgh Post

A newspaper of character, integrity and enterprise which has earned the confidence of the people of the world's greatest industrial district.

DAILY and SUNDAY

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.

BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

IN 1922—

Local Merchants Showed a Decided Preference for the Two Principal St. Louis Evening Newspapers

DURING the past year local merchants placed a total of 20,321,400 lines of display advertising in the four St. Louis daily newspapers. Over 95% more was placed in the two important evening papers than in the morning and other evening paper. Daily figures follow:

(Agate Lines)

THE ST. LOUIS STAR 5,421,444

Post-Dispatch (EVENING PAPER) 8,024,625

Globe-Democrat (MORNING PAPER) 3,909,666

The Times (EVENING PAPER) 2,966,385

These figures should interest the National Advertiser. His objective and that of the local advertiser basically are identical. Complete coverage in the zone of distribution at minimum cost, elimination of duplicated circulation and a high return per dollar invested in space are "must" requisites in each case.

The local advertiser has found that the solution to his problem lies in concentrating the bulk of his appropriation in the two principal evening papers—the most conclusive reason why National Advertisers should include,

Necessarily on the List—

THE ST. LOUIS STAR

A Slogan Growing Steadily in Favor Daily and Sunday—

don't say "Paper —say "STAR"

Trade Mark Registered

National Advertising Representatives

STORY, BROOKS & FINLEY

New York Chicago Philadelphia St. Louis Los Angeles San Francisco

Used Newspaper Presses For Sale

GOSS Straight-line Sextuple with double folder. Page length 23 9/16 inches. Now printing the Dayton, Ohio, News.

GOSS High-Speed Sextuple Press with Color Cylinder and double former. Page length 23 9/16 inches. Now printing the Dayton, Ohio, News.

GOSS Straight-line sextuple with double folder. Page length 22¾ inches. Now printing the Manchester, N. H., Union-Leader.

GOSS Four - Deck Single - width Straight - line Quadruple, with single folder. Page length 22¾ inches. Now printing the Lincoln, Neb., Star.

GOSS Four-Deck Two-Plate Wide Press with Color Cylinder. Page length, 21.60 inches. Now printing the Kansas City, Mo., Post.

GOSS 16-page Press. Page length 22 inches. Now printing the Woonsocket, Rhode Island, Evening Call.

GOSS Three-Deck Sextuple. Page length 21½ inches. Formerly printed the Boston, Mass., Journal.

GOSS Comet 8-page Flat Bed Press. Now Printing the Alton, Ill., Daily Times.

Four SCOTT 32-page Presses. Now printing the Kansas City, Mo., Journal-Post.

Two DUPLEX sextuple Presses. Now printing the New York Tribune.

DUPLEX 8-page Double Drive Angle Bar Flat Bed Press now printing the Carbondale, Pa., Leader.

Also several excellent presses of our own make.

For Particulars apply to

R. HOE & CO.,

504-520 Grand Street
New York, N. Y.

7 Water St., Boston, Mass. **827 Tribune Bldg., Chicago, Ill.**

Huber's ROTOGRAVURE INKS

Are now made in our new Rotgravure factory. A better ink at the same price.

HUBER'S Colors In use since 1780

J. M. Huber
Main Office
65 W. HOUSTON ST., NEW YORK
It Pays to Huber-ize



Talented, experienced, and highly efficient men, each a specialist in his own line, ready to solve your problems.

STARR SERVICE CORPS
UPBUILDERS of NEWSPAPERS
BROKAW BLDG—42ND and BROADWAY
NEW YORK

IN THE COURTS—(Continued from page 230)

Knew Statements Untrue, But Intended to Retract Them—"Guilty."—Edwin R. Cornish, editor of the Bay City (Mich.) Workers' Voice, was found guilty, in Federal Court at Bay City, October 19, of contempt of court in having published slanderous and inflammatory articles in his paper regarding Judge Tuttle's issuance of an injunction against the striking shopmen of the Pere Marquette Railway. Mr. Cornish admitted that he knew the statements made in his paper were untrue, but he had not retracted them because he thought the "time was not ripe."

A 24-Cent Verdict Against Newspaper.—Former Mayor Glen Toole of Macon, Ga., was awarded a verdict for 12 cents in July in his suit for $50,000 against the Macon Telegraph. The action was based on publication of an account of an automobile accident in which it was stated the former mayor figured. It was shown that Mr. Toole was in no way connected with the accident. The verdict carried with it liability to the Telegraph of 24 cents, the code providing that in libel suits the costs adjudged against the defendant shall not exceed the amount of damages awarded.

Truth of Publication Plea Upheld.—A verdict for the Pulitzer Publishing Company, publisher of the Post-Dispatch, in a suit for $100,000 damages for libel brought against it by Alroy S. Phillips, former State Senator of Missouri, was unanimously affirmed in February by the State Supreme Court at Jefferson City. The basis of the suit brought July, 1919, was a letter addressed to the editor of the Post-Dispatch in a controversy then in progress over an effort to refer a workmen's compensation act adopted by the 1919 act of the Legislature. The Post-Dispatch pleaded the truth of its publication as a defense, which was upheld.

AFFECTING ADVERTISING

U. S. Supreme Court Decides Twice Against Price-Fixing.—Another attempt to legalize the fixing of resale prices by manufacturers failed January 3, when the U. S. Supreme Court upheld by a vote of five to four the Federal Trade Commission's authority to order the Beechnut Packing Company to cease and desist from carrying into effect its so-called Beechnut policy by co-operative methods in which the company and its distributors, customers and agents undertake to prevent others from obtaining its products at less than the price designated:

"1. By the practice of reporting the names of dealers who do not observe such resale prices.

"2. By causing dealers to be enrolled upon the list of undesirable purchasers who are not to be supplied with the products of the company unless and until they have given satisfactory assurances of their purpose to maintain such designated prices in the future.

"3. By employing salesmen or agents to assist in such plan by reporting dealers who do not observe such resale prices, and giving orders of purchase only to such jobbers and wholesalers as sell at the suggested prices and refusing to give such orders to dealers who sell at less than such prices, or who sell to others who sell at less than such prices.

"4. By utilizing numbers and symbols marked upon cases containing their products, with a view to ascertaining the names of the dealers who sell the company's products at less than the suggested prices, or who sell to others who sell at less than such prices, in order to prevent such dealers from obtaining the products of the company.

"5. By utilizing any other equivalent co-operative means of accomplishing the maintenance of prices fixed by the company."

Another hope that the U. S. Supreme Court might sanction the fixing of resale prices by manufacturers proved without avail when, on January 8, 1923, the court upheld the Federal Trade Commission's order to the Mishawaka Woolen Manufacturing Company to desist from the practice. The Trade Commission order, however, was modified to the limitations placed on the Beechnut Packing Company, which are stated above.

Injunction Protects "Fruit of the Loom" Trademark.—Judge Westenhaver of the U. S. District Court for the Northern District of Ohio, at Cleveland, in October granted an injunction to B. B. & R. Knight, Inc., owners of the "Fruit of the Loom" trademark, and to the Ernest Simon Manufacturing Company, its licensee, restraining W. L. Milner & Co., Toledo, from offering for sale shirts other than those made by the licensee and representing them as genuine "Fruit of the Loom" shirts. For 30 years B. B. & R. Knight, Inc., has permitted manufacturers of men's shirts and other garments to use this trade mark on condition that the manufacturer join with the owner of the trademark in guaranteeing quality of the goods the workmanship, design and reliability of the finished article. To this was added an advertised guarantee to refund the purchase price should the consumer be dissatisfied. The defendant contended that the plaintiffs were not entitled to relief because these methods of doing business tended to create a monopoly in restraint of trade and, therefore, they did not come into court with clean hands.

The defendant, unable to obtain "Fruit of the Loom" shirts from the licensee, obtained "Fruit of the Loom" in the bolt, and had shirts made from it by an independent shirt company and others not authorized by the Knight Company to use its trademark. These shirts did not contain the authorized ticket, but were stamped on the neckband, "Fruit of the Loom." The defendant advertised these shirts in local newspapers as "Men's $2.00 Genuine Fruit of the Loom Shirts." Judge Westenhaver said:

"Upon the foregoing facts the law is well settled that the defendant's conduct is unlawful and the plaintiffs are entitled to an injunction. The defendant must be found to have intended to produce confusion by the labeling and marking of its shirts, and particularly by its methods of advertising. It must be found to have done so with the wrongful object and purpose of appropriating some part of the plaintiff's trade and good-will and of passing out to the purchasing public its shirts under favor of plaintiff's reputation and good-will built up by many years of labor and advertising."

The court also stated that the defendant had the right to buy "Fruit of the Loom" cloth in bolts and make it up into shirts and sell the shirts made from that cloth, and in doing so it may inform the purchasing public that its product is made of "Fruit of the Loom" cloth provided it does not adopt trademarks or labeling as applied to such shirts or make representations orally or by advertising which may or will confuse the purchasing public as to the origin of its product.

This decision carries the doctrine of the case of Cheney Bros. vs. Gimbel Bros., recently decided in the Southern District of New York, and cited by Judge Westenhaver, one step further in that it protects the owner of a trademark or an unmanufactured cloth and its authorized licensee, even after the cloth has been manufactured into a finished article.

Rights of Taxicabs to Color and Design Trademarks Upheld in Two Cases.—That the adoption of a sentence of painting a taxicab like that used by a rival taxi company is unfair competition is the decision handed down here by Judge Franklin T. Hammond in the equity session of the Massachusetts Superior Court in Boston in May. This decree, which was considered a test decision of far-reaching importance to the advertising world, indicated that where color scheme has been used in such a way as to become associated with a definite service in the mind of the public, such a color scheme will be protected by the courts, even though it is not part of a trademark and even though it is not recorded at Washington. The fact that the plaintiff, the Taxi Service Company, had spent money over a considerable period to identify its Black and White taxicabs and build good will with the public was one of the outstanding factors which enabled it to win its decision over the defendant, William N. Gottman, an individual taxicab driver of Boston. The case was under the jurisdiction of the Suffolk County courts.

The Checker Cab Manufacturing Corporation has the sole right to sell, operate and use for public hire taxicabs done with the checker design used by the Checker Company, according to Judge Robert McC. Marsh in the decision handed down in December in which he also granted the corporation a preliminary injunction against unauthorized imitation of its taxicab color and design. The Checker company had brought suit against Hugh Sweeney in New York Supreme Court. In his decision Judge Marsh said: "The taxicabs manufactured by the plaintiff are known as Mogul and as Checker cabs and are marked by the plaintiff with a distinctive symbol in the form of a design or pattern of checkers of contrasting colors arranged both in circles and also in band running from end to end around the tonneau. This design has been used by the plaintiff for more than a year, and has recently been registered by it as a trademark under Section 367 of the General Business Law. It is not difficult to perceive, however, that if imitations of the plaintiff's cabs may be used without restraint, the plaintiff's market is bound to suffer. Actual loss need not be proved to have already occurred if it is clearly threatened, and when the wrong is clear, the defendant's motive and intent are immaterial. The papers submitted leave no room for doubt that the defendant intentionally copied plaintiff's marking, and * * * he undeniably had in mind the advantage of using that design in competition with the operators who had purchased plaintiff's cabs. Motion for injunction granted."

No Protection for "Thermos" Trademark.—The United States District Court in August was sustained in the United States Court of Appeals in a decision by Judge Anderson against the American Thermos Bottle Company, which had brought suit against the W. T. Grant Company, of Lynn, Mass., New York and elsewhere, for infringement of trademark. The infringement charged was in connection with the use of the word "Thermos" on bottles. When the case was brought up some time ago, Judge Anderson decided that the suing company did not come into court with "clean hands," in that it had advertised its goods as "American made for American people to keep American workmen busy," whereas the court found some of the bottles were procured from Japan, Germany and other sources.

Previously, on February 25, the injunction restraining the W. T. Grant Company from selling at cut price vacuum bottles marked Thermos was dissolved on February 25 by Judge Anderson, in an equity session of the United States District Court at Boston. The Grant company purchased 80,000 bottles which were made in Germany for the American Thermos Bottle Company, of Norwich, Conn., under contract, and which the latter refused to accept. In handing down his decision Judge Anderson scored the American Thermos Bottle Company for its advertising policy of representing its products as American made, while it was buying the glass part of them abroad. He required the bottle company to pay the court costs.

Restrained from Using Name of "Cheney."—Gimbel Brothers, New York department store, were in April restrained, in an order obtained from Federal Judge Augustus N. Hand, from continuing an advertised sale of silks claimed to consist of "22,000 yards of Cheney's Twill and Shower-proof Foulards," and were directed to cease advertising the merchandise in that manner. In the complaint it was alleged that

(*Continued on page 234*)

The Atlanta Journal
ATLANTA, GA.

Over a Million Lines a Month

During 1922 carefully sifted advertising in The Atlanta Journal totaled over 12,000,000 lines.

Advertising in The Journal Sells the Goods

YOU USUALLY FIND THAT THE PROGRESSIVE NEWSPAPER IN A CITY IS AN—

NEA CLIENT

EVERY FEATURE NECESSARY FOR THE UP-TO-THE-MINUTE PAPER IS INCLUDED IN THE DAILY NEA FULL SERVICE.

Ask for Samples and Rates

NEA SERVICE, INC.
1200 W. Third St., Cleveland, Ohio

KANSAS IS A RICH, RESPONSIVE FIELD—TOPEKA, ITS CAPITAL A GOOD "TRY OUT" CITY

They are best covered by the

Topeka Daily Capital
TOPEKA, KANSAS

Only Kansas Daily with a General Kansas Circulation

Dominates its field in circulation, all classes of advertising, news, prestige and reader confidence.

Supplies market data—does survey work—gives real co-operation.

Arthur Capper
PUBLISHER
MEMBER A. B. C.—A. N. P. A.

"The African World"
AND
"Cape-to-Cairo Express"

Published every Saturday in London.

"OHIO FIRST"

Ohio is the ideal market for the launching of national advertising campaigns.

It has five per cent of the population of the United States, or 5,759,394 persons, 141.4 inhabitants per square mile.

Ohio ranks among the leaders in every line of agriculture standing fourth in total value of farm crops. There are over 256,000 farms valued at $3,095,666,336.

As an industrial state she has 218 branches of manufacture. In ten different industries she outranks all other states, is second in eighteen others and fourth in another.

More than 63% of Ohio's population resides in cities and towns connected by railway and trolley systems.

NO OTHER TERRITORY CAN OFFER SUCH A MARKET

Ohio must be considered in any National Advertising Campaign whether of minor or major importance.

And Ohio Newspapers for securing Ohio Trade are the easiest, surest and most productive and least expensive mediums available.

	Circulation	2,500 lines	10,000 lines
**Akron Beacon Journal (E)	35,785	.10	.10
**Akron Times (E)	21,416	.06	.06
**Akron Sunday Times (S)	21,439	.07	.07
†Bellefontaine Examiner (E)	4,536	.0179	.0179
†Cincinnati Enquirer (M&S)	72,270	.17-.35	.17-.35
†Columbus Dispatch (E)	75,116	.15	.14
Columbus Dispatch (S)	74,654	.15	.14
Columbus, Ohio State Journal (M)	50,124	.12	.13
Columbus, Ohio State Journal (S)	29,206	.12	.13
Conneaut News Herald (E)	3,094	.017	.0179
†Dover Daily Reporter (E)	4,537	.02	.02
†Ironton Irontonian (M)	3,170	.0179	.0179
†Kenton Democrat (E)	2,400	.014	.014

	Circulation	2,500 lines	10,000 lines
*Lima News and Times-Democ't (E&S)	16,083	.07	.05
*Lima Republican-Gazette (M&S)	10,270	.035	.035
†Middleton Journal (E)	5,117	.025	.025
†Newark American-Tribune (E)	6,890	.025	.025
†Portsmouth Sun and Times (M&E)	16,481	.06	.06
†Portsmouth Sun-Times (S)	11,140	.04	.04
Steubenville Gazette (E)	8,437	.04	.04
**Toledo Blade (E)	100,317	.27	.25
†Toronto Tribune (E)	1,096	.011	.011
**Youngstown Vindicator (E)	24,787	.07	.07
**Youngstown Vindicator (S)	24,351	.07	.07

Government Statement, April 1, 1922.
*A. B. C. Publisher's Statement, April 1, 1922.
**A. B. C. Publisher's Statement, October 1, 1922.
†Government Statement, October 1, 1922.

in MILWAUKEE

Let your advertising *grow* with Milwaukee's fastest growing daily—

WISCONSIN NEWS

REPRESENTATIVES—
G. LOGAN PAYNE CO., Chicago, Detroit, St. Louis, Los Angeles.
PAYNE, BURNS & SMITH, New York, Boston.

KEYSTONE FEATURE SYNDICATE

512 Victory Building
PHILADELPHIA, PA.

DAILY NOVELETTE
FASHIONS.
COMICS.
House Plans Astronomy.
DARIUS DUBB.
And He Did.
Eleven Other Features.

CIRCULATION
the paid-in-advance kind

AUTOMOBILE contests ("Profit Sharing Campaigns," "Auto Clubs") our specialty for EIGHTEEN years.

THE experience of over 18 years conducting newspaper contests guarantees to those who use our service and plan immunity from the mistakes, failures and losses which are the common result of experiment.

Write or wire us for full particulars and propositions in detail.

THE BIRD SYNDICATE
Promoters of Newspaper Circulation.
(Established in 1905. Actual Working Capital $50,000.)
209 Pioneer Blk., Madison, Wis.

The Heart of The Black Tobacco Patch

and its Prosperous Population is reached by

The Daily Leaf-Chronicle
Established 1808

Clarksville, Tennessee. Because of its pre-eminence as a tobacco market, Clarksville has a trading radius of fifty miles. Bank resources over seven millions.

Represented by

S. C. THEIS COMPANY
141 W. 36th St., New York City
837 Marquette Bldg., Chicago, Ill.

IN THE COURTS—(Continued from page 232)

Gimbel Brothers advertised under the heading, "A Sensation, 22,000 Yards of Cheney's Twill and Shower-proof Foulards," followed by representation that these goods are first-quality foulards of the designs and patterns manufactured by Cheney Brothers for this season's trade. Cheney Brothers stated that they had purchased a substantial number of different designs from the goods advertised by Gimbel Brothers, and that in every instance the goods purchased were designs which were prepared by them, for the trade of 1921 or prior to that time. The goods are abandoned designs, says the complaint. Complaint further alleged that Gimbel Brothers were offering for sale in connection with this advertising several pieces of merchandise which were sold by Cheney Brothers last June as "seconds." Following the order of the court noted above, a new order was signed by Judge Hand as a result of a statement by Harry D. Nims, counsel for Cheney Brothers, that the original injunction had been disregarded. The new order provides that until a further order by the court Gimbel Brothers are restrained "from publishing, distributing or circulating directly or indirectly, or directly or indirectly causing to be published, distributed or circulated in any manner any advertisement, circular, statement, sign or other form of publicity which contains or in which appears the names 'Cheney,' 'Cheney silks,' 'Cheney foulards,' or any of them, or the name 'Cheney' in any form used to refer to or describe any textile fabric or in which any direct, indirect or inferential reference is made." The defendants are also restrained from "further exhibition in the windows of defendants' store, Broadway and Thirty-third street, or at any place in the said defendants' store or on the defendants' premises any signs, placards or notices upon which is displayed the word 'Cheney' used in any manner referring to or relating to textile fabrics or connected therewith."

Phonograph Noise Called Public Nuisance.—Noise made by the playing of a phonograph in the doorway of a store, as a means of advertising, may be made the subject of an injunction and damages as a public nuisance, according to a decision, confirmed in September in the Suffolk County (Mass.) Equity Court by Judge DeCourcy. The ruling is considered one of the most novel ever rendered having a bearing upon advertising.

Woodbury "Neckless" Head Trademark Again in Court.—The United States Supreme Court on October 24 handed down a decision denying a writ of certiorari sought by the Andrew Jergens Company against William A. Woodbury Distributors, Inc., Woodbury, Inc., and Woodbury Systems, Inc. The question involved in the suit is the right to use the Woodbury neckless head trademark. William A. Woodbury is a cousin of the late John H. Woodbury, who originated the trademark for use on his toilet articles. Through contracts the Andrew Jergens Company claimed that it has succeeded to all the rights in this trademark and brought suit in Federal Courts to restrain all Woodbury interests from continuing to use this trademark and the manufacture and sale of toilet preparations bearing the Woodbury name. The Federal District Court held that the Woodbury companies had a right to continue to use the Woodbury name on articles not covered by contract with the Andrew Jergens Company. This decision was upheld by the Federal Circuit Court of Appeals and then the action was taken before the Supreme Court through appeal for a writ of certiorari which was denied.

EXCLUSIVE SELLING AGENCIES

Curtis Company's Exclusive Agency Contract Approved by U. S. Supreme Court.—The right of publishers to maintain exclusive selling organizations, and prevent its agents from handling other publications, was upheld by the U. S. Supreme Court in the case of the Federal Trade Commission against the Curtis Publishing Company, of Philadelphia.

The principles involved in the court's decisions are far-reaching and have an effect more or less on all business contracts, upholding, as they do, where nothing else is involved, the right of business concerns to execute so-called "exclusive" arrangements with wholesale agents. The clause of the Curtis Publishing Company's contract as finally objected to by the Trade Commission and submitted to the courts, is as follows:

> "That without the written consent of the publisher, he (the dealer) will not * * * * act as agent for or supply at wholesale rates any periodicals other than those published by the publisher (the respondent named in the complaint)."

The form of contract approved by the U. S. Supreme Court in the Curtis case is as follows:

DISTRICT AGENCY AGREEMENT
Form JDAS

AGREEMENT, Dated ....., 19.., between The Curtis Publishing Company (hereinafter called the Publisher) and ..... (hereinafter called the District Agent).

WITNESSETH, That the District Agent is hereby appointed agent for the sale of the following publication of the Publisher, viz.: The Ladies' Home Journal, The Saturday Evening Post and The Country Gentleman for the following territory, viz.:

upon the following terms and conditions:

1. Commencing with the issues of The Saturday Evening Post and The Country Gentleman dated ..... and with The Ladies' Home Journal for the month of ....., or with later issues at the Publisher's option, the Publisher will supply and consign to the agent such stock of the above publication as the Publisher finds the District Agent requires from time to time, provided the requisitions therefor are sent by the District Agent according to the schedule issued by the Publisher, at times sufficiently in advance of publication to effect the proper delivery thereof, and provided such requisitions specifying the desired number of copies of each publication are sent upon the printed requisition blanks of the Publisher, and provided the District Agent has faithfully and punctually kept, up to the time of each requisition, the terms and conditions of this agreement. The title of said publications shall remain with the Publisher until they are sold by the District Agent. The said publications are to be forwarded by the Publisher to the District Agent (transportation charges prepaid) by mail, express or freight, at the option of the Publisher, at times intended to effect delivery to the District Agent one day before the authorized publication dates as fixed from time to time by the Publisher.

2. The District Agent will supply to boys and dealers copies of The Saturday Evening Post and of the Country Gentleman at the net wholesale rate of three (3c.) a copy for sale at five cents (5c.) a copy, and copies of The Ladies Home Journal at eleven cents (11c.) a copy for sale at fifteen cents (15c.) a copy, and will make deliveries of each of the said publications early in the morning of the authorized publication day thereof. All retail sales made by the District Agent shall be only at the prices of five cents (5c.) a copy for The Saturday Evening Post and for The Country Gentleman, and fifteen cents (15c.) a copy for The Ladies' Home Journal. All sales must be for cash or at the risk of the District Agent.

3. The District Agent agrees that he will at his own expense provide a suitable place and appliances for the sale and the distribution of the said publications; that he will use all reasonable efforts and devote the necessary time for promoting the sale of said publications and supplying the demand therefor; that without the written consent of the Publisher he will not display, deliver or sell any copies of any one of said publications before the authorized publication date as specified in the printed requisition blanks, or dispose of any copies of said publication in the territory of any other District Agent or Special Agent of the Publisher, or act as agent for or supply at wholesale rates any periodicals other than those published by the Publisher, or directly or indirectly furnish to any other publisher or agent the names and addresses of the persons to whom the Publishers' publications are sold or delivered, or allow any one to stamp, paste or otherwise place on or in any of the Publisher's publications or any part thereof any advertising matter, except that he may stamp his name as agent thereon and may insert circulars intended solely to increase the single-copy sale of the said publications.

4. The District Agent shall, subject to the direction and the control of the Publisher, train, instruct and supervise such adequate force of boys within his district as has been or shall be organized by or under the instructions of the Publisher for the purpose of distributing the said publications.

Chicago Tribune Exclusive Selling Plan Upheld by U. S. Circuit Court of Appeals.—U. S. Circuit Court of Appeals, in Chicago, affirmed finding of former Judge Landis that the Chicago Tribune had not violated the law in instructing its carriers that if they sold the Chicago Journal of Commerce they could not sell the Tribune. Judge Landis had held that the Tribune had built up its carrier system at great expense through many years and refused to enjoin it. Counsel for the Tribune revealed, in connection with the case, that the Tribune's expenditures in building up its carrier system approximated $5,000,000 in the last decade.

GENERAL

Newspaper Story Held to Be Conclusive Evidence.—An independent investigation of a murder mystery conducted by the staff of the Pontiac (Mich.) Daily Press, and testimony given by Judd J. Robbins, a reporter, at the trial of Anson Best for strangling a telephone operator, were held by the state supreme court in April to have been conclusive evidence of the guilt of the man. He made a confession, then repudiated it and said it was obtained by threats and promises. The newspaper men interviewed him prior to the repudiation and checked up on his story. They found a girl's handkerchief where he said in his confession he had thrown it away and this bit of evidence figured largely in the case. Best appealed after getting a life sentence but the Supreme Court refused a new trial.

Lucky Name Prize Contest Not a Lottery.—An attempt by the postmaster to bar the Chicago Tribune from the mails, on the ground that its "Lucky Name" contest now running is a lottery, was temporarily restrained February 21 by Federal Judge K. M. Landis. The Tribune's attorneys, in their petition to Judge Landis, contended that the so-called horoscope casting or "Lucky Name" contest was not a lottery but rather an aid to public education in that it shows the derivation of names; furthermore, that the contest was not a lottery because anyone could enter it whether a subscriber to the Tribune or only the purchaser of a single copy or not the purchaser of a copy of the Tribune at all.

Paper Company Must Live Up to Contract.—In a decision handed down April 20 by the Appellate Division of the New York State Supreme Court the Remington Paper and Power Company, of Watertown, N. Y., will have to account to the Sun Printing and Publishing Association of New York for damages of $1,500,000 claimed by the Sun Company for breach of contract for the delivery of newsprint paper in 1920. It was charged that the defendant declined to be bound by its contract when the market price of newsprint reached unprecedented heights. The defendant claimed that the contract was invalid by reason of a technicality. The decision of the Appellate Division reversed an opinion of the lower court.

N. Y. Times Did Not Infringe Philadelphia Ledger Copyright in Grey Letter.—The United States Supreme Court in April refused to review the decision of the lower court in the action brought by the Philadelphia Public Ledger against the New York Times, the decision of

(*Continued on page 236*)

PACIFIC COAST INVESTMENTS

We have a number of unusual newspaper investment opportunities on the Pacific Coast. Chances for enterprising newspaper men to become publishers in fast growing centers where living conditions and climate are ideal.

PALMER DeWITT & PALMER
Sales and Apprasals of Newspapers
225 Fifth Avenue New York
Business Founded 1899

Unusual Opportunities
Daily & Weekly NEWSPAPERS
TRADE PAPERS
HARWELL & CANNON
Newspaper and Magazine Properties
Times Building, New York
Established 1910

WE CONNECT THE WIRES

YOUR ADVERTISING STAFF—Does it lack a resourceful director, persuasive salesman, clever copy writer, classified builder, or dealer research and sales aid man? A chain is no stronger than its weakest link, and the spring tug-of-war is on! No charge is made to employers for our service. Wire us.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L. BLD'G., SPRINGFIELD, MASS.

Stereotyping Machinery FOR SALE

Hoe Metal Pot, 6,000 lbs., with pyrometer, pump and casting box.
Hoe Plate Finisher and Cooler.
Double Steam Table, Trimming Block.
Double Tail Cutter, Casting Box.
Hoe Curve Plate Shaver and other stereotyping equipment.

For prices, write

OBSERVER-DISPATCH, Inc.
Utica, N. Y.

America's Best Magazine Pages
Daily and Sunday

Newspaper Feature Service
241 WEST 58TH STREET
New York City

The great
TRI-STATE DISTRICT
embracing Western Pennsylvania, Eastern Ohio and West Virginia, offers the advertiser a rich market for his wares.

The Pittsburgh Dispatch
is unquestionably the best medium through which to reach this market most advantageously.

Sole National Representatives
THE S. C. BECKWITH SPECIAL AGENCY
New York, Chicago, Detroit, St. Louis, Kansas City, Atlanta, Los Angeles, San Francisco

MAKE YOUR ADVERTISING REACH THE PEOPLE OF

NEW YORK STATE

AND THE MARKETS OF THE NATION ARE YOURS

Eighty-two and seven tenths per cent of the population or 8,589,844 people in New York State are "city people."

In total urban population New York State leads the country, urban population including only those cities and towns exceeding 2,500.

Of the total urban population 5,809,720 is native white and 2,487,080 is of native parentage. It is in rural New York that native American stock shows the strongest. Of the total rural population of 1,795,383 there is a white population of 1,776,957; of this number 1,556,195 is native white and 1,100,186 is of native parentage.

In 22 of the leading cities are found 7,564,000 people or 72 per cent of the urban population.

The U. S. Census Statistics of Occupation show that 4,003,844 persons are engaged in gainful occupations. Of these 362,665 or 9.3 per cent are employed in various agricultural pursuits, while 3,630,959 or 90.7 per cent are engaged in various manufacturing, trading, professional, clerical and domestic pursuits.

New York State is an ideal market for any product that bears a trade mark. These daily newspapers reach two out of every three people in the state. Use them to merchandise your product.

	Circulation	2,500 Lines	10,000 Lines
***Albany Knickerbocker Press .....(M)	33,394	.09	.09
***Albany Knickerbocker Press .....(S)	47,496	.11	.11
†Auburn Citizen .....(E)	6,433	.04	.035
*Brooklyn Daily Eagle .....(E)	61,561	.20	.20
*Brooklyn Daily Eagle .....(S)	75,566	.20	.20
*Buffalo Courier and Enquirer...(M&E)	85,857	.18	.18
*Buffalo Courier .....(S)	120,554	.27	.22
*Buffalo Evening News .....(E)	104,958	.21	.21
*Buffalo Evening Times .....(E)	85,006	.15	.15
*Buffalo Sunday Times .....(E)	102,809	.15	.15
Corning Evening Leader .....(E)	7,260	.04	.04
***Elmira Star-Gazette .....(E)	23,754	.09	.07
Geneva Daily Times .....(E)	6,415	.04	.04
***Glens Falls Post-Star .....(M)	7,419	.03	.03
***Gloversville Leader Republican.....(E)	6,247	.03	.03
Gloversville Morning Herald.....(M)	5,717	.035	.035
*Ithaca Journal-News .....(E)	7,454	.04	.04
*Jamestown Morning Post.....(M)	9,525	.05	.03
***Middletown Times-Press .....(E)	6,335	.03	.03
***Mount Vernon Daily Argus.....(E)	7,976	.04	.04
****Newburgh Daily News .....(E)	10,283	.05	.05
†New York Globe .....(E)	166,196	.36	.34
†New York Evening Mail.....(E)	161,215	.41	.40

	Circulation	2,500 Lines	10,000 Lines
†The New York Herald .....(M)	178,086	.49	.45
†The New York Herald .....(S)	178,086	.49	.45
The Sun, New York .....(E)	180,442	.48	.45
New York Times .....(M)	356,671	.65	.6305
New York Times .....(S)	356,671	.75	.7275
*New York Tribune .....(M)	137,011	.40	.36
*New York Tribune .....(S)	141,973	.40	.36
**New York World .....(M)	351,260	.505	.58
**New York World .....(S)	576,778	.505	.58
**New York World.....(E)	272,479	.505	.58
***Niagara Falls Gazette .....(E)	14,614	.06	.05
***Olean Times .....(E)	6,423	.03	.03
***Poughkeepsie Star and Enterprise..(E)	11,553	.05	.05
†Rochester Times-Union .....(E)	65,240	.20	.18
Saratoga Springs Saratogian.....(E)	8,224	.04	.04
***Staten Island Daily Advance.....(E)	10,168	.05	.05
Syracuse Journal .....(E)	45,014	.10	.10
†Troy Record .....(M&E)	22,408	.05	.05

Government Statements, April 1, 1922.
*A. B. C. Publishers' Statement, April 1, 1922.
†Government Statement, October 1, 1922.
***A. B. C. Publishers' Statement, October 1, 1922.
**A. B. C. Annual Audit, Sept. 30, 1922.

Illinois newspapers, like Illinois farms, are productive and advertisers who cultivate them consistently and intelligently will find them profitable producers of wealth.

Let a daily message reach over 6,000,000 people, telling them about your business proposition, and what you have to offer and the special advantages of your offer.

Land value of Illinois is $115.00 per acre, second highest of all states. Eighty-nine per cent of all land is in farms and 85 per cent is improved farm lands.

In manufacturing Illinois ranks near the top, having 18,594 factories employing over 805,000 people and producing over $5,400,000,000 worth of manufactured goods annually.

No other state has as many banks as Illinois with 1,339 organized as National Banks and 869 as State Banks. National Banks have 1,206,442 deposit accounts.

Over six million successful people in the state have four times six million wants every week from mowing machines to motor cars and from furs to fireless cookers.

It is an extremely attractive state for advertisers. The tremendous circulations of the many newspapers in this state present a total number of prospective buyers that should appeal to all national advertisers.

Study the newspapers and cities listed below separately, then cover them together, and you practically blanket the State of Illinois.

		Circulation	Rate for 2,500 Lines	Rate for 10,000 Lines
**Aurora Beacon-News	(E)	15,249	.055	.055
Bloomington Pantagraph	(M)	17,841	.05	.05
Chicago Herald-Examiner	(M)	395,861	.55	.55
Chicago Herald-Examiner	(S)	729,735	.85	.85
Chicago Daily Journal	(E)	117,483	.26	.24
†Chicago Tribune	(M)	517,184	.70	.70
†Chicago Tribune	(S)	790,552	1.00	1.00
**Moline Dispatch	(E)	9,391	.04	.04
†Peoria Journal-Transcript	(M&E)	33,182	.10	.09
Peoria Star	(E)	24,580	.075	.06
**Rock Island Argus	(E)	10,704	.04	.04
†Sterling Gazette	(E)	5,149	.03	.03

Government Statements, April 1, 1922.

†Government Statements, October 1, 1922.

**A. B. C. Publishers' Statements, October 1, 1922.

IN THE COURTS—(Continued from page 234)

the lower court being that the Times had not infringed the copyright of the Ledger by printing in this country a letter by Sir Edward Grey originally printed in the London Times of January 31, 1920. The Times was thereby cleared of the allegation. No comment on its action was made by the Supreme Court other than the formal legal phrase "petition for writ of certiorari denied." The suit in question was brought in the Federal Court for the Southern District of New York after the New York Times printed the Grey letter February 1, 1920. The Ledger contended that it had exclusive rights to publish articles from the London Times in the United States and that the Times acted unlawfully when it printed the Grey statement, which the London correspondent of the New York Times obtained permission from the office of the London Times to cable to the New York Times after it had appeared in the London Times. Two allegations were made by the Ledger, first that the Times had infringed the copyright and second that there had been unfair trade competition. The District Court dismissed the first complaint, but the second was left to stand and is yet undecided. The United States Circuit Court of Appeals sustained the lower court in a formal opinion, and the Ledger appealed to the Supreme Court, taking the first complaint to this tribunal and setting forth that it could not press its case with regard to the second count until the first was decided.

Fine for Stealing Newspaper from Doorstep.—Ed. Munsey, an Ogden (Utah) newspaper and magazine dealer, was fined $50 in the City Court in June for the theft of a newspaper from an apartment house doorstep. He was convicted upon testimony of a carrier for the Ogden Standard-Examiner, who testified that he saw Munsey take the paper. Munsey had been fined $25 once before for a similar offense.

Public Printing Must Be Done Within State.—Attorney General Robertson of Mississippi rendered decision that no money can be legally paid out of the state or county treasury for printing of any kind done outside the state for any state or county officer institution, college, school or department.

Monotype Wins Two Points in Case Against Patent Elrod Typecaster.—The United States Circuit Court of Appeals for the Eastern District of Pennsylvania, Third Circuit, in a decision rendered June 17, upheld the Lanston Monotype Machine Company of Philadelphia in two of its claims of infringement of patents made against the Pittsburgh Type Founders Company of Pittsburgh arising from the marketing by the latter of the Elrod Casting Machine. The case had been in the courts for several years and came before the Court of Appeals on appeal by the Lanston company from a decision rendered some time ago by the U. S. District Court in Delaware to the effect that the Elrod machine was not an infringement in any way on the Monotype. The decision of the Court of Appeals declared the mould of the Elrod machine an infringement on the Monotype but dismissed the claim of the plaintiff with regard to the Elrod device, which cuts into suitable lengths the strips produced by the machine, on the ground that the court is unable to find that it involves invention and that the patents for it lack validity. The costs in the court were assessed two-thirds for the defendant and one-third for the plaintiff. The Delaware court's decision was ordered amended. The U. S. Court of Appeals for the 3d District, sitting in Washington, subsequently awarded the Lanston Company an injunction against the Pittsburgh Type Founders Co., for infringements of patents.

Injunction Stops Newspaper Presses After Eleven P. M.—The Amerikai Magyar Nepszava, a Hungarian morning newspaper of New York, was restrained from operating its pressroom after eleven o'clock at night as soon as a temporary injunction granted to Jonah Goldstein by Justice Marsh in special term of the Supreme Court was made permanent. Goldstein, whose home abuts on the extension housing the newspaper's pressroom, complained that the noise and vibration of the machinery made comfort impossible in his home.

Advertiser Has Exclusive Right to Picture.—The Fitzgerald Manufacturing Company, New York, won its case against Mollie King, motion picture star, in action against her to enforce its contract for the exclusive use of her photograph and facsimile signature in connection with its advertisement of the Star Electric Vibrator manufactured by the company. The Court of Appeals, sitting in Albany, N. Y., dismissed her appeal from a judgment of $2,863.83 obtained against her by default as damages for breach of the contract. The Fitzgerald company paid Miss King $1,000 for the exclusive use of her photograph for a year and it was used in many advertisements illustrating the use of the vibrator. The company alleged she had broken her contract by giving the Wells and Richardson Company, of Burlington, Vt., permission to use her photograph on the "Diamond Dye Girl Calendar" for 1920. Also that her publicity agent used her photographs in many publications in connection with her activities. Miss King recently obtained an order to open her default and permit her to defend the action, which the Appellate Division, third department, reversed and its decision is now affirmed. Her defense was that the use of her photograph in other publications and in connection with other advertising made her more widely known and increased her value as an advertising feature.

Dollar "Package Sale" Ads Held to Violate U. S. Lottery Laws—The Federal Court in Lincoln, Neb., ruled that so-called "Dollar Package Sale" advertisements, which many newspapers throughout the country have been printing for reputable jewelry firms (carrying statements that some of the packages contain articles valued as high as $50), are violations of the U. S. Lottery Laws and that publishers circulating them are liable to prosecution and punishment. The Lincoln State Journal Company and the Star Publishing Company, which published a few of these advertisements in Lincoln, were indicted, on complaint of a post office inspector, and fined $50 by the Federal Court.

Published Picture of U. S. Currency.—A test of a newspaper's liability to prosecution for transgressing the Federal Laws prohibiting the printing of copies of U. S. currency and stamps was begun in November before the Federal Grand Jury in Providence, R. I., with the publishers of the Providence Evening News as the defendants. The Evening News on October 20 published photographs of three $500 bills, which it charged figured in an alleged attempt at political bribery. Secret service agents immediately seized the engraving plates and investigated the circumstances under which the pictures were published. The law covering the case is that of "Crimes Against Currency, Using Plates to Print Notes Without Authority," which provides:

> "Whoever shall print, photograph, or in any other manner make or execute or cause to be printed, photographed, made or executed, or shall aid in printing, photographing, making, or executing any engraving, photograph, print or impression in the likeness of any obligation or other security, or any part thereof . . . except under the authority of the Secretary of the Treasury or some other proper officer of the United States, shall be fined not more than $5,000 or imprisoned not more than 15 years or both."

The case has not yet come to trial.

Right to Establish Rival Publication Upheld.—The right to establish a rival publication that is intended to be destructive to another publication is absolute, according to a decision of the Appellate Division, Third Department of New York, handed down March 17 in affirming the decision of former Justice Albert H. Sewell in dismissing the complaint of Guy W. Beardsley to recover $500,000 damages from Willis Sharpe Kilmer and Jerome B. Hadsell, owners and publishers of the Binghamton (N. Y.) Press. The decision of the Court lays down a new rule of law, that the right of competition is self-justification always, even though a rival publication is started for the sole purpose of destroying another and with no thoughts of business profits to be derived. The decision was made by a divided Court with Justice Harold J. Hinman dissenting, and it is expected a further appeal will be taken to the Court of Appeals. Mr. Beardsley was the publisher of the Binghamton Herald and Mr. Kilmer one of the manufacturers of "Swamp Root," a proprietary medicine, made in Binghamton. The Kilmer Company withdrew its advertising from the Herald and Beardsley began a series of editorial attacks on Swamp Root. Mr. Kilmer and Mr. Hadsell then started the Binghamton Press with the avowed purpose of putting the Herald out of business. A conspiracy was alledged for this purpose in 1903 and after attempting to meet the competition Beardsley was forced to suspend publication in 1910. He alleged his advertisers and subscribers were solicited and lower rates offered, his employees induced to leave his service for more pay on the rival paper and that unfair methods were used to destroy his business. Action was not brought until 1914 and came to trial in 1916 when his complaint was dismissed on the ground that it did not state a cause of action. The appeal from this decision did not come up for argument until the 1922 January term of the Appellate Division.

Attempt to Suppress News by Injunction.—An attempt to suppress news by court injunction, before the news was printed, was tried in New York February 20. It failed. At four o'clock Monday morning a member of the composing-room "lobster shift" of the New York Globe was served with papers in a preliminary injunction restraining the Globe from printing certain news stories about the firm of Randolph Rose & Son, cotton brokers, written by Harry F. Guest, of the Globe staff. Then, at 9.30 the same morning another set of papers of the same injunction was served on Jason Rogers, publisher of the Globe. At ten o'clock the same morning, the hour set for the hearing of the application for the injunction, Hays & Wadhams, attorneys for Randolph Rose & Son, failed to file with the court the proper return of service and the matter was thrown out. After this, Engelhard, Pollak, Pitcher & Sterns, attorneys for the Globe, in writing, agreed to waive this as a technical error and asked that the hearing be restored to the court calendar and set for the same time the next day. Again counsel for Randolph Rose & Son failed to file the affidavit of service and the action was dismissed.

Court Settles Ownership of Newspaper.—Controversy over the ownership of the Klamath Falls (Ore.) Record was settled in May by the circuit court, which found that the 60-day option of E. J. Murray is valid. The court ordered delivery of all the common stock of the paper to him upon payment of $1,000. Both the Record and Klamath Falls Herald claimed ownership of the paper and a dispute has been going on since last October. Don. Belding and W. A. Wiest, who have had possession of the Record plant, have held that the option held by E. J. Murray was invalid.

Index to entire advertising and text contents of this edition will be found on last two pages.

(*Continued on page* 240)

NEW ENGLAND

Is Recognized as the Thriftiest Section of the Entire United States

MASSACHUSETTS—Population, 3,852,356

	Circulation	2,500 lines	10,000 lines
**Attleboro Sun .....(E)	4,805	.0275	.0175
†Boston Sunday Advertiser(S)	424,104	.55	.55
†Boston Globe .....(M&E)	274,607	.45	.45
†Boston Globe .....(S)	321,871	.55	.55
Boston Telegram .....(E)	145,113	.20	.20
†Boston Transcript .....(E)	36,423	.20	.20
**Fall River Herald.....(E)	13,405	.035	.035
*Fitchburg Sentinel .....(E)	10,739	.05	.035
Greenfield Recorder ....(E)	3,025	.0175	.0175
**Haverhill Gazette .....(E)	15,216	.055	.04
**Lynn Item .....(E)	16,132	.06	.04
*Lynn Telegram News..(E&S)	16,886	.05	.05
†Lowell Courier-Citizen and Evening Leader (M&E)	20,635	.06	.06
**New Bedford Standard-Mercury .....(M&E)	31,489	.08	.08
**New Bedford Sunday Standard (S)	25,006	.08	.08
†North Adams Transcript.(E)	9,334	.0375	.03
**Salem News .....(E)	20,879	.09	.07
**Taunton Gazette .....(E)	8,268	.04	.03
†Worcester Telegram-Gazette (M&E)	72,733	.24	.21
*Worcester Sunday Telegram (S)	42,741	.18	.15

MAINE—Population, 768,014

†Bangor Daily Commercial(E)	14,703	.05	.04
†Portland Press Herald(M&S)	22,208	.07	.06
**Portland Express .....(E)	26,294	.10	.07
**Portland Telegram .....(S)	28,658	.10	.07
†Waterville Sentinel ....(M)	5,886	.035	.025

NEW HAMPSHIRE—Population, 443,683

†Keene Sentinel .....(E)	3,316	.03	.02

RHODE ISLAND—Population, 604,397

Newport Daily News....(E)	6,171	.035	.03
Pawtucket Times .....(E)	24,401	.07	.06
**Providence Bulletin .....(E)	58,738	.135	.135
†Providence Journal .....(M)	32,837	.08	.08
**Providence Journal .....(S)	54,568	.12	.12
**Providence Tribune ....(E)	21,364	.10	.09
Westerley Sun .....(E&S)	4,561	.025	.025
†Woonsocket Call .....(E)	12,959	.04	.04

VERMONT—Population, 352,428

*Barre Times .....(E)	6,532	.03	.02
Bennington Banner .....(E)	3,021	.0125	.0125
†Brattleboro Daily Reformer (E)	3,021	.025	.015
Burlington Daily News...(E)	7,183	.04	.04
**Burlington Free Press...(M)	11,441	.05	.05
Rutland Herald .....(M)	9,437	.04	.04
†St. Johnsbury Caledonian-Record .....(E)	3,366	.0214	.015

CONNECTICUT—Population, 1,380,631

*Bridgeport Post-Telegram (E&M)	43,633	.145	.14
*Bridgeport Post .....(S)	18,395	.085	.08
*Hartford Courant .....(D)	29,780	.08	.07
*Hartford Courant .....(S)	48,600	.10	.09
**Hartford Times .....(E)	43,672	.12	.12
**Meriden Record .....(M)	6,699	.045	.025
†Middletown Press .....(E)	7,561	.03	.025
†New Haven Register..(E&S)	34,427	.10	.09
**New London Day.....(E)	10,687	.06	.045
†Norwich Bulletin .....(M)	11,663	.07	.05
**Norwalk Hour .....(E)	4,953	.03	.03
*Stamford Advocate .....(E)	8,351	.0375	.03

Government Statement, April 1, 1922.
*A. B. C. Statement, April 1, 1922.
**A. B. C. Statement, October 1, 1922.
†Government Statement, October 1, 1922.

With seven and a half per cent of America's population within her boundaries, New England furnishes 40 per cent of the Nation's savings deposits.

This means that a large percentage of the population of each state in this group represents savings bank depositors, as is shown by the following table:

Massachusetts	**67%**
New Hampshire	**58%**
Connecticut	**54%**
Vermont	**33%**
Maine	**31%**
Rhode Island	**27%**

Moreover nearly forty per cent of the people own their own homes. This New England territory offers the greatest market for intensive advertising by daily newspapers. The accompanying list will furnish an unparalleled choice of result producing newspapers.

WEST VIRGINIA

"AN EMPIRE OF WEALTH"

The three most necessary minerals to industry—coal, petroleum and gas—comprise more than 90 per cent of the state's mineral output.

West Virginia contains over 30 per cent of all natural gas land acreage and stands first with a production exceeding $50,000,000.

The coal wealth of West Virginia has hardly been scratched. It is now producing over 87,000,000 tons annually and it can be truthfully said that the mining industry is still in its infancy.

The lumber industry of West Virginia adds in excess of $15,000,000 to the buying power of the state annually.

Climatic conditions combined with high fertility of the soil make possible the widely diversified and abundant farm crops of West Virginia. The annual value of the farm crops is in excess of $112,845,000.

West Virginia is the richest area of its size in natural resources and its per capita buying mounts near to the top.

Be a big advertiser among these prosperous people by a comparatively small expenditure in daily newspaper advertising.

		Circulation	Rate for 5,000 lines
Bluefield			
††Telegraph	(M)	10,112	.04
Charleston			
**Gazette	(M)	19,920	.06
**Gazette	(S)	23,580	.07
Clarksburg			
**Exponent	(M&S)	8,205	.035
**Telegram	(E)	7,807	.035
**Telegram	(S)	9,792	.035
Huntington			
†††Advertiser	(E)	12,250	.035
**Herald-Dispatch	(M)	13,484	.035
**Herald-Dispatch	(S)	12,753	.035
Martinsburg			
**Journal	(E)	3,992	.03
Parkersburg			
†News	(M)	5,568	.025
†News	(S)	6,366	.025
**Sentinel	(E)	6,654	.027
Wheeling			
**Intelligencer	(M)	12,797	.0325
**News	(E)	13,117	.05
**News	(S)	18,395	.07

†Government Statement, April 1, 1922.

††Publishers' Statement.

†††Government Statement, Oct. 1, 1922.

**A. B. C. Report, Oct. 1, 1922.

IOWA

The manufactures of Iowa are largely based upon the products of the farm—that is, crops and livestock.

Remember that ninety per cent of the people live on hard surface highways that connect all the market towns of 1,000 or more.

In addition to the wealth and prosperity of a community, it is necessary that the advertiser also consider the distribution and communication facilities of the territory he wishes to cover.

A glance at the map of Iowa will show the gigantic network of railroads, and the extent of possible telegraphic communication. It does not, however, reveal the fact that on the farms of Iowa there are 183,852 telephones—or one for every two farms in the state.

In addition to having the largest percentage of total automobiles Iowa leads in the number of automobiles owned on farms.

Aside from being an indication of the prosperity and buying power of the state; this also serves as an indication of the tremendous market possibilities.

To the National advertiser Iowa offers the greatest prize for good advertising—good business.

		Circulation	Rate for 5,000 lines
**Burlington Hawk-Eye	(M)	10,387	.04
**Burlington Hawk-Eye	(S)	13,163	.04
†Cedar Rapids Gazette	(E)	21,131	.06
**Council Bluffs Nonpareil	(E&S)	15,521	.05
**Davenport Democrat & Leader	(E)	14,361	.06
**Davenport Democrat & Leader	(S)	17,401	.06
†Davenport Times	(E)	23,896	.07
**Des Moines Capital	(E)	60,696	.14
**Des Moines Sunday Capital	(S)	28,858	.14
*Iowa City Press-Citizen	(E)	6,320	.035
†Mason City Globe Gazette	(E)	11,096	.035
**Muscatine Journal	(E)	7,863	.035
*Ottumwa Courier	(E)	13,186	.05
**Waterloo Evening Courier	(E)	15,080	.05

*A. B. C. Statement, April 1, 1922.

**A. B. C. Statement, October 1, 1922.

†Government Statement, October 1, 1922.

BUYING POWER IN
THE SOUTH

	Circulation	2,500 lines	10,000 lines
ALABAMA.			
†Birmingham News .....(E)	65,658	.15	.15
†Birmingham News .....(S)	71,806	.15	.15
*Mobile News-Item .....(E)	10,392	.05	.05
**Mobile Register .....(M)	21,264	.07	.07
**Mobile Register .....(S)	32,715	.085	.086
FLORIDA.			
†Jacksonville Journal .....(E)	18,080	.07	.07
**Florida Times-Union, Jacksonville (M&S)	36,172	.08(9cS)	.08(9cS)
*Pensacola News .....(E)	4,795	.03	.03
*Pensacola News .....(S)	5,291	.03	.03
†St. Petersburg Independent.....(E)	4,031	.025	.0228
GEORGIA.			
**Augusta Chronicle .....(M)	10,661	.045	.045
**Augusta Chronicle .....(S)	11,075	.045	.045
**Augusta Herald .....(E)	12,277	.05	.05
**Augusta Herald .....(S)	12,121	.05	.05
*Columbus Ledger .....(E&S)	8,789	.04	.04
**Macon Telegraph .....(M)	23,017	.06	.06
**Macon Telegraph .....(S)	24,395	.06	.06
*Savannah Morning News .....(M&S)	20,875	.055	.05
KENTUCKY.			
*Lexington Leader .....(E)	16,760	.05	.05
*Lexington Leader .....(S)	16,663	.05	.05
†Louisville Herald .....(M)	44,303	.09	.09
†Louisville Herald .....(S)	54,159	.09	.09
NORTH CAROLINA			
*Asheville Times .....(E)	6,683	.04	.04
**Asheville Citizen .....(M)	12,693	.045	.045
**Asheville Citizen .....(S)	11,665	.045	.045
**Durham Herald .....(M)	7,083	.04	.04
**Greensboro Daily News.....(M)	19,267	.05	.05
**Greensboro Daily News.....(S)	27,250	.06	.06
**Raleigh News and Observer.....(M)	24,593	.06	.06
**Raleigh News and Observer.....(S)	29,338	.06	.06
**Raleigh Times .....(E)	8,275	.04	.03
SOUTH CAROLINA.			
*Columbia State .....(M)	22,097	.06	.06
*Columbia State .....(S)	21,760	.06	.06
**Greenville News .....(M)	13,938	.055	.05
Greenwood Index Journal.....(E&S)	4,185	.025	.025
*Spartanburg Journal .....(E)	4,165	.04	.04
*Spartanburg Herald .....(M&S)	5,511	.04	.04
TENNESSEE.			
**Chattanooga News .....(E)	22,814	.06	.06
**Chattanooga Times .....(M)	23,067	.07	.07
**Chattanooga Times .....(S)	23,596	.07	.07
†Memphis Commercial Appeal.....(M)	84,862	.16	.15
†Memphis Commercial Appeal.....(S)	111,176	.19	.18
*Nashville Banner .....(E)	41,700	.07	.07
*Nashville Banner .....(S)	42,931	.08	.08
VIRGINIA.			
‡Bristol Herald Courier.....(M&S)	8,582	.04	.04
†Danville Register and Bee .....(M&E)	12,032	.045	.045
Newport News Times-Herald.....(E)	9,041	.05	.05
Newport News Daily Press.....(S&M)	6,051	.05	.05
*Roanoke Times & World-News.(M&E)	21,420	.07	.06
*Roanoke Times .....(S)	14,560	.07	.06

Government Statement, April 1, 1922.
*A. B. C. Publishers' Statement, April 1, 1922.
**A. B. C. Publishers' Statement, Oct. 1, 1922.
‡Includes Bristol, Tenn.
†Government Statement, October 1, 1922.

There is buying power in the South's great agricultural resources. It is no longer "The Land of Cotton" but a land of wealth and prosperity brought about by a greater variety of crops and adapting production to its climatic and soil conditions.

There is buying power in the increasing industrial activity of the South. The last census shows an increase of 138 per cent in capital invested and 210 per cent in value of products manufactured. The value of her manufactured products totaled in excess of 9 billion dollars last year.

The livestock industry grew along with the rapid advance made in agricultural pursuits. This industry alone adds wonderfully to the South's great buying power and will continue to do so because of the fact that the South possesses the advantage of all around grazing.

The South has also turned to the manufacturing of her metals, the refining of her petroleum, making of coke, utilizing her own lumber, and the development of her water power.

All of this is bound to increase to a greater degree, the purchasing power of not only the South, but of the entire nation.

Right Now the Opportunities Encourage the Advertising of All Merchandise of Merit inThis List of Southern Dailies.

THE INDUSTRIAL DEVELOPMENT OF INDIANA

First among the forces that have combined to make possible industrial development in Indiana must be put the geographical location.

Included within her borders is the center of population and the center of manufacturing for the United States as a whole.

Moreover the state touches the Great Lakes and lies across the path of the great trunk lines of railroads with branches to every corner of the State. Railroad mileage exceeds 7,500 miles. Besides steam roads, electric interurban traffic is the heaviest in the country.

Its manufactures include automobiles, machinery, furniture, steel, pianos, phonographs, tinplate, oil refining and meat packing. All this means that the people of Indiana are assured of steady work, high wages and profitable business for every one.

Indiana ranks sixth in coal production and twelfth in petroleum production.

The following Indiana dailies intensively cover merchandising areas that will profit you.

		Circulation	Rate for 5,000 lines
†Decatur Democrat	(E)	3,165	.025
**Evansville Courier	(M)	24,668	.06
**Evansville Courier	(S)	22,571	.06
†Fort Wayne Journal-Gazette	(M)	23,490	.07
†Fort Wayne Journal-Gazette	(S)	26,080	.07
†Fort Wayne News-Sentinel	(E)	32,492	.08
†Gary Evening Post and Tribune	(E)	9,125	.05
*Indianapolis News	(E)	115,634	.20
†La Porte Herald	(E)	3,768	.025
***South Bend News-Times	(M) 9,702 (E) 10,669	20,371	.06
***South Bend News-Times	(S)	18,464	.06
***South Bend Tribune (S) 19,500	(E)	17,603	.055
**Terre Haute Tribune	(E&S)	22,818	.06
**Vincennes Commercial	(M&S)	5,453	.03

†Government Statements, October 1, 1922.
*A. B. C. Publishers' Statement, April 1, 1922.
**A. B. C. Publishers' Statements, October 1, 1922.
***A. B. C. Publishers' Statements, 3 mos. ending Sept. 30.

IN THE COURTS—(Continued from page 236)

Newsboy Regulations.—That newsboys are not employees of newspapers and therefore the paper is not liable under the Minnesota compensation act for injuries sustained was the testimony of the circulation manager of the Duluth News-Tribune in the trial of Daniel St. Armour as father of Louis St. Armour, aged 15, against the Duluth Street Railway Company, in March, in a Duluth district court. He explained that newsboys, practically speaking, were their own employers in that they purchased and sold papers of their own free will. This newsboy who had a "badge" permitting him to sell papers on the street cars injured his hand when the doors of the car closed on it, and he sought to recover $6,250. A verdict was returned for the car company. Testimony in this case showed that the newspaper was permitted to have newsboys on the street car without paying for the privilege. So the newspaper was interested in the case because of possibility of a claim against it had the verdict been against the street car company.

Newsboys under the age of 16 are prohibited from selling papers on the streets on days when school is in session, under the provisions of the new Virginia child labor law, which became effective June 18. Boys under the age of 12 are debarred from selling papers on the street at any time. All newsboys will be required to procure a badge from the school authorities. Boys under 16 will not be permitted to sell papers before 6 a. m. or after 7 p. m. on any day. The law does not apply to boys delivering papers or magazines on regular routes.

Racing News Publication Upheld.—Press associations and newspapers are entitled to circulate reports of race results, Judge William Hurley of the Cook County (Ill.) Criminal Court ruled on March 29. The decision was made in the trial of officials of the General News Bureau, charged with conspiracy to commit a crime against public morals by selling race results to its clients. M. J. Tennes, H. S. Argo and John Morelock, officials of the company, were arrested a year before on the charges. After the prosecution had presented its evidence, intended to show conspiracy to violate the law, Judge Hurley announced that it was unnecessary for the defense to present any evidence. "I will instruct the jury to bring in a verdict of not guilty," he said, "if the case is carried to a conclusion. No law has been violated. There is no statute which prevents a press association from carrying the race results, any more than it prevents the presentation of any other sport." The state's attorney agreed to dismissal of the charges.

Entanglements about whether daily newspapers of Michigan can or cannot print racing results, which has been in several courts for months, were temporarily solved in September by the granting of an injunction restraining the police from interfering with Daily Racing Form, a Detroit race track publication, issued by Louis Grosscup. The injunction will hold until the supreme court of this state rules on the constitutionality of a law prohibiting publication of race results. Meantime newspapers are printing results and odds in full.

FOREIGN

French Law of Right of Reply.—An action in the French courts by a weekly journal, Les Echos de l'Exportation, against another weekly, L'Exportateur Français, in May, brought once more before the public the interesting French law of the right of reply. This law says that where a person is specifically named or indicated in an article, the newspaper or periodical publishing such article must, if called upon to do so, print in the identical position in which the first article appeared a reply thereto by the person named or indicated. The person replying has the right to twice the space of the article to which he replies, and should his reply go beyond that, he can be called upon to pay for such excess only the rates the paper charges for insertion of legal notices. Overzealous patriotism caused the Exportateur Français in one of its articles to treat a member of the staff of Les Echos de l'Exportation a little too violently. The latter immediately claimed the right of reply afforded by the law. At first, the Exportateur Français refused to insert his reply. When eventually it did insert it comment was added which only aggravated matters. The affair then went before the court, which fined the Exportateur Français Fr. 20,000 for libel and ordered that paper to print the judgment in its columns. Should the offending journal hesitate to insert the finding of the court, its proprietors are liable to an additional fine of Fr. 1,000 (about $100) for every issue published not containing the judgment.

IN THE CANADIAN COURTS

Newspaper Responsible for Advertising, as Well as Reading Matter in Its Columns.—That a newspaper must assume full responsibility for all matter published in its columns, whether reading matter or advertising, was the finding of the Superior Court in Montreal, in March, in the action of Elie Napoleon Turner against La Patrie for defamatory libel: Turner sued on the ground that the newspaper had published statements of a libelous nature. The paper denied responsibility, declaring that the statements had appeared in a paid advertisement inserted on the authority of the Minister of Agriculture of Quebec. The court held that the newspaper could not be excused for publishing the name of Turner in an injurious and defamatory article, even under the authorization of the Minister of Agriculture, and granted plaintiff $100 damages.

Publishers Win Newsprint Excess Price Case.—Appeal of the Fort Frances Pulp & Paper Company from the judgment of Justice Riddell in the case of the Winnipeg (Man.) Free Press and other western Canada newspapers against the company, was dismissed with costs. The newspapers sought to recover $125,000 alleged to have been paid the paper company in excess of prices fixed by the Paper Controller or Paper Control Board during the war. The Fort Frances Company counter-claimed, on the ground that the statutes and orders-in-council under which the paper controller and paper control board acted were "ultra vires," and demanded $2,430,000, the alleged difference between the market price and the price at which it had been compelled to furnish paper. Judge Riddell dismissed the counter-claim and gave judgment in favor of the newspapers. The appeal court found that paper was supplied to the plaintiffs on the terms that the price was provisional, "to be adjusted according to prices fixed by the tribunal." No matter what the means were by which the appellants were forced to take those terms, they entered into contracts for the supply of paper at those prices. Having entered into the contracts, there was no escape. They were bound to adhere to them whether the tribunal was legitimate or not.

Guessing Contests Banned.—Baseball guessing contests conducted by several newspapers in Western Canada were pronounced illegal by the Manitoba Court of Appeals.

Montreal Star Wins Long Standing Libel Case.—A legal victory for the Montreal Star Publishing Company, Ltd., was recorded in a judgment handed out on April 25 by the Court of Appeals, finally settling litigation which had been in progress since 1912 between The Star, Lyons Cut Rate Drug Stores, Ltd., and Lea Jubinville, formerly head of the firm, then known as Lyons Cut Rate Drug Stores. Mrs. Jubinville took action against The Star in 1912 for damages, and judgment was given against her with costs. The case was taken to the Court of Review, and the judgment confirmed. The Star then claimed payment of costs from Mrs. Jubinville, and she replied that she had nothing with which to pay the claim. She stated that she had sold her business, run under the name of Lyons Cut Rate Drug Store, to the firm of Lyons Cut Rate Drug Stores, Ltd. The Star seized 45 shares in the latter company owned by Mrs. Jubinville, and had them sold, raising $202.50 thereby. This was not sufficient to meet the bill of costs. The Star further claimed that Lyons Cut Rate Drug Stores, Ltd., owed Mrs. Jubinville $45,000 worth of stock in the company, and took action to force the company to issue these stocks, so that she might be able to pay the full bill of costs. Dame Jubinville and the company contested this action, saying that she had abandoned her right to any further interest in the company, some time before the judgment was rendered. The Star maintained that this abandoning of her rights and interests in the company was fraudulent, and claimed that it should be set aside. The Superior Court, however, held that the abandoning of interest in the company was regular, and turned down the Star's petition. Against this decision the Star appealed, and the Appeal Court, in rendering final judgment, upheld the Star's contention, declaring that there was "apparent fraud" in the ceding by Dame Jubinville of her interest in the Cut Rate Drug Store business.

GENERAL CANADIAN DATA

NEWS SERVICES

British United Press, Limited, 171 St. James street, Montreal; Charles F. Crandall, general manager.
Canadian Press, Limited, 106 Bay street, Toronto, Ont.; J. F. B. Livesay, general manager.

NEW DAILY PAPERS

Owen Sound (Ont.) Sun-Times—daily edition.
Toronto, Ont.—Shing Wah (Chinese daily)—T. W. Wang.

NEW HOMES ERECTED

Montreal Gazette.
Montreal—La Patrie.
Toronto Telegram.
Windsor (Ont.) Border Cities Star.

DAILY NEWSPAPER CONSOLIDATIONS

Kitchiner (Ont.) Daily Telegraph—absorbed by Daily News-Record.

BUSINESS TROUBLES

North Bay (Ont.) Daily Nugget.

CELEBRATIONS

Toronto (Ont.) Mail & Empire—10 years old.

CHANGES IN PRICES

St. John (N. B.) Telegraph—7 to 8-column page.
St. Thomas (Ont.) Times-Journal—7 to 8-column page (12½ ems).

MISCELLANEOUS ASSOCIATIONS

Canadian Pulp and Paper Assn.—Sec'y, Edward Beck, Drummond Building, Montreal.

For other Canadian data see Index on Pages 242 and 244.

AN EXTRAORDINARY RECORD

During the eight months ending January 1, 1923, this service accomplished one of the most remarkable achievements in the newspaper syndicate field. Although only in business a short time we have to offer fifty features by some of the best writers and artists available, and are doing business with almost every newspaper using live, up-to-the-minute material.

for Features

WIRE OR WRITE

C-V NEWSPAPER SERVICE

BORDEN BUILDING NEW YORK CITY

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THIS ISSUE: OLD SIN OF U. S. PRESS AGONIZING THE WORLD

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1923

SUITE 1117 WORLD BUILDING, NEW YORK

Original second class entry—The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the act of March 3, 1879. Published every Saturday.

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Vol. 55. No. 36 NEW YORK, FEBRUARY 3, 1923 By Mail in Advance $4, U. S. A.; $4.50, Canada; $5, Foreign. 10c Per Copy

SUPREME!

THE UNQUESTIONABLE supremacy of one economical advertising medium simplifies the task of the advertiser in The Chicago Territory. The surpassing leadership of The Chicago Tribune was never more conclusively demonstrated than during 1922 when

¶ THE TRIBUNE *printed 36% of all the advertising lineage appearing in the six Chicago newspapers.*

¶ THE TRIBUNE *gained a total of 10,671 columns—which was larger than the combined gains of the other five papers.*

¶ THE TRIBUNE'S *gain in display advertising was twice that of the other five papers combined.*

¶ THE TRIBUNE *printed more want advertising than the other five papers combined.*

DISPLAY Advertising

	Display in Columns	Gain in Columns	Per Cent of Total Display Advertising in Chicago Papers
Tribune	59,917.56	6,812.53	31.4
News	45,931.93	1,568.24	24.1
H'ld-Examiner	28,826.32	1,752.58	15.2
American	26,882.99	357.48	14.1
Journal	14,236.00	372.09 *(loss)*	7.4
Post	14,814.91	504.32 *(loss)*	7.8

Nat'l Advertising

	National in Columns	Gain in Columns	Per Cent of Total National Advertising in Chicago Papers
Tribune	15,118.05	2,400.65	34.0
News	8,498.59	1,106.34	19.1
H'ld-Examiner	8,553.13	1,134.84	19.2
American	6,195.14	806.37	13.9
Journal	3,135.77	93.02	7.1
Post	2,945.54	362.30	6.7

1922 Advertising

	Total in Columns	Gain in Columns	Per Cent of Total Advertising in Chicago Papers
Tribune	87,375.21	10,671.90	35.7
News	60,749.39	2,410.48	25.0
H'ld-Examiner	35,211.87	5,092.90	14.3
American	29,388.65	1,992.77	11.9
Journal	15,102.93	577.29 *(loss)*	6.1
Post	16,891.02	269.61	7.0

National advertisers spend more money in The Tribune than in the four Chicago evening papers combined

THE SOUTH

With Numerous Buying Resources Is An Excellent Market

The South is one of the most inviting trade sections in the United States. Cotton no longer holds the South in its power. Watermelons, cantaloupes, strawberries, grapes, peaches, tomatoes, apples and other fruits are bringing gold and silver to the banks of the South.

Sweet potatoes, lettuce, cabbages, peas, corn and other Southern vegetables are "selling the South in the Northern markets."

Cattle that awaken the envy of Northern and Western herdsmen feed and fatten on alfalfa while Northern live stock are expensive luxuries in the barnyards of New England and New York State.

National advertisers and space buyers should stop to realize these conditions all of which added to the fast developing Southern manufacturing interests are creating wealth and prosperity that assure the successful marketing of properly advertised products for personal and household consumption in "the land of opportunity."

Come down and see our cities—markets and manufacturing centers that will surprise and please you. Get in touch with the newspapers listed on this page and become aroused to a genuine constructive selling campaign in the South.

		Circulation	2,500 lines	10,000 lines
ALABAMA				
††Birmingham News	(E)	69,381	.15	.15
††Birmingham News	(S)	75,581	.15	.15
*Mobile News-Item	(E)	10,392	.05	.05
**Mobile Register	(M)	21,264	.07	.07
**Mobile Register	(S)	32,715	.085	.085
FLORIDA				
†Jacksonville Journal	(E)	18,080	.07	.07
**Florida Times-Union, Jacksonville	(M&S)	36,172	.08(9cS)	.08(9cS)
*Pensacola News	(E)	4,795	.03	.03
.*Pensacola News	(S)	5,291	.03	.03
†St. Petersburg Independent	(E)	4,031	.03	.03
GEORGIA				
**Augusta Chronicle	(M)	10,661	.045	.045
**August Chronicle	(S)	11,075	.045	.045
**Augusta Herald	(E)	12,277	.05	.05
**Augusta Herald	(S)	12,121	.05	.05
*Columbus Ledger	(E&S)	8,789	.04	.04
**Macon Telegraph	(M)	23,017	.06	.06
**Macon Telegraph	(S)	24,395	.06	.06
*Savannah Morning News	(M&S)	20,875	.055	.05
KENTUCKY				
*Lexington Leader	(E)	16,760	.05	.05
*Lexington Leader	(S)	16,663	.05	.05
†Louisville Herald	(M)	44,303	.09	.09
†Louisville Herald	(S)	54,159	.09	.09
NORTH CAROLINA				
*Asheville Times	(E)	6,683	.04	.04
**Asheville Citizen	(M)	12,693	.045	.045
**Asheville Citizen	(S)	11,665	.045	.045
**Durham Herald	(M)	7,083	.04	.04
**Greensboro Daily News	(M)	19,267	.05	.05
NORTH CAROLINA				
**Greensboro Daily News	(S)	27,250	.06	.06
**Raleigh News and Observer	(M)	24,593	.06	.06
**Raleigh News and Observer	(S)	29,338	.06	.06
**Raleigh Times	(E)	8,275	.04	.03
SOUTH CAROLINA				
*Columbia State	(M)	22,097	.06	.06
*Columbia State	(S)	21,760	.06	.06
**Greenville News	(M)	13,938	.055	.05
Greenwood Index Journal	(E&S)	4,185	.025	.025
*Spartanburg Journal	(E)	4,165	.04	.04
*Spartanburg Herald	(M&S)	5,511	.04	.04
TENNESSEE				
**Chattanooga News	(E)	22,814	.06	.06
**Chattanooga Times	(M)	23,067	.07	.07
**Chattanooga Times	(S)	23,596	.07	.07
†Memphis Commercial Appeal	(M)	84,862	.16	.15
†Memphis Commercial Appeal	(S)	111,176	.19	.18
*Nashville Banner	(E)	41,700	.07	.07
*Nashville Banner	(S)	42,931	.08	.08
VIRGINIA				
‡Bristol Herald Courier	(M&S)	8,582	.04	.04
†Danville Register and Bee	(M&E)	12,032	.045	.045
Newport News Times-Herald	(E)	9,041	.05	.05
Newport News Daily Press	(S&M)	6,051	.05	.05
*Roanoke Times & World-News	(M&E)	21,420	.07	.06
*Roanoke Times	(S)	14,560	.07	.06

Government Statement, April 1, 1922.
*A. B. C. Publishers' Statement, April 1, 1922.
**A. B. C. Publishers' Statement, Oct. 1, 1922.
‡Includes Bristol, Tenn.
†Government Statement, October 1, 1922.
††Government Statement, December, 1922.

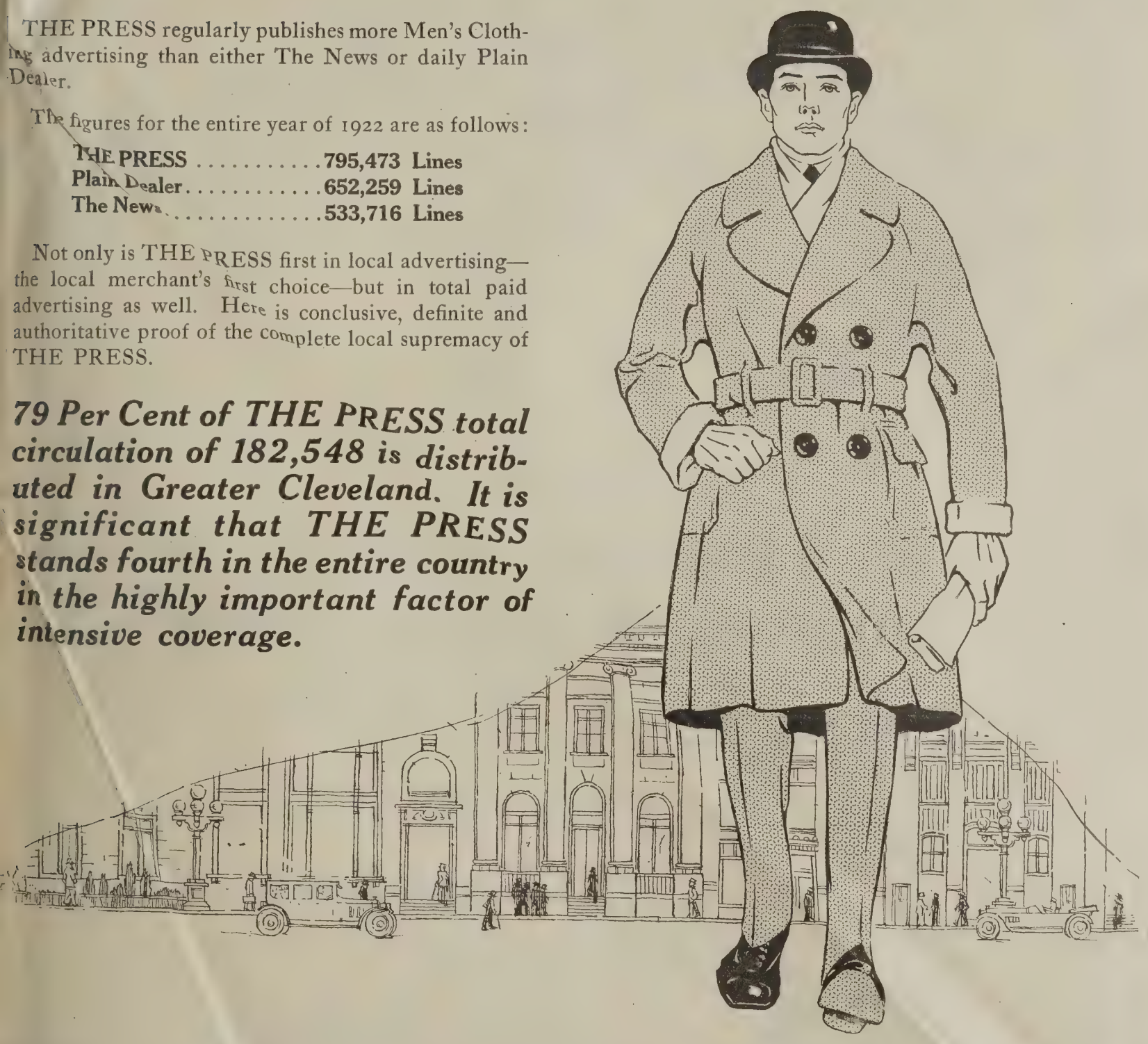
THE PRESS regularly publishes more Men's Clothing advertising than either The News or daily Plain Dealer.

The figures for the entire year of 1922 are as follows:

THE PRESS .....795,473 Lines
Plain Dealer.....652,259 Lines
The News.....533,716 Lines

Not only is THE PRESS first in local advertising—the local merchant's first choice—but in total paid advertising as well. Here is conclusive, definite and authoritative proof of the complete local supremacy of THE PRESS.

79 Per Cent of THE PRESS total circulation of 182,548 is distributed in Greater Cleveland. It is significant that THE PRESS stands fourth in the entire country in the highly important factor of intensive coverage.



ALLIED NEWSPAPERS, Incorporated
PUBLISHERS DIRECT REPRESENTATIVES
New York Chicago Cleveland Cincinnati St. Louis Atlanta San Francisco
MEMBER AUDIT BUREAU OF CIRCULATIONS

The Scripps-Howard Newspapers
Including the Scripps-McRae League
The CLEVELAND PRESS
DOMINATES GREATER CLEVELAND



Mercator Projection of the map of the world.

Get Philadelphians to ride on your ships and trains

Philadelphians planning pleasure or business trips could be interested in routing their travels over your lines if you gave them in their favorite newspaper—The Bulletin—first-hand information about your facilities and points touched by your routes and connecting lines.

With the turning of people's thoughts toward the varied interests of foreign lands or the lure of other climates, there is increased desire on the part of Philadelphians to travel.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

"In Philadelphia nearly everybody reads The Bulletin"

The Bulletin

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in America.

Net paid daily average circulation for 1922—493,240 *copies a day.*

NEW YORK
DAN A. CARROLL
150 Nassau Street

DETROIT
C. L. WEAVER
VERREE & CONKLIN, INC.
117 Lafayette Blvd.

CHICAGO
VERREE & CONKLIN, INC.
28 East Jackson Blvd.

SAN FRANCISCO
ALLEN HOFMANN
VERREE & CONKLIN, INC.
681 Market Street

LONDON, M. BRYANS, 125 Pall Mall, S. W. 1

PARIS, RAY A. WASHBURN, 5 rue Lamartine, (9).

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Total Circulation of This Issue: 6,600

EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten P. M. on the Thursday preceding the date of publication—by the Editor & Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Telephone Exchange, Beekman 4330. Charter Member Audit Bureau of Circulations.

Vol. 55 NEW YORK, SATURDAY, FEBRUARY 3, 1923 No. 36

OLD SIN OF U. S. PRESS AGONIZING THE WORLD

Secret Treaties Among Allies, Foundation of Versailles Treaty and Responsible for Europe's Present Welter, Were Known in 1917, But Were Printed in Full By Only One American Newspaper

By IRVING BRANT

Editor of the Editorial Page, St. Louis Star

HE United States accepted the war on trust. Defined in its larger as- s by the aims and methods of Ger- militarism, the cause of the Allies so overwhelmingly right that any stioning of collateral motives became cult. It would have sullied our high lism to have demanded evidence of al health from our associates. We ld have been like an affianced bride ng to her intended, "George, I trust ; show me a certificate from your or."

o emphasize the extent to which we the war, or rather the peace, on t, let us suppose that in the summer 1917, some American, gifted with rnatural prescience, had made an ex- statement of the condition of the ld in 1923, as it would result from man defeat and Allied victory. Is it much to say that with one unani- is voice all loyal Americans would e cried, "To Leavenworth with him"? a matter of cold probability, isn't it ly that the maker of such a prophecy ld have been convicted of sedition would be in prison at this moment? uch was the American attitude at the nning of the war, and it did honor to spirit, if not to our intelligence. wledge of the secret Macchiavellian ed of the statesman and business ips who made the peace would not, let ope, have caused the United States to ribute to the triumph of the Hohen- erns. That would have been jump- from bonfire to hellfire. But it would e forced the Allies to throw out y project except winning the war the sake of peace. It would have le American ideals supreme at Ver- es.

Ve may heap anathema upon a State artment which was as criminally ig- nt as our own in April, 1917, but so as the American people were con- ed, they had no means of determining truth, and the newspapers were too with the surface of the war to bur- beneath it.

oday everybody realizes that the htful condition of the world is the rowth of ambitions which were nur- d by Allied statesmen throughout the growing constantly in depth and e, defined and redefined in secret ties.

e war was fought in the sunshine; the festered in darkness.

he curse of the American people is those who sold the victory they won. ey had but known in time!

ow let the newspapers of America the plain facts. The secret treaties put before them in 1917, and they d their columns against them. Every rtant secret agreement which rose o plague President Wilson during eace conference could have been dis- ited and destroyed if the newspapers merica had stuck to their business rinting the truth.

he inescapable truth is that the news- rs of America voluntarily censored suppressed the most important dip- atic news given to the world be- n the declaration of war and the ng of peace. They did so for patri- otic reasons, but they were false to their profession, and they guessed wrong. That act of suppression is responsible for the failure of victory to bring peace.

The rivalry, the greed, the hatred, the bankruptcy, the chaos of the world today date squarely back to the refusal of American newspapers to publish the secret treaties and deal with them as a living issue of the war period.

Ray Stannard Baker, in "Woodrow Wilson and World Settlement," has furnished a vivid picture of the part played by these secret agreements.

"Though conditions had radically changed in the course of the war," he says, "though America had come in and American principles had been universally accepted . . . even though the secret treaties had been in some instances disclaimed, yet the demands set forth during the peace conference by the various nations were exactly the claims made in these various very secret treaties."

And again, says Mr. Baker:

"But without an understanding of these treaties there can be no true understanding of what really happened at Paris. Two of the great conflicts there, the Italian and Japanese settlements, turned largely upon the existence of secret treaties, and the black trail of the serpent of secret diplomacy of the earlier days of the war also disfigured the discussions of the disposition of the Turkish colonies and the settlements in Turkey and played a part in nearly every other important controversy.

"It was the most insidious single element working against full publicity of the proceedings, for it involved purposes which the European powers dared not discuss in public. It cramped and hampered the experts, it caused the European councillors themselves to play fast and loose with each other. Nothing in the voluminous records of the Council of Ten and Council of Four at Paris is more impressive than the amount of time—invaluable time, priceless energy—devoted to trying to devise methods of getting around or over or through these old secret entanglements."

Briefly, the secret treaties were:

Agreement with Russia, March 20, 1915, by which Russia was to get Constantinople and the Straits; the demands of Great Britain and France "both within the confines of the Ottoman Empire and in other places" were to be satisfied; Great Britain was to get oil zone in Persia.

Treaty of London, April 16, 1915, by which Italy came into the war with the promise of the Trentino, Trieste, Gorizia, Gradisca, the Tyrol with 200,000 Germans; the Slav province of Dalmatia, Adriatic islands, African territories and an indemnity.

Rumanian treaty of August, 1916, promising that country Transylvania, having a Rumanian and Magyar population, and the Banat, a Slav province. This treaty was chiefly to be kept secret from Serbia, as it involved a territorial intrigue against that valiant member of the Allies.

Sykes-Picot treaty of May, 1916, giving Syria to France, Mesopotamia to Great Britain, dividing Arabia into British and French spheres of influence, and excluding Italy from any Turkish rights.

Sazanov-Paleologue treaty, March, 1917, giving northern Asiatic Turkey to Russia, and southern Turkey to France, with a line of demarcation to be agreed upon between France and Great Britain.

Franco-Russian agreement of March 11, 1917, giving France the River Rhine as "a permanent strategical frontier" and allowing Russia to annex Poland.

Japan's secret treaty, covering the German rights in Shantung and the German islands north of the equator, was signed March 1, 1917.

In April, 1917, the agreement of St. Jean de Maurienne promised Smyrna and other Turkish territory to Italy.

The last secret agreement was that of February 15, 1919 (at the Peace Conference) revising the Sykes-Picot treaty to transfer Mosul from the French to the British zone, and giving Palestine to Great Britain.

These treaties, it will be noticed, are of two varieties—bids for support, and divisions of spoil. The Allies outbid Germany for Italian support because Germany could not offer Austrian territory to Italy. Germany outbid the Allies for Rumania, but Rumania thought the Allies could deliver and Germany couldn't. Japan held up the Allies when they needed sea power against submarines.

The secret treaties dividing the spoils in Asia and Africa were entered into, for the most part, early in the war, yet some of them were signed after the Allies had issued their statement of war aims of January 10, 1917, indorsing the right of self-determination and a league of nations. The public statements of Lloyd George and others, echoing the principles of President Wilson, lulled American public opinion to sleep. They deceived Mr. Wilson himself. Yet the proof of their insincerity is not alone the resurrection of the earlier secret treaties in the Peace Conference; the secret treaty-making, for the division of territorial spoils, continued right along after the restatement of war aims. The last secret treaty, giving Mosul to England, was signed at the Peace Conference itself.

The extent of American ignorance can be measured from the following colloquy between Senator Borah and President Wilson, at the White House conference, August 19, 1919:

"Senator Borah—When did the secret treaties between Great Britain, France and the other nations of Europe with reference to certain adjustments in Europe first come to your knowledge? Was that after you reached Paris also?

"The President—Yes, the whole series of understandings were disclosed to me for the first time then."

When the President made this amazing statement, some editorial critic remarked that there was no excuse for his ignorance, because the secret treaties were published in full in the New York Evening Post during the winter of 1917-18. If the President was to be blamed for not knowing what was published in the New York Evening Post, what is to be said of the thousands of newspapers and their editors, who ignored both the news value and the significance of what one newspaper was courageous enough to publish? Why was the New York Evening Post the only newspaper in America with enough fidelity to the truth to publish it?

An understanding of the failure of Americans to appreciate the importance of those treaties may be obtained by comparing the attitude of the little New York Evening Post, with that of its great contemporary, the New York Times, which is chosen only because its Index to the

REAL ACHIEVEMENT OF A REAL NEWSPAPER

(An editorial reprinted from the Brooklyn Standard-Union, of February 1, 1923)

The most comprehensive information about the daily newspapers of the United States, Canada, Great Britain and Ireland ever compiled at one time is contained in the INTERNATIONAL YEAR BOOK edition of the EDITOR & PUBLISHER, issued under date of Jan. 27, 1923.

The EDITOR & PUBLISHER again proves its leadership in the newspaper profession with this truly wonderful encyclopedia of information. Every fact of consequence about all the daily newspapers in the above countries is set forth in detail with the exception of one item. No attempt is made to designate the newspapers which are making money and those which are not. With this exception, nothing is left to the imagination.

James Wright Brown, the owner and publisher of the EDITOR & PUBLISHER, is to be congratulated upon a distinct achievement, one far-reaching in its benefits to every daily newspaper in the United States and to every advertiser, wherever he may be.

News and complete files make it most accessible of all newspapers to the author.

On November 25, 1917, the New York Times put a conspicuous head upon a dispatch from Russia telling of the publication of the first series of secret treaties. The story "played up" some irrelevant material about Ambassador Francis, then proceeded to describe the Franco-Russian agreement on German boundaries.

It quoted the elegram from Izvolsky of March 11, 1917, "stating that France recognizes Russia's freedom to define her western boundaries. This was followed by a telegram from Sergius Sazonoff, former minister of foreign affairs, assuring M. Izvolsky that the agreement with France and England in regard to the Constantinople straits need not be reexamined, and stating the willingness of Russia to give France and England the freedom of defining the western boundaries of Germany, in exchange for the freedom allowing Russia to define the eastern boundary of Germany."

That was the extent of the information given to the readers of the New York Times, and that was far and away more than the readers of the average American newspaper learned, of the secret treaty which established the basis for the present doom of Europe and the destruction of American war ideals.

The following features of the secret treaty were omitted from the New York Times story, although they were contained in the document as published in Russia:

1. The agreement aimed "to attain the political separation of Germany from her trans-Rhenish districts and their organization on a separate basis."

2. The river Rhine was to "form a permanent strategical frontier against a Germanic invasion."

3. The territories on the left bank of the Rhine were "to be constituted an autonomous and neutral state."

4. They were to be "occupied by French troops until such time as the enemy states have completely satisfied all the conditions and guarantees indicated in the treaty of peace."

5. Germany's western frontier was to be fixed "at the discretion of the French Government"—not, as the Times story said, by "France and England."

Take not that this agreement, which exactly sets forth the aims of France at the Peace Conference and the policies of the Poincaré government today, was entered into two months after the Allies had united in a statement of war aims which pledged them to the principle of self-determination.

As published by the American newspapers, this secret paper could be read in the light of the Allied war aims statements, and it would seem to be limited in application to Alsace-Lorraine. But the suppressed provisions proved it a document to fasten on Europe the methods and fruits of militarism.

Would the United States have been lulled by generalizations if the truth had been put before the American people, and discussed on its merits by the leaders of American journalism?

On December 1 and 2, 1917, the terms on which Italy entered the war were cabled to this country from Russia. The New York Times' reception may again be considered typical of the attitude of American newspapers, or fairer than the average. It gave the Italian treaty a first page "follow" head, after a main head reading, "Assure the Allies Russia Will Oust Usurping Reds." The provisions of the treaty were stated briefly, but accurately and completely. This was followed by a dispatch from Washington, beginning: "Officials here were emphatic today in expressing doubt that the provisions of the alleged treaty with Italy contained guarantees of 'delivery' of territories described in the document. . . .

"The State Department, it was asserted, had no knowledge of such an agreement between the Allies and Italy. It was suggested in an unofficial quarter that the so-called treaty might have been forged by the Bolsheviki."

That was virtually the beginning and the end of the news treatment of the secret treaties before they became the overshadowing issue at the Peace Conference. Of editorial treatment there was nothing, although the silence of European governments proved the documents to be genuine. Possibly there was a newspaper, somewhere in America, that faced the issue they presented. If so, it should be recorded.

Yet it was not wholly impossible to appraise the treaties for what they were. Some individuals in America did so, when they had an opportunity. For instance, Prof. Morris Zastrow, Jr., of Philadelphia, wrote in the February 7, 1918, issue of the Nation, that the publication of these treaties in the New York Evening Post "reveals a startling condition of affairs in European chancelleries which must be faced frankly if at the conclusion of this war there is to be a settlement that will insure the world against such another outbreak as has now for three and one-half years plunged the world in deep sorrow and terrible suffering."

Truer words were never spoken during the war. But the condition of affairs was not faced frankly, because the newspapers of America suppressed the facts.

It is easy to frame a defense—"All thoughts were concentrated on the winning of the war." But that is not true. Activities were so concentrated; thoughts were upon the terms of peace. In December, 1917, President Wilson had addressed Congress on the war aims of America. The Allies followed on January 10, 1918, with a restatement of their war aims. Then came the "fourteen points" speech of Mr. Wilson. The entire country, and all of Europe, were discussing the principles of peace, the rights of nations, the formation of a league, the abolition of secret diplomacy. And all the while, due to the refusal of our newspapers to publish the hard and disillusioning truth as contained in formal treaties and written agreements, the principles we believed in were being undermined by the very secret diplomacy we wanted to abolish.

What would have happened if the newspapers had dealt with the secret treaties on the basis of their importance? A dangerous situation would have been created. In order to keep America fervently and effectively in the war, it would have become necessary for every signatory to those secret treaties formally to disavow their provisions. And that was exactly what was needed, both to win the peace and to make the war easier to win.

The purification of the war would have brought liberty-loving people together in an unprecedented unity of purpose. As it was, the secret treaties were exploited to the full in the Central Empires. The Italian Treaty and the Rumanian Treaty went far to restore the unity of Austria-Hungary. They turned countless Slavs into supporters of the Hapsburgs. The treaties stiffened German resistance.

It is reasonable to believe that Austria would have gone to pieces earlier, German morale would have collapsed, the war would have been won more quickly, and the lives of thousands of American soldiers would have been saved if American public opinion had dealt with the facts of the secret treaties and knocked them out—as knocked out they would have been.

The Versailles Treaty never could have been written as it was, if the Franco-Russian agreement had been analyzed in advance. By that agreement of 1917, the French ambition to make the Rhine "a permanent strategical frontier" was covered by a clause providing that the German territories on its left bank were "to be occupied by French troops until such time as the enemy states have completely satisfied all the conditions and guarantees indicated in the treaty of peace."

This provision for the military occupation of the trans-Rhenish provinces was incorporated into the Treaty of Versailles, with no thought on the part of the American public that it was aimed at the dismemberment of Germany. Yet the present French policy, based on that provision of the treaty, is the policy of making the Rhine "a permanent strategical frontier." Looking back at the statement dated March 11, 1917, it seems that a provision for military occupation until the enemy states have satisfied the conditions and guarantees of the peace treaty is enough to insure the permanence of the military frontier on the Rhine.

In other words, provide for military occupation until all of the peace terms are satisfied, make some of the terms impossible to carry out, and military occupation will furnish "a permanent strategical frontier."

The United States is paying the penalty in mortification, and the world in suffering and danger, for the ignorance in which the American people were kept during the war. The newspapers were both the cause and the victims of our national psychology, which demanded that all minds conform to an official standard. Officialdom is merely running true to its standards when it tries to suppress facts, but newspapers are false to their life principle when they join the conspiracy.

Throughout the war, the newspapers of America were agents of propaganda. They were moved by high purposes; they felt themselves consecrated to a patriotic endeavor. But propaganda in the name of patriotism differs from other propaganda not a particle, when measured by the results ensuing from the suppression of the truth.

The penalty for suppressing the secret treaties was the Peace of Versailles, and the penalty for the Peace of Versailles is all about us.

WON'T MEET AT ASHEVILLE

S. N. P. A. Directors Ask Members to Select Other Convention City

CHATTANOOGA, Tenn., Jan. 30.—The board of directors of the Southern Newspaper Publishers' Association, meeting here yesterday, agreed that the 1923 convention will not be held at Asheville, N. C., which has been the meeting place for the past eight years. They think it will be better to give other cities a chance to entertain. Invitations have been received from Asheville, Chattanooga, Lexington, French Lick Springs and White Sulphur Springs. Questionnaires will be sent to all members so each may express his preference.

Those present at the meeting were Charles I. Stewart, president; A. G. Newmyer, chairman of the board of directors; Mrs. W. W. Barksdale, Clark Howell, Jr., Roy Watson, T. M. Hederman, Maj. Allen Potts and Walter Johnson, secretary.

A part of the meeting was devoted to discussing cost-finding, especially as it relates to national advertising. The program committee for the 1923 convention was instructed to prepare a constructive program to be confined strictly to business with no outside speakers. The report of the committee on labor, made by Chairman G. J. Palmer, said all S. N. P. A. members have made satisfactory contracts with the unions.

WOULD BOND TEXAS NEWSPAPERS

Legislator Feels Libel Complainants' Interests Should Be Protected

(*By Telegraph to* EDITOR & PUBLISHER)

AUSTIN, Texas, Jan. 29.—A bill to require Texas newspapers owning less than $10,000 in physical property to furnish a $10,000 bond for protection of judgments secured by persons in actions for libel has been introduced in the Texas Legislature by Representative Jacks, of Dallas, and is signed by several other members of the lower house.

An amendment will be offered by the author of the bill when it is considered in committee, to prevent its touching country or small-town newspapers, the amendment to provide that the regulation shall only apply to papers established in cities of 20,000 or more population.

DAILIES MAY JOIN T SELL NEW YORK

Co-operative Plan Considered by vertising Managers' Association— Buying Power of Entire City Has Been Surveyed

The first co-operative movement on part of newspaper advertising salesme sell New York to the national advert was discussed in detail at a dinner J ary 26 by the Advertising Managers' sociation of New York City at the vertising Club. A survey of New Y and its environs as a market for nati advertisers prepared with zoning map the Research Bureau of New York U versity was explained.

Plans were laid to solicit the nati advertiser, not as now, on a strictly c petitive basis, but by presenting, co-op tively, detailed facts about New York vast purchasing power; its concentra of population; its tremendous consu tion of staple commodities and luxu and its complex and cosmopolitan divi into communities with different bu habits.

Leo E. McGivena, of the New Y Daily News outlined the progress m and plans for future accomplishm He told how every block of N York had been completely surveyed the city divided and mapped into c venient sections in which wealth and p chasing power were clearly indicated a key color scheme, this to enable a s manager to plan intelligently his c paign for retailing by placing his c modity only in sections where its ap to the particular public would be great

"The New York market," said McGivena, "has been much maligned a hard market by advertisers who h tried it and failed; but the New Y market in general is not more diffi than any new market. It has some pe liar difficulties and some marked adv tages. The most difficult aspect of i its size. The failure of many atten to enter the market is traced to one —that the extent and scope and huge of the job are not considered and reali beforehand, and the effort made is tot inadequate to the situation."

The difficulties, Mr. McGivena plained, could be greatly overcome by operation among the salesmen of various newspapers. This phase of plan is now being worked out by the vertising Managers' Association.

About 200 advertising salesmen of advertising staffs of the New Y Times, Tribune, Herald, Daily Ne Sun, Mail, Globe, Telegram, Brook Eagle, Elizabeth (N. J.) Journal the Long Island City (N. Y.) Star w present, besides the following advertis managers: William Horner, Brook Eagle; Jerome Vogel, New York E ning Telegram; Lou C. Payne, N York Commercial; Benjamin T. But worth, New York Times; Po Caruthers, New York Evening Po U. S. G. Welsh, New York Tribu William Severn, New York Glo William Burns, New York Even Mail; E. A. Sutphin, New Y Herald, and E. L. Wallace, of the El beth Journal. E. S. Friendly, busir manager of the New York Herald Sun, and C. C. Lane, business mana of the New York Evening Post were a present.

False Information Law in W. Va

T. N. Read has introduced into West Virginia House of Delegates bill which would make it a misdemea for any person to furnish false inforr tion of any kind to newspapers. T bill is sponsored by the West Virgi Publishers' Association.

Monument for Kilmer Grave

A monument 35 feet high is to m the grave of Sergeant Joyce Kilmer, p and former member of the New Y Times staff, who died fighting in Fra as a member of the 165th U. S. Infant

IO FUNDS FOR JOINT POSTAL BOARD, HOUSE INSTRUCTS CONFERENCE

enate Appropriation of $75,000 Turned Down When Light Is Flashed on Two-Year Idleness and Expense of the Joint Committee—Post Office to Continue Investigation

By SAM BELL

(Washington Correspondent of EDITOR & PUBLISHER)

WASHINGTON, Feb. 1.—The Joint Postal Commission, created in 1920 for the avowed purpose of investigating the ha..dling and transportation of mail, will go out of existence at the end of the present fiscal year, if the House dominates in its present attitude of declining to concur in a Senate amendment to the Post Office Appropriation bill providing an additional $75,000 for the Commission. The action in the House in refusing further funds to the Commission has the entire approval of the publishing interests which have fought the dilatory tactics of the Commission and its premise of investigating the cost of handling second-class mail. Congressional action on the proposal to eliminate the war-time increases on second class mail matter has been delayed from time to time on the pretext that members should await the outcome of Joint Commission's investigation.

The action of the House by a vote of 172 to 90 in insisting that no more funds be appropriated for the commission was taken January 25, when House conferees on the Post Office bill were instructed to refuse to accept the Senate appropriation. Both the Senate and House agreed upon the proposal that an additional $500,000 be allotted the Post Office Department for extra clerk hire necessary to take the mail weighing investigation. Influential House members, however, including Rep. Madden, of Illinois, chairman of Appropriations Committee, expressed the opinion that Joint Commission was making little effort to complete its investigation and a further appropriation meant wasteful expenditures of public funds.

"If you appropriate the money," said Rep. Rouse of Kentucky, himself a member of the Joint Commission by virtue of his membership of the House Committee on Post Office and Post Roads, "you will spend about $75,000 on junketing trips for employees and avail nothing. The Commission ought not to have been born; as it is it should be killed at the earliest possible moment."

Several Congressmen, including Rep. Steenerson of Minnesota, a member of the Joint Postal Commission, who had consistently opposed consideration of the publishers' request for reductions in second-class rates, asserted that abolition of the Commission would end the government's investigation of second class mail cost. Rep. Madden in reply pointed out that the Post Office Appropriation Bill carried $500,000 for continuation of the work by the Post Office Department, the only organization of the government really competent to make the investigation.

Mr. Steenerson then resumed his attack on the publishers.

"The periodical publications," he said, which have been enjoying a bonus or a subsidy from the government for years and years first said they wanted to have this investigation made, but as soon as the Commission recommended it they turned around and they and their organs attacked the Commission from one end of the country to the other. We are being abused by the representatives of big journals that are reaping a benefit and a bonus at the expense of the postal service because we are trying to find out what the truth is about the different classes of mail."

Mr. Steenerson's position was supported by Rep. Paige of Massachusetts, who inveighed against what he termed the "propaganda" against the commission.

"For years," he said, "it has been a disputed question whether the government was losing $60.000.000 or $70,000,000 in carrying second-class matter. The Postal Commission has been investigating that question. The second-class publishers claim there is no loss. The Postal Commission is endeavoring to find out whether there is a loss or not. There has never been such a propaganda put up against anything as there has been on this proposition about second-class mail.

"More than $200,000 already has been expended by the commission and to stop it now would be to waste all that has been spent in the past. It is simply a question of whether the government wants to have this investigation made as to the cost of second-class mail. If the publishers of second-class matter believe what they claim, that they want to know the actual cost, they would not put any hindrance in the way of the ascertainment of that fact, but I know they are trying to hinder it by protesting against this $75,000 proposition."

In summing up the position of the vast majority of the House that wanted the commission abolished, Rep. Madden said:

"If the House believes the statement of these gentlemen literally, the House will be deceived. These gentlemen try to make you understand that no provision is being made in this bill for the ascertainment of the cost of handling the mail, and they further try to make you understand that the Joint Commission which we are seeking to abolish is going to make that ascertainment. The Joint Commission is not going to make that ascertainment and the ascertainment is going to be made. Who is going to make it? Why the Postmaster-General; and we have provided $500,000 in this bill to enable him to do it.

"I do not know anything about what the publishers want. But whether they want it or not, it is going to be made."

A. P. NOMINATIONS MADE

Committee Names Ten Candidates for Board of Directors

The Associated Press nominating committee this week made the following nominations to succeed the five directors whose terms expire in 1923, the rule requiring at least ten nominations:

E. P. Adler, Davenport (Iowa) Times.
Benjamin H. Anthony, New Bedford (Mass.) Standard.
H. V. Jones, Minneapolis (Minn.) Journal.
Frank Knox, Manchester (N. H.) Union.
*Adolph S. Ochs, New York Times.
Stuart H. Perry, Adrian (Mich.) Telegram.
Paul Patterson, Baltimore Sun.
Frederick I. Thompson, Birmingham (Ala.) Age-Herald.
*W. L. McLean, Philadelphia Bulletin.
*F. B. Noyes, Washington Star.

The elections will take place at the A. P. annual meeting to be held in New York April 24. Those marked with an asterisk are renominated.

A. N. P. A. Convention, April 25 to 27

The American Newspaper Publishers' Association will hold its annual convention at the Waldorf-Astoria, New York, April 25, 26 and 27. There will be no luncheons or dinners in connection with this convention save the one to be held under the auspices of the Bureau of Advertising of the A. N. P. A. The exact date of this dinner and the names of the speakers will probably be announced next week. The committee for the dinner consists of Louis Wiley, business manager, New York Times, chairman; Howard Davis, business manager, New York Tribune; David B. Plum, general manager, Troy (N. Y.) Record; John F. Bresnahan, business manager, New York World; Raymond F. Gunnison, Brooklyn Eagle; and Mortimer D. Bryant, Six Point League of New York.

AUTO MAKERS RELYING ON NEWSPAPERS

Realize Rising Costs Can Be Offset Only by Keeping Plants Going 100%—Chicago Show Advertising Threatens Records

By JAMES T. SULLIVAN

(By Telegraph to EDITOR & PUBLISHER)

CHICAGO, Feb. 1.—That the deluge of advertising, which started with the New York Motor Show is going to continue for some time, is indicated by the fact that in the three days here of the Chicago show or perhaps four days, there have been 314,481 lines of motor car advertising used in five Chicago papers. When it is considered that this has just been for cars, and that accessory advertising made the figures roll up to some 325,000, at least, it is going some.

Another comparison shows that in 1922, in New York last month, with 13 papers getting advertising during motor show week the figures for all combined totalled some 650,000 lines. That covered a period of about eight days. If five Chicago papers in half that time can run up a total of some 50 per cent or thereabouts of the New York total it gives some evidence of what is in sight for 1923.

Here are the lineage figures for the Chicago papers, beginning Saturday and taking in part of today:

Tribune, 95,424.
Herald-Examiner, 71,278.
Evening Post, 60,574.
Daily News, 49,878.
Journal, 32,565.
American, 24,762.

It is very easy to see that the motor manufacturers are contining all along the line, to tell their story to the world by means of the newspapers.

There are two things beginning to worry the manufacturers now. These are production and prices. They are planning a big production again, more than 2,500,000 cars. If they can all keep going at 100 per cent it means overhead can be kept down. That will have a tendency to hold the prices about where they are.

However, while the orders, so far in as a result of the shows held to date, guarantee to keep the factories going full tilt until after the summer, the executives are beginning to wonder if the demand will still keep up. They do not like to admit that they are not quite so optimistic as they were at New York. Not that they have shifted materially to the pessimistic side, but they have been through the changes in the past and now are ready to admit that there may have too much over enthusiasm in the early days of 1923 following the big 1922 sales.

There is a little cloud appearing on the California horizon. The Pacific Coast was one spot where there had been no slump. Just now there are rumors that one is showing up. December made new records, but it may have been an orgy of over-buying. At any rate some of the big men at the Chicago show are slipping away for the West to get first hand information. They are sending subordinates to the Northwest to look over that field and bring it back potentially to make up for any slowing down in California between now and the return of the winter tourists.

So much for production. Everything going into the cars is climbing. Tires are being quoted at higher figures to the motor makers. The rubber market seems to be cornered at London. Lumber is going up. Leather began going up some time ago. Steel advanced with the other things. Now these are all important factors. If they continue to climb, cars may have to go up. The 1923 models were based upon prices quoted last fall, and the makers today are not going ahead with long orders for a supply to cover a year. Therefore they will run out of their materials shortly, and the new orders will cost more. Unless production can be kept high the overhead will mean an impossibility to continue along at present price levels. Yet no one wants to advance. If there is a slowing down of orders some companies may cut prices to be the first to get rid of their stock. It does not take more than a few hundred cars to run a value of stock up to a $1,000,000 or more. That is why they are pouring out their advertising copy to sell the idea of buying to the public.

The creating of a demand for quick sales through newspapers is recognized now as a big factor.

This, then, is the story of the Chicago show, and the reason why papers here are creating new records in the number of columns carried both in show issues and during the week.

And schedules are being made up now for spring campaigns to run into the millions.

There have been some interesting meetings of advertising men here since the show started. The N. A. C. C. Factory Managers' Council got a lot of the advertising men from the car plants together Monday. It was a closed session. President E. S. Jordan, of the Jordan Motor Car Company presided and kept things moving. There were some interesting discussions on all phases of advertising problems, including publicity.

The following day there was a session of the truck advertising men. This was well attended also, and some of the factory men had some good ideas to advance to try to bring the trucks back into their own again.

Wednesday the advertising men identified with the accessory trade held an all day session, at which a program of some very excellent papers were prepared and read under the direction of Chairman Ezra W. Clark.

MATS FOR SMALL PAPERS

Use Urged in Minnesota to Encourage National Advertising

RED LAKE FALLS, Minn., Jan. 28.—Herman Roe, editor of the Northfield (Minn.) News and president of the Country Newspapers, Inc., speaking at the annual convention of the Northern Minnesota Editorial Association held here January 26 and 27, urged publishers to join the co-operative movement for foreign advertising and suggested the installation of a casting box permitting the use of mats, costing the advertiser much less than electros, as a means of securing more business.

The association which adopted a new constitution and by-laws elected the following officers: E. M. Denu, general manager, Bemidji Daily Pioneer, president; Martin Widsten, Warroad Pioneer, vice-president; and Dr. A. G. Rutledge of Minneapolis was re-elected secretary-treasurer for the 18th successive term. J. P. Groth, Roseau Times-Region; Grove Wills, Evelette Clarion, and Carl Carlson, Melrose Beacon, were selected for the executive committee.

The association endorsed the work of the Ten Thousand Lakes Association which spend a large amount of money in advertising the state throughout the United States.

Mr. Denu, the new president, spoke on the problem of giving direct advertisers the same discount as advertising agencies and concluded that under present conditions the advertising agency could not be done away with, and consequently must be protected. C. C. Peterson, a Grand Rapids merchant, said that merchandise is the necessity of the little man and the press and business men should co-operate. Grant Utley, of Cass Lake, advised the publishers to co-operate in advertising their own wares.

Labor Daily Now a Tabloid

The Seattle Union Record January 22, changed to a tabloid 5 column, 16 page paper. The regular departments are continued and more pictures are being used.

PRESSMEN DEMAND A WEEK'S NOTICE OF SHIFT HOURS AND OVERTIME

New York Union Asserts It Will Enforce Ruling of Judge Hand in Election Night Walkout Case—Publishers Offer to Ask Both Manton and Hand for Clarification of Decisions

DEMAND that the New York newspaper publishers give notice in advance of the shifts they will work during the succeeding week, including any proposed overtime, was served this week by David Simons, president of New York Newspaper Web Pressmen's Union No. 25, upon the Publishers' Association. This demand followed several weeks of correspondence upon one phrase in the recent decision of United States Judge Learned Hand, in the case of the walkout of the pressmen on Election Night, that "the newspapers must, under Article II (of the Manton Award) give the men notice during each week of what the shifts will be during the succeeding week, including any proposed overtime, except in cases of sudden emergencies, not then known, of which they shall give notice as soon as they are known." The union in meeting this week instructed President Simons to notify the publishers that "it would abide by Judge Hand's interpretation of the Manton decision." The publishers had not replied on February 2.

Efforts of union officers to institute a compulsory "savings plan" among the members to "meet conditions which will arise on September 1, 1923, when the contract with the publishers expires," met with no success at the meeting. The proposal was left to a referendum of the entire membership.

Following Judge Hand's decision, which appeared in EDITOR & PUBLISHER of December 23, 1922, the union president notified the Publishers' Association of its contention that the newspapers must give notice during each week of what the shifts will be during the succeeding week, with allowance for sudden emergencies, which President Simons defined as "breakdowns or sudden newspaper scoops."

This letter of the union, dated January 6, was answered by the publishers the following week, after several meetings of the Committee of Eight, which has the pressmen's dispute in charge. They "declined to accept the union interpretation, which would be mischievous in its results and which has no basis in Judge Hand's decision." They stated that they intended to continue, in their own interest, as well as that of the union, the reasonable practice of the last 30 years, that the present practices of overtime and notice to shifts have been in common use in every newspaper office in New York for over 25 years and are recognized throughout the United States and elsewhere. It was added that neither the pressmen nor the publisher could not and cannot now tell when and how much overtime will be necessary on any given date in the future, and that he had never been asked to do so by the pressmen or any other of the 16 unions with which he had contractual relations.

The union's reply to this on January 16 disagreed with the publishers and requested that the joint standing committee of publishers and union consider the matter and refer it back to Judge Hand as to just what his decision meant.

In the publishers' reply, on January 22, it was pointed out that the only question submitted to Judge Hand for decision was whether the Evening World pressmen violated the working contract when they refused to work after 7 p. m. on Election Night, and that Judge Hand's decision as to that violation had been clear and unequivocal upon the sole question submitted to him. It was stated that there were ambiguities in Judge Hand's expressions about reasonable notice of overtime, a question raised by the union at the hearing and which had to be left unanswered by the publishers because the union objected to submission of further briefs. There were also ambiguities, it was stated, in the earlier decision of Judge Manton, on several disputed points.

The union, the publishers declared, had refused to join the publishers in a request to Judge Manton to interpret these issues, which both sides had agreed to arbitrate, and the publishers saw no reason, in the circumstances, to return to Judge Hand for a further decision on issues which the publishers did not submit to him. The publishers, however, expressed their willingness to join the union in a request to both original arbitrators to interpret respectively their views more clearly on the disputed points.

The union's latest statement, after its meeting, asserted that it would abide by Judge Hand's decision as to the interpretation of Article II of the Manton award. It reiterated that the union was willing to go before Judge Hand again and have him state in plainer language to the satisfaction of the publishers what his decision meant. The union insisted that the continuous refusal of the publishers' committee to carry out the decision of Judge Hand, sitting as the fifth member of the joint standing committee, was a positive violation of the Manton award and that the union will treat it as such, and that one week from January 29, the decision of Judge Hand will be put into effect by the union. President Simons declared that the union intended to carry out the Manton award, which has only a few months to run and that it would expect the publishers to do the same.

No reply to this communication had been made by the Publishers' Association when EDITOR & PUBLISHER went to press.

Article II of the Manton award, rendered last February, provides for working hours as follows:

"Eight consecutive hours, exclusive of the luncheon period hereinafter provided for, considered between the hours of 7 a. m. and 7 p. m., shall constitute a regular day's work. Any eight consecutive hours, exclusive of the luncheon period provided for, between 7 p. m. and 7 a. m., except on Saturday, when the hours shall be in eight consecutive hours between 5 p. m. and 5 a. m., shall constitute a regular night's work. Workmen called for duty between 5 a. m. and 7 a. m. for day work shall receive $1 extra. Reasonable notice shall be given by the publisher to the workmen for the hours it is desired that they labor. Men working on Saturday and Saturday night on Brooklyn papers shall receive the regular Saturday night scale for Saturday night and a bonus of $1.50, provided at least four hours elapse between the two shifts."

In Judge Manton's comments upon this article, at the time, no reference was made to the provision for reasonable notice of shifts.

When the walkout of the Evening World pressmen at 7 p. m. Election Night was referred to Judge Hand for arbitration, he discussed at length the mutual responsibilities of employer and employe. He found that the Evening World pressmen had violated their contract by refusing to work overtime beyond the hour of 7 p. m. set by Judge Manton as the end of the day shift. As a part of his discussion, he stated: "I find further that the newspapers must, under Article II, give the men notice during each week of what the shifts will be during the succeeding week, including any proposed overtime, except in cases of sudden emergencies, not then known, of which they shall give notice as soon as they are known. I do not find that the award requires the newspapers not to change the hours of a shift from week to week."

VOTE AGAINST SUNDAY WORK

A referendum of newspaper men has been taken in Belgium on a proposed law forbidding all work on the preparation of newspapers from Sunday morning until Monday morning. It resulted in a strong vote in favor of the proposed law.

PAPER MEN SEE NEED OF RESEARCH

Canadian Manufacturers Plan to Appoint Director and Establish Plant Next Year—Look for New Outlets for Product

MONTREAL, Que., Jan. 27.—The matters of appointing a director of scientific and industrial research and the establishment of a research plant at a cost of $30,000 were outstanding among the matters discussed at the annual meeting of the Canadian Pulp & Paper Association which closed here yesterday. The importance of research work was generally admitted, but the general feeling was that it was premature to launch the association into so heavy an expenditure. Consequently it was decided to drop the question and to continue the committee studying the matter for another year.

Another matter discussed at length was that of Australian trade, a complaint being raised that Australia was discriminating against Canadian paper in favor of the British product.

The election of officers resulted in the choice of H. F. E. Kent as president, and George Carruthers, vice-president, Edward Beck remaining secretary.

Mr. Beck, reading the president's report in the absence of George McKee who retired from office about a month ago, reviewed the great progress made by the pulp and paper industry during the ten years that the association has been in existence. Newsprint and paper production had increased from 350,000 to 1,090,000 tons per year, about 60 per cent of it produced in Quebec province. The immediate outlook of the industry favored optimism but there was danger particularly in newsprint, of overrunning the permanent demand of the market.

George Chahoon, Jr., president of the Laurentine Company and chairman of Newsprint Section, presented the report of that section, which read, in part, as follows:

"There has been throughout the year a gradual improvement in business generally, and the improvement has been reflected in a greater demand for the product of our mills. The return to more normal conditions has gone further in the United States than in Canada and as that country consumes over 80 per cent of our production of newsprint paper, our mills have benefited accordingly.

"While we still had competition from European countries, that competition was not so great or so keen as in the previous years. The rising exchanges together with an increased demand for newsprint from other countries resulted in smaller quantities of European paper coming into our market and the increased demand for Canadian paper has enabled our mills to run very nearly to capacity throughout the year. Our production this year will be close to 2,100,000 tons or nearly 25 per cent above the production in 1920, the previous record year.

"Of our total exports in 1923, 887,835 tons went to the United States, 33,693 to Australia, 12,029 to New Zealand and the rest mainly to Great Britain and South America.

"The production capacity of Canadian mills was increased during the year by the addition of four new machines, bringing the total daily capacity up to 3,825 tons. For the coming year there are new machines under construction which will increase this daily capacity for 1923 by 490 tons, giving a total capacity per year of about 1,294,500 tons. There will also be other extensions which will not come into operation in the near future, but which will ultimately have to be reckoned with in estimating the future of the industry."

Means of conserving the forest wealth of the Dominion were the main matters discussed by the forestry association, which recommended a special forestry police force. Reduced freight rates on lumber were the main point of argument at the lumbermen's convention.

NEWSPRINT BUREAU MEETS

George M. McKee Named President—One New Member

The Newsprint Service Bureau he a brief annual meeting at the Hotel R Carlton, Montreal, January 26, at whi only business matters and the electi of officers were considered.

The officers elected are preside George M. McKee, Algonquin Pap Company, Ogdensburg; vice-preside Louis Bloch, Crown-Willamette, S Francisco; and R. S. Kellogg, secretar treasurer. The following were elect to the executive committee, Percy Wilson, Spanish River Pulp & Pap Mills, Ltd.; W. E. Haskell, Internatio Paper Company; and J. L. Apedai Price Brothers, Ltd. The Oswegatch Paper Company were elected to membe ship.

PRINTERS' WAGES INCREASED

New Contracts in Pittsburgh, Scranto Oklahoma, Mt. Vernon and Haverhil

New agreements between publishe and typographical unions have been co cluded in Pittsburgh, Scranton, Oklaho City, Mt. Vernon, N. Y., and Haverhi Mass. All carry increases in scales, e fective at once or at stated dates in futur Their details follow:

PITTSBURGH—Contract effective Jan ary 8, 1923, to January 7, 1924, with wage for night work of $56.50 for jou neymen; $51.50 for proofreaders, ar $44.50 for machine tenders; for day wor $53.50 for journeymen; $48.50 for proo readers and $41.50 for machine tende Apprentices on night work receive fro $21 to $33, and on day work from $20 $32. The 45-hour week is provided. T contract calls for local arbitration of di ferences arising under the agreement onl The old scale was $1.50 less per wee except for the apprentices, whose pay unchanged.

SCRANTON—Contract effective fro January 1, 1923, to October 1, 1924, wit a night scale of $49 and a day scale $46. Machinist-operators, in charge two or three machines, get $1 above t scale. Machine learners get $26 to $2 The old scale was $45 nights and $4 days, with $15 for machine learner Hours remain at 48 per week.

OKLAHOMA CITY—Agreement effectiv from January 5, 1923, to January 5, 192 with provision for opening wages only o 60 days' notice prior to January 5, 192 and January 5, 1925. The scale is $4 nights and 42 days. Machinist-operator and monotype keyboard men caring fo caster machines receive 50 cents per da or night for each machine cared for, abov the regular scale. Machine learners ar paid $15 to $30, and apprentices fro $17.50 to $37.50. The ratio of apprentice is increased from 1 to 7 to 1 to 5. Hour remain at 48 per week. The old scal was $43 nights and $40 days; machin learners, $8 to $18, and apprentices, $1 to $16.

MT. VERNON, N. Y.—Contract effec tive from January 1, 1923, to January 1 1926, with the following scale: Firs year of contract, $48 for journeymen $53, foremen; $50, machinist; $31 to $36 machine learners; apprentices, $20 to $38 second and third years of contract, $ increase over above rates. Night work not less than $5 above day scale. Hour are 48 per week, day, and 44 night. Arbi tration of all differences is provided, in cluding those relative to a new contract The old scale was $48 for night work and $45 for day work; machinists, night $50; day, $47; machine-learners, $34 t $39 nights, and $31 to $36 days. Ap prentices received from $22 to $39 night and $19 to $36 day. Hours were 48 pe week, day or night.

HAVERHILL, MASS.—Agreement effec tive from January 1, 1923, to December 31, 1923, with a scale of $44.50 night, and $41.50 day. Apprentices receive from one-half to three-fourths of journeymen's pay. Arbitration of all differences is provided. The old scale was $41 night, and $38 day, with the same proportion for apprentices. Hours remain at 48 per week.

THEY ARE ALL IN THE DAY'S NEWS



Well, if it works on this crowd he's good. Emile Coué, French exponent of autosuggestion, made himself right at home up at the National Press Club during his visit to Washington. He warned Washington newspaper men that his famous sentence should not be allowed to become an obsession.



Nothing harassed-looking about this crowd. They call it "fair Mexico." In the group above we have, left to right, F. John Wright, New York Herald; Alfred G. B. Hart, London Times; C. B. Travis, International News Service; Frederick G. Neumeier, United Press. All are located at Mexico City.



Off on a European honeymoon. Herbert F. Gunnison, publisher of the Brooklyn Eagle, and his bride (right), who before her marriage was Mrs. F. E. Munroe Baldwin, sailed recently on the Volendam.



$500 reward! William P. Green (left), director of the work of the National Vigilance Committee of the Associated Advertising Clubs of the World, while apparently delirious disappeared January 22. A nation-wide search is now being made for him and the A. A. C. W. has offered $500 for information that will lead to his whereabouts. He had been doing vigilance work for six years and is well known as a public speaker. Age 34 years; weight 125 pounds; dark hair, somewhat thin; gray eyes, had many fillings in teeth.

Olin W. Kennedy has other duties than just managing editor of the Miami Herald. In the winter time he entertains the newspaper men who journey down that way. In the group below we have, David S. Tarbell, for many years editor of Scripps-McRae newspapers in Ohio; Ed. W. Howe, Sage of Potato Hill, and Mr. Kennedy, host at a recent outing.



The call of Palm Beach is annually answered. William J. Conners, owner of the Buffalo Courier and Enquirer and Mrs. W. J. Conners, Jr., wife of the publisher of those newspapers (below), are among the regular visitors making merry at that resort this season.



GRAPHIC OILDAG ADS TURNED TRICK FOR CHICAGO DISTRIBUTOR

Intensive Newspaper Campaign of Eight Weeks Quadrupled Number of Sellers of High Priced Lubricants—Copy Shows Teeth in Polished Metal of Automobiles

By HAMMOND EDWARD FRANKLIN

THE man who makes a success as an advertising man has to have some of the same qualities peculiar to an editor. He has to know what will interest people and how they may be made to think his way most readily.

If a big idea can be found in a product and presented dramatically, yet convincingly, a big step has been taken in the problem of causing the public and dealers to sit up and take notice. It goes a long ways in overcoming sales obstacles.

The use of a big, graphic idea has had much to do with the increase in sales in the Chicago market of what is claimed to be the highest price motor oil there. There are numerous motor oils offered for sale, many being strongly advertised, and the outlook for a new oil, especially where high in price, does not encourage, off hand, the thought of any material sale in any large city market.

The Acheson Oildag Company of Niagara Falls, N. Y., manufactures Oildag, the motor oil in question, and Gredag for cups and gears. These products are for motor and factory use. Its Chicago distributor, Hunt, Wallis & Co., last year wished to increase the volume of business being done. Several methods had been tried, but they had not worked out well.

It was decided to conduct an intensive effort of eight weeks directly centered on the city itself. What could be said about the highest price oil to make the motorist willing to pay the price and want the product?

Careful study by the David C. Thomas Company Advertising Agency resulted in a decision to show, enlarged as under the microscope, the highly polished surfaces of pistons, bearings and crankshafts. When thus enlarged, the surfaces showed sharp, uneven teeth. The teeth idea was used to put teeth into the copy.

The teeth diagrams were featured in each advertisement. How the dag of oildag covers the teeth of metal and surrounds them with a film was shown, illustrating the key idea of the copy.

The copy itself might have had its headlines written by a Sunday feature editor and its copy prepared by a special writer of Sunday stories, so skillfully was the treatment handled. The copy was concrete and it hit close home to various points of interest of the average motorist in his car.

One advertisement said:

"HOW MUCH IS YOUR CAR WORTH TODAY?

"Your first ride costs from $100 up. What the others cost depends a good deal on taking the teeth out of your motor.

"When you buy a new car for $900 and drive it a few blocks to an insurance office you will find its value has gone down to $750. It has become a used car; a purchaser wouldn't pay more than that because he can't tell what has happened to the motor and its bearings in that time.

"Whether he knows much about the teeth in metal or not, he does know that there is such a thing as wear and that oil protects only partially against it. What your car will be worth one or more years later will depend a great deal on how well you guard against wear.

"No matter how smooth the cylinder walls and piston rings of your motor may be, they have teeth like those shown in the illustration. An oil-film can cover them, but whenever the motor works hard enough the best oil-film breaks. That is why your motor heats on hills or when driven improperly or hard. Heat means wear, means that the teeth of the metal are chewing.

"By using oildag instead of oil, the teeth of all the bearings surfaces are sheathed with a film of graphite, a fine slippery film. This film is only five-millionths of an inch thick where it covers the teeth—much thinner than ordinary oil film. But it is thousands of times stronger—so strong that after it has been formed you can drive your car as much as an hour without 'heating' the motor.

"The oil of oildag is pure, straight run oil—nothing else. The dag is Deflocculated Acheson Graphite invented by Dr. Acheson, the world famous inventor of carborundum and made electrically in his laboratories at Niagara Falls.

"Dag constitutes only one-fourth of one per cent of oildag—but that is enough to make a crank case full of oildag last from 1,000 to 1,200 miles. A filling of exceptionally good oil generally lasts only 500 miles. This makes oildag much cheaper than oil—even though it costs a few cents more per quart..

"Send for 'Why'—or Call Calumet 0999. Send for names and addresses of the 100 and more garages and filling stations in Chicago who supply oildag on demand. Ask also for our free booklet, 'Why'—or just call Calumet 0999 and ask us."

The name, Oildag, was featured in huge type, with below it the slogan, "Muzzles the teeth of your motor."

Under the headline, "Why today's gasoline makes repair bills run high" and the sub-head, "How a dag film, only five-millionths of an inch thick, keeps bearing surfaces from biting each other," another advertisement stated:

"The gasoline of today is seldom vaporized completely in your motor. It is too heavy. More or less of it runs down the cylinder walls and into the crank case, cutting the oil-film much as kerosene does.

"When the oil film is cut, the teeth of the motor—shown in the illustration—start to chew. All you notice is that your motor 'heats up' quickly. But that heating means friction, friction means wear, and wear means repair bills sooner or later. Oildag prevents this kind of wear because it provides a lubricating film that gasoline can't cut."

The advertisement then described the product and how it works.

"What makes you car grow old so fast?" "How to muzzle the teeth of your motor" and "What makes your motor heat on hills?" were among other pieces of copy used.

Under the main head, "Every motor has teeth that chew up metal," and the sub-head, "When the oil muzzle slips off, they bite—sheathing them properly with Dag protects the bearing surfaces, increases power, decreases repairs and oil costs," a piece of copy in large space pointed out:

"If metal surfaces, however polished and smooth, didn't have teeth, your motor would never wear down or out. If oil-films could really be depended on to keep the teeth muzzled at all times, there would never be any wear, either. But everyone knows that cylinders, piston rings and bearings wear down and out. Even the toughest oil-films break frequently.

"The teeth in your motor can always break through the oil-film when the motor works hard enough. Every one knows how motors heat on hills when driven improperly or hard. Heat means friction; friction means the oil-film has broken and the teeth are chewing at each other—and that means that a bill for repairs and depreciation is being written.

"In new cars and repaired motors, the teeth show even more often because the pistons and bearings fit more closely even on the level. The Dag film is .000005 of an inch thick. That is why many car dealers and motor rehaulers recommend filling your motor's crank case with oildag instead of with oil.

"Oildag does everything that oil can do and in addition muzzles the teeth of metal as no oil-film can. Oildag actually sheathes the t of bearings surfaces with a non-metal film unctuous film, a film of graphite, thinner of oil and thousands of times stronger.

It is so smooth and strong that after it been formed in a motor, the car can be dr as long as an hour with the crank case solutely dry."

The copy then told of the inven Dr. Acheson, and explained why product lasts much longer than regu oil.

A car, with the name Oildag pair on it in giant letters, was shown in s eral advertisements, with the n "Cars marked like this have been run scores of official tests in Chicago, N York and other cities to show the tou ness and the wonderful lubricating qu ity of the "dag" film. Records of to 20 miles, with the crank case ab lutely dry, are the usual average."

Sub-heads were scattered through text to break it up and make it eas to read.

That the work of the salesmen in go after outlets made progress as the vertising appeared is shown by referen made in various pieces of copy. One vertisement said that the names of a hu dred or more garages and filling stati handling Oildag would be furnished telephone, another in a sub-head sa "Why today's gasoline makes repair bi run high—and why 200 garages n carry a lubricant better than oil," and a other "Send for the names and addres of the hundreds of garages and filli stations in Chicago which supply O dag on demand." The advertising a peared in the Chicago Daily News.

As a matter of fact, the campai proved valuable in its moral effect the dealers as well as influence on t public. Hunt, Wallis & Company, t distributor, states that with the ca paign as a powerful factor the numb of dealers was increased 260% in C cago and immediate suburbs and sales i creased 400%. In fact, some of the e fect of the copy still is being felt though the last insertion appeared l August.

It is planned to conduct another ca paign this year.

Metropolis Broadcasting Again

The Miami (Fla.) Daily Metropolis r sumed broadcasting daily radio progra from its station, WFAW, January 2 with new apparatus with a 2,000-mi radius. The Metropolis station has be out of commission for about six week due to damage to the equipment.

Ad Checkers Move

The Advertising Checking Bureau, In has moved from 448 Fourth avenue, Ne York, to 15 East 26th street.





"Oildag" Copy might have been written by a Sunday feature editor and its text prepared by a special writer of Sunday stories, so skillfully was its treatment handled. The story was concrete and it hit close home to the things that most interest the average motorist.

BUFFALO

The Wonder City of America!

Buffalo has often been called the Wonder City of America. The reason for this descriptive and well earned title is found in Buffalo's fortunate location on Lake Erie, the cheap, abundant and accessible electric power from Niagara Falls and its extraordinary transportation facilities—lake, canal and rail.

Its unexcelled Lake Erie location explains why Buffalo has become one of the world's great ports. The port of Buffalo is third in the United States in tonnage. A tremendous lake commerce and an immense grain trade figure largely in Buffalo's prosperity.

An unlimited supply of low cost Niagara Falls power plays a part in the romance of Buffalo's industrial development. Coal, iron and limestone are so easily assembled at Buffalo that it has become the second city in the United States in the manufacture of iron and steel products.

These advantages of location and industrial opportunity are making Buffalo one of the world's great cities, the population at the present time exceeding a half million.

Added impetus to Buffalo's growth is lately given by Dunlop Tire, General Motors, Bethlehem Steel Corporation and the newly located Buffalo plants who have spent or will spend upwards of $75,000,000 in construction and expansion of their Buffalo Establishments.

This high grade, prosperous and responsive zone can be successfully appealed to and dominated by the sole use of the Buffalo News.

As an example—the six leading department stores of Buffalo, whose copy is a daily test of a newspaper's worth to a local advertiser, place in the News 46% of the total copy placed by them in Buffalo's six daily newspapers.

Dominate by concentrating in the News.

Circulation—Net Paid—Now 115,000

BUFFALO EVENING NEWS

EDWARD H. BUTLER
Editor and Publisher

KELLY-SMITH COMPANY, Representatives

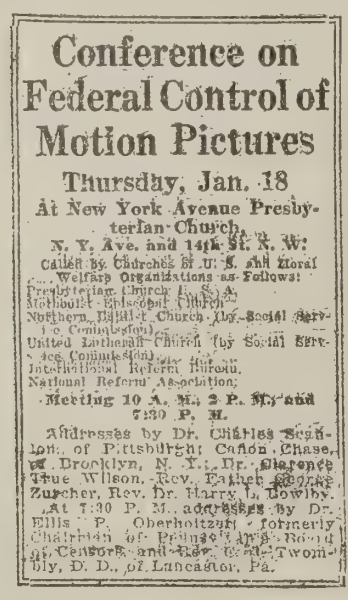
Marbridge Bldg.
New York, N. Y.

Lytton Bldg.
Chicago, Ill.

EDITORS GIVE LIE TO PRESS AGENT WHO SAYS MOVIES CONTROL PAPERS

Church Conference Publicity Man's Charges That Washington Post Refused Advertising and That All Ignored or Played Down News Refuted by Indisputable Evidence

WASHINGTON, D. C., Feb. 1.—Washington editors and newspaper managers were aroused to fighting pitch this week by the intimation of Dr. Charles Scanlon, general secretary of the Presbyterian Board of Temperance and Moral Welfare, that the influence of the motion picture industry in Washington had brought about the suppression of news. In a statement issued for Dr. Scanlon by Walter I. Clarke, manager of the publicity department of the Presbyterian Church, Witherspoon Building, Philadelphia, the virtual charge was made that Washington newspapers "possibly with negligible exceptions," not only ignored a recent interdenominational conference on proposed legislation for a federal movie censor-



Conference on Federal Control of Motion Pictures

Thursday, Jan. 18

At New York Avenue Presbyterian Church,

N. Y. Ave. and 14th St. N. W.

Called by Churches & U. S. All Moral Welfare Organizations as Follows:

Presbyterian Church in U. S. A.
Methodist Episcopal Church
Northern Baptist Church (Soc. Service Commission)
United Lutheran Church (Social Service Commission)
International Reform Bureau,
National Reform Association;

Meeting 10 A. M., 2 P. M. and 7:30 P. M.

Addresses by Dr. Charles Scanlon, of Pittsburgh; Canon Chase, of Brooklyn, N. Y.; Dr. Clarence True Wilson, Rev. Father George Zurcher, Rev. Dr. Harry L. Bowlby. At 7:30 P. M. addresses by Dr. Ellis P. Oberholtzer, formerly Chairman of Pennsylvania Board of Censors, and Rev. [illegible] Twombly, D. D., of Lancaster, Pa.

This is a facsimile reproduction of the advertisement Rev. Dr. Scanlon charges was suppressed by the Washington Post. Exactly as shown here it was published by the Post on January 18, page 2, first column.

ship, but "actually suppressed paid advertising in connection with it."

Without exception the Washington newspapers denied Dr. Scanlon's imputation and Arthur D. Marks, business manager of the Washington Post, against whom the Rev. Mr. Scanlon's assertions, as quoted by his publicity man, Mr. Clarke, were directed particularly, produced the advertisement in a copy of the Post of January 18, which Dr. Scanlon said was suppressed. Several other of the Washington newspapers carried advertisements of the conference and news notices as well, but it was apparent that the conference did not attract the newspaper interest or publicity that its projectors had hoped.

The attitude of at least two of the Washington newspapers, the Times and the Herald, was frankly stated by Avery Marks, Jr., managing editor of the Times, who said:

"We wouldn't refuse to print any kind of news, as news. We do not carry propaganda, however, and certainly not this kind of propaganda, for we are against federal control of the movies. An advance notice of the conference did appear in the Times. As for Dr. Scanlon's specific charges, I know nothing."

The failure of the Washington Post to run the advertisement submitted for its issue of January 17, Arthur D. Marks explained, was due to the fact that it was given over the counter to a new man who did not know the organization had an account with the Post and held it up to find out if it would be paid for if accepted. It was ordered run the next day by E. S. Johnston, advertising manager, after he had communicated on the telephone with Dr. William Sheafe Chase of New York, who promoted the conference. The 3-inch advertisement in question was printed in the Post of January 18, page 2, bottom of first column.

Following receipt of Mr. Clarke's version of Dr. Scanlon's charges, EDITOR & PUBLISHER secured copies of the Washington newspapers of the dates in question and requested the managing editors of the Washington newspapers to state their answer to the allegations.

The Times and Herald answer is given above.

The Post, as Arthur D. Marks stated, carried the advertisement on January 18, at the foot of the first column on the second page, first following and next to reading matter. In connection with the advertisement, E. S. Johnston, advertising manager, reported as follows to Mr. Marks:

"This ad was brought into the office on Tuesday night, the 16th, for publication Wednesday, January 17. At that time there was only a new man and a messenger boy, and not knowing that these people had an account with us, held the copy up. Upon learning (the next day) when this was brought to my attention, I immediately called Dr. Chase on the 'phone, and later in the day when we were able to catch him, he gave us the order for the ad to run the next day, January 18, and it was published as instructed."

The Star, concerning which Dr. Scanlon said it carried a "short announcement for which I paid," did print the advertising, as such, and it also printed an advance notice and three-quarters of a column reporting the meeting. The story was played on page 5 and carried a regular top-of-column head. Rudolph Kauffmann, managing editor of the Star, gave EDITOR & PUBLISHER the following statement:

"Dr. Scanlon's charges about Washington papers are absolutely untrue. So far as the Washington Star is concerned, on January 17 an announcement of the conference with a detailed program was published in the *Star's* news columns. On January 18, the conference was covered by a Star reporter and three-quarters of a column report of the proceedings was published in the news columns. A paid announcement was published in the advertising columns."

Lowell Mellett, editor of the Washington News, was just as emphatic in his repudiation of the press agent's charges. He said:

"The Washington Daily News carried an advance announcement of the Interdenominational Conference and a comprehensive news story of its sessions prominently displayed under the headlines 'Says Magnates Control Hays.' No advertising was offered or refused. Dr. Scanlon's charges are utterly baseless so far as this newspaper is concerned."

Briefly Dr. Scanlon's recital, as told by Mr. Clarke, was as follows:

"Two days preceding the conference, Dr. William Sheafe Chase, who was actively promoting it, called at the offices of a Washington newspaper, and, being unable to secure the publication of any news notice, submitted a paid advertisement simply announcing the time and place of the conference and the agencies by which it was called.

"The advertisement did not appear as agreed upon and in company with him I called the following day to make inquiry.

"One of the assistants in the advertising department told us the advertising manager had instructed him not to admit the advertisement. Inquiring why, he said that the manager simply stated it would 'hurt the paper.'

"Dr. Chase and I then went to the business manager of the paper. He insisted that we were mistaken and accompanied us to the advertising department where the young man confirmed, in our presence, what he previously had told us. The manager then said he would then take it up with the advertising manager. That evening some one called Dr. Chase on the 'phone, claiming to represent the paper, and said they had reconsidered and that the advertisement would appear the following morning—that is, on the day of the conference—but it did not appear."

The newspaper referred to, Mr. Clarke informed EDITOR & PUBLISHER, was the Washington Post. Arthur D. Marks, its business manager, said flatly today that he had never received a visit from Dr. Scanlon and Dr. Chase and knew nothing of the incident until it was called to his attention by Mr. Clarke's publicity notice. He offered the explanation made above and gave the correspondent of EDITOR & PUBLISHER a copy of the Post of January 18 containing the Conference advertisement which Dr. Scanlon said did not appear.

Dr. Scanlon acknowledged that a "small" notice did appear in another newspaper, also "a short announcement for which I paid in the Washington Star." Dr. Scanlon said:

"As chairman of the conference, I publicly stated just what had occurred and assured the gathering that we would be heard in every part of the country, notwithstanding the conspiracy of silence imposed upon the public press by the motion picture interests.

"The 'freedom of the press,' of which we have heard so much, is a farce, a delusion and a snare, when any business for sinister motives can prevent announcement of public welfare endeavor such as this. The liquor traffic in its worst days never exceeded, if in equalled, such methods.

"Whatever may have been the suspicion people before that the motion picture inte were subsidizing the press, here is plain unmistakable evidence."

BUT THE PRESS AGENT PUT I THIS WAY—

DR. SCANLON'S version of his tr ment by the Washington Press, retailed for editorial consumption f Walter I. Clarke's Philadelphia office as follows:

Released on receipt for immediate publica

The question whether the motion pic industry uses its influence in the *suppres of news in the American press* is raised Dr. Charles Scanlon, general secretary of Presbyterian Board of Temperance and M Welfare.

At his offices in the Columbia Bank B ing, Pittsburgh, today, Dr. Scanlon rel his experience with the newspapers in nection with an interdenominational confere called by him at Washington to consider eral control of the movies. This confere was authorized by the Presbyterian Gen Assembly, which delegated to Dr. Scanl committee authority to co-operate with o denominational and social welfare organizat in an attempt to make united effort tow lessening film abuses.

Advance news announcements of the (ference were sent to the Washington ne papers and an attempt was made to in paid advertising concerning the conferen Twenty-seven different national organizati were represented at the gathering, which proved a bill for submision to Congress corporating the principles of federal control the motion picture industry. Despite the nat wide participation and the representation other great religious bodies besides the Pre terian Church, Washington papers are accu by Dr. Scanlon not only of ignoring the ev but also of actually suppressing paid adver ing in connection with it.

"So far as I know," said Dr. Scanlon day, "the Washington papers ignored the c

(*Continued on page 22*)

First in Home Ownership

Of the twenty-five largest cities in the United States, Baltimore ranks first in home ownership, 62 per cent. of the homes in the city being owned by the families occupying them.

And into the great majority of these homes, located in every section of the city, the Sun-papers—morning, evening and Sunday—are ready to carry your message, for

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

Detroits Retail Business Increases Show Prosperity



The Retail Dealers' Association in Detroit, reporting on the volume of business transacted in December, 1922, as compared with December, 1921, showed an average increase of 31.11 per cent in all lines of retail trade for this city.

This is the ninth consecutive month that retail sales in Detroit have shown an increase over the corresponding month of the preceding year.

In Detroit the retail stores spend from 60 to 80 per cent of their total advertising appropriations with The Detroit News, this being a most important factor in maintaining the wonderful position of The Detroit News among the newspapers of America.

Increased business is the rule in Detroit, where there is no unemployment and where the factories are working night and day.

Take advantage of this situation through The Detroit News which reaches practically every home in Detroit and vicinity.

The Detroit News

Greatest Circulation Daily and Sunday in Michigan

"Always in the Lead"

The Only Authorized Service of News and Pictures Of the Tomb of Tut-ankh-Amen

(King of Egypt 3,000 Years Ago)

From The London Times, January 10, 1923

THE TOMB OF THE KING

CONTRACT GIVEN TO "THE TIMES"

EXCLUSIVE SERVICE OF NEWS

LORD CARNARVON'S PLANS

We are able to announce that Lord Carnarvon, with the cordial concurrence of Mr. Howard Carter, has entered into an exclusive agreement with *The Times* for the distribution throughout the Press of the world of all news and photographs of his discoveries in the tomb of Tut-ankh-Amen. Both Lord Carnarvan, since his return to London, and Mr. Howard Carter, at Luxor, have found it an impossible task to supply the Press individually with news and illustrations of their discoveries. Accordingly they have agreed for the future to employ a single agency for this purpose.

The Times was enabled, by the courtesy of Lord Carnarvon, to publish the first account of the discoveries in the Valley of the Tombs of the Kings, which have aroused a world-wide interest never before approached in the annals of excavation in Egypt or in any other land. Lord Carnarvon has now accepted the offer of *The Times* to place its organization at his disposal for the purpose of supplying a service of news and illustrations of the discoveries to every newspaper, magazine, or other periodical publication in the world which wishes to have it. He has therefore placed in our hands the whole of the serial publication rights of his expedition, and these rights include all news of discoveries, special articles, interviews, and photographs relating to the several chambers of the tomb of King Tut-ankh-Amen, opened and yet to be opened. Neither Lord Carnarvon nor any member of his party will supply news, articles, or photographs to any other individual, newspaper, or agency. No other service will be authorized.

The Times will supply the Press of the world with the material obtained under this agreement by means similar to those used in the arrangement which it made last year with the Mount Everest Expedition. Arrangements have already been made in Egypt and in London by which the whole of the material supplied by Lord Carnarvon and Mr. Howard Carter will be dispatched to *The Times* Office in London for simultaneous release to the Press of the world. *The Times* will make its own arrangements for this service direct with other newspapers, not only in this country, but throughout the world. All news matter and photographs published under this agreement will bear the following acknowledgment: "*The Times* world's copyright by arrangement with the Earl of Carnarvon." Both *The Times* and Lord Carnarvon will take every precaution to prevent any infringement of this copyright.

Lord Carnarvon will leave London at the end of next week for Luxor. During his absence Mr. Howard Carter has been engaged in removing and preserving the objects found in the first chamber. Soon after Lord Carnarvon's arrival at Luxor the most important task of all will be undertaken. The mystery of the north wall of the outer chamber, guarded by gigantic statues of King Tut-ankh-Amen, will be solved. Nobody can yet say what will be discovered behind that wall, but Lord Carnarvon has made public his conjecture in the special article which he contributed to *The Times* on December 11. He then said:

"There is little doubt that behind this wall there exists a chamber or chambers, and in one of these probably reposes, in his coffins and sarcophagus, the body of King Tut-ankh-Amen. Should this Royal burial-place prove to be untouched, then the sight to be revealed will prove to be absolutely unique in the experience of any living archaeologist, and, as far as I know, in the history of archaeology."

It is possible that there may be a further chamber or chambers beyond this central one. In any event it is certain that the excavations will by no means be completed at the end of the present season. The work will have to be discontinued some time in April because of the heat. It will be resumed in the middle of October, and will probably be continued through the whole of next winter. It should be emphasized that *The Times* scheme embraces the work not only of the present season but of such future seasons as may be used for the completion of the exploration of all the chambers of the tomb of King Tut-ankh-Amen.

As it is desirable in the general interest that the scheme should be put into operation without delay, all who are interested in *The Times* service are asked to communicate immediately with the Manager at Printing House-square.

¶ The discovery of the tomb a few weeks ago aroused world-wide interest. People from all parts of Europe and America are already flocking to the scene. Only the ante-chamber has been opened, but it was found to contain treasures unrivalled in the annals of Archaeology. The inner chambers, containing presumably the mummies of Tut-ankh-Amen and his queen, and probably also many further examples of the art and handicraft of one of the oldest civilizations, are now about to be opened.

¶ It is proposed by the Earl of Carnarvon, under whose concession for exploration the tomb was discovered, to permit henceforward only authorized news, articles, and pictures relating to the discovery.

¶ These will appear at frequent intervals in the daily and Sunday editions of

The New York Times

¶ The pictures will appear chiefly in the Sunday rotogravure sections, where full justice can be done them. The articles will be prepared by competent writers and Egyptologists. Many pictures are on the way to New York and hundreds more will be taken. The service will probably run through several months.

☞ ***The New York Times is always sold out early. Order of your newsdealer in advance.***

Notice to Editors and Publishers

¶ **The New York Times,** by arrangement with The London Times, has undertaken to distribute to the newspapers and periodicals of the United States and Canada the service of news, articles, and pictures relating to the tomb of Tut-ankh-Amen, prepared under the sanction of the Earl of Carnarvon.

¶ Newspapers and periodicals desiring all or any branch of this service are requested to apply at once to **The New York Times,** Egyptian Service Department.

READERS AND DEALERS SERVED WITH FUEL THROUGH CLASSIFIED COLUMNS

Indianapolis News Has Carried Special Section in Its Want-Ads for Several Years—Satisfactory Method of Comparing Classified Lineage Is Needed

By C. L. PERKINS

Executive Secretary, Association Newspaper Classified Advertising Managers

LACK of vision is undoubtedly one of the greatest handicaps in every line of business. Certainly this is true in the business of selling classified advertising.

The average person whose business is selling and developing want-ads realizes that they are efficient in selling real estate. He will agree that classified advertising offers the best channel of employing help. He will admit that want-ads will do all the things that they have done for many years but he doesn't see or admit the undeveloped possibilities. Want-ads will accomplish successfully many things—many new tasks if given the opportunity.

This is not an indictment against classified managers. They are just like the great majority of human beings—lacking in sufficient imagination to enable them to venture out of the beaten path. Classified managers are undoubtedly even more progressive than people in many other lines yet the scope of classified has not been greatly enlarged in the last ten years.

One of the great questions of the day is coal. Coal famines, coal strikes, federal coal investigations, state coal bureaus, empty coal bins, high coal prices, and claims of coal profiteering are seen daily in the news columns and heard in conversation. Coal is one of the topics of the day and has been for some time on account of its importance in our lives.

Yet coal and want-ads have never been considered together—at least not seriously until H. G. Barringer, classified advertising manager of the Indianapolis News, had a vision. He believed that consumer and dealer would both be benefited if coal and other kinds of fuel were advertised in the want-ad columns of the daily newspaper. Having this idea he started to prove it. A couple of years ago he established this classification on the News and secured a few advertisements which produced some results. Since then he has endeavored to build this classification. Advertisers have been called upon. They have been sent direct by mail campaigns, and at the same time the readers of the News have been educated to buy their fuel through want-ads.

The result is that today the Indianapolis News is printing three and four columns of coal advertising a day. The advertisements range from 2 to 75 lines and all quote prices for the various grades and kinds of coal. As a result the people of Indianapolis know the prices of coal—a greedy dealer cannot charge exhorbitant prices—the reliable dealer can impress upon the public his reliability and create good will. Both dealers and public are benefited by having this new method of marketing developed. That this is true is shown by Mr. Barringer's statement:

"All the dealers of the column are getting wonderful results. The big dealers who up to this time have been holding out on us are gradually being forced in for the reason that they have been losing considerable business to the dealers who have been represented these past two years.

"About the last of December one of the largest dealers in the city started to advertise. He tells us that he did more cash business the first five days of January than during the entire month of December. This is certainly a very good testimonial."

Other newspapers will do well not only to follow the plan of Mr. Barringer in developing a coal column but also in building up new fields of usefulness for the want-ad.

* * *

THE following letter from C. A. Sternberger, classified advertising manager of the San Francisco Examiner, presents an interesting subject:

"How can we develop a satisfactory method for comparison of classified lineage?

"Some papers use small headings, others take up as much as an inch of space with line drawings or poster type displays. The gross figures given out by a newspaper, therefore, may not represent the actual lineage. Variance in even the leads used in making up the pages will amount to a considerable difference in a month's time.

"Why not put the classified lineage tabulation on a net line basis? That seems to me to be the most adequate method of reaching an honest comparison between newspapers. We all want to show the greatest lineage possible but we surely want to show it in an honest way.

"Take the San Francisco Examiner, for instance:

"We use 8 point heads and 1 point cut-off rules and we justify our columns without the use of the leads whenever possible. Yet we must stand comparisons with newspapers which employ 2 point cut-off rules, make up their columns loosely and use extra large headings. The tabulation by the gross lineage method, therefore, does not supply a fair basis of comparison.

"I should like to see some expressions from other classified managers and wish that we might work toward a definite standard for classified measurement."

Mr. Sternberger's contention concerning various sizes of headings and cut-off rules is correct. Furthermore, different papers included in their classified figures various kinds of advertising. Most papers when referring to classified mean what are commonly termed want-ads. Many others include in their classified such lines of business as Auctions, Schools and Colleges, Resorts and Travel, etc.

Do your part toward creating a standard system of measurement. Send your ideas on the subject in this column for publication.

* * *

ONCE a young business man approached a theater manager and asked permission to talk to the audience. "It will cost you $5.00 to whisper and $25.00 to yell," said the manager. "I'll take five whispers," said the young man, acting on George Ade's moral that—"even the best can't win the medal every time."

There is, in this illustration,, a very significant point for classified salespeople. Followed, it will help them, their newspapers, and their advertisers.

The point is simply this: that three and seven time advertisements are much more effective and productive than those of one insertion, even if the one time copy is larger.

This does not reflect at all on the pulling power of a newspaper or its value as an advertising medium. Salesmen do not expect everyone they visit to give them orders. They visit many to land few. Now consider the large one time advertisement and the same copy, in less space, if need be, run seven times.

Every day a great army of people read the want-ad pages of newspapers to satisfy their wants. But these wants and this army of readers are constantly changing. Today Jones wants a position. Tomorrow he has no immediate want, and the next day he may want an auto mobile. No one can tell when newspap readers will have some specific wa Isn't it then a bit unreasonable to expe that an advertiser can always select o certain day of the three hundred a sixty-five and expect to reach his be prospect on that day?

How much better it is to speak to th ever shifting audience five or seven tim —even if you speak in a whisper—f the whispers are heard and understoo just as plainly as the one-time shouts.

Simply on a theory of getting a bett price when there are two or three pro pective buyers, it is better to advertis an article for several days. Or if th advertiser wants help or something els isn't it better for him to have a choic of four or five applicants or articles, a the case may be, than be limited to one

Just as ham makes restaurant busines better; cloudy days are bad for dentist and cigar sales are affected by the new in the morning newspapers; want ads ar affected by one and a hundred outsid conditions—which neither the salesma nor the advertiser can foresee.

The classified salesman will, therefor find it better for himself, the advertise and the newspaper, to urge the use o five or seven time advertisements instea of one-time flash insertions.

Freight Rate Reduced

The Western Classified Committee ha reduced the freight rate west of the Mis sissippi on type setting machines fro one and one-half times the first clas rate to the first class rate. This reduc tion became effective February 1.



CLARENCE

By CRAWFORD YOUNG

The Detroit News prints Clarence each week.

Furnished full page matrices, black alone, black and red, and black and three colors; or, as part of a printed comic section.

HERALD-SUN SYNDICATE, 280 B'way, New York City

The Story Advertising Tells
And the Conclusion to Which It Leads

You can judge the community-influence of a newspaper by the volume of advertising it carries.

Not only does The Washington Star day after day print more advertising than all the other local papers combined; but year after year the total of its lineage places it among the first in all the larger cities of the country.

SIXTH IN THE UNITED STATES

Figures showing the total advertising in fifteen Daily and Sunday newspapers in fifteen of the principal cities of the United States for the year 1922.

Taken from statistics compiled by the New York Evening Post.

Los Angeles Times	26,795,244
Chicago Tribune	26,212,563
Detroit News	25,701,844
New York Times	24,142,222
Baltimore Sun	22,985,326
WASHINGTON STAR	21,659,650
St. Louis Post-Dispatch	19,881,120
Philadelphia Inquirer	18,211,200
Cleveland Plain Dealer	17,194,125
Milwaukee Journal	16,266,970
San Francisco Examiner	15,596,504
New Orleans Times-Picayune	15,454,103
Minneapolis Tribune	14,278,579
Boston Globe	12,633,476
Cincinnati Times-Star	12,000,300

Total volume of advertising in six of the greatest dailies having no Sunday issue:

Chicago Daily News	18,224,817
Philadelphia Bulletin	17,379,300
Indianapolis News	16,400,178
Los Angeles Express	14,788,718
Cleveland Press	12,808,425
Buffalo News	12,506,723

Pittsburgh and Newark papers do not report their figures.

The Evening Star

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

Write us direct or through our

New York Office
Dan A. Carroll
150 Nassau Street

Paris Office
5 Rue Lamartine

Chicago Office
J. E. Lutz
Tower Building

The Seattle Times

—Seattle's Only Seattle Newspaper

—Carried nearly as much advertising in the year 1922 as all of its competitors put together.

❋❋❋

Ask Beckwith, World Building. He Knows!

OHIO DAILIES SEE BUMPER BUSINESS IN 1923, WITH RATES GOING UP

Associated Dailies, Select List, and Ohio Scripps-Howard Papers in Joint Session at Columbus, Give Special Emphasis to Community and Farm News

(*By Telegraph to* EDITOR & PUBLISHER)

COLUMBUS, Ohio, Feb. 1.—With 200 newspaper men attending, the Ohio Newspaper Convention, comprising joint sessions of associated Ohio dailies, select list of Ohio dailies and Ohio Scripps-Howard papers was successfully held at Columbus, January 29, 30, 31. The tone of the conference was optimistic, with prospects for a financially successful year ahead voiced by delegates. Advertising prospects, as outlined by Harvey R. Young, advertising manager of the Columbus Dispatch, and corroborated by messages from many advertising firms and newspapers, are much better than last year's.

Business is on an upward trend, prices of commercial products will probably rise and a bumper advertising year is predicted. Many Ohio newspapers are increasing advertising rates, and their publishers are confident lineage will not shrink as merchants are realizing the pulling power of advertisements.

Afternoon and evening sessions on January 29 were devoted to the community newspaper. Circulation, country correspondents, farm news and makeup of the community newspaper were the principal topics of discussion. Most speakers felt that circulation of community newspapers could be greatly increased by better selection of correspondents, and by placing them on a paid rather than a subscription basis. Closer contact with correspondents has been secured by arranging dinners periodically for correspondents at which all may gather to discuss new values, news-writing and get in closer touch with the editor. Instruction sheets for correspondents have proved their value, while farm news is of undoubted attraction to rural subscribers. However, farm news must be such as will interest the general public.

The how-to-do-it farm news has a place in farm papers but not in the newspaper, the editors agreed. Large crops and unusual successes should be given special mention, and grange and other agricultural activities should be faithfully reported. The farmer wants to be treated just as any other individual and a special heading for his news is no more necessary than special departments for grocers, blacksmiths, and dry goods merchants, one speaker declared.

A feature of these sessions was a display of 100 Ohio newspapers, with awards for the winning papers in five classes. Prize winning publications follow:

CLASS 1.—Best local farm, home and community news, judged on quality, quantity and manner of presentation. First prize, Millersburg Republican; second, Hillsboro Gazette; third, Westerville Public Opinion; mention, West Union Peoples Defender, Archbold Buckeye, Hillsboro News-Herald, Richland County Leader, Circleville Democrat-Watchman, Madison, County Democrat, Hancock County Herald, Putnam County Vidette.

CLASS 2.—Best front-page make-up judged on typography, balance, display and the suitability and arrangement of material. First prize, West Union People's Defender; second, Archbold Buckeye; third, Medina County Gazette; mention, Hillsboro Gazette, Chagrin Falls Exponent, Madison Press, Ada Herald, Brookville Star, Barnesville Enterprise, New Paris Mirror.

CLASS 3.—Best editorials, to be judged on subject, content and typographical presentation. First prize, Port Clinton Progressive Times; second, Putnam County Vidette; third, Liberty Center Press; mention, Circleville Democrat-Watchman, Morrow County Sentinel, Sycamore Leader, Barnesville Enterprise, Hillsboro Gazette, Washington C. H. Record-Republican.

CLASS 4.—Dailies in towns of less than 25,000, judged on best local, farm, home and community news. First prize, Findlay Morning Republican; second, Sandusky Register; third, Xenia Republican; mention, Coshocton Tribune.

CLASS 5.—Cities above 25,000, to be judged on farm page department, in light of content, make-up and degree of local flavor maintained. First prize, Toledo News-Bee; second, Toledo Daily Blade; third, Sandusky Register (Special).

Judging was done by Prof. Bristow Adams of the New York State College of Agriculture. Prize ribbons will be made up as zinc etchings and will be sent to winners for publication. This display attracted widespread interest throughout the state. Held as an experiment this year, it will be made again next year, as officials feel such competition to be of great value in stimulating better publications.

Tuesday morning was taken up with a business session and an address by George U. Marvin of the Ohio Department of Agriculture on "Marketing Service and the Press," who emphasized possibilities of the press for great service in marketing. F. W. Bush, president of the Associated Ohio Dailies, presided. Carlisle N. Greig of the Cleveland Plain Dealer, declared that newspapers do not advertise their wares sufficiently, in his talk on "Merchandising a Newspaper." Newspapers, he said, are constantly seeking advertisers, preaching to them the gospel of advertising values, but seldom practicing what they preach. Circulation can be built up if the editor lets his readers know in advance what features to expect. He should tell them throughout the week what to expect in the Sunday edition. He should run advertisements for those who patronize the advertising columns, educating them to a fuller appreciation of returns from this source, and teaching them some of the psychology of successful advertising.

Guy E. Newark, Columbus, told delegates newspapers should be well housed. Comfortable quarters will give a paper self-respect and will help to inspire confidence in it from subscribers. A shabbily housed newspaper, reflecting meager returns and lack of prosperity, exerts the same influence as a shabbily dressed tramp giving advice on financial matters. A show of prosperity will gain both circulation and advertising, he said. Plans for a modern newspaper home were presented and talks were made by publishers who have recently gone into new quarters.

"Giving the Readers What They Want" was discussed by Prof. Adams, who showed the fallacy of believing newspapers printed a superabundance of crime news. Actual tests show that four per cent of the reading matter is crime news, and it is only those people who hungrily devour every morsel of this kind of news who feel it is emphasized. Business and finance news constitutes an average of 28 per cent of news space in several metropolitan papers with sports, foreign, educational, government and political, labor, crime, disaster, courts, liquor, society, agriculture and miscellaneous news following in the order named. Prof. Adams thinks a survey of each paper, if made and published, would be of great educational value to subscribers and would help circulation problems.

The evening session began with a banquet at Deshler Hotel, followed by talks from Karl A. Bickel, president of the United Press; William B. Colver, directing editor of the Scripps-Howard newspapers, and Smith Bennett, Ohio attorney. Greetings from President Harding were read, expressing his pleasure in being a member of the organization and his regent in not being able to atte

Gov. A. V. Donahey of Ohio also s regrets.

Mr. Bickel, speaking on "Combing World for News," declared the har task is to comb the news for truth. F eign news is more difficult to get, as m countries color their reports with pro ganda, with the result that distor viewpoints are often presented to the p lic. Every effort is made by the gr international services to get the facts these reports. He also stated Ameri newspapers are far in advance of others, due to retardation of other tions by the recent war in Europe. H tax rates in foreign countries handi them greatly, making it more difficult them to come back.

An entertaining account of the gro and death of newspapers was given Mr. Colver—it is given at length in other column—while Mr. Bennett gav general outline of present libel laws. the concluding session Wednesday mo ing, Mr. Young outlined advertis prospects for next year, and a rou table discussion of successful newspa practices was held.

Officers of the Buckeye Press As ciation announced their state meeti would be held March 1 and 2.

Election of officers by the Associat Dailies resulted in choice of the follo ing: President, R. C. Snyder, Norwi Reflector-Herald; first vice-president, E. Cook, Columbus Citizen; second vi president, George Taylor, Portsmou Sun-Times; secretary, Fred Walla Coshocton Tribune and Times-Ag treasurer, Alfred Haswell, Bowli Green Sentinel-Tribune. The next me ing has not yet been arranged.

LOS ANGELES EVENING HERALD

LED THE WORLD IN ADVERTISING GAINS, 1922 OVER 1921

GAIN 3,493,854 LINES

REPRESENTATIVES

H. W. Moloney, 604 Times Bldg., New York.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Cal.
G. Logan Payne Co., 6 N. Michigan Ave., Chicago.
401 Tower Bldg.,

Over 64,000

LARGEST EVENING CIRCULATION IN IOWA

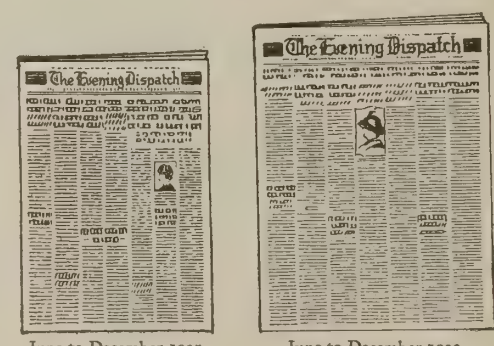
The Des Moines Capital

Gain of Half Million Lines of Advertising by Richmond (Va.) Evening Dispatch

Figures for 6 months ending Nov. 30, 1922, 25% better than 1921

By J. F. FINLEY

WHEN the *Evening Dispatch* can show a gain of more than 25% for a six months period it is a very sure sign that important changes in the newspaper situation in Richmond are taking place—changes that should be highly interesting to advertisers.



June to December 1921, 2,149,000 lines

June to December 1922, 2,692,928 lines

Taking the six months beginning with June in 1921, and comparing these with the same months in 1922, shows that the *Evening Dispatch* has made a gain of 543,928 lines of advertising. This includes local, foreign and classified.

Essential to Cover Territory

Local advertisers were not long in discovering that the use of the *Evening Dispatch* was essential for properly covering the Richmond market. The result is that every large local store is carrying full copy in this newspaper. What is true for local merchants is equally true for every advertiser entering this fertile territory. It is impossible to reach Richmond buyers on an efficient basis without using the *Evening Dispatch*.

Service Department Useful to Advertisers

An example of the co-operation given to advertisers by the *Dispatch* papers is shown in the Service Department maintained for their benefit. This service comprising complete surveys of market conditions and data on any article or line of business is rendered without charge. It is an indication of the broad policy of the management of the *Dispatch* papers.

Combination Rate for Evening Dispatch and Times-Dispatch

Space in the *Evening Dispatch* may be bought at a flat rate of 11c. in combination with the *Times-Dispatch* daily edition or individually for 7c. on a contract for 3,000 lines.

The *Evening Dispatch* goes into the homes of Richmond by carrier, over regular routes. Your advertising message goes into the homes not by chance of purchase, but by systematic delivery, rain or shine.

This is One of a Series of Advertisements

which will appear in this publication giving advertisers the facts about the newspaper situation in Richmond, Va.

Dispatch Papers are Members of A. B. C.

STORY, BROOKS & FINLEY,
Special Representatives
NEW YORK - CHICAGO - PHILADELPHIA

EMPIRE STATE LEADS NATION
WITH
MORE THAN MILLION CARS

Figures show an increase of nearly twenty-five per cent in the number of automobiles registered and an increase of more than twenty per cent in the total receipts collected by the Motor Vehicle Bureau.

The automobile bureau showed that there was a total of 1,007,617 motor cars in use throughout the State. Passenger cars represent 779,616, trucks 185,359.

New York State is the richest and most populous market in the world. The 10,385,227 people forming the population of New York State have a variety of needs which together with the volume of their purchases, constitute the nation's largest business market.

New York State is the vanguard of the Nation's purchasing army. "As goes New York, so goes the Nation."

Concentrate your advertising efforts in this exceptional market through these New York Daily Newspapers and win New York's approval as this means nation-wide approval.

	Circulation	2,500 Lines	10,000 Lines
***Albany Knickerbocker Press.....(M)	33,394	.09	.09
***Albany Knickerbocker Press.....(S)	47,496	.11	.11
†Auburn Citizen .....(E)	6,433	.04	.035
*Brooklyn Daily Eagle.....(E)	61,561	.20	.20
*Brooklyn Daily Eagle.....(S)	75,566	.20	.20
*Buffalo Courier and Enquirer...(M&E)	85,857	.18	.18
*Buffalo Courier .....(S)	120,554	.27	.22
*Buffalo Evening News .....(E)	104,958	.21	.21
*Buffalo Evening Times.....(E)	85,006	.15	.15
*Buffalo Sunday Times.....(E)	102,809	.15	.15
Corning Evening Leader.....(E)	7,260	.04	.04
***Elmira Star-Gazette .....(E)	23,754	.09	.07
Geneva Daily Times.....(E)	6,415	.04	.04
***Glens Falls Post-Star.....(M)	7,419	.03	.03
***Gloversville Leader Republican.....(E)	6,247	.03	.03
Gloversville Morning Herald.....(M)	5,717	.035	.035
*Ithaca Journal-News .....(E)	7,454	.04	.04
*Jamestown Morning Post.....(M)	9,525	.05	.03
***Middletown Times-Press .....(E)	6,335	.03	.03
***Mount Vernon Daily Argus.....(E)	7,976	.04	.04
***Newburgh Daily News.....(E)	10,283	.05	.05
†New York Globe.....(E)	166,196	.36	.34
†New York Evening Mail.....(E)	161,215	.41	.40
†The New York Herald.....(M)	178,086	.49	.45
†The New York Herald.....(S)	178,086	.49	.45
The Sun, New York.....(E)	180,442	.48	.45
New York Times .....(M)	356,671	.65	.6305
New York Times .....(S)		.75	.7275
*New York Tribune .....(M)	137,011	.40	.36
*New York Tribune .....(S)	141,973	.40	.36
**New York World.....(M)	351,260	.595	.58
**New York World.....(S)	576,778	.595	.58
**New York World.....(E)	272,479	.595	.58
***Niagara Falls Gazette.....(E)	14,614	.06	.05
***Olean Times .....(E)	6,423	.03	.03
***Poughkeepsie Star and Enterprise..(E)	11,553	.05	.05
†Rochester Times-Union .....(E)	65,240	.20	.18
Saratoga Springs Saratogian.....(E)	8,224	.04	.04
***Staten Island Daily Advance.....(E)	10,168	.05	.05
Syracuse Journal .....(E)	45,014	.10	.10
†Troy Record .....(M&E)	22,408	.05	.05

Government Statements, April 1, 1922.
*A. B. C. Publishers' Statement, April 1, 1922.
†Government Statement, October 1, 1922.
***A. B. C. Publishers' Statement, October 1, 1922.
**A. B. C. Annual Audit, Sept. 30, 1922.

WED CIRCULATION; WOO ADVERTISING AND GO BROKE ON ALIMONY

So William B. Colver Sees One Phase of a Newspaper, Considered as Folks, in Fitting Its Existence to the Seven Ages Made Famous by William Shakespeare

By WILLIAM B. COLVER*
Editorial Director, Scripps-Howard Newspapers

A NEWSPAPER has come to appeal to me as though it were a personality—a man, a woman, or a child—and I have come to think that I could see in a newspaper those same traits and vices and virtues and strengths and weaknesses that I see every day in the human beings around me. To be highbrow for a moment, let us say that we will address ourselves to a Biological Theory of Newspapers. To be low-brow, let us consider newspapers as folks.

Taking Shakespeare's seven ages of man, let us see if the span of life of a newspaper will not fit fairly into the poet's seven periods in the life of man.

"At first the infant
Mewling and puking in the nurse's arms."

Those of you who have stood by at the first day's publication of a baby newspaper will agree that that is a pretty good description of the first age of a newspaper.

Like the human infant, brought into an uneager world without its consent being asked, it finds itself "mewling and puking in its nurse's arms," its baby brain bewildered and its parents wondering whether it will live long enough to prove that the second summer is the hardest.

Friend Shakespeare describes the second stage in the life of man

"And then the whining school-boy, with his satchel
And his shining morning face, creeping like snail
Unwillingly to school."

So the baby newspaper, if it did survive the second summer, having gotten its little stomach settled and eased off on the mewling stuff, enters upon the boyhood stage. It is going to the School of Experience. It is too big by now to command the pity and sympathy to which it was entitled as an infant, and, like a boy, it takes advantage of this fact and the fact that it is not big enough and old enough to be held accountable for its whining, for its reluctance to go to the School of Experience. I suppose the line, "creeping like snail," means the ingrained reluctance of a newspaper in its earlier age to go to press on time.

These are the childhood years when the newspaper is likely to be noisy and rude and unmannerly. To be, generally, a little rowdy. The exception, of course, is the flaxen-haired, blue-eyed, little angel, dressed all-the-same Lord Fauntleroy and who never, never tells a lie or gets its hands dirty. As between the mollycoddle and the rowdy, give me the rowdy. For he, however unwillingly, is learning in the School of Experience where, if he has red blood enough to be a rowdy, he will be able to survive the polishing process which will prepare him for his next and quite interesting age, when, according to Shakespeare:

"And then the lover,
Sighing like a furnace, with a woful ballad
Made to his mistress' eyebrow."

Here is the newspaper with the down beginning to show on its upper lip and its voice beginning to seek the lower registers—cracking occasionally—turned lover and "sighing like a furnace" as it woos its necessary mate.

There are always two of these gals. One is a coy miss, shy and bashful, but very, very canny. The lover "sighing like a furnace" will make small progress with this girl unless she knows all the time that his intentions are honorable and that he is a he-man. This girl's name is Circulation.

The other girl is a vamp. She is all for the jazz. She will have no dealings with our young lover unless she is perfectly certain that she will get the big end of the bargain. She won't stand by him in adversity. She won't nurse him when he is sick. I am not saying anything against this girl, except—that she is not exactly of a generous disposition. Her name is Advertising Copy—call her Addie for short.

It is at this point in life that many newspapers wreck promising careers by electing to lead Miss Circulation to the altar (thereby thinking they have her tied for life), while their real affections are given to the other girl—Addie. And the more the newspaper gallivants around with his mistress the more certain it is that his jealous wife, Circulation, will effect a separation even if she has to take the road to Reno. And when she does separate—the alimony is something awful.

Well, if the newspaper gets through this rather perilous point in its career, it finds itself happily married to Circulation, who, on her part, fulfills her duty and provides him with a plenteous progeny, while the vamp girl is what we used to call the "hired girl" and now call the "maid." She is out in the kitchen preparing nourishing food for Mamma Circulation and all the little Circulations. Then everything is fine, and our hero, thinking pretty well of himself, passes to Shakespeare's fourth estate, which is described:

"Then a soldier,
Full of strange oaths and bearded like the pard;
Jealous in honour, sudden and quick in quarrel,
Seeking the bubble reputation
Even in the cannon's mouth."

And here you have the newspaper in the prime of young manhood, inclined, perhaps, to be sudden and quick in quarrel, though in most cases not his own quarrel, but rather the quarrel of his community and of his own fellow citizens, and jealous of the honor and integrity of his town. This is the period and these are the years that decent living, courage, honesty, temperance, charity and loyalty will prolong, almost indefinitely. And these are the years when the newspaper pays back, or should pay back, to its suffering fellow citizens, for the inconvenience and the bother that it has inflicted upon the community during those years that it has been "mewling and puking" and "whining" and "sighing like a furnace" and being guided, generally, by the selfishness and egotism of extreme youth.

Four of the seven periods are passed. These are the periods of growth and achievement. So the fifth one:

"And then the justice,
In fair round belly with good capon lined,
With eyes severe and beard of formal cut,
Full of wise saws and modern instances."

There is your newspaper, no longer militant, no longer fighting on foot, the comrade and equal of his fellow citizens, but with "fair round belly" lined with dividends. Plant all paid for, money in the bank, member of the best clubs, director in the bank; from the height of his own self-esteem judging his humbler fellow citizens with "eyes severe."

"Beard of formal cut"—some of the jazz gone out of the make-up. Getting sobered down now. A bit conservative—eh, what? And "full of wise saws and modern instances." The wise saws being its own particular inspired-from-on-high judgments on its fellow man and on nations, and considerable less emphasis laid on "modern instances," which along back in the second, third and fourth periods of the newspaper's life, were the much-prized, but now vulgar news items.

Well, that can't last. Growth is ended. The decline begins. The wife, Circulation, is either dead or growing extremely feeble and all the little Circulations have married and left home. Addie, no longer a vamp, thin and feeble, only works a few days at a time, and the meals she cooks are not nourishing. Which, of course, brings us to Shakespeare's sixth age, described thus:

"The lean and slipper'd pantaloon,
With spectacles on nose and pouch on side;
His youthful hose, well saved, a world too wide
For his shrunk shank; and his big manly voice,
Turning again toward childish treble, pipes
And whistles in his sound."

Lean, hungry, spindle-shanked and too small for his socks—that means the fine, big building and the great plant are too big for the dwindling product. The lusty voice of former days turned to "a childish treble" which commands neither attention nor respect but which, in the nature of a querulous whine, annoys the neighbors and becomes a public nuisance.

And the burden of the old man's plain that "things are not as they used to b

These years are few. For the desc once started is rapid, and, none too s for the comfort of the poor old man for the pleasure of the community, newspaper slips swiftly and unnoti into the seventh stage, which is the

"Last scene of all,
That ends this strange eventful history,
Is second childishness and mere oblivion
Sans teeth, sans eyes, sans taste, sans ev thing."

One more job for the undertak Eyes too dim to see injustice or oppr sion; no teeth to bite into the probl of the day; no taste wherewith to sa the lust of battle and the joy of victo "Sans everything."

So you see, the newspaper life cycle fairly well with the Shakespearean l of man.

Here you see the paper that remin you of the withered old maid who tak her solace with the office cat. Again see the boob. Soft and credulous. Aga we see the shrew, fault-finding, scoldi Again we see the bully, uncharitab domineering, intolerant. Again we s the snob, arrogating to himself omn cience and superiority over his fellow ci zens. Again we see in turn the graft the hypocrite, the sycophant, the toad We see the miser, the glutton, the seek after flattery and praise or the chron invalid. The neurasthenic filled wi phobias. And, too, we see the newspap which takes its place as a simple, indu trious, patriotic citizen. The kindly, u derstanding neighbor. The one who repaid for his good deeds by the me satisfaction of doing them.

That is enough. These newspapers a all just folks. And just as we love foll in the mass and like or hate them individuals, we like or dislike individu newspapers but love them in the ma and devote our lives to their service. Ar if we choose our masters well, there no more honorable service under the su

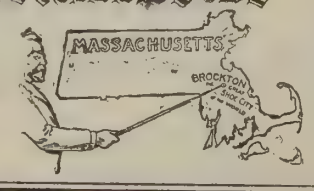
*An address delivered before the Ohio new paper conventions, January 30.

Population 67,000 Trading Center for 150,000
Brockton, Massachusetts. The Great Shoe City. Brockton shoes 18,000,000 people. Paper established 1880.

Brockton Daily Enterprise

Printing 22,000 Daily

Flat Commercial Rates
6½ cts. per Line 91 cts. per Inch
Afternoon Paper, Sells for 2 cents
Averages nearly 2 pages of want advertisements



Not a Miracle
But an Accomplishment

Fort Wayne Journal Gazette, Exclusive, Morning and Sunday

Year 1922 ..... 9,470,668 Agate Lines
Year 1921 ..... 8,822,520 Agate Lines
Gain over 1921 648,148 Agate Lines

These figures include local, national and classified advertising.

It is doubtful if any paper in America in a city of 100,000 has such a record.

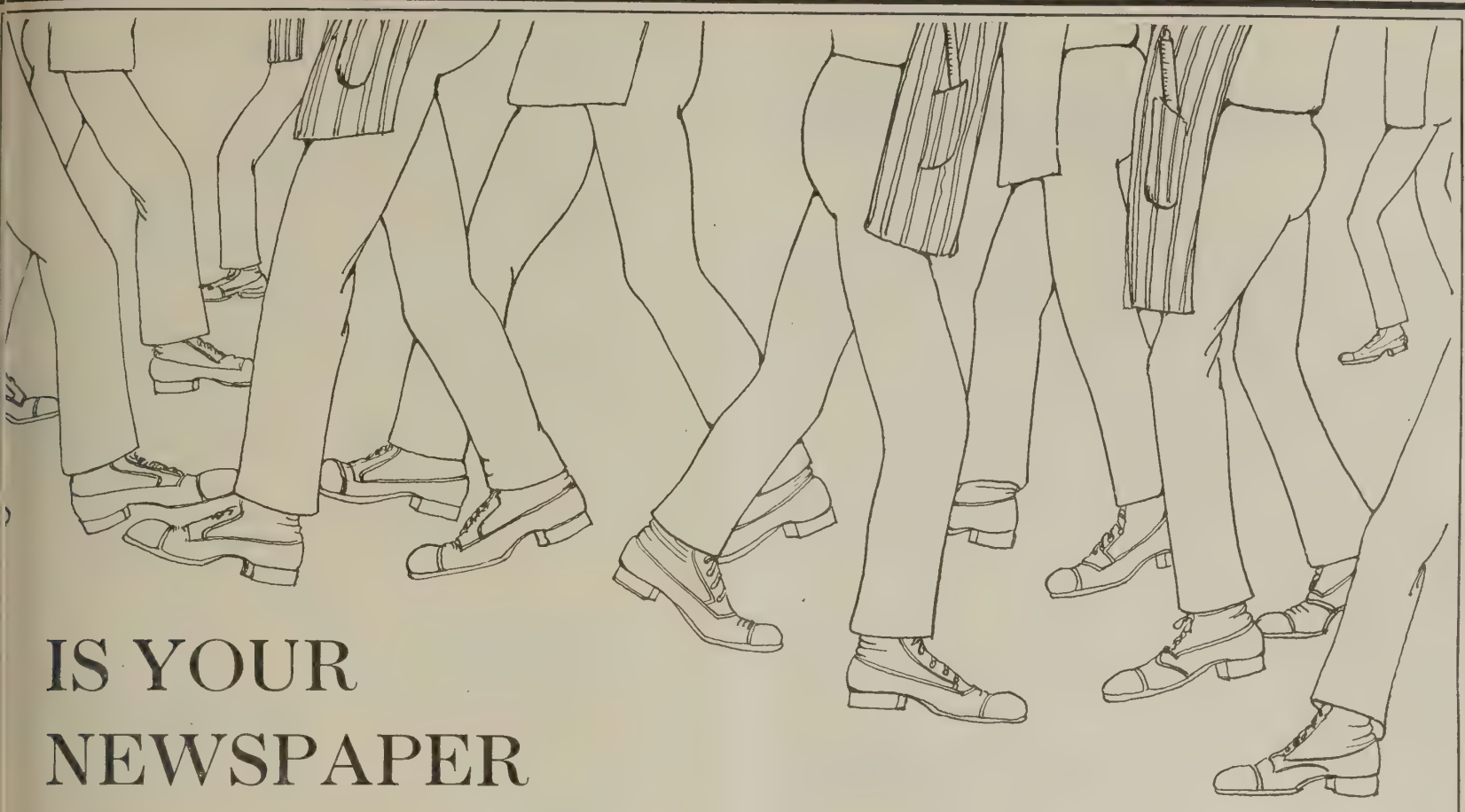
The FORT WAYNE JOURNAL GAZETTE

is an Exclusive Morning Paper in a field all its own and sells its space, placing at the forefront of its arguments the fact that it *Is a Morning Newspaper* with a distinctively loyal following whose readers buy nationally-advertised goods displayed in its columns.

There is a reason for this unparalleled record!
Ask Our National Representatives

Why?

The Journal Gazette Co., of Fort Wayne, Ind.
L. G. Ellingham, *President* A. Schaefer, *Advertising Director*
National Advertising Representatives
Chas. H. Eddy Co.
Chicago New York Boston



IS YOUR NEWSPAPER COMPOSED OR "ASSEMBLED"?

TRADE LINOTYPE MARK

Is your composing room a *composing* room or an "assembling" room? Are your compositors half compositors and half errand boys? How much walking around, how much going to get something, how much fetching and carrying is there in your "assembling" room? Think of the absurdity of a full-grown man walking 25 feet to get a line of a certain 18-point type and walking 25 feet to bring it back, and of somebody else taking the same journey the next day to put that line of type back in its case.

Multiply this by several times and you have composition as it exists in many plants today. It is not composition at all — it is "assembling."

Straight-line production is as profitable in a newspaper or job plant as in any industrial plant, and the only way to get straight-line production of combination text-and-display matter is on a Text-and-Display Linotype. An operator may sit in his chair and bring down several sizes of different kinds of type just as they are marked on the copy, from small text to full 36 point — in an uninterrupted, continuous, straight-line stream — all in one galley, ready for the make-up man — no walking at all. Every minute is productive time, and there is no distribution tomorrow.

Whether it is a country office or a big city plant there is a Text-and-Display Linotype to meet your needs — Models 21, 22 or 24.

MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, N. Y.

SAN FRANCISCO 646 Sacramento Street
CHICAGO 1100 South Wabash Avenue
NEW ORLEANS 549 Baronne Street

CANADIAN LINOTYPE LIMITED, 119 Adelaide Street, West, Toronto

Composed entirely on the LINOTYPE *in Scotch Series*

BRITISH ADVERTISING INTERESTS BUSY ON AD CLUBS CONVENTION PLAN

Delegation Will Attend A. A. C. W. Meeting at Atlantic City to Work for Favorable Final Decision—Preliminaries Take Concrete Form

By HERBERT C. RIDOUT

(London Editor, EDITOR & PUBLISHER)

LONDON, Jan. 23.

THE suggestion put forward by Sir Charles F. Higham, representing the Thirty Club of London last year at the Associated Advertising Clubs of the World convention, that in 1924 British advertising men would welcome an International Convention to be held in London, has just taken firm root. Up to now advertising men and publishers have been too busily occupied with the activities of the big advertising season to devote time to much more than informal discussion of the idea, but with the slow-up after the year-end there have been shown many signs of active interest in the project, and various bodies are now engaged in dealing with its preliminaries in a concrete form.

It is understood here in London, of course, that definite acceptance of the Thirty Club invitation cannot be looked for until the A. A. C. W. meet in convention later on, but despite this it is intended that every step be taken to make it thoroughly apparent that the proposed convention shall be wholly representative of British interests, and every confidence is expressed, first by John Cheshire, director, Lever Bros. Ltd., who is president of the Thirty Club of London, and also generally that these serious efforts to convince our American friends of an assured welcome will find the right response.

It will be recalled that Sir Charles Higham bore letters of commendation of the scheme for the London convention from the late Viscount Northcliffe, whose support in itself would have ensured its success. It was thought that by his death such support might not easily be found elsewhere, but it is gratifying to know that Sir Charles Higham has received from Viscount Rothermere, now the head of the Daily Mail and associated companies, in which he states that all possible assistance will be rendered by his associates, thus generously providing a significant assurance of much desired co-operation.

Mr. Cheshire, as head of the Trinity Club of London, states that it is the intention of the club to arrange for the attendance of a fully representative delegation at the A. A. C. W. Convention this year at Atlantic City to pull all their weight in influencing the final decision in favor of London.

Meantime, the honorary secretary of the Thirty Club has been getting after the various associations in and allied with advertising interests, with the result that the following organizations have agreed to appoint delegates to a general committee for the consideration and arrangement of the London convention plans:

Newspaper Society: Sir James Owen, Valentine Knapp and Sir George Toulmin.

Newspaper Proprietors' Association: Lt. Col. E. F. Lawson, B. F. Crosfield and Thomas McAra.

Weekly Newspaper Proprietors' Association: George Springfield, C. R. Johnson and S. H. Perrian.

Scottish Daily Newspaper Society: H. Thompson Clark, H. J. Lees and J. W. A. Mudie.

Association of Advertisement Managers of London and Provincial Press: H. C. Patterson, F. Osborne and Shewin Thomas.

Publicity Club of London: Robert Thornberry, Roy Hardy and Andrew Milne.

Federation of Master Process Engravers: A. Dargavel, Alfred Craske and F. H. Vaus.

British Association of Display Men: E. Willins, L. Ferie and W. G. Rowe.

Incorporated Society of British Advertisers: N. F. Kingzett, J. A. Kenningham and H. G. Humphries.

The Association of British Advertising Agents, the Incorporated Society of Advertisement Consultants, the United Billposters' Association and the Federation of Master Printers are also expected to appoint delegates.

Doubtless, part of the reason for this special activity may be attributed to the presence in London of F. A. Wilson-Lawrenson, the chairman of the American On-to-London Committee of the A. A. C. W., who is looking around to find out whether we are really serious about it. Mr. Wilson-Lawrenson has been received with open arms, and his enthusiasm on A. A. C. W. affairs has proved mightily impressive to all who have met him. The big affair at which he talked to advertising men on the subject was the dinner being given by the Thirty Club on January 18, at which Sir Philips Lloyd-Graeme attended as president of the Board of Trade. After that there was probably little doubt left in Mr. Wilson-Lawrenson's mind as to the sincerity of advertising men here concerning the London Convention, and his report to his executive can hardly fail to be of an emphatically affirmative character.

Prominent advertising, newspaper and business men who have expressed the greatest warmth in the project already include Viscount Leverhulme, Lever Bros., Ltd., Viscount Burnham C. H., the London Daily Telegraph; Lord Ashfield, London Underground Railways; Lord Riddell, representing Newspaper Proprietors' Association; Sir William E. Berry, London Sunday Times, and Cassell & Co., Ltd., &c.; H. Gordon Selfridge, Sir Sidney Skinner, John Barker Stores; Sir Harold Mackintosh, Mackintosh's Toffee; W. S. Crawford, and others. Their support at this juncture promises well for the convention.

For Copyright Revision

A two-day conference between the international printing unions and the Authors' League of America and its various guilds held in New York, January 23 and 24, resulted in the completion of plans to revise the copyright law to permit the United States to join the International Copyright Union. Proposed amendments to the law, soon to be presented to Congress, have been sent to the International Copyright Union at Berlin. Among those attending the conference were Matthew Woll, president of the Allied Printing Trades Union; Peter J. Brady, of the Allied Printing Trades Council of Greater New York, and F. W. Hume of the National Publishers' Association.

Seek to Extradite Roberts

Extradition from Canada of John H. Roberts, Montreal editor now serving a year in prison for violating the privileges of the Legislative Assembly, is being sought by the New York police on charges of having stolen $415 from the British & Colonial Press, Inc., of New York.

RATHOM OFF TO EUROPE

Congratulated on Return to Heal Fellow New England Publishe

John R. Rathom, editor and ge manager of the Providence (R. I.) nal and Bulletin, and Mrs. Rathom on the Berengaria for Europe, Janu

The board of governors of the England Daily Newspaper Assoc passed the following resolution co ulating Mr. Rathom, who is pre of the association, upon his recovery his recent illness:

"The members of the Board of Gover the New England Daily Newspaper Asso who have learned with great pleasure continued improvement in the health of dent Rathom, with whom they have symp constantly during his long illness, offer their sincere congratulations on being recovered as to contemplate a trip abroa they hereby express to him their hearti wishes for a pleasant journey, a restf helpful period of recuperation, and a safe to his home and to the work in which fo years he has been so successfully en

Baltimore Times Quits

(By Telegraph to EDITOR & PUBLISH

BALTIMORE, Md., Feb. 1.—The a one-cent tabloid, which has been lished in Baltimore for several suspended publication January 28. ceivers were named for the corpo last week.

Fox Left $3,000,000

The late Richard K. Fox, publis the Police Gazette, who died Dec 14 last, left an estate of more $3,000,000 according to the attorney are making an inventory.

The St. Regis Paper Company

and the

Hanna Paper Corporation

NEWSPRINT

Daily Capacity 425 Tons

WE SOLICIT YOUR INQUIRIES

GENERAL SALES OFFICE

30 East 42nd St., New York City, N. Y.

Chicago
643 McCormick Bldg.

Pittsburgh
1117 Farmers Bank Bldg.

Semi-Weeklies!

MAGYAR HIRLAP, Detroit, a sem weekly newspaper in the Hungaria language, is now printing all displa above 12 point from Ludlow slugs. Th puts their paper on an all-slug basis, fro 6 point to 60 point.

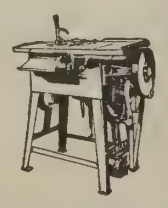
8-Column Heads on Slugs

Their equipment consists of an electrically heated Ludlow, 27 fonts of matrices (including special accents) and three 20-case matrix cabinets. One of the long-line (112½ pica) sticks is included for use in casting 8-column heads when needed.

There is also an outfit of auxiliary matrices, such as superior figures and a special offset stick to set them in. These will be of assistance in setting snappy advertising display, and for use in their job depa ment.

Mr. Anton Feder, own of this publication, is pla ning a large extension the business. We unde stand he has also bought 36-page Duplex press.

The Ludlow syste which has enough capac to serve such big papers the Cleveland Press a Detroit News, is yet si ple enough and low enou in cost and upkeep to within the reach of sen weeklies.



THE LUDLOW

Ludlow Typograph Company

2032 Clybourn Avenue, Chicago

Eastern Office: World Building, New York City

LUDLOW QUALITY SLUG COMPOSITION ABOVE 10 PT.

OUR OWN WORLD OF LETTERS

EDITED BY JAMES MELVIN LEE

R years Reverend David James Burrell, Pastor of the Marble Colgte Church, New York, was the highaid minister in the United States. today, no minister draws a larger y. Consequently, his sermon, ited—A Newspaper, is worth a wider nce than that which assembled in his Avenue Church. The sermon in hlet form may be obtained through stal card request sent to the Marble giate Church, Fifth avenue and 29th t, New York.

. Burrell thus points out what is ed of newspaper men:

want a newspaper that shall publish the All the news? Well, hardly. If "Old " and the Co-respondent should come hicing by your home arm in arm and vomit our doorstep—which they do every day—would be news of a sort; but you would ly care to publish it. . . . We want a aper, therefore, that will print "all the that's fit to print," and nothing more.

hat took the place of the newspaper cient Israel? Dr. Burrell answers question:

d the King said unto Ahimaaz, "How the battle in the wood of Ephraim?" Ahimaaz answered, "I saw a great tumult knew not what it was." Then said , "Turn aside and stand here; thou art a newspaper man."

ually when the pulpit speaks about ress, the sermon consists of destrucriticism. Here is a sermon which nstructive. It contains excellent mafor editorial comment.

* * *

N. FLINT, Director of the School of Journalism, University of Kanas compiled a circular which gives ests on the value of an advertise-. The first five tests cover the adverent as a whole and deal with the s that a successful advertisement must rm. They are:

1 Will the ad be seen? Not necessarily by body, but by the people you are after?
2 Will the ad be read? Is it newsy, timely, sting?
3 Will it be believed? Is it sincere and ncing?
4 Will it create desire? Is it plausible, ative?
5 Will it get results in action? Is it all d towards one decision?

e other five tests deal with details mining whether or not each part of dvertisement has been made to do its share toward the desired end. These

6 Are the headings as effective as possible?
7 Are illustrations and ornament properly
8 Is the arrangement of text matter satisy?
9 Is the white space effectively distributed?
10 Are border lines and other lines managed to attract and direct the eye?

any. Kansas editors have published tests either in their newspapers or lotters for distribution among advers. The circular giving these tests be obtained gratis upon application . N. Flint, School of Journalism, ersity of Kansas, Lawrence, Kans.

* * *

E begins the new year with an anniversary number. Among the ires of press interest are The Staff ife, Forty Years—a historical sketch rander Matthews, and a double-page ion in colors of "Life's Birthday y." Among the caricatures portrayed e last feature are those of several prominent in the newspaper world as Arthur Brisbane of the New c Evening Journal and William Allan te of the Emporia Gazette. Those ested in the history of periodical ature in this country will want to erve this fortieth anniversary number fe. As a former editor of Judge, I d like to pay a fine tribute to those h while editorials continually found e pages of Life from the pen of dard S. Martin. Life is frequently nstructive critics of the press in this try.

* * *

WSPAPER men who have learned their business at the case know exactly what I mean when I that The Fun of Being a Fat Man by William Johnston, the rotund member of the editorial staff of The New York World (Little, Brown and Company, Boston), is a nice "fat take" from the season's humorous books. With a bold face, Mr. Johnston asserts with all the weight of his two hundred and fifty pounds that he likes to be fat. The only criticism I would make of the book is that it is too thin. A man the size of Mr. Johnston—mentally speaking, of course—ought to be able to write a thick volume. Yet thin as his book is, it made my wife good natured one night when I was very late for dinner.

What interests me in the book is not so much its humor as its philosophy. Newspaper work is apt to make one cynical. By way of cure, I would prescribe a chapter or two of this volume—to be repeated as often as necessary. A good tonic for continued use is Mr. Johnston's aphorism, "What happens doesn't count. It's what you think about what happens that counts." A note on the jacket of the book says, "If you have enjoyed reading this book or have gained anything from it, won't you make it known to your friends." That is precisely what I am trying to do in this paragraph.

* * *

FRED W. ALLSOPP is the author of "History of the Arkansas Press" (Parke-Harper Publishing Company, Little Rock, Arkansas). This book will be mentioned more in detail in a later issue.

* * *

E. H. O'HARA, publisher of the Syracuse Herald, has just issued "The World War and Its Climax." The book grew out of an official visit which Mr. O'Hara and other members of the American Committee of Editors made to the war scenes just prior to the signing of the armistice.

* * *

ERNEST ELMO CALKINS, senior member of the advertising agency of Calkins & Holden, New York, has written extensively on the technique of advertising. He has evidently given as careful attention to the technique of being deaf as his charming essay in the current issue of The Atlantic Monthly will show. He offers a valuable suggestion in the matter of a personal inventory of oneself in which formal lists of liabilities and assets are set down. He wonders, for example, whether the mellowed and sunny philosophy of E. S. Martin, "who so nobly filled the editorial chair of Life," is not due to deafness. It may be said that this essay by Mr. Calkins radiates the same mellowed and sunny philosophy.

* * *

PERMANENT changes in international calendars are being urged by numerous associations. Editorial writers will find the pamphlet, The Evolution of Calendars—And How to Improve Them, well worth reading before writing editorials on the proposed changes. The pamphlet may be obtained from the Government Printing Office at Washington, D. C., without cost.

Write

SEND for free 24 page booklet, "Guide to Writing Advertisements," endorsed by faculty of New York advertising men as the best thing of its kind ever written. Tells why good writers earn as much as $200 a week, opportunities in advertising firms and stores, what writers have to know, the best method for learning. 24 pages of professional advice and information. Advertising offers an opportunity for every beginner, as well as for experienced persons of either sex in any profession or business.

SEND TODAY—NO OBLIGATION

Advertising Writers League
71-G West 55th Street, New York City.
Please send your free 24 page booklet, "Guide to Writing Advertisements."

Name

Address City



The Hochi's Magnificent New Building Just Completed in the Heart of Tokyo

THE HOCHI SHIMBUN

Japan's Oldest Evening Newspaper With Large Morning Edition

TOTAL PAID CIRCULATION LARGEST IN TOKYO

The Hochi Shimbun was established in 1872 by the late Marquis Okuma, and continuously since that early date has lent all its influence to the support of its great founder's lofty ideals.

In the foreign news field the Hochi has built up a service which is unexcelled, and which has earned for it many readers who are intensely interested in persons and events abroad. This interest has been found to exert considerable influence on their taste in the purchase of imported commodities and undoubtedly has increased their consumption of products from abroad.

Advertising Rates

Per line.....Y	1.25
Per Column..Y	170.00
Per inch....Y	12.50
Per page....Y	2,000.00

The Hochi Shimbun

TOKYO, JAPAN

WEST VIRGINIA

West Virginia is basically a farming and fruit growing state, notwithstanding its leadership among the mineral and timber states.

It ranks high as a state that has free and clear farms worked by the owners.

West Virginia is an active market. You can be a BIG advertiser among these prosperous people by a comparatively small expenditure in daily newspaper advertising.

The following list of daily West Virginia newspapers cover this territory and sell merchandise. They offer to discriminating advertisers the least expensive and most effective method of making their trade mark a greater asset.

		Circulation	Rate for 5,000 lines
Bluefield			
††Telegraph	(M)	10,112	.04
Charleston			
**Gazette	(M)	19,920	.06
**Gazette	(S)	23,580	.07
Clarksburg			
**Exponent	(M&S)	8,205	.035
**Telegram	(E)	7,807	.035
**Telegram	(S)	9,792	.035
Huntington			
†††Advertiser	(E)	12,250	.035
**Herald-Dispatch	(M)	13,484	.035
**Herald-Dispatch	(S)	12,753	.035
Martinsburg			
**Journal	(E)	3,992	.03
Parkersburg			
†News	(M)	5,568	.025
†News	(S)	6,366	.025
**Sentinel	(E)	6,654	.027
Wheeling			
**Intelligencer	(M)	12,797	.0325
**News	(E)	13,117	.05
**News	(S)	18,395	.07

†Government Statement, April 1, 1922.

††Publishers' Statement.

†††Government Statement, Oct. 1, 1922.

**A. B. C. Report, Oct. 1, 1922.

ERNEST BROSS IS DEAD IN INDIANAPOLIS

Eighteen Years Managing Editor of Star, He was Editorial Dean of Shaffer Newspapers

(*By Telegraph to* EDITOR & PUBLISHER)

INDIANAPOLIS, Ind., Feb. 1.—Ernest Bross, managing editor of the Indianapolis Star for the last 18 years and editorial dean of the Shaffer group of newspapers, passed away at the Methodist Hospital January 31. Bronchial pneumonia, following a year of ill health, was the immediate cause of his death. He was 62 years old, more than forty of which had been spent in newspaper work.

The break in health which now has terminated in his loss to the community and to the Shaffer group of papers, came in February, 1922. At that time a change in climate during the severe weather was advised and he went to Seabreeze, Fla., where he spent two months. Another month at Asheville, N. C., brought further improvement for a time. In June, Mr. Bross started to Chautauqua, N. Y., but his condition became suddenly worse and made his return to Indianapolis imperative. During the past year, editorial as well as general business management has been with B. F. Lawrence and will so continue.

Mr. Bross was born September 1, 1860, at Newago, Mich., of Revolutionary War stock. His education was received at Doane College, Crete, Neb., from which he was graduated in 1881 with the Degree of A. B. and by which he was honored in 1896 with the degree of A. M. He worked his way through college by teaching short terms of school, and with much amusement he used to tell of other days when he sold trees for an Omaha nursery. Immediately upon graduation he went to Omaha and worked as an accountant. There he made the acquaintance of W. J. Cuddy, with whom he later was associated on the Portland Oregonian, then on the Omaha Bee. Mr. Cuddy induced him to join the staff of the Bee, for which he did reportorial work and later editorial work.

Soon thereafter Mr. Bross joined Mr. Cuddy in Portland as a member of the Oregonian staff. He remained there seventeen years, graduating from reporter and editorial writer to managing editor, a position which he held for eight years, 1897 to 1904, writing editorials side by side with the late Harvey W. Scott.

In the latter year, he came to Indianapolis as managing editor of the Star, when John C. Shaffer assumed direction of the paper upon its sale by George F. McCulloch.

Shortly after he came to Indianapolis, Mr. Bross requested B. F. Lawrence, with whom he had been associated on the Oregonian for five years, to join him and the association of the two mained unbroken for twenty-three yea

Mr. Bross was married to Anne Dic son Parker in Baltimore, September 1894.

EDITORS GIVE THE LIE TO PRESS AGENT

(*Continued from page* 12)

munications which were sent to them on t subject, possibly with negligible exceptions.

"Two days preceding the conference, D William Sheafe Chase of New York, who w actively promoting it, called at the office a Washington paper, and, being unable to cure the publication of any news notice, su mitted a paid advertisement simply announ ing the time and place of the conference a the agencies by which it was called. This a vertisement did not appear as agreed upon, a in company with him I called the followi day to inquire the reason. One of the assistan in the advertising department told us that t advertising manager had instructed him n to admit the advertisement. Inquiring why, said that the manager simply stated that would 'hurt the paper.' I asked how a co ference called by agencies representing millio of church members could be detrimental to news agency or to the public welfare. professed ignorance, but said he was und instruction from the advertising manager n to admit it and could not do so.

"Dr. Chase and I then went to the busine manager of the paper. He insisted that must be mistaken and accompanied us to t advertising department, where the young w confirmed to him in our presence what he h previously told us. The manager then said would take it up with the advertising ma ager, who was absent at the time from t office. That evening someone called Dr. Cha on the telephone, claiming to represent th paper, and said that they had reconsidered a that the advertisement would appear the fo lowing morning—that is, on the day of th conference—but it did not appear.

"A small news notice did appear in anoth paper, also a short announcement, for whi I paid, appeared in the Washington *Star*. remarked to the manager of the paper whi refused to print our ad, that his refusal to a nounce the conference on a subject of su large public interest, that refusal being ev dently because the motion picture people pa large sums for advertising, would defeat i own ends.

"As chairman, in opening the conference, publicly stated just what had occurred and a sured the gathering that we would be heard every part of this country, notwithstanding th conspiracy of silence imposed upon the publ press by the motion picture interests.

"The 'freedom of the press' of which w have heard much is a farce, a delusion and snare, when any business, for sinister motive can prevent announcement of a public welfa endeavor such as this.

"The liquor traffic in its worst days new exceeded, if indeed it equalled, such method

"Whatever may have been the suspicion people before, that the motion picture interes were subsidizing the press, here is plain an unmistakable evidence.

"In spite of the attitude of the newspaper the conference was highly successful, 27 di ferent national organizations being represente by the delegations present. We never planne nor desired a mass meeting in this instance, bu instead held exactly what we desired, a co ference of representative people who had studie this subject, and were interested in some for of federal control

"Resolutions were passed and a bill wa approved for submission to Congress in whic principles of federal control are definitel included and emphasized."

Released for immediate publication by Walte I. Clarke, manager publicity department, Pre byterian Church in the U. S. A., Witherspoo Building, Philadelphia, Penna.

LEDGER SYNDICATE

NEWS AND FEATURE SERVICES

Maintain Prestige—Create Circulation—Attract Advertising

NEWS SERVICES:

(Via leased wire or laid down in New York, Washington, Chicago, Dallas, Seattle or San Francisco)

PUBLIC LEDGER COMBINATION NEWS SERVICE.
PUBLIC LEDGER FOREIGN NEWS SERVICE.
PUBLIC LEDGER DOMESTIC NEWS SERVICE.
PUBLIC LEDGER BUSINESS NEWS SERVICE.

FEATURE SERVICES:

FEATURE PAGES IN MAT: Daily—Human Interest Page. Weekly—Personality Page, Special Feature Page Science Page, Short Story Page, Fashion Page. DAILY HOME PAGE FEATURES: "The Dorothy Dix Talks," "T Eternal Question," by Felice Davis; "Broadcasts," by Lora Kelly; "A Daughter of Eve," "The Latest" (Par Fashions), "Home Cooking," by Queen Victoria's cook; "As Woman to Woman," "Dreamland Adventures." DAIL PERSONALITY FEATURE: "Three Minutes with a Headliner," by Frederick L. Collins. COMICS: "Somebody Stenog." (Hayward), Daily Strip and Weekly Page; "Rufus McGoofus" (Cunningham), Daily Strip; "The Sassies Kollum" (Bach), "That's Different" (Bach), "Dumb-Bells," The Crossing Cop (John). CARTOONS: Sykes' Daily "The Human Zoo" (C. D. Batchelor), Daily; "Follies of the Passing Show" (Hanlon), Weekly. FICTION: Dail and Weekly Detective and Mystery Serials; Hazel Deyo Batchelor's Daily Love-Problem Serials; Daily and Week Short Stories. RADIO FEATURE: "Radio in the Home" (Daily). MIDGET FEATURES of stick length: "Milad Beautiful," "Love Nots," "Things You'll Love to Make," "Things for Boys to Make," "The Housewife's Ide Box," "What's What," "After-Dinner Tricks," "The Home in Good Taste," "How to Save When Shopping," "Favorite Recipes of Famous Women," "Sharpening Up Your Memory," "Pam's Paris Postals," "The Children Hour," "History of Your Name," "Who-Why-What-When-Where?" "Daily Fun Hour," "Can You Tell?" "Correc English." SPORTS FEATURES: "The Sportfolio," "Wise Tennis Tips" (Tilden). PUZZLES, CUT-OUTS, TRICK and MAGIC.

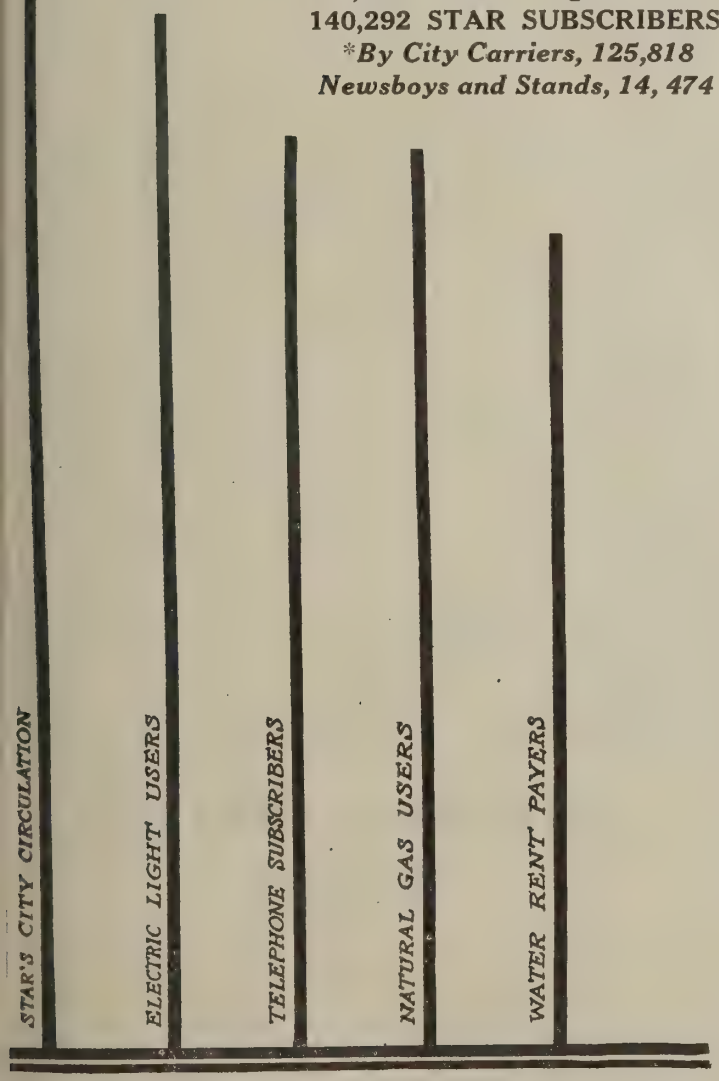
LEDGER SYNDICATE

INDEPENDENCE SQUARE PHILADELPHIA, PA

A Startling Comparison

In Greater Kansas City there are:

90,900 Water Rent Payers
101,102 Natural Gas Users
102,000 Telephone Subscribers
116,520 Electric Light Users
140,292 STAR SUBSCRIBERS*
By City Carriers, 125,818
Newsboys and Stands, 14, 474



This chart shows graphically The Kansas City Star's city circulation as compared with the patrons of the various public utilities

If you had a message for the people of Kansas City, it would be worth a whole lot to deliver it to all the families and business houses who use electric lights, wouldn't it? Or to all the persons who have telephones in their homes, shops or offices? Or to all the gas users? Or to all those who have the convenience of city water?

And yet, if you were to reach all of any one of these classes, or all of them put together, you would have fallen short of getting your message before everybody in Kansas City.

There are districts in Kansas City to which electric lights have not yet penetrated. There are homes without telephones. There are thousands of housewives who for one reason or another do not use gas. Water mains have not yet reached all the newly pioneered residence sections of Kansas City.

But there is no district in all of Greater Kansas City which is not served by The Star's carriers. The home in which The Star is not read twice a day would be as hard to find as the proverbial needle in a haystack.

Look at this chart. A graphic presentation of the thoroughness of The Star's circulation. More Star readers by 22,000 than there are electric light users; more by 36,000 than there are telephone subscribers; more by 37,000 than there are natural gas users; and more by 48,000 than there are water rent payers.

Analysis of The Kansas City Star's Circulation

Carriers	**125,818**
Newsboys	**14,474**
Total City	**140,292**
Suburban	**21,640**
Country	**74,238**
	236,170

Circulation of The Star's Morning Edition, 229,659

Total Daily Circulation, 465,829

Gain over a year ago 21,848

THE KANSAS CITY STAR

NEW YORK OFFICE: 15 East 40th Street **CHICAGO OFFICE: 1418 Century Bldg.**

WHAT OUR READERS SAY

Cheap at $10

January 31, 1923.

To Editor & Publisher: The best ever. You are showing the whole trade paper world how to get out annual numbers which are not only wonderfully constructed, but must be very profitable from every angle.

Ten dollars a copy for your annual number would be cheap to the man of concern who wants all possible data regarding the newspapers of the Anglo-Saxon countries.

Before you started bringing out this basic data the whole industry labored under the handicap of being hidden under a cloud as it were. Some few knew a few of the men on the newspapers, but no one could find a way to know them all.

The new comers into the newspaper and advertising industries do not realize the wonderful strides toward maximum efficiency that have been made possible through the efforts of the Editor & Publisher.

Our friends the advertising agents do not apparently realize that nearly every worth-while advertiser reads and swears by the Editor & Publisher, and do not give you the share of their own advertising which they should.

The people of this old world of ours are not as openly appreciated as they should be when we are among them. Lillies and bouquets after we have passed on may be all well enough, but you certainly are entitled to maximum recognition when with us.

JASON ROGERS,
Publisher, New York Globe.

Of Inestimable Value

Brooklyn, N. Y., January 31, 1923.

To Editor & Publisher: I have just been looking over the Editor & Publisher International Year Book for 1923 and congratulate you on this splendid piece of work. It is full of information and data which I am sure is of inestimable value to the newspaper of the country, and to those who have any business dealings with them.

H. R. SWARTZ,
President, Intertype Corporation.

Worth Real Money

New York, January 31, 1923.

To Editor & Publisher: I have just received my copy of your 1923 Year Book, and want to extend my congratulations to you and your staff for the splendid achievement. It certainly reflects an untold amount of hard work and a strong desire to render service, that I am sure will be appreciated by your subscribers. I find information contained in it that is worth real money to me.

CECILE PRESTON,
Editor, The Business Woman.

Plan for Journalists' Home in Colorado

Denver, Col., January 20, 1923.

To Editor & Publisher: The American Journalists' Club has been formed to provide a home for those who have become incapacitated in newspaper or periodical service. The clubhouse and camp are intended also for the use of active journalists, who may require a rest or a few weeks of health building.

Twenty acres—a superb site overlooking Denver—has been donated for the uses of the club. The executive committee having the work of organization in hand, gives its services without compensation. A board of regents, composed of publishers and editors of national reputation, will in July next relieve the present committee and appoint an executive staff which will have charge of the institution.

Funds for the support of the home will be provided by memberships and by a foundation subscribed by those who recognize the importance of this work. Each $1,000 membership held by a publisher or press club entitles the holder to send one guest to the clubhouse or camp. A room is provided for this guest without charge and the meals will be provided at actual cost.

A journalist retiring with a small income or pension, will find a home here amidst very delightful and most healthful surroundings and but forty minutes' distant from the libraries, theatres and hotels of a large city. An income of a few hundred dollars will go as far at the clubhouse as three times the amount expended in a city.

An active journalist in danger of breaking down can be restored to health and vitality as a guest of the publisher holding the membership, at an expense that is almost nominal.

The co-operation of publishers, press clubs and all interested in the men and women who make American newspapers and periodicals is asked. An immediate subscription of one or two memberships by each of the leading periodicals and press clubs will insure the opening of the club during 1923.

The executive committee will appreciate your careful consideration of these plans and your early co-operation; and it will be thankful for all criticisms and suggestions intended to aid in the development of this too long delayed project.

JOHN BRISBEN WALKER,
412 Boston Building, Denver.

Jefferson Quotation Verified

Culpepper, Va., January 29, 1923.

To Editor & Publisher:

Answering this query:

Pittsburgh, Pa., January 6, 1923.

To Editor & Publisher: When one sees a notable quotation, attributed to some person of distinction, he is usually inclined to verify its accuracy. Here are three quotations of great interest to the newspaper profession:

"I would rather live in a country with newspapers and without government than in a country with a government but without newspapers."—Thomas Jefferson.

Thomas Jefferson, writing to Col. Edward Carrington, of Virginia, from Paris, under date of January 16, 1787, says:

"The basis of our government being the opinion of the people, the very first object should be to keep that right; were it left to me to decide whether we should have government without newspapers, or newspapers without a government, I should not hesitate a moment to prefer the latter. But I should mean that every man should receive those papers and be capable of reading them."

Col. Carrington was a Virginia member of the Continental Congress 1785-86. In 1789 he was appointed by President Washington, Marshall of the United States District Court of Virginia. In 1807 he was foreman of the jury in the trial of Aaron Burr. Col. Carrington died October 28, 1810.

RALEIGH T. GREEN,
Editor, Culpepper Exponent.

Newspaper Work Gives Women Square Deal

Hastings-on-Hudson, N. Y.,
January 22, 1923.

To Editor & Publisher: Enclosed find $4 for my subscription to your valuable paper.

I enjoy best the column of personals about editorial people, staff changes, etc.; also stories like the recent one with pictures announcing changes in the United Press and Scripps; also the interview with Clare Sheridan, in fact any stories which keep us newspaper folk in touch with the rest of the clan.

I like the way you stress the fact that newspapering is a fine and exalted calling, too. Such emphasis keeps the newspaper fraternity "pepped up," and inspires them with new love of the game.

I notice some poor "skirt" out in Ohio complains about women not having any chance in "the game," kept back by men, etc. She doesn't know what she is talking about. If a women can deliver the goods, there's no profession under the sun where she is given better opportunity and gets more chivalrous help from men than in newspapering. At least that's been my experience. I've been Sunday editor, star feature writer, taken assignments to Panama, Washington to write special war stuff, was smuggled aboard President Wilson's special by a good scout of a newspaper man, and got a dandy story—I could give you yards of such instances. If that woman in Ohio hasn't had an even break, it's because she can't write. If you ever want an article giving a different angle on a woman's opportunities in newspapering, let me know.

SUE McNAMARA.

KANSAS EDITORS VOTE FOR FIELD SECRETARY

Clymer Made President at Topeka Meeting—Little Re-Elected Secretary—Federal Free Publicity Condemned

Decision to employ a field secretary to handle association and service work of the association and condemnation of the policy of the federal government in trying to depend on free publicity to advertise projects which compete with privately owned business were outstanding features of the annual convention of the Kansas Editorial Association at Topeka January 26 and 27.

Rolla Clymer, editor of the El Dorado Times, was elected president of the association; W. F. Hill, Westmoreland Recorder, vice-president, and O. W. Little, of the Alma Enterprise was re-elected secretary. E. A. Pinkerton, of the Glasco Sun, treasurer for the last year, was elected recorder, and J. H. Barley of the Republican Register of Washington, was elected treasurer.

The following resolutions were adopted:

Resolved: That the association commends the practical training given by the department of journalism and printing at the Agricultural College, and urges that these departments receive state support commensurate with their importance.

Resolved: That we recommend to the manufacturers of plates a rigid adherence to the point system thereby saving many hours time in the composing rooms.

Resolved: That in view of the unselfish service of the Kansas editor not only during the war time but in peace—a real service to his town, his county, state and nation—we resent the insinuation of certain politicians during the last campaign that the newspaper men of Kansas are less intelligent, less patriotic, or give less of their service for the general good than other class of citizens, and we condemn as absolutely untrue and entirely uncalled for the charges and insinuations by certain interested parties.

Resolved: That we protest against the persistent attempt of government officials to secure free advertising in the columns of the newspapers, and respectfully represent that the government is as able to pay the regular advertising rates for its publicity as are the banks, building and loan associations and other institutions bidding for the patronage of the people, and that we hereby recommend to all publishers when solicited for free publicity by government paid press agents or officers to definitely decline the same and courteously inform the sender that the government will be required to pay the same rate for its publi as is collected for the same class of ma coming from private or corporate institutio and be it further,

Resolved, That a copy of these resolut be forwarded to the Hon. Lew Wallace, director of government savings and to of the senators and representatives f this state, with the request that an adeq appropriation be made for legitimate newspa advertising, to the end our government no longer be placed in the attitude of a beg in this matter.

It is the plan to finance the work the field secretary this year by volunta subscription. The dues of the associati will remain unchanged. In 1924, howev it is proposed to put the dues on a sch dule according to the circulation of ea paper. A tentative schedule calls for for every 100 subscribers, with a mi mum of $5 and a maximum of $25.

During 1923 the field secretary, it planned, will devote the major portion his time to increasing the membership the association, presenting the organi tion to every editor in the state. T association will be advertised.

The executive committee of the assoc tion has called for subscriptions for t support of this work. The job of fie secretary has been offered to O. W. L tle, of the Alma Enterprise.

Members elected from each district the executive committee are: First d trict, George Harman, Harman Publis ing Company, Valley Falls; second d trict, Drew McLaughlin, Miami Repu lican, Paola; third district, Charles Beel of the Neodesha Daily Sun; fourth d trict, John Redmond, of the Burlingt Republican; fifth district, Fay Seaton, the Manhattan Mercury; sixth district, H. Hale, of the Western Advocate, Ma kato; seventh district, Adna Palmer, the Kingman Leader-Courier; eighth d trict, John Mack, Newton, Kansas.

One of the feature talks was that B. H. Rogers on how to get a page want ads in a country weekly. His pap carries such a page every week and declared dominating circulation was t most important factor in putting want a across.

"We have never solicited a want ad said Mr. Rogers. "They are brought the office or telephoned in. Rural sal are numerous in our county. Much pou try is bought and sold and the spring se son usually finds our want ad page fill for three months or more. Several m in Olathe make their living large through the want ad pages, followi sales, buying and selling, handling their advertising to buy or sell throu the want ad columns. These include liv stock buyers and sellers, dealers in us articles and automobile and accesso salesmen."

Makes Book Section a Tabloid

The book review section of the Chica Evening Post has been changed into tabloid supplement of eight pages ea week.

INTERTYPE

Standardized and interchangeable typesetting machines for all composition, from 5-point text up to full width 36-point bold, and 60-point bold condensed, on slugs up to 42 ems wide. *See our full page next week.*

INTERTYPE CORPORATION
General Offices: 805 Terminal Building, Brooklyn, N. Y.

Boston Globe First

During 1922 **the Boston Globe printed 575,082** Want and Classified advertisements, more than double the number printed in the next three Boston papers (having Daily and Sunday editions).

Write to Advertising Manager, Boston Globe, for information about the Boston territory.

The Globe Should Be First on Your Boston List

Obituary

IAM L. EATON, aged 72, an editor and exchange editor on the d (Ill.) Register-Gazette, died 29. Mr. Eaton was editor of the zoo (Mich.) Telegraph from til 1888. In 1891, with Edgar E. and Eugene McSweeney, he be- e of the owners of the Register- In 1900 he sold his interest in r to Mr. Bartlett and for a short s identified with other interests, rned to the Register-Gazette as rial writer and exchange editor.

A. CORWIN, aged 75, at one time staff of the Chicago Tribune and past 20 years a special agent of ited States Treasury, died last Los Angeles.

AS A. SINDELAR, aged 55, of the n-Andress Company, Inc., New dvertising agency, died January

SUSAN PLUMMER RANDOLPH, s formerly connected with news- n Pasadena and Los Angeles, died 20.

P. H. BODKIN, founder of the n California Christian Advocate, r publisher of the California In- nt and for five years editor of the erde (Cal.) News, died Janu-

CLOUD, aged 54, former editor of ntesano (Wash.) Vidette, who newspaper work last September of failing health, died January 24. for five years city editor of the News.

W. MADGE, aged 72, at one time r of the Toledo Independent, died 27.

D L. CAMPBELL, aged 80, pioneer printer, died last week in Glenn J.

S D. WILKINS, aged 71, for years d with the Goss Printing Press y, Chicago, died January 24 at e, N. Y.

PETER, aged 56, at various times f the Weekly Kansas City Jour- y editor, Guthrie (Okla.) State owner and publisher, Pawnee Courier and on the circulation nsas City Star, died January 20.

AM RHEEM LYTON, aged 67, a editorial writer for the Omaha World-Herald, died January 26 wood, Cal.

DEWITT, for 40 years an employee incoln (Neb.) State Journal, died in Chicago January 31.

I F. DEGGENDORF, aged 67, for 37 proofreader in St. Paul and olis, died January 22.

S. BOYD, city editor of the (Ill.) White County Democrat, uary 24.

NCE A. BELL, aged 56, for the past s a Pittsburgh newspaper man, nd dead in bed January 27.

AM V. PRYBESKI, aged 66, found- or 15 years editor and publisher ay City (Mich.) Prawdo, a Po- spaper, died January 25.

I S. PRIBYL. aged 65, editor for a of years of the Omaha (Neb.) Zapadu, Bohemian paper, died 25.

LUCINDA C. SCOTT, aged 76, of John Scott, long owner and f the Peterboro (N. H.) Tran- ied January 29.

R G. LEATHERS, aged 83, for many nnected with the business depart- the Worcester (Mass.) Daily d last week.

MARY I. GREENE HOLLAND, wife V. Holland, business manager of rtanburg (S. C.) Herald, died 19.

HERVEY, farm journalist and edi- number of such periodicals in died January 21.

RT S. SELBY, secretary to Mayor rver, of Des Moines, Iowa, and of the editorial department of Moines Capital, died January 26.

WILLIAM J. G. PREST, aged 68, at one time an employee of the Detroit Free Press, and active in the Detroit Typographical union, is dead.

JAMES H. DUNN, aged 61, owner and editor of the Sutton (W. Va.) Braxton Central for 36 years, died last week.

JOHN D. LIVELY, for many years a foreman on the Richmond (Va.) News-Leader, died January 27.

JOHN YOUNG, aged 78, formerly of the advertising staff of the New York World, died last week at Geneseo, N. Y.

MRS. ANNABELLE BARTLETT CAULKINS, aged 59, wife of Frederick J. Caulkins, for 30 years editor of the Lumberman's Review, New York, died January 26.

KENNETH W. KEITH, aged 31, former correspondent for Boston and Brockton papers, died January 23.

ROSCOE P. HAM, for over 30 years employed on newspapers in Bath, Me., died suddenly in Washington January 25.

WILLIAM B. CRADDOCK, aged 60, veteran Kansas City (Mo.) press operator for nearly ten years manager of the Western Union office in the Kansas City Post Building, died January 20.

GEORGE W. TRACY, aged 55, former printer on the Wichita (Kan.) Eagle and for 15 years with the Western Newspaper Union at Wichita, died January 21.

EDWARD M. TAYLOR, aged 56, former publisher of the St. Joseph (Mo.) Journal of Commerce, died January 16.

V. HUTCHINS, aged 65, for 25 years editor and publisher of the Smith County (Kan.) Pioneer, died January 17.

ROBERT J. BLYTHE, aged 19, son of E. N. Blythe, chief of the copy desk of the Portland, Oregon, Journal, died January 14.

JOSEPH Z. WILKINS, aged, 69, feature writer on the Wilmington (Del.) Every Evening died this past week. He has been in newspaper work in Wilmington for 40 years starting as an apprenticed printer on the old Wilmington Republican.

JAMES W. ALLISON, aged 73, for 41 years a Washington newspaper man and for 31 years a member of the editorial staff of the Washington Star, died January 19, after an attack of the grippe. Mr. Allison went to Washington as correspondent for the Louisville Commercial, later representing the old New York Star, New York World and New York Tribune. He was a member of the Gridiron Club and the National Press Club.

M. J. Dodsworth Stock Appraised

The stock in the New York Journal of Commerce and Commercial Bulletin, owned by the late Michael J. Dodsworth, vice-president of the paper at the time of his death and son of William Dodsworth, founder of the paper, was appraised January 23 at $396,542 for 495 and a fraction shares, or $800 a share. Mr. Dodsworth left his estate to his wife, Emily Y. Dodsworth. The Appraisal report shows that the corporation has $700,000 stock and $112,000 bonds outstanding and that the assets in 1919 were valued at $1,464,642 of which $1,065,744 was estimated as the value of the good will and $71,631 the plant account. The profits for 1919 were $279,900.

Ottley Left $7,902,222.08

The late James H. Ottley, formerly president of the McCall Publishing Company, Inc., New York, publisher of McCall's Magazine, who died March 3, 1922, left an estate valued at $7,902,222.08, according to a transfer tax appraisal which has been filed at Mineola, N. Y. The gross estate was appraised at $8,256,-202 85, of which his holdings in the McCall Company, Inc., were valued at $158,-733.33.

Asks $10,000 for Newsboy's Death

The owners of the Salt Lake City Telegram building are being sued for $10,000 damages by the parents of a Telegram newsboy who was killed on a freight elevator in building while waiting for papers.

ILLINOIS

PEOPLE BUY IN

ILLINOIS

Illinois is the center of merchandise and manufacturing distribution and practically the center of population. Geographically Illinois is central. Farmers, stock raisers, merchants from the West go to Illinois. Some go to sell, but all go to buy.

Manufacturers and importers have headquarters or important branch houses in Illinois for the distribution of their wares.

As Illinois buys, so buys the West—Illinois standardizes the West as New York standardizes the East.

If you would reach in Illinois alone 6,485,280 people; if you would get the full benefit of the almost limitless market that Illinois offers, you must use these Illinois Daily Newspapers. They and they alone put you in direct touch with the market.

These Illinois Daily Newspapers are the factors in their communities. Use them.

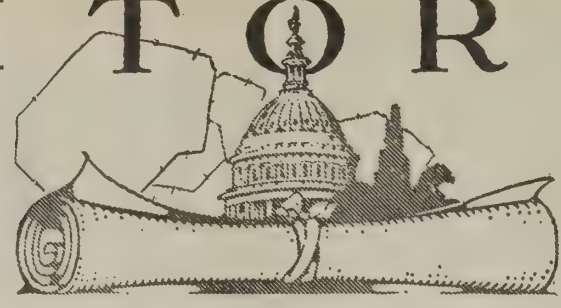
		Circulation	Rate for 2,500 Lines	Rate for 10,000 Lines
**Aurora Beacon-News	(E)	15,249	.055	.055
Bloomington Pantagraph	(M)	17,841	.05	.05
Chicago Herald-Examiner	(M)	395,861	.55	.55
Chicago Herald-Examiner	(S)	729,735	.85	.85
Chicago Daily Journal	(E)	117,483	.26	.24
†Chicago Tribune	(M)	517,184	.70	.70
†Chicago Tribune	(S)	790,552	1.00	1.00
**Moline Dispatch	(E)	9,391	.04	.04
†Peoria Journal-Transcript	(M&E)	33,182	.10	.09
Peoria Star	(E)	24,580	.075	.06
**Rock Island Argus	(E)	10,704	.04	.04
†Sterling Gazette	(E)	5,149	.03	.03

Government Statements, April 1, 1922.

†Government Statements, October 1, 1922.

**A. B. C. Publishers' Statements, October 1, 1922.

EDITORIAL



THE BROTHERHOOD OF SH-SH

THE French have clamped on a censorship in the Ruhr and under its protection secret diplomacy, the greatest foe of peace and human advancement, will carry on its work in full confidence that its crimes will not be known until it is too late; British statesmen speaking in England give Americans their first information about the terms laid down by the United States for the settlement of the British debt; the German Government, through its Embassy, is already whining of atrocities. It has been a big week for secret diplomacy; it has been a menacing week for the people who are going to continue to pay the bills in blood and gold.

With the full realization that the American people must depend upon the old world masters of secret diplomacy for the little news they are permitted to have about their own activities in international affairs, the weekly press conferences with Secretary of State Hughes have become utterly worthless and should be abolished by order of American editors.

The men now assigned to those time-wasting gatherings could be employed much more profitably on assignments where there is at least a chance to get news that is dependable. The American people have been fed up on the other kind.

In the meantime, American correspondents in England, France, Germany, Italy and other countries will continue to dig out the story of this nation's part in the affairs of the world, even though it does carry a foreign flavor and comes late.

Secret diplomacy is the white sheet behind which nations go ku kluxing, and ku kluxing among nations is just as great a danger to established government as ku kluxing among races or religious faiths.

America was sincere when she went to war to put an end to war and abolish secret diplomacy, the cause of past wars; America still holds to those ideals, and a frightened "Sh-sh" is not going to prevent it from finally finding the truth and doing its part in rebuilding the world on it. The press of the nation must be the agency through which the people work to the better future and it is to the extent the press functions as that agency that it will profit in public confidence in the future.

The world will get back to normal, so far as the individual is concerned, just as soon as there is frank, open discussion and settlement on the basis of truth and justice. There can be no lasting peace so long as the truth goes into dark recesses of confidential files and our own Secretary of State turns his back to all demands for information on every question vital to the future peace of our people.

With all the blunders of the peace that was written, we were, nevertheless, traveling the highway that would lead to a brotherhood among men yesterday. But today we are in the grip of the Brotherhood of Sh-sh, manikins dangling in the dark.

ETHICS IN JOURNALISM

THERE is a growing demand among newspaper men who honor their profession to place it upon a higher plane. This is shown in the increasing interest that is being taken in the subject of ethics.

The Arkansas Press Association is the latest to fall into line by adopting an ethical code for the guidance of its members at a recent meeting held in Little Rock. A standing committee on ethics was appointed to serve for a period of five years, and there is every indication that the members intend going into the matter thoroughly.

Journalistic ethics will be one of the subjects discussed at the New York State Conference to be held at Ithaca on February 12 and 13. The Newspaper Club of New York adopted a code in the early days of its organization and is now redrafting it.

EDITOR & PUBLISHER welcomes this wide interest in a subject of such great importance to the profession, but it feels that a code in itself is not enough. With it there must be a pledge for the individual based on the first amendment to the Constitution of the United States. That amendment means more to journalism than most newspaper men realize and better acquaintance with it would be a good thing for everybody.

AN AMERICAN'S CREED

COMPILED BY CHARLES W. MILLER

Vicksburg (Miss.) Herald

WHO is he that saith, and it cometh to pass, when the Lord commanded it not? Out of the mouth of the most High proceedeth not evil and good? wherefore doth a living man complain, a man for the punishment of his sins? Let us search and try our ways, and turn again to the Lord? Let us lift up our heart with our hands unto God in the heavens. We have transgressed and have rebelled: Thou has not pardoned.—(Lam. iii : 37-42.) Therefore by their fruits ye shall know them. Not every one that saith unto Me, Lord, Lord, shall enter into the kingdom of heaven; but he that doeth the will of My Father which is in heaven.—(Matt. vii : 20, 21). Ye hypocrites, well did Esaias prophesy of you, saying, This people draweth nigh unto Me with their mouth and honoureth Me with their lips; but their heart is far from Me.—(Matt. xv : 7, 8). If any of you lack wisdom, let him ask of God, that giveth to all men liberally, and upbraideth not; and it shall be given him.—(James i : 5)

TAPS FOR THE POSTAL COMMISSION

INVESTIGATION of second-class mail costs and methods by a joint postal commission, composed of Senators and Representatives, met its just fate the other day. It was killed by the House and awaits only a decent burial. With economy, economy, economy, shouted in its ears by White House and nation, the House is in no mood to listen to requests for $75,000 from a commission which has spent four times that amount in two years and has accomplished absolutely nothing, not even the preliminary steps which would enable it to spend more money with some prospect of results. And the answer is that investigation of postal costs is again placed where it belongs —with the Post Office.

That is promising. It is encouraging for the publishers. And, like all proposals of Congress, it needs to be watched closely for jokers. It must be made to be what it seems to be. The $500,000 that Congress is willing to vote for additional Post Office clerks and inspectors for the investigation may be plenty if the clerks and inspectors are chosen for the job in hand. It may be only pork if politicians are selected and turned loose on an investigation without specific instructions and limitations. There is no doubt that an honest, thorough investigation of the costs of handling publications in the mails would be productive of good not only for the publications but for the Government. And there is likewise no question that a political investigation would be as useless as has been the career of the joint postal commission composed of members of Congress.

Sight should not be lost, however, of the fact that an investigation of postal costs has no bearing on the publishers' demands for and need of relief from charges that were imposed by haters of the press under cover of war legislation. This relief has been granted to every other industry. It was promised to the publishers before last Election Day. It was refused after the people had given their biennial rebuke to the men who had misrepresented them in Congress.

Politics placed the burden on the newspapers and magazines, and politics has kept it intact. If politics can impose it, politics can also remove it and should do so immediately. The relief can be temporary, subject to such amendment as the postal investigators find necessary, but it should be made effective before the next fiscal year of the Government is ended. If it is too late to expect the present Congress to keep the pledged word of its members, it is not too early to bring the light of reason to its successor.

"KULTUR" AND NEW YORK'S PRESSMEN

BERNSTORFF of 1916 and the German Reich 1922 would seem to be the models chosen New York web pressmen in their relations w the newspaper publishers. The tactics of stall whine which have made the German diplomats stench in the nostrils of civilized peoples find an cellent counterpart in the actions of President Da Simons and his union during the past two years.

There is no need to retell the story of the negot tions throughout 1921 which led to arbitration year ago after the publishers had declared themsel finished with the union's quibbling and evasion. N ther is there need for lengthy treatment of the unio tactics since last February when Judge Manton hand down his award of wages and working conditio The union could not make effective its unreasona demands upon the publishers and it has spent the ent year since then in making unpleasant the task of newspapers in enforcing the contract. No spirit co-operation has been evident. Dispute has follow dispute. The publishers' committee have spent most as much time listening to futile union quibb as they have in the conduct of their newspapers.

When the union chiefs egged on the Evening Wo pressmen to a walkout on Election Night and induc the publishers to arbitrate the point they raised whether overtime could be required under the contra they lost their case at arbitration. Their latest is take an *obiter dictum* of that arbitration award a make of it a supreme provision of their contract w the publishers. That contract plainly provides t "reasonable notice shall be given by the publisher the workmen of hours it is desired that they labo Judge Hand, in the later case, discussing the gene question of industrial relations, observed "that newspapers must . . . give the men notice duri each week of what the shifts will be during the s ceeding week, including any proposed overtime, exc in cases of sudden emergencies." The union mak the week's notice of overtime paramount.

Of course, the publishers have refused to be bou by the union's interpretation of Judge Hand's int pretation of Judge Manton's award, as being totally variance with trade practices of the past thirty yea Its folly need not be pointed out to anyone conversa with the newspaper business, probably not even to pressmen themselves. The union demand is not p sented in sincerity, but with the idea of bartering impossibility for some other concession that is theirs under their present contract. It is the Germ idea throughout.

It is not the province of EDITOR & PUBLISHER advise the New York publishers or the pressmen to the conduct of their business, but the obvious c not be avoided. Germany wasn't beaten by writi notes and it isn't likely that the pressmen will brought to their senses by continuing the weekly change of letters that has marked the past year.

FINISHED PRODUCT ONLY?

IRVING BRANT makes a serious charge agai the American press in the leading article of t issue of EDITOR & PUBLISHER. This is not a bo hurled from the outside. Brant is inside. He is editor of the editorial page of one of the countr big newspapers.

In reading this article one cannot help but ponc whether or not the editorial executive personnel of t United States must not assume responsibility for t condition that existed in 1917 and today.

If the treaties and agreements, secret but bindi that were the ruling factors in the peace that w written at the close of the World War, had be sent out by a recognized news service or had be offered by a feature syndicate, we wonder whether not they would have been printed?

A shell-shocked press can be excused for its m takes and blunders, but certainly there is no alibi f a press that has ceased to function on its own initiati

The charge has been made that less than twel men are doing the thinking for the press of the natio that managing editors have become buyers of a fi ished product, and not originators of new ideas.

Whether this is true or not the fact remains th so-called "big news" comes by wire, and digging rapidly becoming a lost art.

PERSONALS

K HOWELL, JR., has been ap-ited business manager of the At-nstitution, succeeding E. Stowe, comes auditor and secretary- of the paper.

t B. Swope, managing editor New York World, left January 'alm Beach.

harles A. Rook, editor and pub- the Pittsburgh Dispatch, has ointed director of public safety or Magee. He assumed office 1.

Ukers, publisher of the Tea and rade Journal, New York, has ointed to represent the Asso-siness Papers, Inc., on the Na-dvertising Commission in place Tipper, recently resigned. In-Mr. Ukers' recently published ll About Coffee," is being hailed as the best work of its kind the past 20 years.

. Butler, president of the Mis-ess Association, has been ap-state oil inspector of Missouri ry of $3,500 a year. He has for been editor of the Albany

Robie, publisher of the Chelsea Record, celebrated his twenty-iversary as publisher of the st week by entertaining his staff

S. Young, publisher of the (Cal.) Post-Enquirer, and Miss Meyer have announced their en-

Rees, publisher of the Spring-ois State Register, has sailed Francisco for an extended tour ient.

re T. Ellis, publisher of the (Mass.) Telegram and Ga-one of the incorporators of the Baseball Club, Inc., which re-charter of incorporation last

Atwood, formerly editor of the (Wis.) Daily Gazette, has been editor of public printing for by Gov. Blaine.

H. Butler, publisher, and Jos-, advertising manager, of the Evening News, are members of tee which is making plans for tion of a Better Business Bu-uffalo.

HE EDITORIAL ROOMS

I RAYMOND has been made editor of the Duluth News-

treit, Rome correspondent of the ia Public Ledger, and Mrs. the parents of a son born in

A. Hunt, for a number of years on the Salt Lake City Tele-been made head of the newly book department.

Stevens, drama critic of the Herald & Examiner, has com-writing of a book, which will press soon.

rumbull, formerly of the copy e Chicago Daily News, is now ff of the Chicago Journal.

d Kinze, assistant financial edi-Chicago Journal, is ill at his influenza.

Putney, managing editor of the Ill.) Commercial-News, has re-go to the Kokomo (Ind.) Dis-anaging editor.

I. Parsons, athletic star of the of Iowa, until recently Colo-ege football coach, has been rts editor of the Denver (Col.)

M. Leggett has resigned as editor of the New York Call een succeeded by David Kars-e past six years Sunday editor l.

H. B. Crozier, assistant managing editor of the St. Paul Dispatch-Pioneer Press, resumed work too soon after his recent illness and has had a relapse, being confined to his home.

Charles A. Roberts, court reporter for the Springfield (Ohio) Daily News, is the father of a daughter born January 27.

Charles Lang has resigned as police reporter for the Springfield (Ohio) News, to take a post-graduate at Denison University, Granville, Ohio.

Miss Peggy Derrough of the Chicago Evening Post staff has taken a month's leave of absence for a trip to Florida.

Howard Mann, sports editor of the Chicago Evening Post, has returned from Florida.

Zeke Lake, formerly with the Chicago City News Bureau, is now a reporter on the Springfield Illinois State Register.

Otto B. Baker, state editor of the Harrisburg (Pa.) News, has completed 50 years of service in various branches of newspaper work in Harrisburg.

Halbert Crews, former managing editor of the Springfield (Ill.) News-Record, has become Springfield legislative correspondent for the United Press.

Eugene Kessler, for the past year with the editorial department of the South Bend Tribune, is now sports editor of the Danville (Ill.) Commercial-News.

Miss Emily Burke, of the Omaha (Neb.) Bee editoral staff, and Grenville T. Anderson have announced their engagement.

Orville A. Welsh, formerly on Cleveland and Philadelphia papers, has resigned as swing man on the New York Daily News to go on the copy desk of the New York American.

Herbert H. Pfahler, managing editor of the Charleston (W. Va.) Gazette, was guest of honor at a banquet given by the staff last week.

Halstead Worth is now on the copy desk of the Charleston (W. Va.) Gazette.

Henry Cavendish, formerly a reporter for the Charleston (W. Va.) Gazette, has gone to the copy desk of the Cincinnati Enquirer.

Tom Rose has been named vicinity news editor of the Buffalo Times.

Alex Watson, formerly police reporter for the Buffalo Evening News, now has a similar assignment on the Buffalo Times.

Clark Good has resigned from the city staff of the Buffalo Commercial to join the Buffalo Times staff.

Joe Berdel, formerly of the Buffalo Times city staff, is now with the Rochester (N. Y.) American.

Clarence Leighton, city hall man on the Buffalo Evening News, has been made assistant financial editor of the News.

Paul Bowen has been appointed telegraph editor of the Buffalo Times, succeeding his brother, John Bowen, who is now with the Albany (N. Y.) Knickerbocker Press.

Langdon Drennan, former staff photographer of the Buffalo Commercial, has established himself as a commercial photgrapher.

Charles B. Spurway, lately one of the editors of the Hibbing (Minn.) Daily Tribune, has bought the St. Louis County Journal and will move the plant to North Hibbing.

E. C. Norlander, assistant city editor of the Chicago Journal, was the guest of honor at a dinner of the paper's staff just before going on an extended leave of absence for his health. Guy Housley will take Mr. Norlander's place while he is away.

Frank E. Butzow has joined the Chicago Tribune staff and relieved Ted Phillips, in Springfield, Ill. The latter has returned to work in Chicago.

A. C. Veach has returned to the editorial staff of the Newkirk (Okla.) Democrat-Herald.

Joseph Salked, political editor for the Chicago Journal, and recently appointed as a Cook County Civil Service commissioner, continues to represent the the newspaper in political matters.

J. C. Safley, a one-time telegraph editor of the Moline (Ill.) Dispatch, and now publisher of the Grangerville Idaho County Free Press, a weekly paper, recently purchased the plant and subscription list of the Grangerville Globe and will merge the two papers.

Mrs. Lena Falk Gjertsen, formerly on the staff of San Diego (Cal.) Tribune, has returned to the paper as society editor.

Sumner N. Blossom, assistant managing editor and Sunday editor of the New York News, has resigned to become editor of Popular Science Monthly.

G. W. Loomis, for the past year on with the Albany (Ore.) Daily Herald, has bought the Lebanon Criterion and took possession February 1.

Mark F. Ethridge, for two years city editor of the Macon (Ga.) Telegraph, resigned February 1 to do newspaper work in Washington, D. C. Malcolm D. Ainsworth, who has been city editor of the Macon News, succeeds him on the Telegraph.

Douglas K. Miller, formerly city hall reporter on the Schenectady (N. Y.) Union-Star, is now the secretary of Clarence A. Whitmyre, mayor of Schenectady.

Paul Steinberger has resigned as Bellefontaine (Ohio) correspondent of the Springfield Morning Sun, to go into the job printing business at New Carlisle, Ohio.

J. L. Sheppard, Jr., formerly city editor of the Cuero (Tex.) Daily Record has taken the commercial run on the San Antonio Express, and Ben Meyer, of the Express staff, succeeds him on the Cuero Record as city editor.

Michael J. Reidy, well known telegrapher, for a long time a member of the national executive board of the Commercial Telegraphers' Union and president of Boston Local No. 4, has been nominated by Mayor Curley of Boston as street commissioner at $4,000 a year.

IN THE BUSINESS OFFICE

A. LEVICH has resigned as head of the St. Paul Dispatch-Pioneer Press classified advertising department to take the post of director of advertising on the Des Moines (Iowa) Capital. He is succeeded on the Dispatch-Pioneer Press by Earl Dempsey.

Raymond Bissell has resigned as business manager of the Buffalo Commercial to go with the Cutler Desk Company.

Alexander Jackson has resigned as advertising solicitor on the Lynn (Mass.) Telegram-News.

Miss L. Purdy has been made advertising manager of the St. John (N. B.) Telegraph.

E. S. Woodruff and A. N. McKay, general managers, respectively, of the Salt Lake City Deseret News and Salt Lake City Tribune, have been appointed members of newspaper, magazine and billboard committee of the advertising department of the Salt Lake Chamber of Commerce.

William S. Cady, advertising manager of the Hutchinson (Kan.) News for several years, has become a member of the advertising staffs of the Oklahoma City Oklahoman and Times.

Harry B. Adsit, assistant manager of the Pawtucket (R. I.) Times, and Mrs. Adsit are the parents of a second son born January 29.

C. W. Parker has resigned as secretary of the Marshfield (Ore.) Chamber of Commerce to assume the management of the Marshfield Daily News.

Joseph C. Murphy is now advertising manager of the Wilmington (Ohio) Daily News-Journal.

A. M. Varney, general manager of the St. Albans (Vt.) Messenger for the last two years, has resigned and will be sucness department of the Messenger.

James F. S. Wemyss, formerly with the Springfield (Mass.) Republican has joined the Schaefer-Ross Company, Inc., Rochester, N. Y.

Dermot Fitzgibbon has returned to New York, after spending several months in Germany and on February 4 will take charge of the Sunday book section of the Herald. Before going abroad, he had been advertising manager of the Sun, the Telegram and the American. He is now recovering from a major operation, which he underwent shortly before leaving Germany.

WITH THE AD FOLKS

B. G. KOETHER, formerly sales manager of the Hyatt Roller Bearing Company, has been made sales and advertising manager of the General Motors Corporation.

Edwin L. Andrews, for the past seven years with the publicity department of the Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pa., has been appointed assistant.

Warner Bates, recently advertising manager for the H-O Company, Buffalo, has started a trade news service at Buffalo.

L. H. Harvey, recently assistant advertising manager of Pratt & Lambert, Inc., Buffalo, varnish makers, has joined the advertising staff of the Pierce-Arrow Motor Car Company.

Miss Vivien R. Bretherton, of the advertising department of the Meier &

During the year 1922 the newspapers represented by Frederic J. Haskin distributed to their readers free educational literature that cost nearly $200,000.

Frank department store, Portland, Ore., has a story in the current number of McCall's.

Willard G. Stanton has been appointed advertising manager of the Central Cigar Manufacturing Company, New York, manufacturer of Na-Bocklish, Manhattan and Elm cigars. He was formerly advertising manager of the International Cigar Machinery Company.

Frank M. Ronk has been appointed advertising manager of the W. G. Nagel Electric Company, Toledo, wholesale dealers in electrical supplies. He was formerly with Toledo Edison Company.

James W. Critchfield, recently with the advertising department of the Chesapeake & Potomac Telephone Company, Washington, D. C., has been made advertising manager of the Marietta Paint & Color Company, Marietta, Ohio.

C. W. Peck, recently advertising manager of the L. E. Waterman Company, New York, Waterman's fountain pens, has joined the sales and production department of Snyder & Black, Inc., lithographers, New York.

F. Kohl, formerly with the advertising staff of Perry Dame & Co., has been appointed production manager of the Four Arts, New York.

H. J. P. Murphy is now in charge of the advertising department of the Ford Motor Company, of Canada, Ltd., under the direction of H. S. Pritchard, sales manager.

James O. Duffy, assistant advertising manager of Eberhard Faber, Brooklyn, N. Y., has been made advertising manager of that organization.

Lester Brozman, formerly with the Chatham Advertising Agency, Inc., has joined the staff of Frederick Hasse, New York advertising agency.

MARRIED

SAM P. HALL, sports writer on the Chicago Herald & Examiner, and Miss Catherine Hughes were married last week. They will leave shortly for Los Angeles, where Mr. Hall will join the sports staff of the Los Angeles Examiner.

Nathan S. Sodekson, of the Boston Globe circulation staff, and Miss Emma H. Kurlansky have announced their marriage.

Miss Margaret Russell, society editor of the San Diego (Cal.) Tribune, and Lieut. James C. Lough, U.S.N., have been married.

NOTES OF THE AD AGENCIES

HARRY J. RIKER has been appointed third vice-president and executive director of William T. Mullally, Inc., New York advertising agency. Mr. Riker started with this agency as an office boy less than seven years ago. In 1920 he was made assistant secretary of the company.

Willard D. Humphrey, formerly advertising manager of the Burroughs Adding Machine Company and business manager of the company's publications, has been appointed vice-president of the Power, Alexander &. Jenkins Company, Detroit.

A. V. B. Geoghegan was placed in charge of media department of the Federal Advertising Agency, Inc., New York, February 1.

Frank Presbrey, head of the Frank Presbrey Company, has been elected one of the executive committee of the Union League Club, New York.

C. S. McElwain has resigned from Brooke Smith & French, Detroit advertising agency, and is now promotion sales manager of the Yellow Cab Manufacturing Company, Chicago.

Ernest J. Goulston, head of Goulston's Advertising Agency, Boston, was the guest of honor at a dinner January 25 to celebrate his fortieth birthday. He was presented a completely equipped traveling bag.

Clarence Reeder, who had been on the Commercial art staff of the New Orleans Item for 11 years, has joined the art department of the Chambers Agency, New Orleans.

Howard P. Connable, for the past five years with Erwin, Wasey & Co., Chicago, advertising agency, has joined the Francis Fox Institute, New York, as advertising and sales manager.

George F. Whitsett, formerly with the copy staff of Gardner-Glen Buck Company, is now with advertising department of Butler Brothers, Inc., Chicago, wholesalers.

William G. Schaeffer, recently with Farnsworth, Brown & Schaeffer, advertising Agency, New York, has joined the New York office staff of Barrows & Richardson.

K. R. Bridges has joined the New York office of Campbell-Ewald Company as account executive. He succeeds Stephen M. Abery, resigned. Mr. Bridges was formerly assistant advertising manager of the Tide Water Oil Company.

W. A. Schulte, president and secretary of the Schulte-Tiffany Company, Cleveland Advertising Agency, has disposed of his interest in that agency.

John H. Stumberg has joined the printing production department of the Chambers Agency, Inc., New Orleans.

Harry C. Marschalk and Edward M. Pratt have formed an advertising agency at New York under the name of Marschalk & Pratt. Mr. Marschalk was recently with Frank Seaman, Inc., New York, as vice-president. Mr. Pratt was also a vice-president of the same agency.

John A. Holland, recently account executive of the St. James Advertising and Publishing Company, London, England, has joined the R. Sykes Muller Company, Ltd., Montreal, advertising agency.

William M. Baldwin, recently with the advertising department of the Pierce-Arrow Motor Car Company, has joined the staff of Henri, Hurst & McDonald, Chicago advertising agency.

The Washburne-Flarsheim Company, Cincinnati, advertising agency, has been reorganized and its name changed to the Henry B. Flarsheim Company. Henry B. Flarsheim is president.

Webster Wagner, formerly with the Wales Advertising Agency, New York, has joined the Lyon Advertising Agency, Inc., as account executive.

Philip W. Lennen has resigned as vice-president of the Royal Tailors, Chicago, with which he has been connected more than 15 years and will join Erwin, Wasey & Co., Chicago, advertising agency. The advertising department of the Royal Tailors will be under the management of J. R. Grout, who was an assistant of Mr. Lennen for many years.

Fred W. Janvrin, acquired an interest in the Hunt-Luce Advertising Agency, Boston, and has become vice-president of that agency.

John E. Finneran, recently with the St. Louis office of the Gardner-Glen Buck Company, advertising agency is now a member of its New York office staff.

Thaddeus B. Dayton, formerly New York staff representative of the business news section, Philadelphia Public Ledger, has joined the staff of Edwin Bird Wilson, Inc., New York.

Roi B. Woolley, recently with Grandin, Dorrance, Sullivan, Inc., has been appointed vice-president of Goldman-Carrigan, New York advertising agency.

Edward S. LaBart, formerly advertising manager of Wilson & Co., Chicago, will join the sales and merchandising staff of George Enos Throop, poster advertising, Chicago, February 1.

H. Gardner McKerrow, formerly advertising manager of the National Analine & Chemical Company, New York, is now with the staff of the Hazard Advertising Corporation, New York.

B. T. Palmedo has been appointed manager of the New York office of the Hancock Payne Advertising Organization, Philadelphia.

Clayton C. Grandy has returned to the Powers-House Company, Cleveland advertising agency, joining its plan department. Gaylord Kurtz has been made manager of production.

B. E. Chappelow, president of the Chappelow Advertising Company, St. Louis, was recently elected a director in the Dorris Motor Car Company, St. Louis.

Ka-Lo Service, Inc., New York, a direct-mail advertising organization, has been formed with B. B. Katz, formerly sales manager of the Bandor Olive Oil Company, as president, and Lester A. Loeb, as secretary-treasurer.

Mrs. E. Rollins, who has been space buyer for magazines for the last six years for the Federal Agency, New York, has resigned. She has not yet announced her future plans.

Samuel D. Pelham and Ansley D. Terry have joined the selling organization of the M. P. Gould Agency, New York.

Sigmund Margon, president, the Margon-Robinson Company, Louisville, Ky., advertising agency, has been elected to the board of directors of the Advertising Club of St. Louis.

Robert T. Willigan, of the production department of the H. K. McCann Company, New York, has been made assistant to the space buyer, Frank Hilson.

Samuel A. Moss has been elected vice-president of Campbell & Campbell, New York advertising agency, and the name will be changed to Campbell-Moss, Inc.

T. A. Ballantyne and D. J. Hinman have joined the staff of Campbell & Campbell, Inc. Mr. Ballantyne, who recently was with the Wm. H. Ranl Company, has been appointed secretary the company, and chief of the copy partment. Mr. Hinman will be spa buyer and business manager. He w previously with Gilman, Nicoll & Ru man.

Helen Woodward has joined the V Advertisers Service Corporation, N York, as account executive. Mrs. Woo ward was recently with the Harry P ter Company, New York.

H. M. Munroe, recently advertisi manager of W. P. Fuller & Co., S Francisco, has joined the Sterling Fur ture Company, San Francisco, in same capacity.

John A. Holland, formerly director publicity for the Canadian Consolida Rubber Company has joined the R. Syk Muller Company, Ltd., Montreal adv tising agency.

Frank Seaman, Inc., New York, h added to its production staff Fran Brooke Farley, John S. Barlor, Thon F. Coggin, and Arthur Witt Ramsdell

Addison F. Vars has been made ge eral manager of the E. P. Remingt Company, advertising agency, Buffa N. Y. E. K. Emerson has also join that agency.

Katherine Powell has become as ciated with the World Wide Advertisi Corporation, New York, as office ma ager. Mrs. Powell was secretary Emil M. Scholz, president of the agen when he was publisher of the New Yo Evening Post and was assistant to E. Town, until recently general mana of the Shaffer newspapers.

"If He Can Do It, I Can"

A Michigan publisher, hearing of the way the Alpena News sold a series of church advertisements to the Episcopalians, wants to try the same thing in his town.

There is a mine of unworked possibilities for advertising in the churches of your town. The path to its discovery does not lie through classified announcements or small ads asking people to hear a particular sermon.

Give the churches a big idea to work toward. Help them to make their advertising pay biggest returns.

Show them that other churches are uniting their appeal in space proportioned to the importance of the churches in the community.

Series No. 3 consists of 52 ads designed for use for or by all the churches in your city. Write for free proofs and see how you can use the matter. Price for use averages three dimes a week. Address Herbert H. Smith, 518 Witherspoon Bldg., Philadelphia, Pa.

CHURCH ADVERTISING DEPARTMENT
A. A. C. of W.

Editor and Publisher is helping the cause by donating this weekly space. Why not do likewise for your biggest community asset—the churches?

n Accounting and leral Tax Service or Publishers

ences on ication

FORD YEWDALL
33 West 42nd Street
New York City

Introducing
JTNAM OHVER"
by
rles Gordon Saxton
ormerly Cartoonist of
N. Y. WORLD
DAILY & SUNDAY
COMICS
Newspaper Service
n Bldg. New York City

The racuse Herald
SYRACUSE, N. Y.
st in Syracuse leading
econd paper by 2,158,-
nes for total advertising
922.
in total; local; national
ges.
Special Representatives
DEN, KING & PRUDDEN, Inc.
th Ave. Steger Bldg.
City Chicago, Ill.
Globe Bldg.
Boston, Mass.

IE BOSTON AMERICAN
owing two gratifying re-
s of its three-cent price:
the Largest Circulation in
England at that price.
taking on a Higher Grade
Advertising every month.
LITY and QUANTITY
Hand in Hand.
TON AMERICAN

NEWS OF ASSOCIATIONS AND CLUBS

Publishing

GEORGE D. LINDSAY, editor of the Marion Chronicle, was chosen head of the Indiana Republican Editorial Association at the annual meeting held in Indianapolis January 27. The other officers elected are: Vice-president, George Elliott, publisher, Newcastle Courier; treasurer, Herbert C. Willis, Waterloo, and secretary, Will O. Feudner, general manager, Rushville Republican.

The annual winter meeting of the South Dakota Press Association will be held at Sioux Falls February 15 and 16.

The Star Club, composed of employees of the Washington Star, will revive its banquet, which has been allowed to lapse for the last two years, some time in February. The date will be determined at the convenience of President Harding, who is expected to attend.

The dinner committee of the New York State Legislative Correspondents' Association has changed the date of the annual dinner at the Ten Eyck Hotel from March 29 to April 5.

The following legislative committee to draft measures which it considers desirable to have come before the present session of the Alabama Legislature has been appointed by W. T. Sheehan, of the Montgomery Advertiser, president of the Alabama Press Association, and announced by F. W. Stanley, of Greenville, secretary; Ed Doty, Lafayette Sun, chairman; H. S. Doster, Prattville Progress; W. T. Hall, Dothan Eagle; Harry Ayers, Anniston Star; Dr. Hugh McKinnon, Troy Messenger; Mack Wyatt, Clanton Banner; Webb Stabley, Greenville Advocate, and D. D. Norman, Union Springs Herald. The committee will meet shortly in Montgomery to outline its full program for this session of the legislature.

Thomas J. Walker, of the Philadelphia Evening Ledger, was elected president of the Pennsylvania Legislative Correspondents' Association at the biennial meeting at Harrisburg. He succeeded E. J. Hart, of the Scranton Times. W. I. Grundish, Pittsburgh Gazette-Times, was chosen vice-president; Charles G. Miller, Harrisburg News, secretary; Harold Myers, Scranton Republican, treasurer, and William R. Douglas, International News Service, sergeant-at-arms.

The personnel of committees appointed by the Newspaper Representatives' Association of Chicago for 1923 follows: Agency and credit, Robert J. Virtue, chairman, Horace M. Ford and Sylvester Blish; entertainment, H. K. Clark, E. S. Wells and Robert Flaherty; finance, W. H. Stockwell, H. E. Scheerer and Berry Stevens; membership committee, J. E. Lutz, Robert Flaherty and P. L. Henriquez; agency relations, H. W. King, P. L. Henriquez and J. E. Lutz; resolution, J. E. Middleton, W. F. Kentnor and H. E. Scheerer; publicity, W. H. Stockwell, E. S. Wells, John A. Dickson, Walter Merrill and J. K. Byrne, and publications and records, W. H. Stockwell, Horace M. Ford and C. J. Anderson.

The winter meeting of the Second District, Minnesota Editorial Association, was held February 2 at Mankato.

F. H. Price, of Newman Grove, Neb., has been elected president of the Northeast Nebraska Editorial Association.

A. O. Backert, president of the Associated Business Papers, Inc., has appointed the following committee chairmen for the current year: Advisory, H. M. Swetland, United Publishers Corporation, New York; standardization, John N. Nind, Jr., Periodical Publishing Company, Grand Rapids, Mich.; trade practices, E. E. Haight, Motor Age, Chicago; agency relations, Harry Tipper, Automotive Industries, New York; surplus property, Mason Britton, American Machinist; membership, Fred D. Porter, Buildings and Building Management, Chicago; educational, H. M. Swetland, and copy and service, R. Bigelow Lockwood, McGraw-Hill Company, Inc., New York. He has also appointed the following representatives on the National Advertising Commission: Dr. O. F. Ball, Modern Hospital, Chicago; Frank Bruce, American School Board Journal, Milwaukee; and W. H. Ukers, Tea and Coffee Trade Journal, New York; and Fritz J. Frank, Iron Age, New York, the representative in the U. S. Chamber of Commerce.

Twenty southern Illinois editors met in East St. Louis, Ill., recently and formed an organization to work for the establishment of a state park in southern Illinois, which would center around the Cahokia Mound District. A. T. Spivey, editor and publisher of the East St. Louis Journal, presided, and John Vogt, of the Granite City Republic, was secretary.

Twenty-five newspaper publishers and editors, members of the Texas Senate and House of Representatives, have organized the Webster-Franklin Club and will hold weekly sessions during the legislature. The newspaper men will talk shop and discuss legislation affecting the publishing business. F. M. Cowen, of Houston, is president; F. B. Russell, Groveton, secretary; H. E. Faubion, Marble Falls, treasurer; Lee Rountree, Bryan, chaplain, and Will C. Edwards, Denton, sergeant-at-arms.

O. C. Freeman was elected president of the Connecticut Editorial Association at its anual meeting held January 20 at the Hotel Stratfield, Bridgeport, Conn. The other officers elected are: Vice-presidents, Miss Shirley Putnam, Greenwick; Robert Russell, New Britain; E. L. Pramm, Deep River, and W. Stemmins, Storrs; and secretary-treasurer, Everett T. Hill, Hartford.

The Associated Professional Photographers of St. Louis recently organized, with O. C. Conkling as chairman; Wilson Todd, vice-chairman, and John A. Ruth, secretary-treasurer. The association will inaugurate an advertising campaign shortly.

The Texas Press Association will hold its annual convention in Austin, Tex., February 8 and 9.

Advertising

THE Baltimore Advertising Club will hold its fifteenth banquet at the Hotel Emerson February 13.

The Women's Advertising Club of Detroit was organized at a meeting January 26. The first formal meeting of the club will be held in Hotel Tuller February 2. Miss Marie Yeats, assistant advertising manager of Berry Bros., has been appointed temporary chairman. Working committees have been formed, and the following temporary committee chairmen appointed: constitution, Miss Katherine Cornell, the Chevrolet Motor Car Company; membership, Miss Clara Moser, advertising manager of Himelhoch's; house, Miss Margaret Wirt, advertising solicitor, Masonic News, and publicity, Mrs. M. E. Adamson, the Savage Advertising Agency. Miss Hazel Boxley, president of the Toledo Women's Advertising Club, and Miss Marion Powell, vice-president of the Toledo club, attended the organization meeting and helped to get Detroit club started.

Advertising Men's Post 209 of the American Legion will entertain at a luncheon February 5 at the Pennsylvania Hotel. National Commander Alvin M. Owsley of the American Legion, will be the principal speaker. Other guests will include State Commander, Albert S. Callen, County Commander, Thomas J. Brady and members of the national executive committee. This will be the only public appearance of Commander Owsley in New York.

The Erie (Pa.) Advertising Club held a Benjamin Franklin anniversary dinner January 19. The speakers were John Benson, president, and James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies.

Traveler Adds Saturday Roto Section

The Boston Traveler has started a four-page rotogravure supplement as a feature of its Saturday edition.

In Washington
ONE COMBINATION
Two Newspapers
Morning HERALD
Evening TIMES
ONE RATE
115,000 Circulation

More circulation in Washington than there are homes.

The Washington Times
and
The Washington Herald
G. Logan Payne, Pub.

National Advertising Representatives
G. Logan Payne Co.
Chicago, Detroit,
St. Louis, and Los Angeles

Payne, Burns & Smith
New York and Boston

The Pittsburgh Post

A newspaper of character, integrity and enterprise which has earned the confidence of the people of the world's greatest industrial district.

DAILY and SUNDAY

"The African World"
AND
"Cape-to-Cairo Express"

Published every Saturday in London.

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.

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145 Lafayette St., N. Y. City
Established a Quarter of a Century

Features by
Irvin S. Cobb
Fontaine Fox
Rube Goldberg
Ed Hughes
T. L. Masson
O. O. McIntyre
Frederick Palmer
Will Rogers
Chas. Hanson Towne
H. J. Tuthill
and others
The McNaught Syndicate, Inc.
Times Building, New York

YOU USUALLY FIND THAT THE PROGRESSIVE NEWSPAPER IN A CITY IS AN—
NEA CLIENT
EVERY FEATURE NECESSARY FOR THE UP-TO-THE-MINUTE PAPER IS INCLUDED IN THE DAILY NEA FULL SERVICE.
Ask for Samples and Rates
NEA SERVICE, INC.
1200 W. Third St., Cleveland, Ohio

in MILWAUKEE
Let your advertising *grow* with Milwaukee's fastest growing daily—
WISCONSIN NEWS
REPRESENTATIVES—
G. LOGAN PAYNE CO., Chicago, Detroit, St. Louis, Los Angeles.
PAYNE, BURNS & SMITH, New York, Boston.

Success!
Only 20 Weeks Old—and its circulation is more than
170,000
DETROIT
Sunday
TIMES

TIPS FOR AD MANAGERS

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Placing account for the Congress Cigar Company, Philadelphia, maker of "La Palina" cigars.

Biow Company, 116 West 32nd street, New York. Placing account for the J. Bulova Company, New York manufacturer of Bulova wrist watches.

Blaine-Thompson Company, Fourth National Bank Bldg., Chicago. Sending out orders for Keller Laboratory.

Brandt Advertising Company, 7 South Dearborn street, Chicago. Planning extensive newspaper campaign for Boraxetine. Placing account for the Masol Laboratories, Chicago manufacturers of Masol Tooth Paste.

Emil Brisacher & Staff, Flood Bldg., San Francisco. Placing account for the Magnus Fruit Company.

Burnet-Kuhn Company, 605 North Michigan avenue, Chicago. Using 2 columns one time for the Chicago Tribune.

Campbell-Ewald Company, General Motors Bldg., Detroit. Making 5,000 line contracts for the General Motors Corporation.

Chambers Agency, Inc., Maison Blanche Bldg., New Orleans. Has been employed by the Biloxi (Miss.) Chamber of Commerce and the Biloxi Resort Hotels to put on a campaign of advertising for tourists to the Gulf Coast. Northern and Eastern newspapers will be used.

Nelson Chesman & Co., 500 North Dearborn street, Chicago. Issuing orders and contracts on Dodd Medicine Company.

Dake Advertising Agency, 121 Second street, San Francisco. Making yearly contracts with newspapers for the Cutter Laboratories.

Dorland-English Company, Philadelphia. Sending out orders for Carlside's Iron Rust Soap Company.

George L. Dyer Company, 42 Broadway, New York. Making 4,000 line contracts for the Edison Electrical Appliance.

Erwin, Wasey & Co., 58 East Washington street, Chicago. Making 10,000 line contracts for Goodyear Tire & Rubber Company. Adding new towns on Forhan's Toothpaste.

Federal Advertising Agency, 6 East 39th street, New York. Making 4,500 line contracts for Tobacco Products Company. Using newspapers in five states for English Oval cigarettes.

Ferry-Hanly Advertising Company, Hibernia Bank Bldg., New Orleans. Planning newspaper campaign for Pitcher Syrup, manufactured by the Dunbar Molasses & Syrup Company, New Orleans. Will start in a few weeks with page copy in metropolitan newspapers.

Ferry-Hanly Advertising Company, 1110 Grand avenue, Kansas City, Mo. Making 10,000 line contracts for J. A. Folger & Co.

Albert Frank & Co., 332 South LaSalle street, Chicago. Placing account for the Gillman Wrench Corporation of Chicago. Placing account for Brokaw & Co., Chicago, investment securities. Placing account for W. L. Ross & Co., investment securities.

Albert Frank & Co., 14 Stone street, New York. Placing account for J. P. Morgan & Co.

Charles H. Fuller Company, 623 South Wabash avenue, Chicago. Making 5,000 line contracts for the Channell Chemical Company. Contracts being issued on Apex Manufacturing Company.

Guenther-Bradford & Co., 7 South Dearborn street, Chicago. Making yearly contracts with newspapers for Dictograph Products Corporation. Sending out contracts and copy on Dr. Newman.

W. S. Hill Company, 8 West 40th street, New York. Making 5,000 line contracts for Ward Baking Company.

Hill-Winsten Company, 25 West 44th street, New York. Placing account for the Bernhard Ulmann Company. "Bear Brand" yarn, "Bucilla" cottons, and "Glossilla" rope.

Hoops Advertising Agency, 93 Huron street, Chicago. Making 40,000 line contracts with Middle West newspaper for the Sefton Manufacturing Company.

James Advertising Agency, 120 West 42nd street, New York. Using 42 lines 3 times in newspapers for Sanitol.

Johnson-Dallis Company, 136 Marietta street, Atlanta. Sending out orders for Hill's Mixture. Sending out orders for Motor Parts Corporation.

Lord & Thomas, 366 Madison avenue, New York. Making 10,000 line contracts for J. T. Castle Ice Cream. Making 10,000 line contracts for the Auto Strop Safety Razor.

Lord & Thomas, 400 North Michigan avenue, Chicago. General orders and contracts on Mary T. Goldman.

Massengale Advertising Agency, 127 West Peachtree street, Atlanta. Sending out orders for Swift & Co.

McJunkin Advertising Company, 5 South Wabash avenue, Chicago. Using Southern papers on French Lick Springs.

Robert M. McMullen Company, 522 5th avenue, New York. Making 5,000 line contracts for the products of F. F. Dalley Company, 2 In 1 Shoe Polish.

Newell-Emmett Company, 120 West 32nd street, New York. Making 3,000-line contracts for the American Chicle Company.

Frank Presbrey Company, 456 4th avenue, New York. Placing account for the Swiss Federal Railway.

Roberts & MacAvinche, 30 North Dearborn street, Chicago. Have issued orders to a list of mail order mediums for the Strand Tailoring Company. Orders issued to mail order publications for the Walter Field Co. Orders being issued daily for the Banner Tailoring Company, Knickerbocker Tailoring Company, Park Tailoring Company and Goodyear. Issuing copy and contracts for the Pendergast Fence Company.

John Ring Advertising Company, Victoria Bldg., St. Louis. Using 175 lines by 4 columns, twice for St. Louis Chamber of Commerce.

F. J. Ross Company, 119 West 40th street, New York. Making 12,000-line contracts for Consolidated Cigar Corporation.

Sacks Company, Georgia Savings Bank Bldg., Atlanta. Making 35,000-line contracts for the International Proprietaries, "Tanlac."

Allen C. Smith, Davidson Bldg., Kansas City. Making 3,000-line contracts for the Melton Laboratories.

Snitzler-Warner Company, 225 North Michigan blvd., Chicago. Sending out 33 time orders for Fould's Milling Company.

Walter B. Snow & Staff, 60 High street, Boston. Placing account for the Lane Manufacturing Company, Montpelier, Vt. Featuring the new Lane Portable Saw Mill.

Stewart-Davis Advertising Agency, 400 North Michigan avenue, Chicago. Using 250 lines once a week in newspapers for Wrigley Chewing Gum.

J. Walter Thompson Company, 244 Madison avenue, New York. Will use full pages in Sunday newspapers in ten cities, and other space in metropolitan newspapers for Lamont, Corliss & Co., Pond's Vanishing Cream and Pond's Cold Cream.

Thresher Service Advertising, 136 Liberty street, New York. Conducting newspaper campaign in New York, New Jersey and Pennsylvania for American Molasses Company, featuring Rosemere Molasses.

Wales Advertising Company, 141 West 36th street, New York. Placing account for Kohler Manufacturing Company, Baltimore, Kohler Antidote and Kohler One-Night Corn Cure.

Watts, Scott & Beutell, Alfriend Bldg., Atlanta, Ga. Sending out orders for the Orr Shoe Company.

C. C. Winningham, 10 Peterboro West, Detroit. Making 10,000-line contracts for Hudson-Essex Motors.

Vredenburgh-Kennedy Company, 171 Madison avenue, New York. Making 2,000-line contracts for the Arrow Chemical Company.

Perry Takes Over Minneapolis News

(*By Telegraph to* EDITOR & PUBLISHER)

MINNEAPOLIS, Minn., Feb. 2.—John H. Perry arrived in Minneapolis yesterday to formally take over the Minneapolis Daily News, which he and Richard Lloyd Jones recently purchased. Mr. Lloyd Jones, who is now ill in New York, is expected to come here shortly for a three months' stay to reorganize the paper. No personnel changes of any kind have been announced to date. W. A. Frisbie continues in charge. Mr. Perry said there was no statement he wished to make at present. The News appeared yesterday with the line—"One of the Perry-Lloyd Jones Newspapers" on the editorial page masthead.

Northcliffe Will Settlement

The settlement effected in the dispute over the will of the late Lord Northcliffe was sanctioned by the courts February 1, according to a cable from London, though no details were announced. Sir John Simon stated the compromise "left no loophole for further controversy." Counsel appeared in behalf of the infants whose interests are now protected under the will. Lord Justice Duke pronounced against the wills dated July 8 and July 21 and the alleged codicil dated October 8, 1922, and confirmed the other will and codicil, which made bequests to the infants and to charities.

Charge Newsdealer with Fraud

The United States Post Office Department has issued a fraud order against Rafael Gonzales, of Orzaba, Mexico, who has been writing publishers asking them to send him 50 or 75 copies of their Sunday papers, for which he promised $100 upon receipt of the first shipment. According to the post office he never remitted, but disposed of the papers at such profit as he was able to make.

The Daily News
Leads the second paper in Passa in Advertising Lineage for the ye 1922, as follows:
Local Advertising 1,639,9
National Advertising 25,9
Classified Advertising 6
Total Advertising 1,728,4
Lineage Figures by De Lisser Brothers.
DAILY NEWS
Passaic, New Jersey

THE
KNICKERBOCKER PRESS
(Morning and Sunday)
and
ALBANY EVENING NEWS
COVERS
ONE BIG MARKET
Albany, Troy, Schenectady
AND
The Capitol District
NATIONAL REPRESENTATIVE
John M. Branham Co.

Few Papers — (if any) — surpass the
TRENTON NEW JERSEY TIMES
AS
A Food Medium
A recent reader survey indicates that among the housewives of the city our Thursday Food Feature Department—upward of four pages devoted to food recipes and news and food advertising—is the best feature carried by the Times
Circulation 30,237 Member A. B. C.
KELLY-SMITH CO.
Marbridge Bldg. New York
Lytton Bldg Chicago

The great
TRI-STATE DISTRICT
embracing Western Pennsylvania Eastern Ohio and West Virginia, offers the advertiser a rich market for his wares.
The Pittsburgh Dispatch
is unquestionably the best medium through which to reach this market most advantageously.
Sole National Representatives
THE S. C. BECKWITH SPECIAL AGENCY
New York, Chicago, Detroit, St. Louis Kansas City, Atlanta, Los Angeles, San Francisco

In New Orleans it's
THE ITEM

DOLLAR PULLERS

Advertising and circulation managers are always on the lookout for new ideas that will increase advertising receipts and win new circulation. Your idea for increasing advertising or circulation may not appeal to your manager, but it may be just the thing that some other manager wants. EDITOR & PUBLISHER *will pay $1 for each idea printed under this head. The fact that the idea is now being used in your city does not bar it from the department. Address your communication to the* DOLLAR PULLER EDITOR. *When they appear clip them and mail them in and receive payment. Unavailable ideas will not be returned.*

THERE is a tip for live circulation managers in towns rightly situated, in a stunt put over last year at Billings, Mont., the Gazette benefiting. The manager of the Keefe, Automotive Supply Co., each morning made a trip out to the tourist camping grounds, reaching there about 6.30. The grounds are a mile from town. He gave to each visitor a morning paper, the Gazette, with a sticker attached, "Good morning, Mr. Tourist," wishing the visitor pleasure while visiting Montana. The same stunt was put over at Livingston, Mont. There are thousands of towns and cities which have their auto camp ground, and this would be a good stunt at any of them. It boosts the town, the newspaper and the enterprising advertiser.—J. T. B.

Spring cleaning time will soon be here, and it would be a good stunt for the paper to get up a page of ads of concerns dealing in vacuum cleaners, and to use some such line as this over the page: "A Vacuum Cleaner Will Make Your Spring Cleaning Easier." Spring housecleaning time can be made a big business building time for the sale of vacuum cleaners, and so many concerns dealing in vacuum cleaners would be glad to come in such a page as this.—F. H. W.

A Missouri newspaper recently conducted a "Want Ad Week," and increased the patronage of its classified department. For ten days previous to the week set, it put on an advertising campaign, acquainting the public with the value of Want Ads, the opportunities they offer, the interesting reading they afford, etc. It used newspaper space, direct by mail and picture slides in this campaign of publicity. A special price of six insertions for the price of five was made for the week. The motor car dealers came across with fine lists of used cars, the real estate men increased their space, and dealers in poultry and eggs came in from the country. On the first day of "Want Ad Week" this newspaper set twice its usual number of Want Ads and came out with the largest classified section it had ever run.—F. W. R.

A hardware merchant here is using space to advertise a stove. He offers the stove at the regular price the first day and then reduces it one dollar each day until someone buys it. The first one went at a very slight reduction.—H. J. W.

The Cornwall (N. Y.) Press is sending to all its advertisers and agents a telephone memoranda book, thumbnail indexed and bound in blue pinseal leather, with the name of each recipient imprinted in gold on the lower right hand corner of the cover. The inside front and back covers each carry a dignified service announcement of the Cornwall Press. Indeed the book is handsome enough to grace the parlor of any home. Irwin Ronk, editor of the Press, reports that clients of the Press are showing their appreciation of the gift.—R.

An Ohio newspaper is now urging its readers to have their cars overhauled and ready for spring. Co-operating with local dealers whose display advertisements are carried on the page, it invites them to visit any of these dealers for an inspection of the car at the newspaper's expense. While they are not required to have any needed repairs done at that shop, the supposition is, they will. Under the agreement with the dealers, this inspection is made at a very minimum cost to the newspaper.—B. A. T.

The Boulder News-Herald, putting over with local merchants a fashion show, originated a secret slogan containing twenty-odd letters. One different letter from the slogan, on a card, was displayed in the window of each of an equal number of News-Herald advertisers. A $10 prize was offered for the first correct slogan submitted, together with a list of the stores in which the letters were displayed. The contestants were not told which stores participated—they had to search and find them. The slogan incorporated the "Buy at home" idea. This good stunt helped put over the fashion show, and in addition pleased advertisers.—J. T. B.

An advertising solicitor called on a dentist who said he didn't believe it paid to advertise. After having several of his propositions turned down, the solicitor said: "Just let me run this ad for you two weeks, and pay me a five per cent commission on the new business it brings you." "All right," said the dentist, "I'll keep account of the new customers it brings me, and pay you a five per cent commission at the end of two weeks." At the end of two weeks the solicitor returned to the dentist's office; the dentist opened his ledger and read: "Four sets of teeth, $120; nine crowns, $36; pulling teeth, $15; a total of $171, so I owe you $8.50 for this little ad." "Thank you," said the solicitor, "shall I run the ad again on this basis?" "No," said the dentist, "just run it at your regular rates."—B. F. C.

It is much harder to get an advertiser started than it is to hold him after once started. One Oregon newspaper has made regular advertisers out of a number of business houses of the city by getting them started with two-inch surrounded (island position) ads. Several who had repeatedly said that advertising could do them no good, and who were started this way, have been every-week advertisers for years, and of course, now take much larger space than that used as a teaser. Another business man who said he would advertise if the newspaper could prove that anyone read his ads, and who left it to the advertising solicitor to write the copy, was immediately made an every-week advertiser. The teaser used in this case was in news story form, and the advertiser himself read it down to his name before he realized that it was a piece of advertising.—E. B.

The St. Louis Star, which has been giving free travel accident insurance for the death or injury of any reader during the term of his subscription, is taking display space in its own paper to advertise the payment of insurance in each case that arises. There have been 350 such cases since the Star inaugurated the policy about three years ago, an average of two a week; however, only five deaths have resulted from these accidents. The name and address of the injured man or woman to whom the insurance is immediately paid is published. This makes a very favorable impression on all of the injured person's friends and acquaintances, bringing many new subscriptions.—D. R.

Why not run a state campaign to increase circulation? The Cheyenne (Wyo.) State Tribune is running a campaign from January 15 to June 1. They claim it is not a contest but merely a bit of friendly rivalry between individuals, clubs or societies in the incorporated towns of Wyoming. Every cent collected on old subscriptions will be counted as one vote. Every cent collected on new subscriptions will be counted as two votes. On June 1, the person or club having the most votes will receive $150; second largest, $100, and third largest, $50.—A. R. D.

Many people like a little variety in the bread they eat every now and then, but they are entirely unfamiliar with all the varieties baked by the various concerns in their city. It would, therefore, be a good stunt for the paper to get up a page of ads of local bakeries in each of which ads the bakery would tell about the different kinds of bread it bakes. An appropriate heading urging people to try different varieties of bread, would help to sell the page.—F. H. W.

The St. Louis Globe-Democrat recently secured from Washington University, which is located just outside the city's limits of St. Louis, a display advertisement soliciting part time employment wanted by students earning their way through college. Business men and others needing help of various kinds were asked to call upon the Board of Recommendations of the university for needy students. The available labor supply which was listed included almost everything between a tutor and a janitor, or between a stenographer and a housemaid. This should suggest a field for new advertising from your local college as well as a good feature story about the many different and perhaps unusual ways that students in your city are earning money to pay for an education. Writing Hunches and Dollar Pullers might be one.—D. R.

The Paris (Texas) Morning News guarantees the results of its want ads. That is, if there is no result, there is no payment. By result is meant that the News want ad will put the advertiser in touch with prospects, and not that the entire deal will be consummated. If there is no response to the want ad, then there is no payment. At intervals, the News runs advertisements giving instructions as to the writing of want ads, and outlines the information that should be contained in each class of such ads.—W. L. M.

FIRST IN PUBLIC SERVICE
The World.
MORNING EDITION
The World and the Evening World have a combined circulation, daily, of 530,000 for $1.20 per agate line gross, subject to contract discounts. They carry more high class dry goods advertising; are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.
Advertise in Newspapers by the Year
The Evening World
Pulitzer Building, New York
Building, Chicago
Ford Building, Detroit

BY every test of daily circulation The News leads — by volume, by character, by distribution, by reader interest, by proved results for advertisers.
The Indianapolis NEWS

NEW
Mailer Adaptation at Installation Maintenance Cost of 4c to 9c a riber a year.
mail lists of 1,500-5,000. Imprints ises direct. Provides for daily tion of mail list. Eliminates pre- le complaints. Makes Circulation er independent of Composing and Rooms. Permits use of time and aving methods. Gives subscribers ely better mail delivery service. today for details.
The Speedaumatic Company
MANUFACTURING
HE MULTI-MAILER SYSTEM
817-825 WASHINGTON BLVD.
CHICAGO

THE
W ORLEANS STATES
o years has *increased*
Daily over 17,000
Sunday over 41,000
nt averages are
Daily over 54,000
Sunday over 77,000
12c flat Daily
15c flat Sunday
Advertising gain for 1922
5,432—Greatest in the South
Represented by
E S. C. BECKWITH SPECIAL AGENCY
NEW YORK
HN M. BRANHAM CO.
CHICAGO

CIRCULATION BUILDING SUPREMACY
Start 1923 with a Big Gain
1922 CAMPAIGNS
Los Angeles Times 3rd
San Francisco Chronicle
Indianapolis News
Baltimore American
Louisville Herald
Now Conducting
Washington Post
2nd Campaign

HOLLISTER'S CIRCULATION ORGANIZATION
Largest in the United States
300 MERRITT BLDG., LOS ANGELES, CAL.

Westchester County's Greatest Advertising Medium
THE DAILY ARGUS
Mount Vernon, N. Y.
Carried
Over 7,000,000
Lines in 1922
This is the Greatest Amount of Advertising Carried by Any Paper in This Important County.

New Haven Register
is New Haven's Dominant Paper
Circulation over 35,000 Average
Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.
New Haven Register
The Julius Mathews Special Agency
Boston — New York — Detroit — Chicago

The NEW YORK EVENING JOURNAL
has the largest circulation of any daily newspaper in America.

The Pittsburgh Press
Daily and Sunday
Has the Largest CIRCULATION IN PITTSBURGH
MEMBER A. B. C.
Foreign Advertising Representatives:
I. A. KLEIN
50 East 42nd St., New York
76 West Monroe St., Chicago
A. J. NORRIS HILL, Hearst Bldg., San Francisco

THE MECHANICAL SIDE

CHARLES H. BROWN, son of Charles S. Brown, for the past 12 years Chicago manager of the Duplex Printing Press Company, has been appointed traveling representative for the Duplex Company. He will cover the Western and Northwestern States. His headquarters will be in Chicago.

The Duplex Printing Press Company has appointed Horace G. Samson and Bruce M. Phelps as special representatives in Canada. Mr. Phelps started as a press boy on the Sarnia (Ont.) Post and was later conected with the pressrooms of the Port Huron (Mich.) Herald, Flint Globe and Adrian Telegram. Since then he has been an erector and instructor for the Duplex Company. Mr. Samson began as a fly-boy on the Winnipeg (Man.) Telegram and has been mechanical superintendent of the Montreal Daily Mail and the Winnipeg Tribune.

Henry Boddiker, head machinist of the Chicago Tribune composing room, recently retired on a pension after more than a quarter of a century with the Tribune.

F. A. Bryce has been appointed manager of the commercial printing department of the Ypsilanti (Mich.) Press.

Harold Vahl, chief mechanic of the Marshfield (Ore.) Daily News, was called to Boise, Idaho, January 6 by the death of a sister, Mrs. F. C. White.

Harry S. Rossiter, special newspaper representative of the Lanston Monotype Machine Company, Philadelphia, has disposed of his interest in the trucking and rigging business operated in New York as the John H. Muller Company, by Mr. Rossiter and R. H. Rosen.

The Boston Globe recently installed three electrically driven automatic self-inking and feeding proof presses.

The engraving department of the Boston Post has installed a Dino planer and a Monorail beveling machine.

The Mergenthaler Linotype Company recently sold the following newspapers slug casting machines: New York Tribune, 17 machines; Boston Globe, 14 machines; New York Times, 6 machines; Cincinnati Post, 6 machines; Butte (Mont.) Daily Post, 5 machines; and South Bend (Ind.) News-Times, 5 machines.

The Bowling Green (Ky.) Park City Daily News has changed from seven columns, 13 ems, to eight columns, 12 ems.

The Owensboro (Ky.) Inquirer has installed a new Duplex tubular press and changed from a 7-column 13-em page to an 8-column 12-em page.

NEW INCORPORATIONS

NEW YORK CITY—Kuryer Corporation; capital stock, $50,000; directors, S. Rysiakiewicz, Rockaway road, Jamaica, N. Y.; Gervase Kubec, 392 Adelphi street, Brooklyn; and F. I. Drobinski, 146 Dupont street, Brooklyn.

Duo-Art Press, Inc., of New York County; capital stock, $10,000; directors, Alex Tauber, 220 Audubon avenue, New York; and H. Steinberg and S. Steinberg, 997 Morris avenue, New York.

Sporting Goods Buyer Company, Inc.; capital stock, $6,000; directors, E. F. Warner and I. T. Myers, 25 West 45th street, New York and I. M. Hoffman, 373 4th avenue, New York.

Marschale & Pratt, Inc.; capital stock, $100,000; directors, G. K. Simonds, 470 Main street, Fitchberg, Mass.; H. C. Marshchalk, 197 Coligan avenue, New Rochelle, N. Y. and E. M. Pratt, 33 Oakwood avenue, Rye, N. Y.

Wylie & Sutton, Inc.; capital stock, $15,000; directors, Thomas Wylie and F. M. Sutton, Jr., 45 East 17th street, New York and R. S. Benedict, 14 Wall street, New York.

Keilson & Waxelbaum, advertising, capital stock $20,000; directors, M. Keilson, B. Waxelbaum and W. A. Rothschild.

Edmund Walker & Co., auditing; capital stock, $20,000; directors, E. Walker, E. D. Hayward and L. T. Manus; attorneys, McKercher & Link, 40 Rector street, New York.

Hatoff Printing Company, printing; capital stock, $20,000; directors, I. Hatoff and E. Singer; attorney, S. Hatoff, 19 East 4th street, New York.

HOUSTON, TEX.—C. C. Young Printing Company, Inc.; capital stock, $35,000; incorporators, C. C. Young, H. G. Bastian and R. L. Cole.

Rein Printing Company, Inc.; capital stock, $60,000; incorporators, D. Rein, H. Rein and E. Rein.

MCALESTER, OKLA.—Patriot Publishing Company; capital stock, $50,000; incorporators, J. A. Steele, E. B. Galloway and Mattie Steele.

SYRACUSE, N. Y.—Motor Bus Advertising, Inc.; capital stock, $1,000; directors, George H. Smith, 334 Montgomery street; Tracy Tuttle, 103 East Adams stree M. C. Morrison, 408 Beattie street, cuse.

ABILENE, TEX.—Abilene Paper pany; capital stock, $15,000; incor tors, O. A. Hale. C. W. Barnes, I B. McCarty and others.

SWEETWATER, TEX.—Sweetwater porter, Inc., publishes the Daily Weekly Reporter; capital stock, $30 incorporators, Houston Harte, H Taylor and Mike Shutt.

SUPPLIES and EQUIPMENT
For Newspaper Making

FOR SALE

6c **A WORD for advertisements under this classification. Cash with order.**

Sixteen Page Potter.
Rotary newspaper press for sale. Splendid condition, complete stereotype equipment with press, also electric motor and control system. Inquire the Daily News, Cumberland, Maryland.

Harris
Two color rotary press, bed 29x42, sheet 28 x 40, Automatic Art Delivery Exceptional Press for long runs. Price, terms, etc., C. F. & Co., 96 Beekman St., N. Y. City.

Bargains in Power Paper Cutters.
70" "New Idea" Automatic Clamp Sheridan.
64" "New Model," Automatic Clamp Sheridan.
50" "Dayton" Automatic Clamp Seybold.
50" "20th Century" Automatic Clamp, Seybold.
45" "New Model" Automatic Clamp Sheridan.
44" "Oswego" Auto and Hand Clamp, Oswego Mach Works.
44" "Keystone" Automatic Clamp, Standard Mach. Co.
44" "Kent" Semi-Auto Clamp, Thos. Ryan.
38" "Holyoke" Automatic Clamp, Seybold.
38" "Oswego" Automatic Clamp, Oswego Mach. Works.
38" "White" Hand and Auto Clamp, White.
36" "New Idea" Automatic Clamp, Sheridan.
36" "Sheridan" Hand Clamp, Sheridan.
34" B. & C. Hand Clamp, Brown & Carver.
34" "White" Hand and Auto Clamp, White.
32" "National" Hand and Auto Clamp, Atlantic Mach Co.
32" Seybold Hand Clamp, Seybold.
Prices, Terms and particulars of Conner, Fendler & Co., 96 Beekman St., New York City.

For Sale
Hoe Quad Newspaper Web Press, printing the usual combinations up to 32 pages, rebuilt by the manufacturers, and packed for shipment to Russia, together with complete new stereotype equipment and large amount of stereotype material, all new. Press arranged to print pages of seven columns, 13 ems, but can be changed at small expense to take eight columns, 12½ ems. Has been stored in New York since the revolution of 1917, prevented shipment, accumulating charges for storage, etc., of $18,000—will be sold for less than these charges to close out. All new or equal to new for all practical purposes. Complete itemized list of the outfit supplied on request, with price. (Refer to our No. 401.) Baker Sales Company, 200 Fifth Ave., New York City.

Printers' Outfitters
Printing Plants and business bought sold, American Typefounders' products, ers' and bookbinders' machinery of ever scription. Conner, Fendler & Co., 96 Bee St., New York City.

Take It To
POWERS
Open 24 Hours out of 24
The Fastest Engravers on the Earth
Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

Newspaper Plant Equipments
Established in 1912
PECKHAM MACHINERY CO.
MARBRIDGE BLDG, 34th & Bway
NEW YORK CITY

24-page Straightline Web, with 25 h. p. motors, press erected on your foundation $12,500.00
64-page multi-color, 22 in. cut off, erected $17,500.00
2-16 page Tabloid size webs $3,000.00
Get our List No. 27—16 pages.

Stereotyping Machinery FOR SALE

Hoe Metal Pot, 6,000 lbs., with pyrometer, pump and casting box.
Hoe Plate Finisher and Cooler.
Double Steam Table, Trimming Block.
Double Tail Cutter, Casting Box.
Hoe Curve Plate Shaver and other stereotyping equipment.

For prices, write
OBSERVER-DISPATCH, Inc.
Utica, N. Y.

USED NEWSPAPER PRESSES

SCOTT QUADRUPLE FOUR DECK PRESS
Prints four to thirty-two pages. Can be seen in operation every afternoon in the week at Hoboken.

HOE CONDENSED SEXTUPLE PRESS
with color cylinder, two tapeless folders and in excellent condition. Prints from 4 to 24 pages.

HOE DOUBLE SEXTUPLE PRESS
available in the near future. Can be operated as two single Sextuple Presses if desired. Can show press in operation.

WALTER SCOTT & CO.
Plainfield, New Jersey
NEW YORK 1457 Broadway — CHICAGO 1441 Monadnock Block

FOR SALE
Newspaper and Job Printing Plant
of the
NEWBURGH (N.Y.) DAILY STAR
consisting of
3 Linotype machines, Ludlow Typograph, matrices and cabinets, Goss Comet Perfecting Press. Printing Department and Newspaper equipment complete in every way.
For particulars address
A. W. BENNET
Trustee in Bankruptcy,
Brewster Building,
Newburgh, N. Y.

Huber's ROTOGRAVURE INKS
Are now made in our new Rotgravure factory. A better ink at the same price.
HUBER'S Colors in use since 1780
J.M. Huber
Main Office
65 W. HOUSTON ST., NEW YORK
It Pays to Huber-ize

HAVE YOU TRIED HOE PRESSROOM SUPPLIES?

In the field of Small Supplies as we as Large Machinery, Hoe Quality Supreme.

We carry a complete line of Pla Making Machinery, small tools an supplies, including

Blanketing	Chemicals
Matrix tissue	Router bits
Paste powder	Jig saw blades
Brushes	Metal saws

Gauges, etc.

Write for prices

R. HOE & CO.
504-520 Grand Street
New York, N. Y.
7 Water St. Boston, Mass. — 827 Tribune Bldg Chicago, Ill.



Speed Up the Mailing a Make the Wrap Secure With

"QUICK STICK"

For Every Pasting Purpose

"Quick Stick" is a vegetable g which when mixed with cold wa forms a tenacious, quick-drying, wh paste. Because of its unexcelled hesive strength, "Quick Stick" is quently used in place of hot glue.

Mixes Quick
Sticks Quick
Dries Qui

Guaranteed to not Sour or Mo Can be obtained in 125 lb. bags, 50 and 25 lb. kegs and barrels.

WRITE TO
THE COMMERCIAL PASTE
Columbus — Dept. 123

Introduction to Employer and Employee

ſTUATIONS WANTED

WORD for advertisements under this ssification. Cash with order. For nemployed one insertion (adv. not to 30 words) FREE.

ging Manager
nsive experience. Salary start 5) week. Box A-758, Editor & isher.

ging Manager
h executive who knows how to handle cessfully and a big personal producer, ng a more profitable and permanent on. Over 15 years' successful experi- al and National in both provincial and litan cities. Reputation for resource- and getting maximum results. Now in one of the larger Eastern cities. at least $5,000 proposition, salary and rrangement preferred. Address Box are Editor & Publisher.

ging or Business Executive
hly experienced executive and strong producer, now located in important city, is seeking a more desirable op- y. Young married man, with long ul record as Advertising Manager, s Manager and Associate Publisher. rely seeking a change, but a real per- proposition, salary and bonus or profit basis preferred, and possibly an op- y to secure financial interest after ble period. Metropolitan and provin- erience. Unquestionable record. Ad- Box A-845, care Editor & Publisher.

ging Manager or Solicitor
onnection with newspaper in small city. southern territory. A man of ability, ity, level business head, who can pro- esults. Highest qualifications. A-825, & Publisher.

ging Salesman and Copy Writer
position with a well known newspaper in y of 275,000 population. Write, stating ice, age and salary expected, Box A-839, & Publisher.

s or Advertising Manager
g services, quality of which has been de- by 4 years in retail general merchandise account; 4 years with large daily in 300,000 working up as accountant, auditor, business manager; 3 years pub- representative, including lots of ad-writ- erience; 9 years newspaper circulation on; 1 year in financial and high grade ent bond field. Married, 41, good health, hool, commercial school and college edu- Now on advertising and sales promotion rgest morning paper in city of 700,000, st change to connection in New York nearby. A-833, Editor & Publisher.

ising Office Man
, experienced on local and foreign copy Can take charge service bureau. , thorough and reliable. A-1 references. s A-782, Editor & Publisher.

tion Manager
had wide range of experience in every of circulation work. Desire to become with growing newspaper, where compe- nd initiative in handing circulation prob- demanded. Box A-816, Editor & Pub-

tion Manager
, with 12 years of successful training, to locate in town of 100,000 or more. Circulation Manager of an evening daily wn of 42,000. Previous ten years with metropolitan daily in city of over two . Understand all phases of circulation thoroughly familiar with A. B. C. records quirements. Address Box A-836, Editor lisher.

tion Manager
here in a city of 50,000 to 100,000, a pub- has an opening for a live circulation er. This ad is written to get me in direct tion with that publisher. Several years nce on large and small dailies. Age ve a clean past record and can furnish ferences. I am willing to start at any you set and will prove within six months am entitled to an increase. Available ry 15th. Address Box A-838, Editor & ner.

tion Manager
had twelve years' experience in all es circulation work. Am now connected ne of the largest papers in the East. five years in present city with two . Do not care to connect with paper ses premiums or expects to double its tion with office conferences. If you are for a world beater, you can find of wind jammers, but, if you want a hat knows he knows circulation, I am t would be to our mutual benefit to s Box A-806, Editor & Publisher.

n Man,
conducting column on small town daily, position on larger daily, as a column Present column is going big and is favorably commented on by the readers. es of work being compiled will be mailed quest. A-847, Editor & Publisher.

SITUATIONS WANTED

Copy Writer—Reporter
2 years' newspaper experience, 1 year associate editor of weekly magazine. Qualified for reporter, copy writer, or house organ work. 24, college graduate. At present employed. Address A-802, Editor & Publisher.

Editor
of exceptional ability and well qualified feature writer, desires to affiliate with large weekly publication or trade journal having plant sufficiently well equipped to handle monthly magazine owned by applicant. Profits from publishing of magazine and attendant job work sufficient to meet salary expected. If you are looking for a high class man who knows every phase of the newspaper game from a publisher's standpoint, address Box A-830, Editor and Publisher.

Experienced Newspaperman,
widely travelled, age twenty-four, at present free, seeks to connect with daily or weekly publication where intimate knowledge of Europe (or Great Britain) would be an essential. Have been on daily news editorial for three years. A-843, Editor & Publisher.

Feature Writer
and humorist wants good connection. Wide experience. Give details. A-828, Editor & Publisher.

Mailing Room Foreman
desires position. Nine years practical experience, knows business end of the department, can handle help and give service to publisher. Excellent reference furnished from several large daily newspapers. Any sized shop, organized or unorganized, considered. Address A-820, care of Editor and Publisher.

Managing Editor
of one of the best papers in the southwest, desires to return to the middle western states. Has unusual record of success with no failures. Thoroughly experienced in all departments of the newspaper game, a good organizer and fully competent to take complete charge of editorial end of a progressive newspaper. Contemplated change is entirely voluntary. Address A-823, Editor & Publisher.

A Managing Editor
who doesn't know it all, but who *does* know how to get out the kind of paper that sells, is open for position where he can prove his worth. From cub to managing editorship in ten years tells my story. Experienced on papers in towns of from 75,000 to six millions. University man, Christian, 36, married. A-822, Editor & Publisher.

Newspaper Foreman,
assistant foreman and head make-up, would like to correspond with publisher needing composing room foreman. Address A-835, Editor & Publisher.

A Newspaper Man,
who is 51 years old, wants a job as managing editor and editor, combined, or either job separately, on a daily newspaper in town from 15,000 to 40,000 population. Could take full charge of small town daily, including business end, if an attractive proposition were made. Not broke nor out of a job, but circumstances make a change desirable. Good health, good spirits, esteemed best editorial writer in state where I now reside. Have built a daily paper now two years old from small beginning to second paper in the state. Hard worker and know and love the newspaper game. Can take some stock later on, if mutually agreeable. Prefer location east of Mississippi or in South. Address A-815, care Editor & Publisher.

To Busy Executives.
University-trained accountant is willing to locate anywhere. Widely travelled, honest and loyal. Middle-aged, Protestant, married. Have initiative, grit and perseverance. Salary to start $4,000. Will save more than this amount for your concern yearly. Best references. A-837, Editor & Publisher.

Wanted
Desk job in town not larger than 25,000 in middle west. I have had eight years' experience all desks and as reporter. Married, 28 years old. A-834, Editor & Publisher.

Wanted
Position as foreman of daily newspaper plant with linotype and web press equipment; efficient and reliable; union; Great Lakes states preferred. Long experience with medium sized papers carrying heavy advertising has taught the writer just where to cut the corners to best advantage to keep things going all the time, and getting the paper to press at the same hour each day has become second nature. Do you want to unload the composing room end of it? Write P. O. Box 209, Ann Arbor, Mich.

Well Known Columnist
of distinction; writer of satires and poems, which appeared on the editorial page of New York's most distinguished evening paper; writer of literary articles and book reviews, recently engaged in writing a novel, now desires a column again. Write immediately. A-840, Editor & Publisher.

SITUATIONS WANTED

Reporter
with an inclination for facts, 15 years' experience on daily and trade papers, would like connection with trade publication. A-848, Editor & Publisher.

Young Man,
general metropolitan newspaper experience, college training, now with night press service, wants day work. Will consider worth while trade publication. A-842, Editor & Publisher.

10 Years' Experience
reporting, copy reading two biggest Eastern dailies; also have secretarial and executive training; 32 years old, healthy. Want day work not less than $65 weekly. A-844, Editor & Publisher.

HELP WANTED

6c **A WORD for advertisements under this classification. Cash with order.**

City Editor
Small Florida evening daily wants news editor who is good head writer and layout man. Address A-803, Editor & Publisher.

Fast and Accurate Copy-Reader
now on New York daily, can give four hours each day to other work. A-841, Editor & Publisher.

Middle Western Daily,
nearly 90,000 circulation, wants advertising salesman who can sell special pages. Will pay liberal commission. Want a man who has proven his ability along this line. Unless you are good and know you are good, don't apply. This is a job for a real salesman. Address D. P. Slayton, 601 S. 17th St., Omaha, Nebr.

Solicitor
First newspaper in eastern town of 60,000 is in need of ad solicitor and copy writer. Must be man of some experience, good appearance and ability. Address Box A-821, care of Editor & Publisher, giving references, stating experience and salary expected.

Wanted,
by evening daily newspaper near New York, an assistant in the advertising and circulation departments. Want young man of good habits and willing to work, and who has had experience. Address, giving particulars as to age, experience and salary. Box A-826, Editor & Publisher.

BUSINESS OPPORTUNITIES

6c **A WORD for advertisements under this classification. Cash with order.**

Splendid Weekly Newspaper for Sale
Ten miles from Central Pennsylvania city. In growing town amidst industrial activities. Big opportunity to right party. Address A-827, Editor & Publisher.

Magazine Printing Plant for Sale
Located in fastest growing city in America; magazine in third year, with 10,000 circulation; wonderful opportunity to develop large national magazine; has plant costing $20,000; did $52,000 business last year; for sale because advertiser lacks capital to develop; controlling interest will be sold for $9,000 cash or $10,000 on payments; this control carries active management; with good salary; party buying this fine business should have $20,000 to $25,000; or will accept partner with $10,000 to buy needed equipment; don't write unless you have capital and experience in editorial, business or job printing departments. Address Magazine, 329-331 N. W. First Ave., Miami, Fla.

SPECIAL EDITIONS

THE Phoenix (Ariz.) Republican issued a Midwinter Resource edition in 18 sections, totaling 108 pages, on December 31.

The Lewiston (Me.) Journal on December 30 issued a 76-page special edition, it being the 75th anniversary of the founding of the paper.

The Rochester (N. Y.) Herald, January 14, included two sections of 32 pages devoted to automobile and one section 22 pages to motor trucks on the occasion of the 15th Rochester automobile show.

To sell to the home folks and the outside world the big new gusher oil field that has just been brought in six miles of the city, together with the other many resources, the Corsicana (Tex.) Daily Sun through the Corsicana Advertising Club, has contributed 48 pages of free space. These are to be used immediately, 12 pages being distributed to each of the following clubs: Advertising Club, Chamber of Commerce, Lions Club and Rotary Club.

The Winfield (Kan.) Courier celebrated its 50th anniversary January 11. The front page of the Courier carried a reproduction of the first issue of the paper, that of January 11, 1873.

W. A. Dealey Heads Texas Publishers

The Texas Newspaper Publishers' Association held its third annual convention at the Hotel Gunter, San Antonio, January 22. The officers elected for the ensuing year were: President, Walter A. Dealey, Dallas News and Dallas Journal; vice-president, A. L. Shuman, Fort Worth Star-Telegram; and secretary-treasurer, A. E. Clarkson, Houston Post.

PACIFIC COAST INVESTMENTS

We have a number of unusual newspaper investment opportunities on the Pacific Coast. Chances for enterprising newspaper men to become publishers in fast growing centers where living conditions and climate are ideal.

PALMER DeWITT & PALMER
Sales and Appraisals of Newspapers
225 Fifth Avenue New York
Business Founded 1899

Unusual Opportunities
Daily & Weekly NEWSPAPERS
TRADE PAPERS
HARWELL & CANNON
Newspaper and Magazine Properties
Times Building, New York
Established 1910

WE CONNECT THE WIRES

YOUR ADVERTISING STAFF—Does it lack a resourceful director, persuasive salesman, clever copy writer, classified builder, or dealer research and sales aid man? A chain is no stronger than its weakest link, and the spring tug-of-war is on! No charge is made to employers for our service. Wire us.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L. BLD'G., SPRINGFIELD, MASS.



Talented, experienced, and highly efficient men, each a specialist in his own line, ready to solve your problems.

STARR SERVICE CORPS
UPBUILDERS of NEWSPAPERS
BROKAW BLDG.—42ND and BROADWAY
NEW YORK

A New Series of

WANG FOO STORIES

by

Sidney C. Partridge

First Publication
Released weekly beginning
February 4

Thirteen Full-Page Illustrated Stories

The McClure Newspaper Syndicate

373 Fourth Avenue, New York City

PICTURES

An exclusive feature story of 250 words with two- or three-column layout of pictures in mat form, mailed fresh six days a week. Ask for samples.

UNITED FEATURE SYNDICATE

N. A. HUSE, General Manager
World Bldg., New York City

(By Science Service)

Means:
INTERESTING
READABLE
ACCURATE
RELIABLE
POPULAR
SCIENCE
NEWS STORIES

in

THE DAILY SCIENCE NEWS BULLETIN

Write or wire for territory and rates.

SCIENCE SERVICE
1115 Connecticut Ave.
Washington, D. C.

Million Dollar Hearst Features

The World's Greatest Circulation Builders

International
Feature Service, Inc.
New York

HUNCHES

Managing editor and city editors are always on the lookout for news; and feature ideas that can be used locally. EDITOR & PUBLISHER *will pay $1 for each hunch published under this head. The fact that the hunch is not being worked successfully in your city does not bar it from this department. Address your contributions to the* HUNCH EDITOR. *When they appear, clip them and mail them in and receive payment. Unavailable hunches will not be returned.*

IF your vicinity has been subjected to a good amount of snowfall this year, you have an opportunity to get some good features by looking around town for snow artists, not the kids who build the common snow man, but real down and out would-be sculptors who take delight in creating snow statuary about their grounds. Papers in Rochester, N. Y., have found snow lions and other animals, in addition to many genuine Eskimo igloos. Cuts should feature the stories.—J. R. E.

A British publication calls attention to the effort being made by the Cape Argus, South Africa, to assist in the solution of the housing proposition in the Cape Province. It has invited competitive designs for a model house of from three to five rooms for which it offers a premium of 100 guineas for the first selection and 50 for the second. Arrangements have been made with a local building firm to erect the houses selected, and with capital to secure building loans on easy repayment plans, the Argus serving as intermediary between all parties concerned. The Argus is giving much publicity to the undertaking, and it is attracting attention all over South Africa, it is said.—W. H. M.

How strongly do you dwell on the particular industry or business that is the mainstay of your community? The Boston Transcript devotes much space to peculiarly New England industries and businesses. Papers in automobile cities too frequently give their space to "canned publicity," instead of to real news and views of the industry. The same may be said of papers in mining towns, farm communities and others. Real news of the vital local industry and conditions affecting it is strong stuff. —R. M. F.

The Williamsport Sun recently carried a human interest story relating to the mail received by prisoners in the county court house, that city. It developed that one morning delivery included several seed catalogs and various bulletins from mail order houses as well as other answers to advertisements. Investigation by a reporter revealed that the prisoners liked to receive mail, and resorted to various means that their desires along this particular line might be gratified. Interesting is the fact that while the prisoners gave as their address the number and street of their involuntary abode, they failed to mention "County Jail." Perhaps a similar feature could be developed in your city.—H. E. R.

Commercial paper is little understood by a large number of people—perhaps, even, by a majority—in spite of the fact that most of them have more or less frequent occasion to use one or more forms of it. Even such simple things as checks and drafts are mysteries to a surprisingly large number. Why not run a series of non-technical, yet authoritative and thorough articles, describing the various more common forms? The first article might deal with checks, the second with bank drafts, the third with promissory notes, and so on. If the small town paper could get some well known bank official or employee to write them, and if the paper in the larger place could secure the services of someone connected with a prominent bank, so much the better. If that plan were impracticable, some member of the editorial or reportorial staff could handle the assignment, being careful, however, to check up with some bank official or employee capable of detecting errors or ambiguities.—T. A. H.

In many public schools nowadays the principals examine new pupils to see just what their mentality is and just where they belong. Why wouldn't it be a good idea to write a resume of these tests and then urge all the adult readers of the paper to try the test on themselves and see just how they'd stack up in such a test? Of course, with the tests it would be a good plan to show which grades the pupils are put into according to the answers they give to the tests.—F. H. W.

In the comic pictures we are often shown the clever methods of serving summonses to unwilling summonees. But near San Jose, Cal., a summons was recently served by dropping it down from an aeroplane in front of an auto. The motorist stopped, picked it up, and then found that it was just what he was trying to run away from. Talk with your local summoners, and write up some of their interesting expriences.—P. E. M.

"How Your City Is Run"—A series of articles dealing with the functions of the various departments of the municipality. Good educational stuff which readers appreciate—and which make friends for the newspaper in the city offices.—A. D. B.

To what city do the greatest number of long distance phone calls from your town go? What proportion of the long distance phone calls from your town go to places within a radius of fifty miles? What proportion go to places within a radius of 100 miles? What are the longest calls from your town within the past three months? Where were these calls to? What are the busiest hours of the day in the long distance department of your local phone company? A story along this line would be novel and very interesting—F. H. W.

How many old buildings are there in your city which were originally erected as churches, and which are now utilized for some other purpose? To what various uses have they been put since being abandoned as churches? We find one which was changed from a church to a boarding house, and is now a granite shop. Another is now a screw fatcory, and so on. A little investigation will show up plenty of material for a good story.—C. E. L.

Along with a half a column article on the use of fuel oil for industrial purposes which was published in the St. Louis Star recently with credit to a trade journal in that particular field from which the article was clipped, there appeared in the Star 13 small advertisements totaling a little more than a quarter of a page from local dealers in fuel oil, fuel oil burners, pumps, tanks, etc. This same idea can be worked with many fields that have not as yet been exploited by your local papers. Technical articles of merit and authority are easily available from technical journals or can prepared by one of the men in the trade of your city. —D. R.

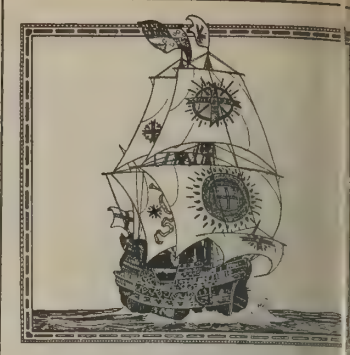
Ordinarily dry stuff from the municipal treasurer's office in cities from 20,000 to 150,000 can be worked into a daily feature by running, under the head "Where Your Money Goes," brief facts regarding payments made by the office. Every check of more than $10,000 has some interesting fact behind it. One paper under this heading told of a payment of $60,000 on a water loan bond, giving the date of construction of the works for which the money had been borrowed, the total cost, the total amount paid to date and the amount remaining due.—M. T.

"Who's Abroad in Town from Midnight to Four A. M.," was the title of an interesting story recently run by a Michigan paper. They did not take somebody else's word for it, but put a reporter on the street during those hours to see for himself. Some interesting and amusing facts can be brought out, especially in the smaller cities where the average person would probably say that no one was on the street at those hours. In the larger cities, of course, there is much interesting and little appreciated work done during the night.—C. E. L.

Hundreds of "human interest items," not considered in the general course of the day's news, are passed over every day by newspaper editors and reporters. By using just such little items a certain Western Missouri newspaper editor has built up a very interesting and popular department. Under the heading "Escaped the Waste Basket," he gives each week spicy paragraphs—sometimes it is a bit of conversation he has had a part in, sometimes an interesting incident, often the cute sayings of his neighbors' children, but everything in this column comes out of his own experience. It has local flavor.—F. W. R.

Throughout the United States at the present time the youth of the country is being interested in calf club work. It is usually started in the rural school when the teacher teaching dairying, explains the need of better blood in herds. Usually an adjacent county is taken as an example. This is followed by a sense of jealousy on the part of the local pupils. The result is the formation of a calf club and the securing of herd animals that will mean in future years dairy cattle, registered, tuberculin tested and of purer stock.—L. J. J.

What is the daily life of a high school senior in your city like? What does he study? When does he study it? What athletic activities does he engage in? What are his social recreations? The answer to all these questions would make a very interesting and novel story.—F. H. W.



Symbol of Fascinating Fictio

"Your Service Has Them Beat"—F. D. Moffett, Sund Editor Milwaukee Journal.

METROPOLITAN NEWSPAPER SERVICE
Maximilian Elser, Jr., Gen'l Mgr.
150 NASSAU ST. NEW YOR

Thomas W.
Briggs Company
Headquarters
Memphis, Ten

We serve Publisher in U. S. and Canada

Write for particular of our
Permanent
Weekly Busines Review Page

America's Best Magazine Page
Daily and Sunday

Newspaper Feature Servi

241 WEST 58TH STREET
New York City

24

Lessons in Boxin

by

SPIKE WEBB

THE INTERNATIONAL SYNDICAT
213 Guilford Ave., BALTIMORE, M

WIRE NEWS

For Evening and Sunday Newspapers

International News Service
21 Spruce St., New York

Ready For Business —NOW



EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK—the book that answers 50,000 everyday questions of the newspaper and advertising world—is now off the presses. For the convenience of the newspaper, advertising, equipment and supply executives who will use their copies constantly during 1923 there is now available a limited cloth bound edition that sells for $2 in the United States, plus 20 cents for postage in Canada and foreign countries. The paper-bound edition of this necessary book goes only to annual subscribers. All extra copies are cloth-bound and sell for $2. Make checks or money orders payable to

THE EDITOR & PUBLISHER COMPANY
63 PARK ROW NEW YORK

The New York Globe

NOW SELLING MORE COPIES PER DAY AT THREE CENTS PER COPY THAN BEFORE THE WAR AT ONE CENT PER COPY

A REMARKABLE DEMONSTRATION OF READER INTEREST

The reader gets a bigger and better newspaper and the advertiser gets a greater value for every dollar spent for space.

A WONDERFUL BUY AT PRESENT RATES

The cost of no other commodity going into the manufacture and sale of merchandise is so closely back to normal as newspaper advertising in The Globe.

THE NEW YORK GLOBE

Member A.B.C. JASON ROGERS, *Publisher.* *Member A.B.C.*

LORENZEN AND THOMPSON, Inc.
Special Representatives
CHICAGO :: NEW YORK :: ST. LOUIS :: DETROIT :: SAN FRANCISCO :: LOS ANGELES

THIS ISSUE: FEEDING THE WORLD PRESS AT LAUSANNE

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1923

SUITE 1117 WORLD BUILDING, NEW YORK

Original second class entry—The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the act of March 3, 1879. Published every Saturday.

[Copyright, 1923, by The Editor & Publisher Company, James Wright Brown, president and editor.]

55. No. 37 NEW YORK, FEBRUARY 10, 1923 By Mail in Advance $4, U. S. A.; $4.50, Canada; $5, Foreign. 10c Per Copy

Katisha's Shoulder Blade

One of the beautiful consolations of statistics—the bible of business—is that they may be "split" in so many ways that anybody and everybody may recieve "a little something" therefrom.

It was upon the perfection of her shoulder blade, you remember, that Katisha based her claim to being the most beautiful woman in Japan.

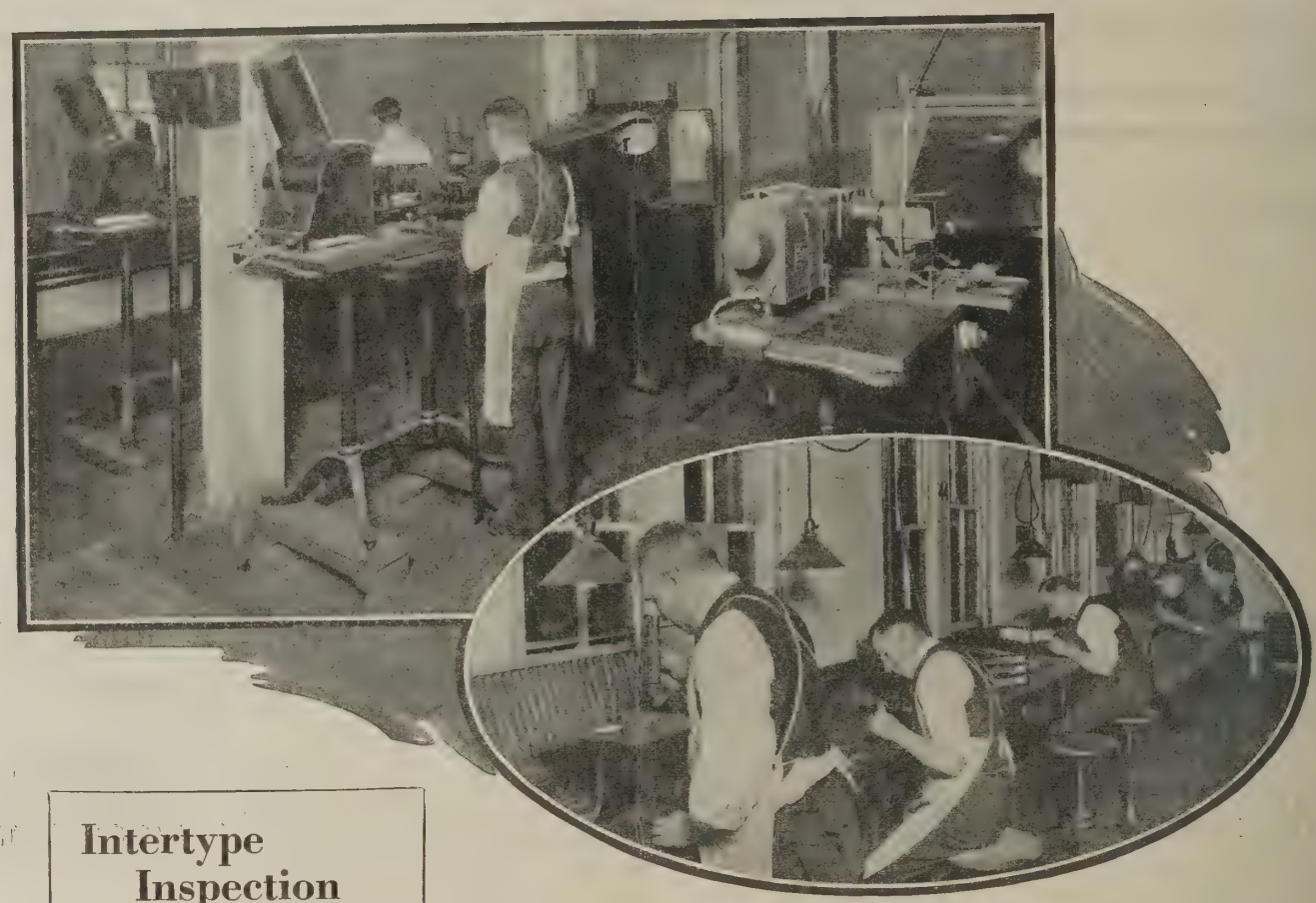
Katisha's shoulder blade—a newspaper's leadership in prune advertising—a golden day of supremacy for him who is the "dub" of his class the remaining 364—these are some of the comforts of "split statistics."

But they who survive the tests of brutal totality, proving year in and year out leadership by all the standards that apply to their line—they indeed are entitled to the rewards of premiership that they receive. Of such is the kingdom of the successful.

For many years—and to-day—all authoritative yearly statistics of daily newspaper advertising prove

The Chicago Daily News

FIRST IN CHICAGO



Intertype Inspection of Matrices

Intertype matrix inspections begin with the raw brass, which is made to our own specifications, and continue throughout the manufacturing operations, of which there are more than fifty. When the matrices are completed, inspections are made of all dimensions, as well as depth, alignment, and side position of character. The lower illustration shows some of the final Intertype matrix inspections.

One of the inspections during manufacture is shown in the upper picture. The matrices are placed in projecting machines which enlarge the characters sixty times. Careful measurements are then made to determine accuracy of alignment and side position.

INTERTYPE superiority of design is very apparent to anyone who sees a demonstration of the machine, and all publishers and printers are invited to arrange with us at any time for such a demonstration.

To those who cannot also see, by a personal inspection of the Intertype Factories, how carefully the Intertype is built, we submit the records of Intertypes nearly ten years old, which have demonstrated remarkable durability of construction and low cost of maintenance.

INTERTYPE CORPORATION

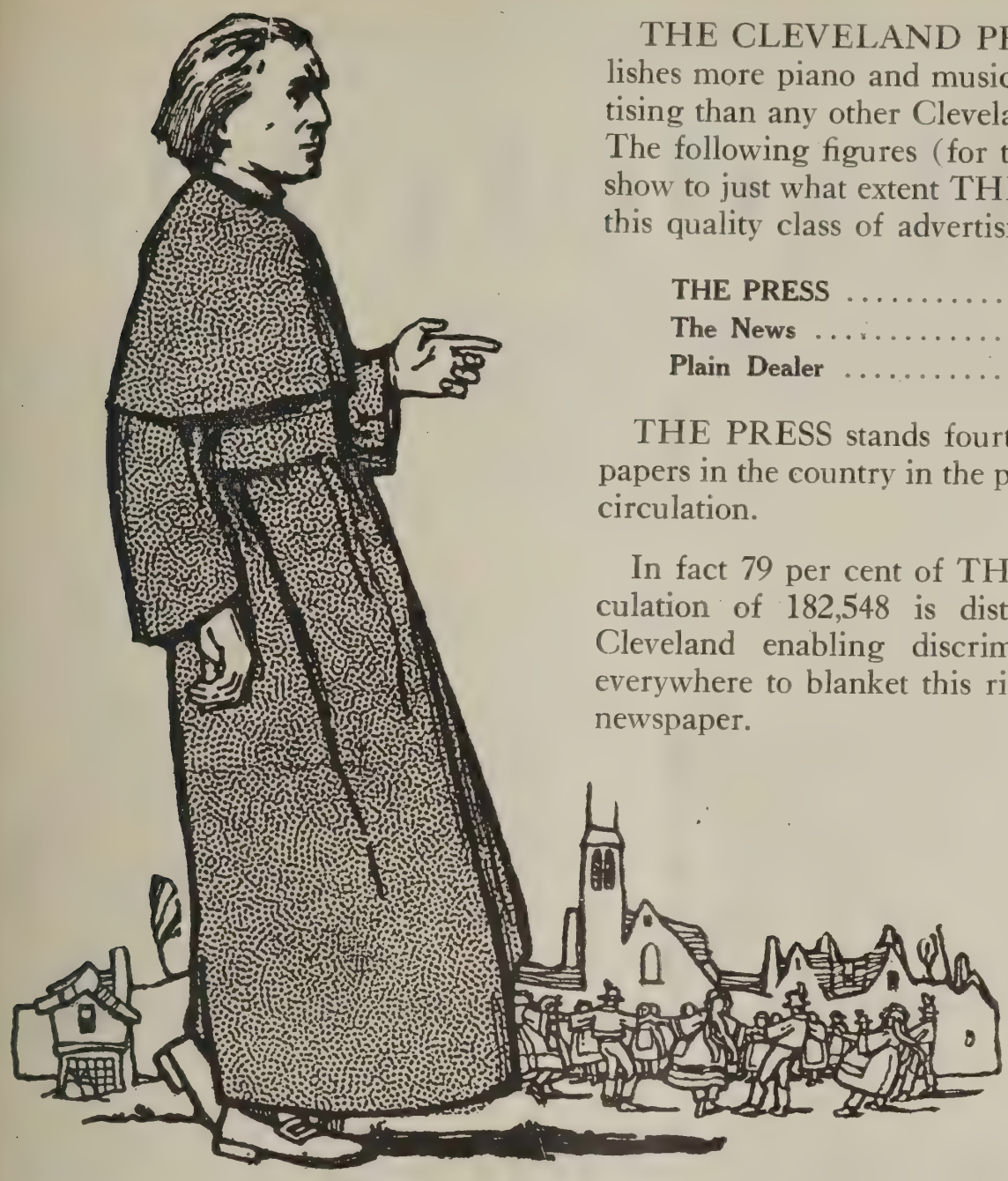
GENERAL OFFICES: 50 COURT ST., BROOKLYN, N. Y.

New England Sales Office, 49 Federal St., Boston
Middle Western Branch, Rand-McNally Building, Chicago
Southern Branch, 160-162 Madison Ave., Memphis
Pacific Coast Branch, 560 Howard St., San Francisco

Canadian Agents, Toronto Type Foundry Co., Ltd., Toronto
British Branch, Intertype Ltd., 15 Britannia St., London, W. C. 1

INTERTYPE

This advertisement was set throughout on an Intertype, the text in Intertype Scotch Roman, the display in Intertype Bodoni Bold.



THE CLEVELAND PRESS regularly publishes more piano and musical instrument advertising than any other Cleveland daily newspaper. The following figures (for the entire year 1922) show to just what extent THE PRESS exceeds in this quality class of advertising:

THE PRESS	**421,060 Lines**
The News	**295,908 "**
Plain Dealer	**216,465 "**

THE PRESS stands fourth of all daily newspapers in the country in the point of concentrated circulation.

In fact 79 per cent of THE PRESS total circulation of 182,548 is distributed in Greater Cleveland enabling discriminating advertisers everywhere to blanket this rich market with one newspaper.

ALLIED NEWSPAPERS, Incorporated

PUBLISHERS DIRECT REPRESENTATIVES

New York Chicago Cleveland Cincinnati St. Louis Atlanta San Francisco

MEMBER AUDIT BUREAU OF CIRCULATIONS

The Scripps-Howard Newspapers
Including the Scripps-McRae League

The CLEVELAND PRESS

DOMINATES GREATER CLEVELAND

Philadelphia

with 400,000 separate dwellings, will buy your electric and gas devices for the home

165,000 of the houses and apartments in Philadelphia use electric current. Practically every one of the more than 400,000 individual dwellings in the city is equipped to use gas.

Nearly 10,000 new dwellings were erected in Philadelphia in 1922 and an extensive building program is now under way.

The market for electric and gas appliances in Philadelphia is growing. Philadelphia's workers—both men and women—are earning salaries and wages which enable them to buy articles to increase their home comforts and to reduce the household work.

You can reach practically every family in the third largest market in America—tell them why they should use your products—by advertising in The Bulletin.

The Bulletin every evening goes into nearly every household in Philadelphia, Camden and their suburbs.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper nearly everybody reads—

"In Philadelphia nearly everybody reads The Bulletin"

The Bulletin

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in America.

Net paid average circulation for 1922—493,240 copies a day.

NEW YORK
Dan A. Carroll,
150 Nassau Street.

CHICAGO
Verree & Conklin, Inc.
28 East Jackson Blvd.

DETROIT
C. L. Weaver,
Verree & Conklin, Inc.
117 Lafayette Blvd.

SAN FRANCISCO
Allen Hofmann,
Verree & Conklin, Inc.
681 Market Street.

LONDON
M. Bryans,
125 Pall Mall, S. W. 1.

PARIS
Ray A. Washburn
5 rue Lamartine (9)

(Copyright 1923, Bulletin Company)

Total Circulation of This Issue: 6,600

EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten P. M. on the Thursday preceding the date of publication—by the Editor & Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Telephone Exchange, Beekman 4330.
Charter Member Audit Bureau of Circulations.

.55 NEW YORK, SATURDAY, FEBRUARY 10, 1923 No. 37

EEDING THE WORLD'S PRESS AT LAUSANNE

porters Virtually Reduced to Picking Up Crumbs from Lips of Press Agents of Interested Powers—News Handout System at Conference Came Perilously Near to Journalistic Mendicancy.

By WILLIAM T. ELLIS

VENEZIA, Italy, Jan. 27.

by day, as I watched the English-saking correspondents at Lausanne about the British Foreign Office enan, like pigeons at St. Mark's, flocking to the tourist with corn, t myself in rebellion. Perhaps my f journalism are too high; or else e archaic, or even too progressive. rate, this procedure seems an af- o the public whom these eminent ondents represent. "Better no t all," I mused, "than news ob- n this fashion. This is the 'hand- duced perilously near to journal- endicancy."

ider the situation. A conference d powers is in session. Primarily, et to make peace between the de- Greeks and the victorious Turks; it is charged with the task of re- ing the relations between Europe ther Asia. The ominous ancient between East and West is here decisively. Nothing more impor- ithin this vast sphere of interest pened since the fall of Constanti- e in 1453. All the elements of a tuman drama are engaged. From yangle, the news is of surpassing nce to mankind. In recognition h, the press associations and great pers have sent their best men to he story. And here they are re- o picking up crumbs from the lips ress agent of one of the interested e!

y in the Conference, secret diplo- cored its usual victory—for Euro- statecraft has had no essential of mind for a hundred years. The War appears to have escaped its usness entirely, so far as practical go. None of the sessions of the ne Conference were to be open to ss. All participants were enjoined recy—although the British and began to report to their nationals he first. After a few days, all ce of obedience to the rules of e was dropped. Each group gives to what it wants the public to

two big European powers do it y, in systematic fashion, and the and the Greeks talk with their ual friends among the correspon- or those who may seek them out. merican "observers" take the po- hat they are not at liberty to re- e proceedings even to their own ls, confining their outgivings to ly phrased copies or summaries of fficial statements before the com- .

sellor McClure, the largest man at nference, attends the full sessions British publicity man. The French Turks, I was told, have similar aries present. They also receive heir officials in attendance state- of what happens at the meeting of b-committee, for transmission to ss.

ously, if it is permissible for pro- l press agents to witness the pro- s of the Conference, each in behalf national propaganda, it would be e reasonable to admit the disinter- orrespondents themselves: for the only difference between three or four reporters and thirty or forty is greater fullness and fairness of view. The public would have a square deal and news would come out unfiltered. If the rule of secrecy was broken for the press agents, it could not reasonably be sustained against the disinterested reporters of the world's newspapers. Sweet reasonableness and consistency are not, however, traits of the old diplomacy; each nation at Lausanne winks at its own and the other nations' violations of the rule of the Conference. Each is given a free field for its own propaganda.

One practical and rather amusing result of this procedure is that the Conference, which is in all things roughly divided into two camps, maintained rival headquarters for news. The official "Cercle de Presse" is located in the Palace Hotel, far up on the hill, in Lausanne proper, above the upper terminus of the funicular railway which has at its lower end the Chateau on Lake Leman where the Conference sessions are held. This "press club" supplies long rows of tables, with occasional typewriters, a reading room, an "American bar,"—with a barmaid!—and a French journalist in charge. Telegraph and telephone facilities are provided. Many of the correspondents phone their stories to Paris. At the other end of the same hotel, the official French spokesman holds daily conferences with the European journalists and with those from Turkey, Egypt and Syria. Only rarely does an English-speaking correspondent attend.

There are far more continental correspondents at the Conference than British and American combined. At the Palace they fraternize freely, French being the common tongue, with their fellow craftsmen from Turkey, Syria and Egypt. There are also two or more Japanese newspaper men in the same hotel.

The chiefs of the Turkish delegation are far more accessible than any others. The Greeks, overshadowed by Mr. Venizelos and his bodyguard, dwell apart in another hotel, and are pathetically ignored, especially since the execution of the ministers. There are no outward signs that Greece is one of the principal parties to the peace treaty that is being considered.

In still another hotel, and treated as rather beyond the pale, being invited to none of the many official dinners that are exchanged, dwell the Russians. Tchitcherin talked freely to the correspondents at first, but later, after establishing a rather untactful Russian Jew as his publicity watch-dog, who insisted on a preliminary inquisition with the correspondent, and upon written questions to be submitted in advance, the chief of the Russians was forgotten by the press men. Possibly he has come to the conclusion by this time that he needs the newspaper men more than the newspaper men need him.

In the sumptuous Beau Rivage Hotel, down on the beautiful waterfront, alongside the Chateau, the activities of the American and British press men are concentrated. In this hostelry the large British delegation and staff are housed, as well as the Americans, the Italians, the Roumanians, the Belgians, the Bulgarians, the Iraquans and the lone Arab delegate, from the Hejaz, clad in latest London styles, with an English valet.

It is here that, twice a day, McClure meets the English-speaking correspondents, with only rarely a continental or Asiatic representative among them. A delightful personality, McClure, who is counsellor of the British Embassy at Rome, with some previous newspaper experience, is not in the same class with Lord Riddell, whose smooth proficiency as a press agent American correspondents learned to admire at the Washington Conference. But the very skill of Riddell made him *persona non grata* to the French at San Remo, so he cannot again fill his familiar role at an international conference. McClure's work is rather cruder: he has no decided flair for news, and no gift of succinct statement. His summaries reflect Lord Curzon's schoolteacher attitude toward the Turks, "Really, now, these people are quite impossible, you know," and such like remarks, interlard his forthgivings. He makes no effort whatsoever to conceal the strictly British and partisan character of his statements. It is avowedly the Conference from the British viewpoint. To get the other side, one must journey up the hill to the French and Turkish headquarters; and, since the press sessions are assembled at the same hour, this is practically impossible.

Of course, the newspaper men were heartily tired of the Conference by Christmas. Many left about the first of the year; and still others when the Ruhr story broke. Some continued to the end, unable even to get away for half a day's sport in the snow, less than an hour distant up the mountains.

Somehow, I got a new idea of the philosophic patience of the men of the press waiting, waiting, waiting, for news to occur. Some day, I predict, while waiting for a diplomatic "hand-out" at an international conference, they will follow the example of the American correspondent at Paris and start an insurrection of their own, in behalf of "open covenants openly arrived at."

BRITISH AD CLUBS' DELEGATION TO SAIL FOR U. S. MAY 26

By HERBERT C. RIDOUT

London Editor, EDITOR & PURLISHER

Special Cable to EDITOR & PUBLISHER

London, England, Feb. 8.—Viscount Rothermere, head of the London Daily Mail, has stated definitely that he is solidly behind the organization of the delegation which will represent Great Britain at the convention of the Associated Advertising Clubs of the World, to be held in Atlantic City in June, and endeavor to bring the 1924 meeting to London.

Organizers have already approached numerous large British manufacturers on the subject of backing for the advertising convention, if it can be obtained for London, and already the replies are encouraging.

It is impossible to say at the present moment what the numerical strength of the British delegation will be, but EDITOR & PUBLISHER'S correspondent expects to know definitely next week. Arrangements are in hand to reserve all necessary accommodations on the Berengaria, sailing for New York May 26.

Lord Rothermere has written Mr. F. A. Wilson-Lawrenson, representing the 1924 A. C. C. W. On-to-London Committee, under date of January 25, as follows:

"Will you convey to your committee the assurance of my hearty support of the 1924 convention, whose members I hope to see in London? My journals will assist in every way to make the convention in London a success and I now inform the committee that my journals will contribute 5,000 pounds towards the expense."

YEARLY EXCHANGE OF JOURNALISTS URGED BY W. LINTS SMITH

London Times Executive, Returned from American Visit, Believes Press Should Start Reciprocal Flow of British and American Citizens for Welfare of the World

INTERCHANGE of journalists between Great Britain and the United States is again brought to the front by W. Lints Smith, of the London Times, in a brief survey of his impressions gathered during his recent visit here, written for EDITOR & PUBLISHER on his return to England. He is an enthusiastic supporter of the proposition which has been advocated many times by EDITOR & PUBLISHER since America aligned itself with the Allied Powers in the war and hopes that it may be brought to fruition in the near future.

"The future welfare of the world rests largely with the English-speaking peoples," he writes, "and anything that can can be done to get us nearer to each other should be done. Personal contact is far and away the best way to dispel prejudices and doubts. I wish British citizens would visit the United States in larger numbers. More Americans come to England than Englishmen go to America. Yet the British people are much traveled. I believe it would be possible by means of an international organization to have an exchange of some of our citizens for brief periods. They would, of course, have to be of the right type, and thoroughly guaranteed. From what I have experienced of American hospitality, I think you would have no objection to entertaining even in your own homes the educated responsible Britisher, and certainly he would not, so far as the American of the same category is concerned.

"The newspapers of our countries might very well set the example in a practical and limited way. Some years ago, I remember, such a proposal was not only mooted but seriously discussed by us in England and the Newspaper Proprietors' Association, of which every leading London paper is a member, gave it hearty support. Mr. Melville E. Stone, who was then on our side of the Atlantic, was enthusiastic in regard to the idea. I am not so sure that he was not the sponsor. In any case we are like Barkis, very willing, and I think EDITOR & PUBLISHER might place all newspapers workers under one more debt of gratitude by taking the matter in hand. Briefly the proposal was that there should be an interchange of journalists. A British newspaper would 'co-opt,' say, two men or women on its staff every year for one year, and an American paper would reciprocate. It does not require much imagination to realize that in twenty years or so, if the leading papers on both sides adopted the plan, we would have in both countries a small army of the very best ambassadors who would help their countrymen to interpret our respective real things and outlook.

"The size of your leading newspapers is a consequent wonder to us in Great Britain," Mr. Smith continued. "The Times on occasions is 32 pages, apart from supplements which are added now and then. That is considered to be very large with us. But you have newspapers which daily exceed that size—for instance, the New York Times with 40 pages—and your Sunday issues are monumental. It is all of course made possible by the greater volume of advertisements which American newspapers obtain compared with ours. We envy you. There is another aspect which interests me. Your readers seem to have got accustomed to these very large papers. In Great Britain they have not, and that is one of our difficulties on the Times in producing anything over say—24 pages, which is an unusually large size for British newspapers. The Times, however, would cease to be the Times if it attempted to deal with the world's activities, plus advertising, in the 12 or 16 pages of which the average British newspaper consists. I have no doubt the point has been carefully considered, but I should have thought there was room in New York for an American 'Daily Mail.'

"It looked to me that advertising in the United States is in a very healthy state. In Great Britain we have passed through two or three extremely lean years. There was something of a 'boom' in 1919, but it did not last long. One unfavorable condition followed upon another. The aftermath of the war, with heavy taxation and labor troubles, contributed to the depression and until quite recently few newspapers were making much if any profit. Before I paid my visit to the United States there was a slight improvement, which is being maintained. We shall not see substantial recovery until our taxation is lowered.

"Much of the money which should be available as capital to finance industry is going in taxes, and the general insecurity and uncertainty induced many to invest in gilt-edged stocks.

"We are hoping for better times in 1923. I trust, by the way, that you will be able to hold your advertising convention in London in 1924. Your advertising men will be made very welcome. It will be a year full of big events in England, including the British Empire Exhibition.

"Your chief papers are not only big but good. I always knew that they gave a great deal of European news, but the daily study of them while in America brought it home to me more.

"They give more attention to Europe than our papers do to America. I do not think they give too much; I think we give too little. As a matter of fact, we know very little of each other through our newspapers. There would probably be less misunderstanding if more space were devoted to our respective activities, but as a practical newspaper man with an experience on the editorial side as well as on the business side, I realize the difficulties associated with expansion in that direction.

"There is only one other thing that I should like to say in conclusion. I have come in contact with among others a good many of your reporters. They have the reputation in our country of what shall I say—call it exaggeration. I give them unhesitatingly a clean bill of health so far as my experience is concerned. There are, I suppose, exceptions in every country, but all I can say is that if you have exceptions I did not meet them."

TEETH IN SECURITIES ACT

Missouri Bill Forbids Ads of Stocks Not Registered Under Law

One of the provisions of the new securities act introduced into the Missouri Legislature is that it is a violation of the act for newspapers, etc., to publish advertisements of securities that have not been registered in accordance with the law, or on which registration has been cancelled. The bill takes the place of the present blue sky law.

Buckley Goes With Hearst

George G. Buckley, formerly president of the Crowell Publishing Company, has joined the general management of the Hearst newspapers in an executive capacity. The nature of his duties has not yet been determined.

ONE SUNDAY LACKING, BUT N. Y. DAILIES ALMOST SET NEW LINEAGE MARK

NEW YORK newspapers last month had the second largest January lineage of their history, despite the fact that the past month had only four Sunday issues against five in each of the preceding three years. This January's total was 14,110,200 lines, which was surpassed only by the 14,344,249 lines rolled up in the first month of 1920. The 1923 figure was 566,608 lines or 4 per cent ahead of the 1922 lineage. Gains were recorded by 12 of the 17 newspapers listed. Total pages printed increased from 13,704 pages last year to 14,492 this year, despite the loss of a Sunday issue. The increase of 788 pages, or 5.8 per cent, is largely accounted for in the totals of the Evening Journal and Evening World.

Comparative figures for the month in 1923 and 1922, and for each year back to 1917, follow:

Pages 1923	Pages 1922		Percentage of Total Space	1923	1922	Gain	Loss
1,224	1,172	American	7.0	982,190	924,126	58,064	.....
1,028	1,088	Brooklyn Eagle	8.5	1,197,284	1,161,450	35,834	.....
576	512	Brooklyn Times	2.1	291,646	300,576	.....	8,930
464	428	*Commercial	2.1	292,132	262,608	29,524	.....
1,108	878	*Evening Journal	8.0	1,126,730	971,620	155,110	.....
524	516	*Evening Mail	3.8	539,800	566,972	.....	27,172
512	530	*Evening Post	2.4	334,230	413,542	.....	79,312
672	618	*Sun	6.2	873,094	768,406	104,688	.....
536	566	Evening Telegram	3.7	530,460	524,604	5,856	.....
844	638	*Evening World	5.6	792,082	779,408	12,674	.....
606	554	*Globe	5.0	710,604	675,312	35,292	.....
1,030	1,082	Herald	7.6	1,067,368	1,114,138	.....	46,770
920	880	News (Tabloid)	2.2	311,006	265,384	45,622	.....
668	648	Standard Union	4.4	624,640	593,242	31,398	.....
1,552	1,488	Times	14.8	2,086,882	2,023,642	63,240	.....
974	962	Tribune	5.9	839,996	893,498	.....	53,502
1,254	1,144	World	10.7	1,510,056	1,305,064	204,992	.....
14,492	13,704	Totals	...	14,110,200	13,543,592	566,608 Net Gain	.....

*No Sunday edition.

	1923	1922	1921	1920	1919	1918	1917
American	982,190	926,126	906,002	1,066,118	673,632	760,971	831,331
Brooklyn Eagle	1,197,284	1,161,450	988,302	1,009,856	705,290	582,204	769,111
Brooklyn Times	291,646	300,576	255,156	†.....	†.....	†.....	†.....
Commercial	292,132	262,608	281,144	341,374	175,564	198,144	223,829
Eve. Journal	1,126,730	971,620	847,340	865,610	693,131	576,854	604,427
Eve. Mail	539,800	566,972	589,016	561,530	328,240	410,622	460,062
Eve. Post	334,230	413,542	604,842	456,202	317,578	283,322	354,391
Eve. Sun	873,094	768,406	729,232	922,822	539,520	428,255	503,340
Eve. Telegram	530,460	524,604	523,088	740,614	663,184	573,853	661,074
Eve. World	790,122	779,408	794,294	801,198	484,710	427,360	437,527
Globe	710,604	675,312	651,552	755,722	554,038	418,861	480,679
Herald	1,067,368	1,114,138	1,112,868	806,064	614,200	534,085	686,710
News (Tabloid)	311,006	265,384	149,820	.....	.....	.....	.....
Standard Union	624,640	593,242	654,624	695,880	457,900	365,448	448,005
Sun	‡.....	‡.....	‡.....	792,854	331,274	311,317	425,855
Times	2,086,882	2,023,642	1,811,694	2,040,620	1,200,845	1,043,215	1,022,252
Tribune	839,996	893,498	868,706	855,712	415,226	339,035	466,739
World	1,510,056	1,305,064	1,222,604	1,632,073	1,155,578	998,021	1,199,407
Totals	14,110,200	13,543,592	12,990,284	14,344,249	9,309,910	8,241,567	9,574,737

†Figures not recorded.
‡Sun and Herald combined into Sun-Herald Feb. 1, 1920; name changed to Herald Oct. 1, 1920.

HEFLIN SHAKES A [illegible] AT SENATE GALLE[illegible]

Alabama Threatens Move to Ba[illegible] porters Who Conspire to Supp[illegible] His Remarks on "Sharks o[illegible] Wall Street," Etc.

WASHINGTON, D. C., Feb. 7.—S[illegible] Thomas Heflin, of Alabama, wh[illegible] quently attacks the members of th[illegible] ate Press Gallery for their failure [illegible] act sympathetically to his speeches [illegible] floor of the Senate, has threatened [illegible] troduce a resolution which would [illegible] the gallery privileges to represen[illegible] of certain newspapers, particular[illegible] metropolitan press. Senator H[illegible] threat was made in connection wi[illegible] recent attack upon Senator Wads[illegible] of New York, for which the Al[illegible] Senator was voted out of order an[illegible] tually accused the next day of ch[illegible] his remarks in the Congressional R[illegible]

The colloquy between the Se[illegible] took place in the course of a deb[illegible] the British debt-funding terms, an[illegible] ator Heflin's attack upon the pre[illegible] next day was due to what he terme[illegible] fair reports" of his statements, wh[illegible] the main were directed against[illegible] sharks of Wall Street," and oth[illegible] aversions of Mr. Heflin. Not lon[illegible] he accused the Washington correspo[illegible] of deliberately vacating the press g[illegible] when he arose to make one of his[illegible] speeches against the conduct of th[illegible] eral Reserve Board, his inference [illegible] that the reporters, their papers, or[illegible] were in a league with the financi[illegible] terests to suppress his speeches.[illegible] ring to the so-called "unfair repor[illegible] his part in the debt-funding debat[illegible] week, Mr. Heflin said:

"It may be that later on the Sen[illegible] order to protect itself against certai[illegible] resentatives of subsidized newsp[illegible] will have to pass a resolution pu[illegible] out certain representatives and d[illegible] them the privilege of the press g[illegible] If the newspaper will not tell the[illegible] about what transpires here, God [illegible] we, as the representatives of the p[illegible] ought not to permit their represent[illegible] to sit in the press gallery. They sit[illegible] by permission of the Senate. If th[illegible] ate wants to protect itself, to se[illegible] the truth is told as to what happens[illegible] it must not permit false reports to [illegible] from here. I have several things[illegible] this line to submit to somebody if[illegible] get a committee appointed to co[illegible] the matter later on."

HERRICK IS ALSO PEEVIS[illegible]

Would Keep Hearst Men Out of [illegible] Gallery After a News Story

WASHINGTON, D. C., Feb. 8.—[illegible] Manuel Herrick, of Oklahoma, [illegible] styled "aerial dare-devil of Cong[illegible] has introduced a remarkable reso[illegible] in the House, which, if acted upon [illegible] ably, will bar from the press galler[illegible] resentatives of the Washington [illegible] and Washington Herald, William [illegible] dolph Hearst's afternoon and m[illegible] newspapers, in the capital.

Textually as presented the reso[illegible] was as follows:

"WHEREAS on February 6, 192[illegible] Washington Times and Washington [illegible] ald published a libelous, slanderou[illegible] infamously false article to the effec[illegible] I, Manuel Herrick, member of Con[illegible] had been sued for breach of promi[illegible] a Follies beauty, and had called h[illegible] a 'spark-plug lover,' that a hated [illegible] had broken up my romance, and t[illegible] had engaged a detective to spy up[illegible] innocent girl, and other false and [illegible] derous matters, and

"WHEREAS, no member of Congr[illegible] immune from equally vicious and lil[illegible] accusations,

"THEREFORE BE IT RESOLVED, tha[illegible] and all representatives of the Washi[illegible] Times and Washington Herald b[illegible] are hereby expelled and debarred [illegible] the press gallery, cloakrooms, cor[illegible] and lobby of the House of Repre[illegible] tives during the remainder of the[illegible] Congress."

'AILERS NOW SAY NEWSPAPERS LACK MAXIMUM HOME DISTRIBUTION

ain Reason for Spread of Shopping News Idea—Rogers Tells National Retail Ad Managers Papers May Soon Cut Down on Space

SPAPERS and advertising were
cussed from various angles in the
of the annual conventions in New
luring the past week of the Na-
Retail Dry Goods Association and
tional Association of Retail Secre-
They were highly commended
torial assistance rendered in aid-
rchants establish more profitable
s with the buying public by such
as persuading readers to do
as shopping earlier and educating
lic in retail store service. At the
time, however, fault was found
leged deficiencies in the home dis-
n of newspaper circulation. The
lities of supplementing newspaper
sing by establishing free dis-
l co-operative advertising sheets,
s the Shopping News now pub-
in Cleveland, San Francisco, Los
s, Oakland and Seattle, were out-
g features of the discussions at
sions of the Dry Goods Associa-
dvertising Group and of the retail
ries.

publishers' side of the newspapers'
is with retail advertisers was
the N. R. D. G. A. advertising
ers by Jason Rogers, publisher of
w York Globe, who said that ad-
ng lineage and circulation figures
e large metropolitan newspapers
now reached a point where it
advisable, from an economic
oint, for department stores to cut
the amount of space they use.
r a certain point, Mr. Rogers said,
st of gaining additional circulation
arge, and the cost of adding more
to the paper is so great, that more
ising increases rather than reduces
pense of producing a paper.

are coming to the point when a
ill be using double trucks to sell
m like shoes or trousers," Mr.
s pointed out. "The amount of
used is largely a matter of compe-
and if all the stores reduced their
t, they would all get the same
e returns from smaller copy."

Rogers said the cost per line in
a case would increase, but there
be a saving due to a decrease in
lume of lineage. The cost of news-
paper is increasing and gains in
ising lineage and circulation only
rate the tendency.

Rogers said that from 1918 to
rint paper almost doubled in price,
rising again, which means an ad-
l bill of $150,000,000 that adver-
will have to foot.

ailed figures to show the cost of
ing a newspaper were cited. From
to 1922 the cost of publishing a
politan paper increased about 150
nt. Mr. Rogers said, while ad-
ng rates have gone up only about
cent, at the same period the price
paper to the reader was trebled.

m 1914 to 1922 advertising in New
City newspapers increased 68 per
Mr. Rogers said. In dry goods
ising alone, from 1903 to 1922
was a gain in the evening news-
of about 300 per cent, the in-
in lineage being from 7,000,000
00,000. In the 6-day morning papers
was an increase between 1914 and
from 3,676,000 lines to 5,900,000
or an increase of 41 per cent. Dur-
at time the advertising gain in the
y morning papers was 85 per cent.
wering the question as to which
st for dry goods advertising, a
ng paper or an evening paper, Mr.
's said that in 1922, the evening
s in New York City carried 21,-
0 lines of dry goods advertising,
orning papers carried 5,594.000 lines
he Sunday papers 8,000,000 lines.
ame trend holds good in Chicago,
ouis and all the large cities, he
.

v Hahn, managing director of the National Association, who opened the meeting pointed out to the advertising managers that the space they buy belongs to the consumer—not to the store—and that they should use it in a way that will not detract from the value of the paper to the consumer. This, he said, meant that the advertising should not be dull.

Some of the alleged shortcomings of newspapers as media for department store advertising were explained in detail to the Advertising Group by Sam B. Anson, general manager of the Cleveland Shopping News, in outlining the reasons for the existence of that publication, the first of its kind and which has been published since October 15, 1921. He said the purpose of the Shopping News was not, at the time it started nor now, to beat down the advertising rates of the local papers. It was merely the desire on the part of Cleveland merchants to assure themselves of the maximum selling possibilities of their field which led to the establishment of the co-operative paper, Mr. Anson said. Likewise it was with the idea of saving a great deal of money which went into circulars, distributed at random, without producing results commensurate with the cost. All these objects and many others have been very satisfactorily attained, the speaker said.

Mr. Anson's report of the attainments of the Cleveland Shopping News was in part as follows:

"Although the newspapers will never believe it (and merchants and advertising managers who have written us for information concerning Shopping News have had the same notion at first) the Shopping News idea did not originate from a desire to club down newspaper rates. First, and foremost, primary and fundamental in the minds of the founders was the desire to reach the absolute maximum of distribution to the absolute maximum of selling possibilities.

"Whatever the individual may have thought of the newspaper rate situation was not considered by the group—it was newspaper distribution to homes that was chief in their minds, so far as discussion of the idea from the newspaper angle was concerned.

"Nothing was contemplated, or has ever come to pass, that savored at all of going into the newspaper business.

"From the beginning, also, the Shopping News conferees regarded as a consideration of major importance the opportunity that such a publication offered to demonstrate concretely to the Cleveland buying public that they firmly believed in and had been practicing the principles of truth in advertising that Better Business Commissions the country over are so valiantly fighting for.

"Here was an opportunity to pick and choose one's company. In such a joint publication the situation could be controlled by the earnest, honest advertisers. Thus it has come to pass that the Cleveland Shopping News from the very first issue (October 15, 1921) has enforced vigorously against the big fellows and the little fellows of its stockholder-advertisers, a code of advertising regulations that the most idealistic of advertising vigilantes takes off his hat to.

"In our salutatory announcement we outlined 'The Purposes a Shopping News Serves' as follows:

"'1. To promote the sales volume of the larger and what we were pleased to regard as the better downtown retail stores of Cleveland;

"'2. To give every householder in the metropolitan district of Cleveland an opportunity, once a week, to read the sales announcements of those stores, and be impressed to the point of buying from them;

"'3. To reduce the cost of retail distribution in Cleveland by increasing the volume of sales without a proportionate increase of cost of attracting that volume;

"'4. To present to Clevelanders a printed selling medium whose ideal was to become the example for the world of clean advertising.'

"In that same announcement we made it plain, as we have repeatedly emphasized since, that our talk of high purposes in advertising statement was not merely talk, but that the Better Business Commission of Cleveland would always be the traffic officer to keep us straight in our course with no left turns or right turns.

"We firmly believe that we have accomplished them all and even more.

"We know that Shopping News brings results because most of the merchandise offered in it appears in no other medium.

"Today 167,000 copies of Cleveland Shopping News are being delivered over a territory approximating 100 square miles in four elapsed hours, and the job is completed by 1 P. M. every Saturday. At first we distributed 174,000 copies, but we learned, as we progressed that some of our weekly distribution was a dead loss, no matter how efficiently it might be made, because it went into districts that were totally unproductive from a sales standpoint.

"We have had it burned into our consciousness that distribution of Shopping News is 99 44/100 per cent of the battle. We go on the theory that up to the point of actually throwing money away, we cannot spend too much for circulation. Chief among the agencies which have enabled Shopping News to accomplish its purpose are its 350 small-boy carriers, carefully selected in the first place, completely 'sold' from the standpoint of pride in their jobs and thoroughly trained. In our effort to promote regularity of delivery we have also endeavored to promote regularity of time of delivery.

"We have come to the point wherein we are so confident that we are getting 95 per cent efficiency in delivery of Shopping News that we are almost prepared to go to the sporting editor and post a bet to that effect, and invite the challenger to chose his own weapons, by way of the test he may select. We have applied repeatedly (and we continue to apply them) every test of efficiency that we can conceive of or that our advertisers can conceive of. Every time the result justifies the 95 per cent claim.

"Next in importance is the way the stockholder-advertisers of Cleveland Shopping News have stayed put—*have played the game.* If Shopping News is an example of the co-operation with which retail merchants work in other communities and nationally, they team along much better than any other group of business men that I have ever come into contact with. In Shopping News they have not set up high ideals and then lain awake nights trying to contrive means to get around them. For the sake of the common good they made sacrifices of pet policies in the beginning, and they have continued right along to sacrifice them.

"For instance, they have vested in me plenipotentiary powers as a censor. They have written into their advertising contracts, with each other a long list of 'must nots' and 'can nots,' and then to absolutely copper-rivet the contractual recognition of the powers of that censor, they had a clause written in to the effect that when in doubt the manager shall use his own judgment, and that his judgment, whether good or bad, is to rule supreme. Although we begin to print it 24 hours earlier, Shopping News stockholders get their papers when the householders get theirs—not before. The directors have no means of knowing what judgment I have made, good or bad, until the paper comes to hand, and then it is too late to correct errors in judgment.

"Until very recently, when such meetings have become subject to call of the chairman, our own Advertising Group—the advertising managers of the Shopping News stores—has been meeting once a week for the definite purpose of post-morteming the issue of the paper that happens to be current. These meetings are very definitely the advertising group's own meetings. The chairman leads in the gentle pastime of going through that issue with a fine-tooth comb, looking for infractions of advertising regulation and mistakes in judgment on my part. At his left sits the manager of the Better Business Commission, who plays just as leading a part in the autopsy.

"When violations have escaped our vigilance, or we have guessed wrong, we are told about it in no uncertain terms. At these meetings shoppers' reports of the Better Business Commission are read. No matter what the explanation that was made originally to the Better Business Commission by the store management, the advertising manager of the store, if present, is bluntly asked: 'How come?'

"Another point that should be made plain in this connection is that the advertising group has, and often exercises its vested right to disagree most violently with its bosses, and is thoroughly encouraged in the practice by the latter group. The advertising group constitutes 23 of my total 46 bosses.

"The intention and the effort to 'reduce cost of retail distribution, by bringing the buyer into more intimate contact with the seller,' has been patently a reality all along. The proportionately lower cost of creating such additional volume has been passed along to the customer. Buyers obviously give their very best to the problems of what they shall offer in Shopping News.

"Finally, as to the redemption of 'blue Monday,' just ask any downtown Cleveland merchant, regardless of whether he is a Shopping News advertiser.

"About 'the expense of conducting Shopping News'——

"Inasmuch as rate per column inch is always the pro-rating of all expenses of a given issue, it seems to me that the best way to handle this point is to do so in terms of rate.

"The inch rate for the 52 issues of our first fiscal year, in which the average number of copies distributed weekly was 166,770, was $2.30. For the 17 issues that we have printed to date in our second fiscal year, the average rate per inch has been $2.26. This works out as 1 35/100 cents per inch per thousand of circulation.

"We make a practice of adding a 10 per cent charge to our net rate for application to the fund we call our 'Stock Subscription Fund,' which is a surplus we have been accumulating from the beginning to take care of emergencies that might arise from such causes as a fire that might wipe out our printing contractor's plant and thus force us to expensive emergency action. Fortunately, there have been no such emergencies, and the fund reposes in bank. Each week it shows a healthy growth. Stockholders' equities in this fund are expressed to them at the end of each fiscal year in additional stock. Eventually the fund may be used for the installations of our own plant, if we are convinced that such a step is economically wise.

"As to how our rate compares with newspaper rates—

"On a net basis (without the addition of the 10 per cent) our rate is a little over 40 per cent less than the highest newspaper rate, and a little over 17 per cent less than the lowest newspaper rate. While there is no justification for assuming that our 10 per cent charge is an expense, even with it added to our net rate the Shopping News rate is a little over 34 per cent less than the highest newspaper rate, and almost 9 per cent less than the lowest newspaper rate.

"We charge advertisers for engravings, which the Cleveland newspapers do not. However, we pool our engraving copy and thereby obtain a rate so low that if each advertiser were to devote *all* of his space to engraving, the total cost of his space would be over 27 per cent less than it would cost him in the newspaper having the highest rate, and more than 4 per cent less than the newspaper having the lowest rate.

"In justice to Shopping News, it should be explained that these comparisons are made on the basis of Cleveland newspaper rates with all discounts off.

"In round figures, the total cost of producing Shopping News is around $4,200 a week, or $213,400 a year. Of this, printing costs us approximately 70 per cent and office overhead 10 per cent.

"It costs us approximately one-half of one per cent per copy to distribute Shopping News. The carrier is paid approximately one-quarter of a cent. The remaining quarter cent is absorbed by supervision.

"I think that what has been done in Cleveland, in Los Angeles, in San Francisco, in Oakland and in Seattle, can be done in every other metropolitan city in the country. Furthermore, I think the performance can be duplicated in smaller towns of the county seat average population.

"The question of the existing newspaper rates is, as I have said, relatively unimportant. It should be a question merely of whether the merchants are desirous of reaching with their sales announcements the maximum number of readers. The fact that a Shopping News can be operated in the great majority of communities at a cost per inch per thousand that is less than newspaper rates is only incidental, after all. If it is the business that comes from distribution to the maximum of possibilities that is wanted, then, it seems to us, it is well worth while paying the equivalent of newspaper rates. Or better, if need be."

Discussing the subject of a Shopping News before the National Retail Secretaries Association, Harold N. Moore of Seattle explained how Seattle, following the example of other cities, put out a weekly paper, containing the advertising of 16 stores. He said it is in no sense a club on newspaper advertising rates, but it may sometimes restrain upward flights of rates beyond a reasonable limit.

"To be successful the idea of a shopping news must be sold all the way down the line to the last errand boy in the stores," Mr. Moore said. "I have heard of cases where advertising men were called in conference and told: 'Have you any suggestions about this matter? We start operations Thursday'; but that is the wrong way."

In starting such a paper, Mr. Moore recommended it not be put on an experimental basis because certain persons who only gave half-hearted support were likely to drop out. If a two-year contract were made the basis, they would put their shoulders behind it.

The paper must have the support of all the stores if it is to succeed, he declared. The front page specials must

(*Continued on Page 26*)

ADVERTISING FORCES BAND TOGETHER TO MOVE MORE MERCHANDISE

States of Missouri, Oklahoma, Kansas and Arkansas Represented at St. Louis Conference—J. H. Jones Heads New Organization

(*By Telegraph to* EDITOR & PUBLISHER)

ST. LOUIS, Feb. 6.—The Move More Merchandise Association was organized here this afternoon as an outgrowth of the "Move More Merchandise" conference, which began here Tuesday as a feature of the Seventh District Conference of the Associated Advertising Clubs of the World, composed of advertising clubs in Missouri, Oklahoma, Kansas and Arkansas. Merchants from all sections of the St. Louis trade territory were drawn here by the Merchandising Institute, which was part of the conference.

J. H. Jones, vice-president of the Ely & Walker Dry Goods Company, was elected president and Miss Ruth Sanders, formerly editor of the Drygoodsman and president of the Women's Advertising Club of St. Louis, secretary, of the Move More Merchandise Association, which will hold meetings here during the market seasons.

The Seventh District Association will meet next year in Kansas City. Adoption of changes in by-laws to conform to the by-laws of the A. A. C. W. and the organization of a department for club secretaries featured the closing sessions.

The institute consisted of practical talks by men of experience on better methods of advertising and selling, with a special appeal to merchants of the smaller towns. Here, also, demonstrations and instruction in window trimming, store decoration, and show-card writing were given.

A feature of the opening day of the conference was the wedding of Kansas City and St. Louis, the ceremony being performed by Gov. Hyde, with Mayor Cromwell of Kansas City giving the bride away and Mayor Kiel of St. Louis as best man. St. Louis was represented by a local man in costume while Miss Marion Kinman of the Kansas City Advertising Club was the bride.

The conference was opened by Walter B. Weisenburger, president of the Advertising Club of St. Louis, who turned the meeting over to R. W. Etter of Pine Bluff, Ark., seven district president.

Martin L. Pierce, research and promotion manager of the Hoover Suction Sweeper Company, said that the biggest menace that threatens the prosperity of the typical retail merchant is the mail order house and chain store. To meet this menace, he said, there must be a well-thought-out plan for co-ordination between manufacturer, jobber and retailer.

A. J. Wolfe, chief of the division of Commercial Law, United States Department of Commerce, said that advertising has reached the "moral stage, which requires that advertising, to be effective, must be believed." In foreign merchandising, he stressed the importance of understanding the persons dealt with and of selling service as well as merchandise.

John Sullivan, secretary of the Association of National Advertisers, speaking at Tuesday's session, held up some horrible examples in advertising. He pleaded for the application of the principles of individual selling to mass selling, of which advertising was but a part. He told of a concern that spent between $200,000 and $300,000 advertising in the national magazines in an effort to force consumer demand, but without success. He cited another concern that had a possible outlet of only 150 concerns that could use its product and yet used $250,000 in national magazines read by consumers who could not possibly buy the product.

The need of high-pressure selling was pointed out by George W. Hopkins, vice-president and general sales manager of the Columbia Graphophone Company. "To make a success in 1923, you must do something unusual in an unusual way. The time has come when a salesman must convey information, not display it," he said.

Frank Le Roy Blanchard, publicity director for Henry L. Doherty & Co., New York, said there is no better medium for reaching the local public than the daily or weekly newspapers of the town.

Fred Y. Presley, general manager of the committee on economic research, Harvard University, Cambridge, said that "the recovery of business which has been in progress since early 1922 rests upon a solid foundation. The fact that buying is still conservative and confined largely to current needs is not a reason for pessimism, but evidence of the healthful character of the movement for the last fourteen months."

Charles J. Crockett, sales manager of the American Corset Company, Detroit, said that the present relationship between the wholesaler and retailer was economically unsound. He predicted a greater death rate of wholesalers and retailers unless they work together on a better understanding.

The banquet was held last night with former Gov. S. R. McKelvie of Nebraska as the principal speaker. "Stop exploiting the farmer," he urged. "Quit misrepresenting him and misrepresenting to him. Tell him the truth. He asks no favors and wants none, but stands ready and willing to co-operate with the rest of the nation in the development of the necessities of life."

John H. De Wild, manager of the merchants' service department, Ely & Walker Dry Goods Company, said that retailers in their advertising should get themselves out of the picture. "Selling talk must be from the customer point of view and must be as personal as possible," he said. "Facts about merchandise presented in a natural, simple way are most effective."

George Frank Lord, director of advertising, Chevrolet Motor Company, Detroit, said that the automobile business was entering an era of scientific merchandising. The company figured that at its rate of production it would have to sell one automobile to every 210 persons. It did not merely expect to sell them or hope to sell them. It knew it was going to sell them.

Harry Tipper, manager automotive industries, New York, said that more effort must be put into marketing and that it must be made more efficient. A great deal more attention is needed to make advertising more attractive.

W. F. Gephart, vice-president of the First National Bank, St. Louis, and dean of the School of Commerce and Finance, Washington University, said that "one of the most common fallacies which is now prevalent, and which is of interest to the advertising man, is that connected with normal prices and normal business. From many sources, the inquiry is made as to when prices are to become normal; when they are to return to the pre-war of the 1913 level. There is no more reason why prices should return to the 1913 than to the 1912, 1914, or any other year level. As a matter of fact, neither prices nor business ever reached or maintained any particuiar level. There is no pre-war level. They are always changing."

KNOTT AGENCY DISCONTINUED

Fate of Newspaper Advertising Exponent Causes Much Speculation

Henry Knott, Inc., Boston advertising agency, has discontinued business. Its accounts, with the exception of the Waltham Watch Company (now handled by Frank Seaman, Inc.) have been taken over by Frank T. Day, Inc., a new firm incorporated January 31 by Frank T. Day of Newton, as president; Anna E. Martin of South Boston, treasurer, and Richard M. Walsh of Dorchester, clerk. Mr. Knott has become connected with the Red Book Magazine. The Day Agency has taken over the Knott Agency's offices at 739 Boylston street.

Mr. Knott drew the attention of the entire advertising world several months ago by publishing a brochure entitled "Paying the Piper" in which he flayed the "general publicity" type of advertising, in which results are guessed at, and drove home the value of using newspaper space. He voiced his opinion of magazine advertising in no uncertain terms. When Mr. Knott obtained the Waltham Watch advertising account, which had been run in magazines for years, he placed it almost entirely in newspapers.

Recently the account was transferred by the Waltham Company to Frank Seaman, Inc., of New York, which, rumors have it, intended placing it back again in the magazines.

The Seaman Agency is now making up a new list for the advertising. EDITOR & PUBLISHER asked it this week, on receipt of news of the Knott Agency's discontinuance, whether any newspapers were to be used. Its reply was: "Only one newspaper is scheduled for the Waltham campaign as yet."

The Periodical Publishers Association, through Phillips Wyman, its secretary, emphatically denied to EDITOR & PUBLISHER that there is any truth in reports that the Knott agency was forced out of business by withdrawal of magazine recognition in retaliation for his pro-newspaper advertising opinions.

The Waltham Watch Company declined to make any statement on the reasons for the transfer of its advertising from the Knott Agency.

The retirement of Mr. Knott from the agency business has aroused more interest in advertising circles, nationally, than probably any other happening of its kind in recent years. Mr. Knott has failed to reply to several requests made by EDITOR & PUBLISHER for a statement. He could not be reached in Boston or New York. The only information obtainable was that he is on the road on a business trip.

THIS ADVERTISING PAYS

Chicago Tribune Adds $50,000 Each Year to Its Old Appropriation

E. W. Parsons, advertising manager of the Chicago Tribune, addressed the junior division of the New York Advertising Club, February 8, upon the work of selling space, and the relationship of the seller of space with the buyer of space. There were about 80 present. Mr. Parsons went into detail, dividing the advertising of a newspaper into three sections—classified, local and national.

He explained how the Tribune works in helping classified advertisers to amplify their advertisements, believing that such amplification helps to make sales, and at the same time increases the lineage.

He told how the advertising department maintains a service staff at the beck and call of local firms which have no advertising managers, helping them to make better-looking, and consequently better-paying advertisements. This may be done in cities like Chicago, where there is no local agency commission. Mr. Parsons explained, however, that the Tribune encourages advertisers to employ service agencies whenever possible, and that its own service department is used only when not to use it would mean the loss of business.

He said that the great growth of national or foreign advertising during the past ten years is due to three reasons:

First, advertisers get better results; second, the newspapers have gone to great trouble and expense in making market surveys and furnishing national advertisers with reliable and up-to-date statistics and data upon which to work; and third, because many of the wide-awake newspapers are selling own product by using their own pr that is, they are advertising for tising.

Speaking for the Chicago Tribun Parsons said that for the past years his newspaper has increased advertising appropriation $50,000 ally, and that, if it continues to proportion, the increase will in proportionately year by year.

HIGHAM SURE AD CL WILL GO TO LONDO

Advertising Men Will Endorse the They Gave Him Last June, Tells N. Y. Club—British Have Raised $75,000

"Much against the wishes of and with the cordial support of I went to Milwaukee in June last representative of the Thirty Cl London to make a try for the big convention in London. I knew two years ahead of time and, progr as my American friends were, I suppose they would commit them two years ahead to anything. But surprise the presidents of the clu annual meeting and the members clubs in convention assembled, by ing vote said 'London, 1924.'"

This was the keynote of Sir C Higham's luncheon address to the bers of the New York Advertising February 8. Other speakers were dent C. K. Woodbridge, and F. A son-Lawrenson, chairman of the committee of inquiry of the A. A. appointed by President Holland, w just returned from London.

"I have found out since," Sir C continued, "that that was a prom note, but, as I told my American fi 'When an American in the adve business gives anybody a prom note, he is always ready to endo when the time for endorsing come is coming in Atlantic City next Ju I haven't the least doubt that w read the London program at tha vention, not less than 100 British tising men allowing me to spea them, the convention will unanir decide to come over to our side water."

Sir Charles told of the organi of the Thirty Club, now in its six year, of the important men who co the 30 active members and the 30 ciates, of the big successful adve parade and exposition, with a pa tendance on a rainy day of $65,0 the presence of royalty, of the rec $50,000 in cash subscriptions to th to London" committee, of which been made permanent chairman, a the fine impression created by the addresses and in interviews by Mr son-Lawrenson, who was given eve portunity to meet the leading adve men of London.

President Woodbridge stressed t portance of the "N. Y. A. C." pa the Hotel Astor, February 21, of t program of addresses arranged speakers' committee and of the fort ing report of the building com providing an ambitious plan for clubhouse for the advertising intere the city.

Mr. Wilson-Lawrenson spoke ear and eloquently of his experiences seas, of the spirit of fellowship dence in the Thirty Club, of the standing factors in British adver of the subtle quality of confi impelling copy not approached in ica, of the advertising exposition, talks with Prime Minister Bonar and Lord Rothermere. He declare British advertising interests ar earnest in the "On to London" ment, having raised $75,000 16 mon advance of the convention.

It was estimated that first class a modations by Cunard liner and fo week in a London hotel would c most $750.

THEY ARE ALL IN THE DAY'S NEWS



…on over," is the message that Sir Charles F. Higham, noted British advertising …rings to the advertising men of America speaking specifically of the 1924 conven- … the Advertising Clubs of the World. Sir Charles (right) arrived this week. He was …anied by F. A. Wilson-Lawrenson, American advertising man, who is also working …ondon in 1924."



…p, gentlemen, and get a cup. J. P. …ey of the Cedar County (Nebr.) … and president of the Nebraska … Association, is presiding. The cen- …p, donated by the Chamber of Com- … of Omaha, is the grand prize for …ebraska weekly which during the … performed the greatest community …e. The cup at the left, donated by …incoln Chamber of Commerce, goes …e best editorial written by the editor …Nebraska small town newspaper or a …er of his staff. The cup at the … donated by the Hartington Com- …al Club, goes to the small town …ska newspaper which has the best … page. The cups will be held one …nd re-awarded next February, bearing …ames of the winners from year to … "Better newspapers," is the new … out that way.



Hard going, but a nice place to be these wintry New York days. Mrs. William Randolph Hearst goes for a stroll on the sands of Palm Beach.

It must have been a good year in the paper business. Everybody in attendance at the annual meeting of the Canadian Pulp and Paper Association, seemed happy. In the group below we have, from left to right:. P. B. Wilson, George Chahoon, Jr., past presidents of the Association; Carl Riordon, first president of the Association; Sir Edmund Walker, who addressed the convention at its annual luncheon; H. F. E. Kent, new president, George Carruthers, first vice-president, and Joseph Bothwell, manager of the Brompton Pulp and Paper Company.



Same to you, Bill. William Allen White, author and editor of the Emporia (Kans.) Gazette, who insists on saying what he thinks, was all smiles when he sailed this week with Mrs. White for a two months' cruise on the Mediterranean.

They came to interview but that's only half of it. They are being interviewed. Below we have Seji Tachibana (standing) of the Tokio Asahi, and J. Harada, editor of that newspaper who are seeing America.





PAPERS MADE PUBLIC CALL FOR ZONITE BEFORE TRADE KNEW IT EXISTED

New Disinfectant Introduced by Page Copy, Tracing Its Descent from War Surgery—Dealers Stocked on Consumers' Demands—33,000 Lines Used in 38 Days

By HAMMOND EDWARD FRANKLIN

A MANUFACTURER of motor oils opened up 140 new dealer accounts in a medium-size city a short time ago. His salesmen, under his instructions, "talked the advertising." They painted brilliant word pictures of the tide of customers which would start to surge in if the dealer would only stock the goods and sit back to wait for the newspaper advertising, being used for the first time, to get in its effects.

The dealers bought rather heavily. Nothing had been said to them in any detail concerning the selling points of the goods or what they themselves ought to do. While the newspaper advertising certainly did of its own weight stir up some sales, most of the dealers felt disappointed at the house, the line and themselves for overloading. When the manufacturer comes back over this territory, he is going to find the general reception to his men frosty, although right now his books show a good volume from this sector.

It is unfair to "pass the buck" to the newspaper advertising in a case like this. In a highly competitive field, where other heavily advertised brands had had the momentum of an early start, the advertising begun by the company for the first time without doubt accomplished invaluable missionary work, but could hardly be expected to let loose a riot of orders upon the dealer. In short, the advertising was oversold and the merchandise not sold to the dealer at all. Nor was the dealer shown the part he should play in moving the goods.

"Just how should we go about selling our advertising to the trade?" is a question virtually every manufacturer finds himself bumping up against, whether marketing a new product or a long-established one. EDITOR & PUBLISHER has had something to say on this subject before, and will have more in the future. Especially when a brand new and totally unknown article is to be launched by a company which yet has its reputation to build, is the decision as to best methods of approaching the trade difficult.

It is customary for the advertising to be spread before the prospective dealers in an effort to get them well stocked in advance of the newspaper campaign.

Recently, however, the Zonite Company of New York, and Atlanta, Ga., has demonstrated that reversing the usual rule is sometimes desirable. It has literally almost over-night, through the medium of dramatic newspaper advertising, boldly used, made a "reversing entry" in a test market, with remarkable sales results. This company promises to be one of the largest and most consistent users of newspaper space in the country in the next two years, its goal being a national sale.

During the world war, a young Franco-American surgeon, Dr. Carrel, and his associate, Dr. Dakin, of the Rockefeller Institute, perfected an antiseptic strong enough to kill germs, but against which the cells of the body could protect themselves. Given the name, Carrel-Dakin solution, this was used in the hospitals of the Allies with notable results in the treatment of infected wounds. The solution proved to be a thorough disinfectant, without, however, the caustic effects of chlorine; the chemical properties of the solution killed bacteria and at the same time had a solvent effect upon dead tissues. Deaths from wound infection were greatly cut down and some authorities termed the solution by the two physicians one of the most significant advances since the days of Lister.

A group of men led by G. F. Willis, former head of International Proprietaries, Inc., Atlanta, Ga., recognized in the solution an antiseptic which should be adapted to wide sale. (Mr. Willis is the man who built Tanlac to enormous proportions and made it one of the biggest medical newspaper advertisers.) Chemists co-operated in developing the Carrel-Dakin solution in concentrated, stabilized form which would be twice as powerful as pure carbolic acid and some forty times as powerful as peroxide of hydrogen, yet non-poisonous. The Zonite Company was formed and the solution in commercial form was named Zonite.

The company then was confronted with the problem of how most effectively to market its product. Through detailing and education to physicians and dentists, the officials of the company felt, a product like this could be gradually made to sell widely, but years would be required before anything like large volume could be attained. Therefore, it was decided that newspaper advertising would be called upon to place the article before the public.

Many months were devoted to perfecting the details of the advertising program in collaboration with H. K. McCann Company, New York. Because of the nature of the product and its origin, the company was convinced that the facts in the case ought to be given to the public in a dramatic and even a bold way. There were plenty of competitive antiseptics on the market; it would not do to follow beaten paths.

The opening piece of newspaper copy was laid out to occupy a full page, set in a decorative border. The headline asked, "Is there a greater war story than this?" The first three paragraphs were set in large type across five columns. The remainder of the long and detailed copy, with its occasional sub-heads, was set single-column width, occupying the rest of the page.

"What is the great story of the World War?" the advertisement queried. "Is it the story of Joffre at the First Marne, or of Foch at the second? Or the story of 'They shall not pass' at Verdun? Or of the Zeebrugge Expedition? Or is it the story of Sergeant York, or of Sergeant Woodfill, or of the Lost Battalion? These are all great stories of some achievement over insurmountable obstacles and the performance of the impossible for the glory of one's country.

"And yet, there is a greater War story than any of these. It is the story of a victory over terrific odds; a story which, judged from the results it brought to our arms, and the benefits to all mankind, relegates the other stories to positions of lesser importance and interest.

"It is the story of the 'Little Surgeon.' They call him 'Little Surgeon' by the same token that they called that other Colossus 'Little Corporal.'"

Then was related in detail the Carrel-Dakin story. It was shown that infection was a more dangerous foe to be than the Germans and instead of 9 of every hundred being dismissed in reasonable time from hospitals fully covered, less than 25 actually were in some operations as many as 3 were wounded in a day. How Carrel-Dakin worked out the solution and it did to make amputations and c drop to a sub-normal minimum wa lined. In the last column, unde small heading, "Sequel" was told had been done to bring about the tion for every-day use.

Nowhere did the name, Zonite, a in the large letters which would been expected. In fact, only in th paragraph of the long small-type was any direct mention of Zonite made. This said:

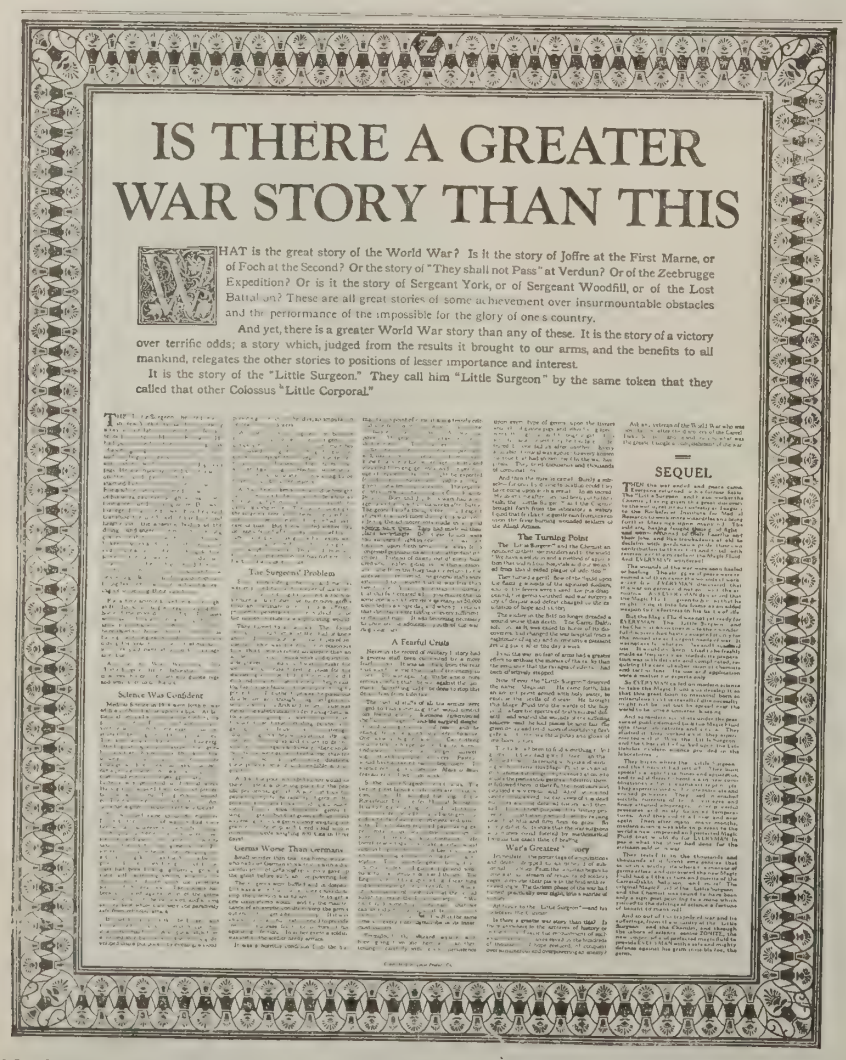
"And so out of the tragedy of and its sufferings, from the wizardr the 'Little Surgeon' and the Chemist through the labors of science, come nite, the new, improved and perf magic fluid to provide every man w safe and mighty offense against this invisible foe, the germ."

This was to be followed the second by large copy in news style feat Zonite itself and day after day striking copy in liberal space. From point on, it was arranged to feature name, with the sub-line, "The greate ALL Antiseptics," and the Zonite b

One piece of copy showed a dough with his hand on the shoulder of a cl ist, with the headline, "A Godsen Humanity that was born of the W War." The many uses for the pro were brought out in various adver ments. The public was warned ag poisonous antiseptics and "pleasant- ing or foaming disinfectants of dou germ-killing efficiency."

One advertisement showed a de being driven back in anguish by a f ing sword, marked Zonite, with the h "Infection with its back to the w The idea that the product "makes mo a trained nurse" also was given pr

(*Continued on page 24*)



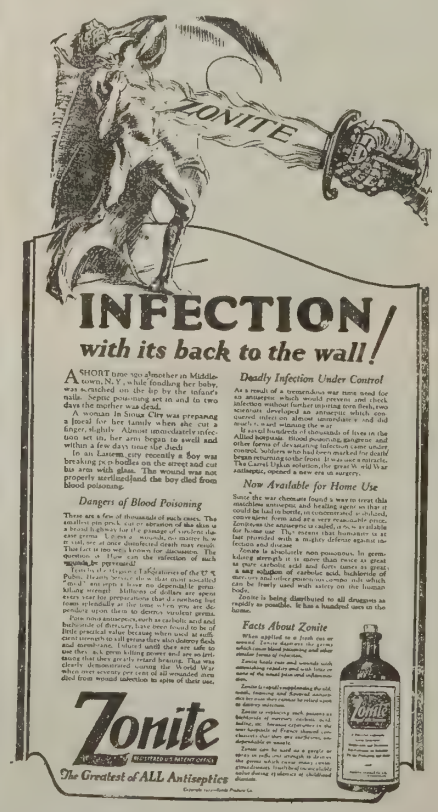
IS THERE A GREATER WAR STORY THAN THIS

WHAT is the great story of the World War? Is it the story of Joffre at the First Marne, or of Foch at the Second? Or the story of "They shall not Pass" at Verdun? Or of the Zeebrugge Expedition? Or is it the story of Sergeant York, or of Sergeant Woodfill, or of the Lost Battalion? These are all great stories of some achievement over insurmountable obstacles and the performance of the impossible for the glory of one's country.

And yet, there is a greater World War story than any of these. It is the story of a victory over terrific odds; a story which, judged from the results it brought to our arms, and the benefits to all mankind, relegates the other stories to positions of lesser importance and interest.

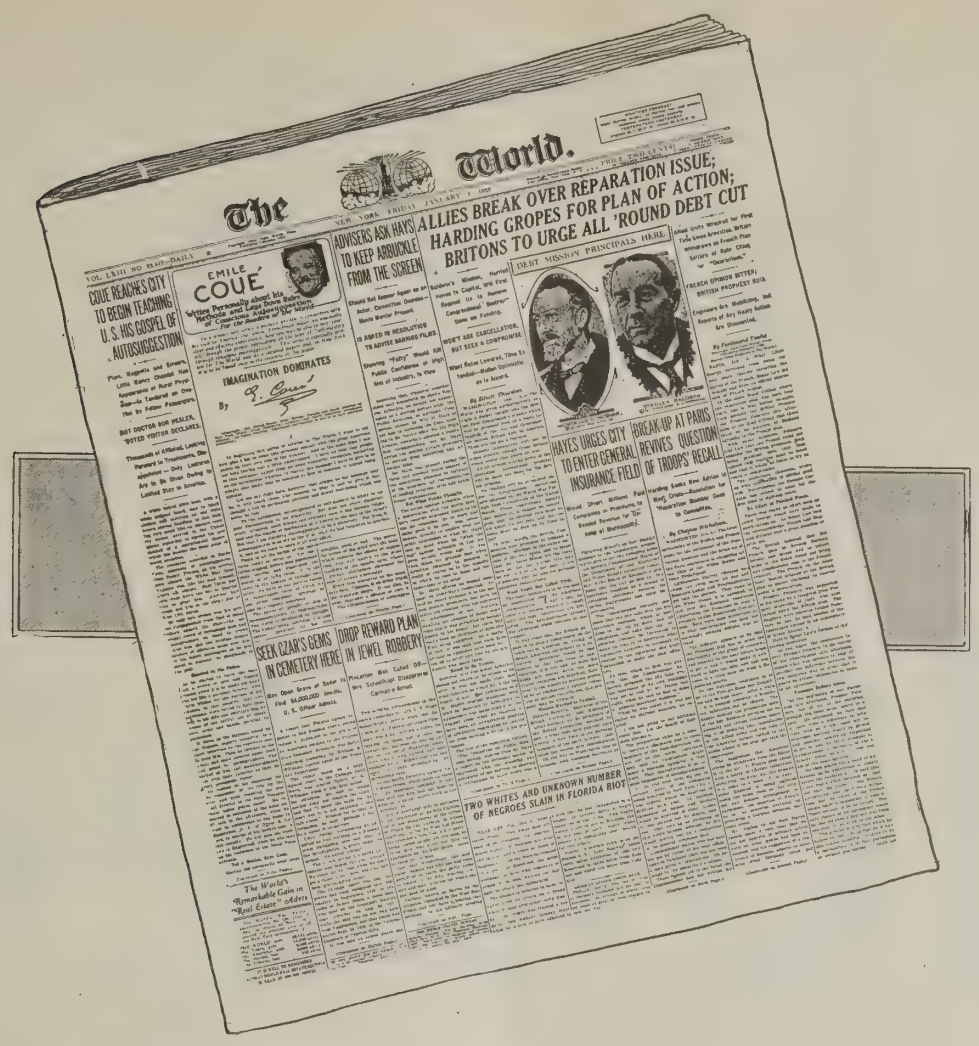
It is the story of the "Little Surgeon." They call him "Little Surgeon" by the same token that they called that other Colossus "Little Corporal."

SEQUEL





The Zonite Company of New York and Atlanta, Ga., demonstrated with this copy that reversing the usual rule is sometimes desirable. Not a dealer in the city had ever heard of Zo when the page advertisement on the left appeared in the Boston daily newspapers. By the time the other two advertisements were published demand by the consumers for Zonite sent the dealers to their jobbers and successfully introduced the new product to the market.



First in Gain!

THE WORLD closed 1922 with a gain of 2,723,496 lines, the largest increase among the fourteen morning, evening and Sunday newspapers of New York, and 233,000 lines ahead of the gain of its nearest competitor.

That this gain is cumulative in character and therefore of well-defined value to the advertiser is indicated by the fact that THE WORLD enters the new year far ahead of its field in gains, as the following table indicates.

January Advertising, Morning Papers

Paper	Columns Gain	Columns Loss	World's Advantage
The World	*732*		———
The Times	*214*		*518*
The American	*207*		*525*
The Herald		*156*	*888*
The Tribune		*178*	*910*
The News (*Tabloid Picture Paper*)	*228*		*504*

With more than three times the gain of its nearest competitor, THE WORLD'S gain was 70% of the net gain of the entire Morning Newspaper Field.

The World

Pulitzer Building, New York

l Building Detroit — *Title Insurance Building Los Angeles* — *Market and Third Streets San Francisco* — *Securities Building Seattle* — *Mallers Building Chicago*

APPRAISE GLOBE STOCK AT $6,944 A SHARE

Small Profits of Newspaper Business Disclosed by Searles Appraisal— 3.9% on $2,884,725 Income Best Year's Record

The estate of Edward F. Searles, principal owner of the New York Globe, who died August 6, 1920, was appraised February 8, as that of a non-resident of New York, at $22,219,826, of which $21,288,539 was in personal property. The will gave the bulk of the estate to his friend and protegé, Arthur T. Walker.

Mr. Searles's New York estate included 108 shares of the Commercial Advertiser Association, publisher of the Globe and Commercial Advertiser, having a par value of $100 a share and appraised at $6,944 a share, a total of $750,000.

Elgin E. Rudd, who was secretary to Mr. Searles, submitted an affidavit concerning the stock of the Commercial Advertiser Association, pointing out that a deficit of $3,321,456 appearing in the balance sheets of the newspaper represented the difference between the assets and liabilities and that the figure of $3,754,372 appearing on the liabilities side represented the sum contributed by the stockholders from time to time to make good the annual deficits down to 1918. He said that the entire sum had been expended except as was represented in the assets of $617,135. Eliminating the deficit and paid-in-surplus, Mr. Rudd pointed out that the assets at the date of Mr. Searles's death were $432,915 in excess of the liabilities.

The balance sheet of August 6, 1920, listed assets of $617,135, which included $33,064 cash, $173,033 as the value of the advertising ledgers, $84,809 for paper on hand and $270,928 equipment and plant. The capital stock of the newspaper is $14,400.

The profit and loss sheets showed the following losses: 1914, income $1,043,761 and loss $128,597; 1915, income $1,322,440 and loss $75,837; 1916, income, $1,372,165, and loss $26,632; and 1917, income $1,435,341 and loss $12,764. In 1918 the newspaper first began to show a profit, which continued as follows: 1918, income $1,783,137, profit $39,029; 1919, income $2,586,473, profit $221,469; 1920, income $2,919,051, profit $98,771; 1921, income $2,884,725, and profit $112,964. For the first nine months of 1922 there was a profit of $47,551. The total dividends declared aggregate $201,600 and the remainder of the profits was retained as a working capital.

Paterson Times Directors Named

Stockholders of the Paterson (N. J.) Morning Times, elected the following directors for the ensuing year: Ellsworth W. Lee, Louis F. Braun, Peter S. Van Kirk, Frank J. Van Noort, Samuel J. Aronsohn, Dr. Andrew F. McBride, Joseph G. Martin, William J. Kearns, Charles H. Roemer and Daniel Dowling. The directors organized as follows: Ellsworth M. Lee, president; Louis F. Braun, Peter S. Van Kirk, vice-presidents; Frank J. Van Noort, treasurer; John J. Downey, Jr., secretary.

Death of William A. Connor

William A. Connor, aged 62, for 44 years engaged in newspaper work and from 1894 to 1920, head of the Philadelphia bureau of the Associated Press, died February 8 in Atlantic City. He resigned from the Associated Press three years ago to become a municipal realty appraiser in Philadelphia.

Providence News Sued for $250,000

The libel suit of $250,000 brought against the Hope Publishing Company, publisher of the Providence (R. I.) News, by J. Henry Reuter, will come up for hearing in the Superior Court in Newport, March 5. Mr. Reuter, who was campaign manager for former Governor R. Livingston Beeckman in his campaign for United States Senator last fall, brought suit after the Providence News had stated in an article that Mr. Reuter had paid $1,500 to Herve J. Lagace, of Woonsocket, for the purpose of bribing Lagace.

WILL BEGIN PUBLICATION FEB. 14

Reading Tribune to Start With 12,000 Circulation

The Reading (Pa.) Tribune will begin publication February 14 with an issue of 36 pages. George S. Pomeroy, Jr., of the Dives, Pomeroy & Stewart department store of Reading, has been elected president and general manager, succeeding John J. Garvin, resigned. Other officers are Charles A. Murphy, of Philadelphia, business manager; Herbert F. Brauff, vice-president and managing editor, formerly with the Associated Press bureau in Philadelphia; Paul Kleinspehn, advertising manager; John Bassing, circulation manager; W. O. Duncan, foreman of the composing room.

The news staff will be composed of Sydney I. Snow, formerly of the New York, Boston and Philadelphia bureaus of the Associated Press, news editor; John J. Schanz, of the Norristown Times, city editor; Walter F. Dunn, of the Public Ledger, sports editor; John O. Knight, of Newark, sports writer; Fred H. Uthoff, of the Philadelphia bureau of the Associated Press, Sunday editor; Robert L. Girvin, county editor, and Gordon Williams, John J. Greene, Gerald M. Dwyer, David B. Rupley, William East, William Britton, Samuel Lafferty and

Brooklyn Citizen Annual Dinner

Employees of the Brooklyn Citizen held their annual dinner February 1. A tribute was paid to the memory of Andrew McLean, late editor-in-chief, and loyalty pledged to Solon Barbanell, the new editor-in-chief; to William C. Courtney, newly elected vice-president, and to David J. McLean, son of the deceased editor, and now publisher of the paper.

Cornell Conference Feb. 12-13

The College of Agriculture, Cornell University, has invited the editors and publishers of daily and weekly papers of New York and adjoining states to attend the fourth conference on newspaper affairs which will be held February 12 and 13, the first two days of the college's annual farmers' week.

McAlester News-Capital Sued

As an aftermath of the November elections, J. C. Wilcox has filed suit seeking $25,000 damages against the McAlester (Okla.) Daily News-Capital. In his petition Mr. Wilcox alleges that the News-Capital published a statement to the effect that the barbecue served on November 4 at the public celebration on the occasion of the visit of the Governor to city was prepared by convicts from the State Penitentiary, when as a matter of fact the defendant had charge of the preparation of the barbecue and that no convicts were employed. The petition further alleges that the statement was published with malicious intent to slander and humiliate the plaintiff.

WILHITE IN BANKRUPTCY

Creditors Prepare to Sell Effects of Illinois Weekly Chain

The final chapter in the publishing venture of Fred T. Wilhite, head of the Star Publishing Company, was written this week when his creditors filed bankruptcy proceedings against him. The effects of the publishing company will be sold shortly. Publication of the papers was recently suspended. Wilhite, a Springfield newspaper man, about a year ago startled Central Illinois when he began publication of twelve weekly papers for twelve different towns in Sangamon county. All the papers were printed in Springfield. Outside pages were different for each but the inside pages were the same. Shortly after the enterprise was launched the Sangamon County Press Association openly declared war on Wilhite. Later he was indicted by a Federal grand jury for alleged violation of the postal laws. It was charged that he sent papers by mail representing them as destined for bona fide subscribers whereas they were to persons who had not ordered the papers and in many cases refused to accept them. The case was never brought to trial.

Pennsylvania Conventions Postponed

The Pennsylvania Associated Dailies and the State Editorial Association have postponed their meetings, scheduled for February 6 and 7, to February 13 and 14, at the Hotel Penn-Harris, Harrisburg.

REGISTER-TRIBUNE TO BU

Des Moines Newspaper Leases for a Skyscraper

The Des Moines (Iowa) Regist Tribune has secured a ninety-nin lease on the Rogg building, adja its 13-story newspaper plant.

As soon as the leases in the building have expired the Regist Tribune plans to tear it down an a skyscraper which will be joined present building. The new buil to be finished in Bedford stone ar conform in appearance to the structure. Except for small shops street level, the entire first five floo basement will be used by the R and Tribune, thus doubling the sp the present building, which the pap occupied since 1918.

Student Daily Suspends

The Minnesota Daily, for more t years official student newspaper University of Minnesota, suspende lication January 26. Lack of s from the students was given as the r An attempt is to be made to ad more subscribers so as to place the paper on a paying basis.

New Danville Publisher Charte

Incorporators of the Danville P ington Company, Inc., chartered ary 7, to do a printing and publ business with a capital of $250,000 listed as follows: J. E. Per president; George P. Geoghegar secretary, and W. E. Gardner, all o ville.

Meridian Star Changes to 8 Co

The Meridian (Miss.) Star changed from 7 to 8 columns, 12 e the column.

THE RECORD
1920-January-1923

Just a matter of three short years, but a period of healthy consistent growth in circulation for the Baltimore Sun papers, as is attested by the following statement of the average net paid daily, for January, 1920, and January, 1923, respectively:

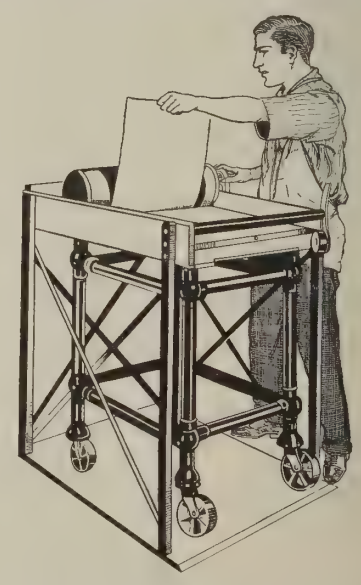
	1923	1920	Gain
Morning	115,877	96,796	19,081
Evening	115,147	75,573	39,574
Sunday	162,334	130,658	31,676

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

End Your Proof Press Problems



Here is one of the greatest time and labor savers that any composing room can install.

The Scott Quick Action Full Page Proof Press entirely obviates sliding of forms, the office using a Scott Quick Action can compose all large ads in the make-up tables, thus saving re-handling of type and reducing chances for error. The tables are wheeled right into the press. No lock-up necessary. No dampening of paper. Produces dry proofs of any form up to full pages, in practically the same time as required by a galley proof press.

Write for circular.

SCOTT MFG. CO., Detroit News Bldg., Detroit, Mich.

DAILY CAPITAL CIRCULATION

Over

64,000

January, 1921 - - - - - -	51,148
August, 1921 - - - - - - -	55,670
January, 1922 - - - - - - -	59,533
August, 1922 - - - - - - -	61,203
January, 1923 - - - - -	over 64,000

The past few months have brought The Capital the most satisfactory normal circulation growth in the history of the paper. Of the present total circulation, more than 30,000 of the subscribers are in the city of Des Moines. This is the largest circulation of any Iowa evening newspaper.

The DAILY CAPITAL

Ra & Ormsbee, National Representatives—New York, Chicago, San Francisco. Lafayette Young, Publisher, Des Moines, Iowa

DUTY MUST BE PAID ON CROWN LAND WOOD

Treasury Department Issues Order Against Logs from New Brunswick—Holds Province Has Restricted Their Export

Orders have been issued by the Treasury Department authorizing customs agents on the Canadian border to collect tariff duties on the importation of logs of fir, spruce, cedar or western hemlock, suitable for manufacturing pulp or paper, cut from the crown lands of New Brunswick. Duties will not be imposed on similar timber cut from the private lands of the Province.

The decision of the Treasury Department to apply the provisions of Section 401 of the Fordney-McCumber Tariff to New Brunswick crown lands, exportations was formulated as the result of New Brunswick regulations which place specific restrictions on the exportation of crown land timber. The Canadian provisions which prompted the American retaliation follows:

"Every timber license or permit conferring authority to cut spruce or other soft wood, trees or timber, not being pine, suitable for manufacturing pulp or paper on the ungranted lands of the Crown shall contain and be subject to the condition that all such timber cut under the authority or permission of such license or permit shall be manufactured in Canada; that is to say, into merchantable pulp and paper, or into sawn lumber, woodenware utensils or other articles of commerce and merchandise."

The American ruling, contained in Treasury Decision No. 39413, says:

"The department is of the opinion that this provision constitutes a restriction upon the exportation of logs of fir, spruce, cedar or western hemlock, cut from the ungranted Crown lands in the Province of New Brunswick. Collectors are, therefore, hereby instructed to assess duty under paragraph 401 of the tariff act of 1922 on such logs when imported from that Province until otherwise ordered."

At the same time the department announced that it was satisfied that at no time during the 12 months immediately preceding the tariff act of 1922 has the Province of New Brunswick maintained any "embargo, prohibition or other restriction" on logs cut from the private lands of the Province. Collectors, therefore, were instructed to admit such logs free of duty.

WOULD PUBLISH LIST OF VOTERS

More Printing for Local Papers Under Bill Before N. Y. Assembly

Assemblyman Robert R. Livingston of Columbia county has introduced a bill in the New York State Legislature to require publication of the registry lists in upstate districts. The bill provides that lists of registered voters shall be published not later than six days before the election in a newspaper published in the town or an adjoining town and having a circulation in the town where such districts are located.

The lists from districts in a town where no newspaper is published in the town or adjoining town shall be published in a newspaper in the county having a general circulation throughout the county. The publication of lists is to apply only to districts outside of cities and villages of 5,000 population.

INLAND PRESS TO MEET FEBRUARY 20-21

J. A. Park, Publisher of Raleigh Times, Among Speakers Announced for Annual Session in Chicago—Round Table a Feature

The annual meeting of the Inland Daily Press Association will be held in Chicago, at the Morrison Hotel, February 20 and 21. A program has been completed embodying many matters of importance to the organization.

John A. Park, publisher of the Raleigh (N. C.) Times and representing the Southern Newspaper Publishers' Association, is to speak on "Studies from Experience on Newspaper Financial Reports." H. N. Sehl, of the Sehl Advertising Agency, Chicago, is scheduled to discuss "What the Calumet Thinks Is the Proper Viewpoint." He is to be followed by an address by a representative of the advertising department of the Royal Baking Powder Company.

Jacob H. Rubin is on the program to speak on "Russia from Within," and L. W. Alexander, of the Critchfield Advertising Agency, is slated to deliver an address on "Free Publicity Copy." The report on the Kelly bill regarding second-class postage will be handled by John Sundine, past president of the association, who will outline plans for activities in the future relative to this measure.

There will be the usual luncheons, one each day at noon, in an adjoining parlor of the hotel. Frank D. Throop, publisher of the Davenport (Iowa) Democrat & Leader, will preside at these luncheons.

Mrs. Florence Riddick Boys, of the Plymouth (Ind.) Pilot is to read a paper on "Women in Politics." She recently served with the National Republican Committee in Washington as promoter of the women's department.

Some of the best things that happen at the Inland meetings come out at the round table discussions. Some of these topics will be: "Surveying Your City and County on Promotion Subjects," led by Samuel E. Boys, Plymouth Pilot; "Special Bargain Day or Week on Want Ads," led by William Southern, Jr. Independence Examiner; "Standardizing Cash Discounts Dates," and "Paying an Advertising Solicitor a Commission." led by T. J. Ferguson, Alpena (Mich.) News.

To Sell Baltimore Times Plant

The Baltimore Times, the tabloid newspaper which began publication in November, and which suspended the latter part of January following bankruptcy proceedings, has advertised its plant for sale. Charles M. Clark and J. Calvin Carney, the receivers, advertise that bids will be received by the referee in bankruptcy, Willis E. M. Myers, until February 19.

CRESSON LOSES AGAIN ON APPEAL

Texas Court Holds That Ft. Worth Star-Telegram's Report of Bergdoll Investigation Did Not Libel Him

FORT WORTH, Tex., Feb. 4.—The Fourth Court of Civil Appeals, sitting at San Antonio last week, affirmed the decision of the trial court regarding damages in the case of Col. C. C. Cresson vs. the Wortham-Carter Publishing Company, publisher of the Fort Worth Star-Telegram. The trial jury returned a verdict that while the Star-Telegram's article on Col. Cresson's actions was not a fair, true or impartial report, the plaintiff was entitled to neither actual nor exemplary damages.

Col. Gresson was one of three army officers mentioned in the report of the House sub-committee which investigated the escape of Grover C. Bergdoll, the draft dodger. This report accused these three officers of complicity in Bergdoll's flight. Col. Cresson filed suit against the Associated Press and some 700 newspapers in all parts of the country, but the only suit brought to trial has been that against the Star-Telegram.

Col. Cresson alleged in his suit that the majority report of the committee did not accuse him of conspiracy in the plot to free Bergdoll, but merely excoriated him for the manner in which he had prosecuted Col. Hunt, who was tried by court-martial for disobedience of orders and failure to prevent Bergdoll's escape.

The suit against the Star-Telegram was tried at San Antonio, the j Col. Cresson, last June, and his a appealed from the decision of t court.

In its opinion, handed down b Justice Ely, the Appelate Cou that the newspaper article was a f and impartial account of the co majority report and further, tha not nearly so severe in regard Cresson as the report itself, inas several strong passages of the offi port were not even carried in th paper article. It also holds that cial report did accuse Col. Cre complicity in the escape of Berg that the report links together t spiracy to bring about Bergdoll's and the acquittal of those acc bringing it about, and nowhere ma distinction between the two. Th ion holds that the report names th as parties to the conspiracy and th is no escape from the fact that port meant and intended to identi three as parties to the conspiracy.

Justice Ely also holds that th lines of the article naming thes officers as parties to the conspira justified and further that the tria with propriety, could have instr verdict for the defendant when t was called for trial.

Newspaper Campaign for Expo

A newspaper advertising ca which is to carry to every resi Richmond, Va., and the surr country the complete message "Made-in-Richmond Exposition," held in that city February 19-24 h mapped out by the Richmond C of Commerce.



CLARENCE

by CRAWFORD YOUNG

The Baltimore News prints Clarence each week.

Furnished full page matrices, black alone, black and red, and black and three colors; or, as part of a printed comic section.

HERALD-SUN SYNDICATE, 280 B'way, New York City

150 National advertisers use it exclusively!

THE mere fact that advertisers use a newspaper means it is a good publication. But when they use it *exclusively*, it is proof that the paper is dominant and adequate in its field.

One hundred and fifty national advertisers use the CINCINNATI TIMES-STAR *exclusively* to reach the Cincinnati market. They have learned from experience that this means the most satisfactory results; for the TIMES-STAR delivers the full purchasing power of this market.

This exclusive preference of national advertisers is confirmed by all of the large local advertisers, who, though, of course, using all of the papers, accord the great bulk of their display advertising similarly to the TIMES-STAR!

Cover Cincinnati with *one cost*—in the TIMES-STAR!

CINCINNATI TIMES-STAR

CHARLES P. TAFT, *Publisher* C. H. REMBOLD, *Manager*

Member of Audit Bureau of Circulations

The Year 1922 in Worcester

Advertising

The TELEGRAM GAZETTE carried a total of

16,661,010 lines

The other paper

5,432,190 lines

Circulation

The TELEGRAM GAZETTE is now guaranteeing a net paid circulation of

77,500

The latest published figure of the other Worcester paper is

26,288

There is no necessity of comparing the two papers, because the difference in both advertising and circulation is so great, but we are giving these figures as a matter of record.

Lawrence Block Inc.

National Advertising Representatives:

NEW YORK CHICAGO BOSTON DETROIT

CHICAGO WARDS SEEK NEW ALDERMEN THROUGH WANT-AD COLUMNS

Believe Wider Selection Means Better Candidates—St. Louis Bars Camouflaged Dealer Ads—Milwaukee Editor Calls Want Ads the "Human Nature" Page

By C. L. PERKINS

Executive Secretary, Association of Newspaper Classified Advertising Managers

THE leading editorial in a recent issue of the Milwaukee Sentinel is an excellent piece of promotion matter for want-ads. The editorial as follows is an example of co-operation between editorial and advertising offices which more newspapers could cultivate with advantage to their cash drawers.

THE HUMAN NATURE PAGE

Editorials are generally regarded as the highbrow of the daily paper. Want-ads the human nature.

Do you ever read the want-ad page?. Not in a hunting way as if you needed the job or the article for sale or the service or the several and many things offered at various degrees of a bargain.

In that page, generally set in the back part of the paper, far from the much desired "front page," in small type without the big headlines so generously used to set forth the striking things in the day's news, the want-ad page carries little of the thrill of the Ruhr occupation, or the danger of the war in the Near East, nothing of the tragedy of life as lived in the great centers of sensationalism, nor concerns itself with the words of full voiced senators nor of disagreements between preachers.

Yet in that small type there is humor and pathos and need and desire. Now, knee deep in January as we are, an advertiser would clean our furnaces, a human service surely; a missing woman is sought by friends; in one group we are told that various persons would clean chimneys, move furniture, do kodak printing, lay bricks, or plaster walls, nurse home cases, do upholstery—each a needed service, but odd in combination. Boys and executives are asked for side by side, and oh, yes, there is a second-hand car sale. And another and another, and another, and we lost the count.

A mother seeks her boy, and five firms have horses for sale—in this auto age. Also P. X. asks A. B. to please write.

So it goes. On that page all phases of human nature finds place and much good business besides. The "piano for sale by a lady with carved legs" no longer appears, because there is a classified editor these days, but there is much humor, and pathos, and—yes, just life, human nature as it is lived—on the want-ad page.

* * *

THE writer has often expressed the opinion that want-ads could be used to satisfy almost any want. To prove it many unusual uses of want-ads have been noted from time to time in these articles in EDITOR & PUBLISHER. Here's another new and unusual use of a want-ad:

Aldermanic candidates wanted in wards 7, 8, 10, 15, 16, 21, 23, 33, 34, and 50. Groups of citizens are asking voters living in these wards to suggest aldermanic candidates. The list of candidates in some of these wards is large, but citizens feel that a broadcast appeal might improve the quality of aldermanic timber. Mail suggestions to DP427, Tribune.

The above advertisement appeared in the Chicago Tribune's classified section Sunday, January 21.

They say everybody has a chance of being President. Then why not have all ambitious mothers teach their sons to watch for the chance by reading the want-ads daily?

* * *

THE Atlantic City (N. J.) Gazette-Review has started a complete real estate classified department with Sigmund Linchis as advertising manager; John Hartnett, editor; Chester Maydole, solicitor, and Miss Lillian Moreton, in charge of service department.

* * *

TRUTH in advertising has taken another step forward, and this step has particular significance to classified advertising because the following ordinance, which became effective in St. Louis on January 4, is more frequently violated in the want-ad columns than elsewhere:

"Be it ordained by the city of St. Louis, as follows:

"Section 1. It shall be unlawful for any person, firm, partnership, corporation, association, trust, or any employees thereof, engaged in the business of selling goods, wares, merchandise, securities, service, or real estate, to advertise the sale of the same unless it shall be stated in the advertisement of such sale, clearly and unequivocally, that said person advertising such sale of goods, wares, merchandise, securities or real estate is a dealer in the same; provided, however, that the advertisement of the sale of goods, wares, merchandise, securities, service or real estate in such form as make it plainly apparent therefrom that the person so advertising is actually engaged in the business of selling such goods, wares, merchandise, securities, service or real estate, as a business, shall be deemed a sufficient compliance with the terms of this ordinance. Any person violating the provision of this ordinance shall be deemed guilty of a misdemeanor and upon conviction thereof shall be punished by a fine of not less than $20 nor more than $500 for each offense."

* * *

ONE of the abuses of the classified columns which destroy reader confidence in the printing in the Help Wanted columns of advertisements that are not seeking help. Some papers are so careless that half the advertisements under the Help Wanted classification, openly and otherwise, offer to sell the reader some commodity or course of instruction. The Fort Worth Star-Telegram aims to keep its Help Wanted columns free from advertisements not advertising bona-fide positions and is promoting this fact. In a recent issue it had a three-column display advertisement which in part said:

"Star-Telegram 'Help Wanted' ads are dedicated to those of our readers who are seeking honest employment, paying a bona fide salary, or a reasonable commission. We do not open these columns to advertisers who desire to sell something to those of our readers who are without employment.

"Every day misleading 'Help Wanted' ads are rejected by the Star-Telegram that are scheduled by the advertisements for insertion under our 'Help Wanted' classifications, because we have reason to believe that the advertiser is attempting to capitalize the condition of unemployment in which some of our readers may find themselves."

* * *

THE Independence (Mo.) Examiner recently conducted a "Want-ad Week" with success. Frank R. Rucker, advertising manager, says:

"We spent ten days previous to 'want-ad week' in advertising it to our readers. In every way possible we acquainted the public with the value of want-ads, the opprtunities they offer, the interesting reading they afford, etc. We used newspaper space, direct by mail and picture slides. We told of the results advertisers had received in the past. We told them to watch the columns during ad week' for special offerings. T went after our prospective adve Just as the merchants make specia for their sales, we made a speci of six insertions for the price during 'want-ad week.' This cause two and three-time advertisers to full week's run. The motor car came across with fine lists of use the real estate men increased their and dealers in poultry and eggs in from the country. On the fir of 'want-ad week' we set twice th number of want-ads and came ou the largest classified section we ha run. The days following ran ah the usual day's business."

* * *

THE Classified Advertising Ma Association of Hearst Pacific newspapers was organized in Lo geles at a meeting January 22-25. Seiler of the Los Angeles Examin elected president; J. McCue, O Post-Enquirer, secretary; C. A. berger, San Francisco Examine vice-president; and Walter Butter Seattle Post-Intelligencer, second president. The next meeting will h in Seattle the latter part of Septe

Present at the meeting were th cers and Nathan Danziger, San Fra Call; J. R. Baker, promotion mana the San Francisco Examiner; W Boyd, want ad manager, C. W. classified promotion manager, and Mersch, assistant classified manage Angeles Examiner; and Carl B. L Los Angeles Herald.

* * *

LAST month the Philadelphia In increased its classified adve rate 10 cents per line and five ce line for the daily. The present r most classifications is now 35 cen line daily and 45 cents per line S according to a new rate card re from F. C. Erbele, classified adve manager.

Supremacy

The New York Times leads all New York newspapers in volume of advertising.

Record for 1922

Classifications	The Times Agate Lines	Gain Over 1921 Agate Lines	Times Lead Over Next Morning Newspaper Agate Lines
NATIONAL	4,880,310	954,170	2,417,200
DRY GOODS	3,585,924	55,992	866,966
REAL ESTATE	3,257,486	224,777	1,633,896
FINANCIAL	2,727,066	403,072	1,365,190
WOMEN'S SPECIALTY SHOPS	1,244,292	83,590	657,628
MEN'S FURNISHINGS	1,181,090	60,288	361,514
BOOKS AND PUBLISHERS	1,001,420	311,146	670,866
ROTOGRAVURE	852,148	147,606	299,782
AUTOMOBILE DISPLAY	837,004	28,524	248,170
BOOTS AND SHOES	332,572	41,690	200,054
SCHOOLS AND COLLEGES	215,128	7,748	142,002
OFFICE APPLIANCES	135,462	15,210	71,134

In 1922 The Times published 24,142,222 agate lines of advertising, a gain over 1921 of 2,489,609 lines and an excess over the next New York newspaper of 6,898,132 lines.

The circulation of The New York Times on weekdays is 350,000 copies and on Sundays 550,000 copies.

Yes Sir—

in Louisville, Kentucky, and Southern Indiana at a most economic cost through the growing and concentrated circulation of

THE LOUISVILLE HERALD

The only newspaper in Kentucky issuing a Merchandising Magazine, backed by a Merchandising and Co-operative Advertising department that provides helpful service to advertisers.

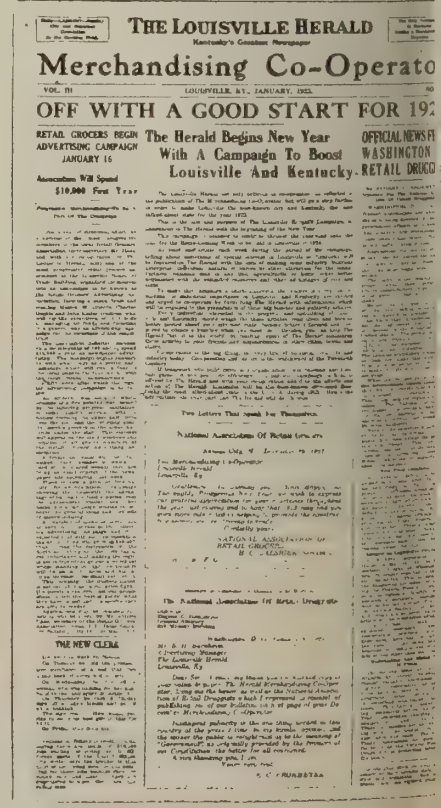
Glad to mail you copy and tell you more about the 96% Herald circulation that dominates trade in this territory.

The Shaffer Group

CHICAGO EVENING POST
INDIANAPOLIS STAR
LOUISVILLE HERALD
ROCKY MOUNTAIN NEWS
DENVER TIMES
MUNCIE STAR
TERRE HAUTE STAR

QUALITY PUBLICATIONS

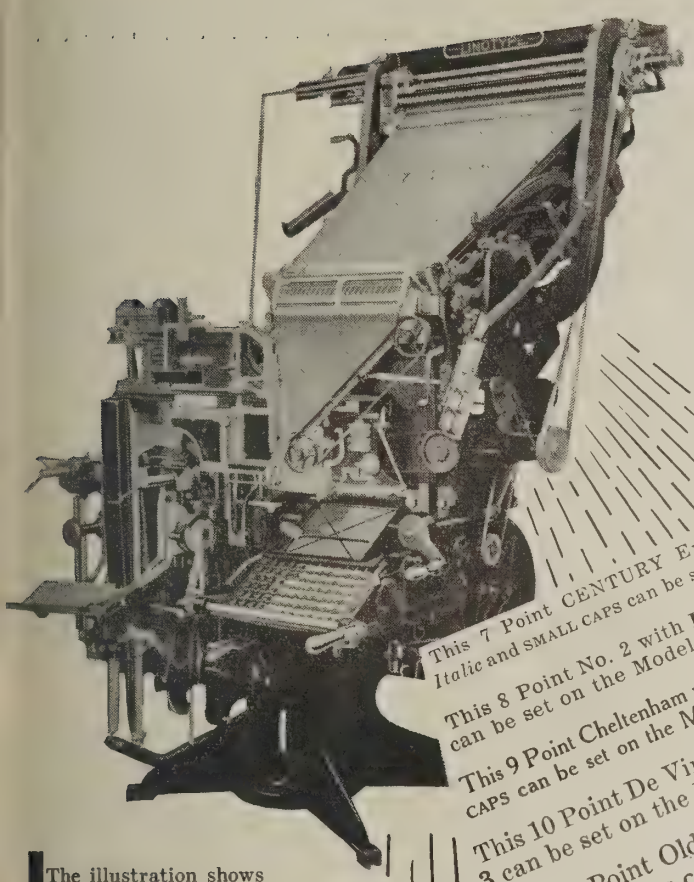
You Can Sell Your Produc and "Move-More-Merchandise


THE LOUISVILLE HERALD
Kentucky's Greatest Newspaper
Merchandising Co-Operato
OFF WITH A GOOD START FOR 192
RETAIL GROCERS BEGIN ADVERTISING CAMPAIGN JANUARY 16
The Herald Begins New Year With A Campaign To Boost Louisville And Kentucky
OFFICIAL NEWS FR WASHINGTON RETAIL DRUGG

THE LOUISVILLE HERALD

Kentucky's Greatest Newspaper

Foreign Representatives: Kelly-Smith Co.
Marbridge Building, New York
Lytton Building, Chicago.
Geo. M. Kohn Walton Building, Atlanta
R. J. Bidwell Co. Market Street, San Francisc
Times Building, Los Angeles



The illustration shows the Text-and-Display Model 21 Linotype—which is exactly like a Model 8 except for certain changes which fit it for display composition.

TRADE LINOTYPE MARKS

THE MACHINE THAT LASTS

All From the Same Linotype

Text-and-Display Models 21, 22, 24

A LINOTYPE that sets everything! From small text type up to full 36 point display. A machine that abolishes hand composition and hand distribution of display matter and is available for text composition of any size. Investigate the several models of LINOTYPE *Text-and-Display* machines. There is one to suit your needs.

MERGENTHALER LINOTYPE COMPANY
29 Ryerson Street, Brooklyn, N. Y.
SAN FRANCISCO · CHICAGO · NEW ORLEANS
Canadian Linotype Limited, Toronto

This 7 Point CENTURY Expanded with *Italic* and SMALL CAPS can be set on the Model

This 8 Point No. 2 with **Bold Face No. 1** can be set on the Model 21, Model 22 or

This 9 Point Cheltenham with *Italic* and SMALL CAPS can be set on the Model 21, Model 22 or

This 10 Point De Vinne with **Antique No.** 3 can be set on the Model 21, Model 22 or

This 11 Point Old Style No. 7 with *Italic* and SMALL CAPS can be set on the Model 21,

This 12 Point Caslon No. 3 with *Italic* and SMALL CAPS can be set on the Model

This 14 Point Antique No. 1 with *Italic* can be set on the Model 21,

This 18 Point Elzevir No. 3 can

This 18 Point Powell can be set o

This 20 Point Cheltenham Italic can

This 21 Point Caslon Old Face can

This 24 Pt. Chelt. Bold Ital.

This 24 Point Scotch can be

This 30 Point Cheltenham It

This 30 Point Century Bol

This 36 Pt. Benedictine c

This 36 Point Chelt. Bold

Composed entirely on the LINOTYPE

Saturation!

There are lots of ways for measuring the value of advertising,—Here is for example our old friend "Rates"—

Our newer friend "Circulation."

The final word in high brow advertising talk "The Milline."

But after all is said and done the one unchanging and unchangeable factor is SATURATION, for here is the real test of Advertising Value as far as Newspapers and Advertisers are concerned.

Does the paper cover the town? That's the point!

Given that point the only other question is—CAN YOU PAY FOR IT?

Now! In Richmond, Virginia, there are 34,811 homes.

In Richmond, Virginia, the News Leader *sells* every afternoon more than

39,000

copies, out of its total of

48,000

paid Circulation

That means Complete Saturation with 4,000 copies to spare.

To cover and absolutely dominate prosperous Richmond, only one paper is necessary and that paper is

THE

News Leader

City circulation for January	38,689
Suburban circulation for January	2,890
Country circulation for January	6,750
Total Circulation for January	48,329

KELLY-SMITH COMPANY

Representatives

Marbridge Bldg.
N. Y. City

Lyttan Bldg.
Chicago, Ill.

FARMER BEST ADVERTISING PROSPE FOR COUNTRY PAPER OF FUTURE

He Will Use Newspapers for His Business Rather Than S and Handbills, Wisconsin Editors Are Told at Short Cour With Their Annual Meeting at Madison

(*By Telegraph to* Editor & Publisher)

MADISON, Wis., Feb. 6.—A newspaper short course was given by the course in journalism of the University of Wisconsin as a part of the winter meeting of the Wisconsin Press Association here, February 1-3. Fifty-two editors attended. The short course consisted of three classes a day in which problems dealt with in the regular work of the Wisconsin course were condensed and presented by the journalism faculty.

Combined with the newspaper short course was a farmers' short course given by the Wisconsin College of Agriculture in which farmers and editors were brought together for a discussion of the problems of farm advertising and the merchandising of farm products. A third feature of the Press Association program was a series of business meetings in which editors discussed practical problems of publishing in a small town.

In the editors' short course emphasis was placed on news service and advertising service based on the interests and needs of the newspaper's entire community. The development of local and rural news sources was offered as the best means of building and holding circulation.

"The average Wisconsin weekly newspaper is read by more people on the farm than in the town, in some cases from 60 to 70 per cent of the circulation being among farmers," Prof. Grant M. Hyde, acting director of the Wisconsin course in journalism, told the editors. "The news should appeal to both farmer and townsman wherever possible. Don't be satisfied with the personal item, 'Sam Banks began work on a new barn last week.' Write a story about the kind of barn Banks is building, how long Banks has owned his farm, what he raises. You'll have the townspeople reading to find out whether Banks is a prospect for insurance, lumber, hardware, paint.

"Nine times out of ten there's a story back of the personal item if you go after it. It isn't enough to say, 'Henry Jones has bought three registered Holstein cows?' Get a story from Hank. It is worth a couple of sticks under a news head. Tell why he bought registered cows, why Holsteins, where he got his cows, who he is, how long he has lived in these parts. It would pay to put in an extra phone and hire a bright girl to ring up R. F. D. numbers, getting stories behind the most promising items in the letters from correspondents.

"Several Wisconsin editors have put their offices in charge of a bright young woman, thereby giving them time to rustle advertising, news and circulation.

"It is only by intense development of the local field that the smaller newspapers can survive. Whether they should the idea so far as to throw out na and state news is debatable. But certain that their greatest emp should be on what the city paper c supply—local news. We must cove home town so thoroughly that the town folks cannot get along witho even if they read half a dozen city papers and periodicals.

"The farmer is beginning to buy vertising space. When he gets the of using the newspaper rather than and handbills to advertise sales, proc auctions, stock, land, poultry, dairy uce, small fruits, garden truck, advertising will be small in compar But, of course, you'll have to show farmer how and why to do it. Y have to sell one prominent farmer and get him to set the pace."

The program of the newspaper course follows:

"New ideas in headline writing make-up," "Making the most of news sources, features and cuts," "V to tell the merchant in soliciting writing ads," "Circulation buildi "How to get the most out of rural sources," "What to tell the farmer a advertising rates," "Rate cards and tional advertising," "Hints in hand correspondents and their copy," "Wh good news writing," "What to do the editorial columns."

The essential problems and main p under each topic were outlined by fac members and mimeographed copies given to the editors at the beginnin each class period. These outlines, a aging about six typewritten pages e formed the basis of the class discus That plans are under way to publish entire set and distribute them to papers of the state.

Topics discussed in the agricult short course were: "Do Wisconsin fa ers need to advertise?" "Expanding f markets through advertising," "S Wisconsin dairymen have merchandi plans?"

The Press Association endorsed plan of the Country Newspapers, which serves as an agency to obtain tional advertising for country newspap The plan was presented by Herman

The association adopted a resolu asking the legislature to place the tribution of law supplements, printe the close of each session, on a busi basis.

John G. Kuypers, De Pere Jour Democrat, was re-elected presid Other officers are: Merlin Hull, Bl River Falls Farm News, vice-presid and Louis S. Zimmerman, Burling Standard-Democrat, secretary-treasur

The St. Regis Paper Company

and the

Hanna Paper Corporation

NEWSPRINT

Daily Capacity 425 Tons

WE SOLICIT YOUR INQUIRIES

GENERAL SALES OFFICE

30 East 42nd St., New York City, N. Y.

Chicago
643 McCormick Bldg.

Pittsburgh
1117 Farmers Bank Bldg.

PENNSYLVANIA

Pennsylvania newspapers measure up to Pennsylvania standards of achievements in every line of endeavor.

The daily newspapers of Pennsylvania reach the buying public oftener than does any media possible to use.

This great commonwealth offers an excellent trial territory to any advertiser who seeks to test the appeal of his commodity to Americans of the substantial, discerning kind.

Pennsylvania daily newspapers, localizing the news of the world from day to day—constantly reach this great prosperous, responsive people—and can perform miracles in the way of helping you make Pennsylvania one of your banner states.

Pennsylvanians are able to buy—and if your product is one that progressive people should be interested in you will find them quickly responsive.

These influential daily newspapers of Pennsylvania join in offering National Advertisers every co-operation in introducing and popularizing his products in this great State of Pennsylvania.

Accept the invitation.

THESE LISTED DAILIES WILL GIVE YOU LEADERSHIP

	Circulation	2,500 lines	10,000 lines
***Allentown Call (M)	28,009	.09	.09
***Allentown Call (S)	15,118	.09	.09
†Bethlehem Globe (E)	8,528	.04	.04
†Bloomsburg Press (M)	6,507	.029	.029
***Chester Times & Republican (M&E)	14,331	.065	.05
†Coatesville Record (E)	5,369	.0214	.0214
†Connellsville Courier (E)	6,103	.0179	.0179
***Easton Express (E)	17,241	.05	.05
*Easton Free Press (E)	12,147	.05	.05
***Erie Times (E)	27,648	.08	.08
***Harrisburg Telegraph (E)	39,478	.095	.095
***Lancaster Intelligencer and News-Journal (M&E)	21,689	.08	.08
***Oil City Derrick (M)	6,686	.04	.035
Pittsburgh Dispatch (M)	54,541	.17	.15
Pittsburgh Dispatch (S)	63,767	.22	.18
†Pottstown Ledger (E)	1,654	.014	.014
Pottsville Republican and Morning Paper (E&M)	14,500	.055	.05
Scranton Republican (M)	32,180	.12	.10
†Scranton Times (E)	37,148	.12	.10
***Sharon Herald (E)	5,002	.021	.021
†Sunbury Daily Item (E)	4,109	.021	.018
***Warren Times-Mirror (E&M)	8,056	.036	.036
***Washington Observer and Reporter (M&E)	15,553	.06	.05
†West Chester Local News (E)	10,768	.03	.03
**Wilkes-Barre Times-Leader (E)	22,061	.08	.05
†York Dispatch (E)	16,726	.045	.045
†York Gazette and Daily (M)	16,452	.045	.045

*A. B. C. Publishers' Statement, April 1, 1922.
***A. B. C. Publishers' Statement, October 1, 1922.
†Government Statement, October 1, 1922.
**A. B. C. Statement, 3 mos. to Sept. 30, 1922.

The Net Paid Sun

CHICAGO HERA

IS NOW

Over a

THIS is the culmination of a record of growth unpre
dented in the history of newspaperdom. In five mor
the Sunday Herald and Examiner has gained more t
350,000 new subscribers.

This remarkable achievement was solely the result o
spontaneous response of the public to our effort to giv
the best newspaper in America.

Only one other newspaper, the New York American,
ever attained the million circulation mark.

PRICE 10 CENTS
EVERYWHERE

HERALD

CHICAGO

Lowest Milline Advertising Rat

Circulation of the
AND EXAMINER
Million

ere is the Unique Record of the Herald and Examiner's Remarkable Growth Since the First Sunday in September

	Net Paid Circulation
. 3	643,853
. 10	715,050
. 17	728,161
. 24	729,247
1	724,804
8	731,724

1922	Net Paid Circulation
Oct. 15	725,919
Oct. 22	727,553
Oct. 29	733,138
Nov. 5	795,726
Nov. 12	801,891
Nov. 19	802,317

1922	Net Paid Circulation
Nov. 26	806,065
Dec. 3	853,050
Dec. 10	846,365
Dec. 17	846,343
Dec. 24 (Christmas)	829,801

1922	Net Paid Circulation
Dec. 31 (New Year's)	838,499
1923	
Jan. 7	878,041
Jan. 14	877,275
Jan. 21	894,583
Jan. 28	929,410

February 4, 1923—Over a Million

EXAMINER

CIRCULATION
OVER A MILLION

WSPAPER

ited States West of New York

LINCOLN KISSED A NEWSPAPER MAN WHO BORE GOOD NEWS FROM GRANT

Story Told by Henry E. Wing, Entitled "When Lincoln Kissed Me" Is Good Reading for February 12—Chicago News Puts Editorial Data on Tax Reform Into Booklet

By JAMES MELVIN LEE

Director of the Department of Journalism, New York University

FOR Lincoln's Birthday—day after tomorrow—there is no more appropriate book for the newspaper man to read than "When Lincoln Kissed Me." For some reason this little book has not received the attention it deserves. Lincoln bestowed the favor upon a war correspondent because of the news the latter brought to him from Grant.

During the Civil War, the author of "When Lincoln Kissed Me," Henry E. Wing, was a correspondent for the New York Tribune. After Grant had cut connections with Washington and started for Richmond, Wing left the army to get his stories through to the Tribune and to carry a personal message to Lincoln from Grant. His experiences read like a dime thriller of boyhood days. In reaching the extreme outposts of the army he was unable to put his story on the wires except through Government permission. For the use of the Government wire to send his story to the Tribune, he offered to tell Stanton where Grant was. Stanton ignored the offer but demanded immediate information about Grant. Wing then took the matter up with Lincoln who accepted the proposition on the condition that a resumé of the story be given to the Associated Press so that all newspapers might publish the news. Lincoln provided a special locomotive to bring Wing to Washington.

In this way Wing delivered Grant's personal message to Lincoln, which was, "Whatever happens there will be no turning back." Such news so overjoyed Lincoln that he kissed the correspondent. The title of the volume because of this event is appropriate.

The book contains so much about correspondence during the Civil War that it ought to be in every newspaper library. In board covers, it may be obtained from the Methodist Book Concern, Cincinnati, Ohio, for 35 cents.

* * *

THE Atlantic Monthly Press of Boston has published a series of pamphlets entitled "Atlantic Readings." All of the series are worth reading but the one entitled "The Basic Problem of Democracy" by Walter Lippmann of the New York World is of special interest to newspaper workers. Matters of interest mentioned in the pamphlet are: the mechanism of the news supply, the methods of reporting the Peace Conference, the several varieties of censorship in foreign correspondence, etc. The cost of the pamphlet is 15 cents.

* * *

A SERIES of booklets of practical value to editorial writers is being published by the Chicago Daily News. Booklet number three, entitled "Sound Tax Reform" reprints four articles describing tax systems and methods of improvement in revenue. The first article describes the tax system now in vogue; the second points out the tax methods that are faulty and explains the failures of certain reforms; the third deals with the income tax and compares it with the tax on property; the fourth criticizes the revenue system of Illinois.

A copy of this booklet on "Sound Tax Reform" may be obtained upon application to the Daily News.

* * *

MANY fine tributes have been paid to the influence of the country weekly. What the village paper means to its subscribers, however, has not been better expressed than by John Greenleaf Whittier in his poem "Snow-Bound." Any one who has lived in New England knows the isolation of the snow-bound farm house. But the monotony of the Whittier homestead was broken when,

At last the floundering carrier bore
The village paper to our door.

With what joy the village paper was perused is expressed a little later in the poem by Whittier, as follows:

Welcome to us its week-old news,
Its corner for the rustic Muse,
Its monthly gauge of snow and rain,
Its record, mingling in a breath
The wedding bell and dirge of death;
Jest, anecdote, and love-lorn tale,
The latest culprit sent to jail;
Its hue and cry of stolen and lost.
Its vendue sales and goods at cost,
And traffic calling loud for gain.
We felt the stir of hall and street,
Wide swung again our ice-locked door,
The pulse of life that round us beat;
The chill embargo of the snow
Was melted in the genial glow;
And all the world was ours once more!

* * *

AN editorial in The Christian Science Monitor for January 3, entitled "Critics and Reviewers," elucidated the difference between literary criticism and the book review. It pleads for more conscientious work on the part of the reviewer in his comment upon a book which represents months of toil on the part of the author.

* * *

THE Newspaper World of London is publishing a series of articles on Hints to Journalist Students by Men Who Know. These are extracts from lectures delivered to the students in the School of Journalism at the University of London. The sixth article of the series—published December 16—is full of suggestions about musical criticisms, offered by H. C. Colles, of The London Times. He believes that musical criticism would be more valuable if it paid less attention to interpreting musical events to experts and tried to make music more popular with the public by suggestive and untechnical criticism.

* * *

ROYAL CORTISSOZ, art critic of the New York Tribune, is the author of "Nine Holes of Golf" (Charles Scribner's Sons).

* * *

SOLOMON BULKLEY GRIFFIN, connected for forty years with the editorial department of the Springfield Republican is the author of "People and Politics Observed by a Massachusetts Editor" (Little Brown & Co.). This book is scheduled for publication early in May. Mr. Griffin has attended every national and state (Massachusetts) convention of the Republican and Democratic parties from 1880 to 1916. If he tells only a fraction of what he knows about men and matters of moment, his book should be something of a sensation.

* * *

JOHN V. A. WEAVER, literary editor of the Brooklyn Eagle, has just published a volume of poems entitled "Finders" (Alfred A. Knopf). Keith Preston pays a fine tribute to the poems of this volume in his department of the Chicago Daily News.

KANSAS IS A RICH, RESPONSIVE FIELD—TOPEKA, ITS CAPITAL A GOOD "TRY OUT" CITY

They are best covered by the

Topeka Daily Capital

TOPEKA, KANSAS

Only Kansas Daily with a General Kansas Circulation

Dominates its field in circulation, all classes of advertising, news, prestige and reader confidence.

Supplies market data—does survey work—gives real co-operation.

Arthur Capper

PUBLISHER

MEMBER A. B. C.—A. N. P. A.

MUST PAY CURRENT RATE

Quebec Judge So Rules When Advertiser Breaks Contract

Justice Rinfret, rendering judgment for the Montreal Standard Publishing Company, Ltd., in its suit against Sara Deeb, ruled that when an advertiser takes a contract for a certain amount of space, and only uses a part of it, he may be called upon to pay at current rates for what he used, instead of at the special contract rate, but cannot be held responsible for payment of the whole amount of the contract, whether used or not.

Sara Deeb had contracted to use 5,000 agate lines in the Standard during thirteen months, and to pay $650. She used 1,005 lines, and then went out of business. The Standard sued for $552, the balance of the amount of the contract, defendant having already paid $98.

Defendant contended that by failing to complete the contract, she was liable to pay only 20 cents per agate line for the space she had actually used. This contention was upheld by the court, and judgment given accordingly. The court added that if any doubt existed as to the interpretation of the advertising contract, that doubt must go in favor of defendant, because the contract was drafted by the petitioner.

H. D. Burrill Re-elected

The Syracuse (N. Y.) Journal recently elected the following officers and directors: The directors are: Alexander T. Brown, Louis Will, Harvey D. Burrill, Stewart F. Hancock, W. Howard Burrill, Clarence E. Hancock and Louis D. Burrill. Officers elected were: chairman, Alexander T. Brown; president and publisher, Harvey D. Burrill; vice-presid[ent] Stewart F. Hancock; treasurer, M. [A.] Andrews; secretary, W. Howard Bur[rill]

New Democrat & Chronicle Home S[oon]

Work is nearing completion on [the] new building of the Rochester (N. [Y.] Democrat & Chronicle, located on [the] site of the old building in Main st[reet] east. The paper has managed to [con]tinue operations on the same site du[ring] the entire reconstruction of the old bu[ild]ing, the addition of a story and the [re]struction of an elaborate white s[tone] front. When completed the building [will] offer the latest facilities for newsp[aper] publication.

Bicknells Retire

At the recent annual meeting of [the] stockholders of the Fort Wayne (I[nd.] News-Sentinel, the resignations of [Mrs.] E. P. Bicknell and Miss Ruth Bic[knell] as directors were accepted, and Arthu[r] Remmel, city editor, and Miss Ma[rie] Branning, auditor, were elected to [the] directorate. J. A. Greene was re-ele[cted] president, as was Oscar G. Foellin[ger] treasurer and general manager. F[rank] Hamilton was elected vice-presiden[t] succeed Miss Bicknell, and Miss E[lsie] ning was elected secretary. Mr. Gr[eene] was named as chairman of the boar[d] directors.

Eagle Pass Guide Is Sold

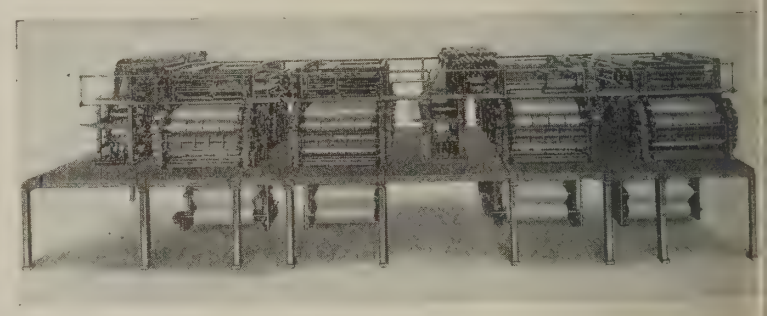
L. M. Huffman has purchased [the] Eagle Pass (Texas) Daily and W[eekly] Guide, and has assumed charge as e[ditor] and publisher. O. M. Gibbs has [been] appointed city editor. Mr. Huffman [also] owns all the job printing plants in E[agle] Pass and is opening a new job pri[nting] plant in Piedras Negras, Mexico.

Herald Changes Column Size

The Durham (N. C.) Morning H[erald] has changed from seven columns, 13 [ems] to eight columns, 12 ems. A pony [autoplate] was also put into operation.

Fayetteville (N. C.) Observer Sc[ld]

Alfred B. de Mesquita, of New Y[ork] has purchased the Fayetteville (N. [C.] Observer from David B. Lindsay, [pub]lisher and owner since 1921.



Publishers Visiting Boston

should take time to visit the pressroom of The Boston Herald and see in operation a battery of Scott Multi-Unit Presses, consisting o[f]

Sixteen Units and Eight Folders

They are the latest and best in newspaper press construction, admitted by everyone to be the most versatile newspaper press built

WHAT ARE YOUR REQUIREMENTS?

WALTER SCOTT & CO. Plainfield, N. J

NEW YORK 1457 Broadway

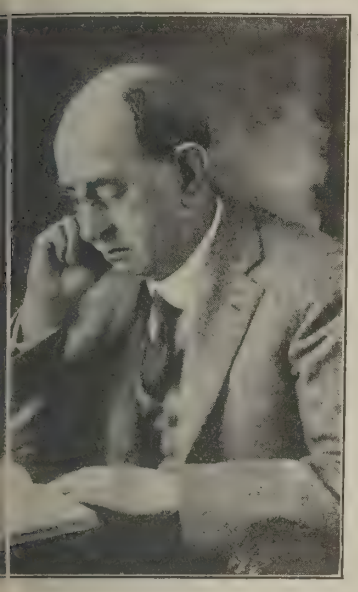
CHICAGO 1441 Monadnock Block

"DADDY" OF NEW YORK NEWS REPORTERS

By MATT G. PERKINS

ITY years a reporter and still oing good. That is the record Jnes Macdonald Wood, police news oer for the Brooklyn Eagle, and f the widest known and most pic- ue types of New York's old school fnous reporters.

M Wood was born and schooled in urgh, Scotland, and came to New



JAMES MACDONALD WOOD

in December of 1872, when he was yurs old. He did not come for the d purpose of taking up newspaper ; but when his brother William , at that time city editor of the dlyn Times, offered him a job he ct.

most reporters are cubs con- bly longer than was the ambitious Scot. For it was after only three of cubbing that he came down office one morning and found him- ssigned to cover police headquar- a regular reporter's job with a r reporter's pay. That was on ary 10, 1873, and with the excep- a few vacational trips to Scotland, Wood has beein doing a regular er's work ever since.

r eight years in Brooklyn young decided to come over to Manhat- He was on the old New York Sun years and is a member of the Sun ni Association. Leaving the Sun ars ago he took his present job he Brooklyn Eagle.

long string of the really biggest stories that Mr. Wood has written during his fifty years of reporting, begin with the famous "Goodrich murder" in Brooklyn in March, 1873.

Several of the many reporters "broken in" by Mr. Wood have become famous in literature. Bennett Graham Burleigh, noted war correspondent, and the War Eagle of Kipling's "Light That Failed," was one of the reporters who helped Mr. Wood cover the Brooklyn Theater fire in 1876 in which many lives were lost.

Others who began newspaper work under the tutelage of Mr. Wood, are Herbert F. Gunnison, present publisher of the Eagle, John Langdon Heaton, poet and editorial writer, and Alexander Black, author of "The Great Desire" and other novels, and father of the picture play. He also introduced A. P. Langtry, present Secretary of State of Massachusetts, to the newspaper game and helped him get his first job as a reporter.

Much of Mr. Wood's time has been spent in a study of the police department and the science of police work. "I have often wondered," said Mr. Wood, "why newspapers periodically attack the police force instead of other city departments. Members of the police force are far above the average of municipal servants in faithfulness, heroism and honesty. Most of them do their duty, live decently, raise families and educate their children, and why they are stigmatized as ruffians, is a matter that I could never understand."

Mr. Wood took occasion to say a good word also for the police reporters in general. "The average police reporter," he chuckled, "is a pretty good fellow and I have met some of the most wholesome specimens in humanity among them."

In his day Mr. Wood has smoothed out the rough ways for many young reporters who did not "know the hang of things" well enough to handle certain stories.

The one thing he says that he has always tried to discourage in young reporters is the practice of "piping" a story.

"The reporter that tries to dress up a story with a feeble imagination always destroys somebody's confidence in newspaper stories, for there is someone who knows the truth of every thing that is printed," is his frequent advice to the beginner.

Mr. Wood took one vacation 45 years ago, but instead of going to Scotland he went over in Pennsylvania and was married. Mr. and Mrs. Wood, who live at 62 Cleveland street, Brooklyn, have three sons and a daughter. The eldest son is professor of mathematics, the second a practicing physician in Manhattan, the daughter editor of a commercial magazine. The youngest son is employed by the United States Steel Company.

Boston Globe First

During 1922 **the total number of Real Estate advertisements** printed in Boston papers having Daily and Sunday editions was

GLOBE ------- 92,009
Second paper -- 20,934

Write to Advertising Manager, Boston Globe, for information about the Boston territory.

The Globe Should Be First on Your Boston List

Calling Your Attention

—TO—

The Providence Journal's

SPECIAL

Boston Automobile Show Number

SUNDAY, MARCH 11th

Providence will have no Automobile Show this spring, and Rhode Island people will rely this year, just as they do every year, on the Journal's Boston Show Number for authentic information in regard to Automobiles and Automotive Products.

Last year the Providence Journal's Boston Automobile Show Number was very effective. Almost 300 columns of automobile advertising were carried, which was a greater volume than that carried by any Boston Paper.

Hundreds—

of Rhode Island people will attend the Boston Show and purchase upon their return to Providence.

Thousands—

of Rhode Island people will not have the privilege of attending the Show, but will look to the Journal's Show Number as their guide to all that's new and reliable in the Automotive Field.

Place Your Copy in The Providence Journal's Boston Automobile Show Number

—thereby reaching New England's most responsive market at a time when that market will yield a tremendous volume of immediate sales.

Providence Journal Co.

Providence, R. I.

Representatives

CHAS. H. EDDY CO.
New York Boston Chicago

R. J. BIDWELL CO.
San Francisco Los Angeles

報知新聞



The Hochi's Magnificent New Building Just Completed in the Heart of Tokyo

THE HOCHI SHIMBUN

Japan's Oldest Evening Newspaper
With Large Morning Edition

TOTAL PAID CIRCULATION LARGEST IN TOKYO

The Hochi Shimbun was established in 1872 by the late Marquis Okuma, and continuously since that early date has lent all its influence to the support of its great founder's lofty ideals.

In the foreign news field the Hochi has built up a service which is unexcelled, and which has earned for it many readers who are intensely interested in persons and events abroad. This interest has been found to exert considerable influence on their taste in the purchase of imported commodities and undoubtedly has increased their consumption of products from abroad.

Advertising Rates

Per line.....	Y	1.25
Per Column..	Y	170.00
Per inch....	Y	12.50
Per page....	Y	2,000.00

The Hochi Shimbun

TOKYO, JAPAN

NEWSPAPERS MADE PUBLIC CALL FOR ZONITE

(*Continued from page* 10)

nence. Especial stress was laid on the use of the antiseptic for pyorrhea.

The campaign was planned to occupy at its introductory stage 33,000 lines per paper. Since New England was selected to be the scene of the test effort, the campaign was to appear in all the eight Boston newspapers and numerous papers outside. Here, certainly, was something which even the case-hardened druggist would take notice of. Conditions were favorable for talking the product and advertising in advance of publication of copy and obtaining a widespread advance distribution.

Mr. Willis, president of the company, at this point and against the advice of friends, decided upon a "reversing entry" into the market. Instead of merchandising the product and the advertising in the usual fashion, he gave orders for the advertising to be released without any of the product being on sale at any store.

On a Monday the full-page institutional advertisement previously described appeared in all the Boston newspapers. The nature of the copy was so unusual that many read it to find it whether it was a plea for the starving Armenians or the announcement of a new magazine. People began to ask dealers for Zonite. Twenty druggists telephoned to their jobbers and the sales aid departments of the newspapers to find out what "That Zonite" was and where they could get it. As the second and succeeding copy guns were fired, druggists became more and more "het up" and sold on both the product and its sales possibilities.

With the commencement of the advertising, the Boston jobber, the Eastern Drug Company, given the wholesale exclusive rights, set 35 salesmen to work getting distribution with five special introductory deals. The breaking into the market backwards by the company had secured the interest of the trade to a large degree and accounts were opened rapidly. Within about two weeks, Greater Boston and many dealers outside had been stocked.

"Had we gone to the dealer before beginning our advertising, even with our large campaign, we would have found him somewhat indifferent," an official of the Zonite company stated. "Even if he had given us his order, he might have had the goods in stock three or four weeks before the campaign had opened and demand begun. That would have been a damper on his enthusiasm. Our best method of selling our advertising, we believed, was to make it get people to ask for our product.

"We felt it of great importance not only to have the druggist appreciate our advertising effort, but also the product and the Zonite Company. Therefore, we had eight men whose job was to call on druggists to tell them our story. The telling of this completely, we estimate, averages an hour and a half per druggist. These men have as their purpose making the dealer a solid believer in us and our product for all time.

"The regular taking of orders was handled by the sales force of our exclusive jobber, who has charge of jobbing and retail trade both. We plan to follow the plan of appointing an exclusive jobber in each section and gradually extend our advertising and distribution through the country."

In addition to the scheduled advertising, a full page reproducing a letter of Mayor James Curley of Boston, thanking the company for operating its tryout in New England, was used. A double-page spread was used in one paper to show the names of dealers secured. Elaborate window and store displays in colors were furnished dealers. A huge Zonite bottle in cardboard and window stickers of imitation charcoal hand-writing announcing a supply of the product had arrived were included.

A Zonite book of 36 pages, showing with text and pictures a large number of uses, was mailed to 172,000 women in Greater Boston whose names app in the telephone book by first-class from New York. Later this we other families. The book also wa tributed through dealers. Outdoo vertising was another factor. In tion, after the consumer adver swung under way a detailed and somely illustrated book, 12 by 15 i concerning the company, the produc the advertising was mailed, unde cent first class postage, to all deale

Although at the start attention centered upon Boston, the sales an vertising work rapidly was ext through New England, with news advertising carrying much of the Although the product is being tak the public, the dentist and physicia to be the subject of cultivation. of the first steps will be the circu of a carefully edited volume, writt noted medical authorities in tec language, among dentists and physi The general advertising to the p however, will be a non-stop affair newspaper and outdoor copy th mainstays.

The Zonite Company was not pre to meet fully the demand which ma ized. It is extending its facilities, ever. In New England within abo weeks, approximately six carloa merchandise have been sold and ered. The company's main purp to build a large and permanent v nationally as rapidly as feasible.

In four weeks, the company had more than 100,000 bottles of Zon Boston alone and difficulty was e enced to get enough of the produc four days after the opening adver nearly 3,000 dollar bottles had bee tributed.

Over 60 per cent of the drug stocked the special deals made the first 30 days. Since then deal all parts of New England have the product. Three men openin Providence disposed of 10,000 bott first day. In Boston, the Tran Telegram, Post, morning and ev Globe, Herald and Traveler, Adv and American were used.

This is but the beginning of s work throughout the country secti section. Now that the opening lines have appeared in about 38 d space ranging from a page to that is smaller, consistent follow-up ad ing is appearing daily in territories there is distribution. The compan the stage set for turning loose its in New York at about the time th ticle will appear. Because of his experience with what newspaper tising can accomplish, as was d strated with Tanlac, the president company, Mr. Willis, who is descri the trade as a "merchandising ge will insist that the liberal purch newspaper lineage persistently the 'round be an outstanding feature Zonite success, which is amply fir by New York interests. Mr. Willi self is reputed to be one of the cou really rich men.

It took courage and capital to launch Zonite before the public pages, without a bottle on dealers' s But the results showed that what loudest to the dealer is actual d by consumers. If you can prove t that your product is wanted and for through newspaper advertisin becomes receptive to stocking it. times results come quickly, as i case, and again long, painstaking ging is necessary to get a product nized.

But newspaper advertising, in has chalked up one more success to its long list of achievements.

New York Ad Club Buys New H

The Advertising Club of New has purchased the five-story buildi Park avenue, on the northeast cor 35th street and Park avenue, for a p nent club house. It is a brown front structure and was put up by ford White. The lot is approxi 50 by 100 feet. The interior will tered to suit the needs of the clu it is probable that it will be rea occupancy by next fall.

OHIO

is a state where advertisers, using Ohio newspapers, can get their messages into the homes of responsive buyers in the shortest time.

As a center for distributing merchandise, in relative proportion to area-population resources, there is no doubt that it is OHIO FIRST of all her sister states—with

Over 13,000 total railway trackage.

5,759,394 people.

Over 16,000 industrial plants employing 730,000 workers who earn over $944,000,000 per year.

Over 859,000 automobiles, ranking second among all states and showing a gain of 18% over the previous year.

A larger membership in Building and Loan Associations than in any other state.

By concentrating your sales effort in Ohio newspapers with vigor, you will find by results that Ohio is

FIRST

	Circulation	2,500 lines	10,000 lines
**Akron Beacon Journal (E)	35,785	.10	.10
**Akron Times (E)	21,416	.06	.06
**Akron Sunday Times (S)	21,439	.07	.07
†Bellefontaine Examiner (E)	4,536	.0179	.0179
†Cincinnati Enquirer (M&S)	72,270	.17-.35	.17-.35
†Columbus Dispatch (E)	75,116	.15	.14
Columbus Dispatch (S)	74,654	.15	.14
Columbus, Ohio State Journal (M)	50,124	.12	.13
Columbus, Ohio State Journal (S)	29,206	.12	.13
Conneaut News Herald (E)	3,094	.017	.0179
†Dover Daily Reporter (E)	4,537	.02	.02
†Ironton Irontonian (M)	3,170	.0179	.0179
†Kenton Democrat (E)	2,400	.014	.014
*Lima News and Times-Democ't (E&S)	16,083	.07	.05
*Lima Republican-Gazette (M&S)	10,270	.035	.035
†Middletown Journal (E)	5,117	.025	.025
†Newark American-Tribune (E)	6,890	.025	.025
†Portsmouth Sun and Times (M&E)	16,481	.06	.06
†Portsmouth Sun-Times (S)	11,140	.04	.04
Steubenville Gazette (E)	8,437	.04	.04
**Toledo Blade (E)	100,317	.27	.25
†Toronto Tribune (E)	1,096	.011	.011
**Youngstown Vindicator (E)	24,787	.07	.07
**Youngstown Vindicator (S)	24,351	.07	.07

Government Statement, April 1, 1922.
*A. B. C. Publisher's Statement, April 1, 1922.
**A. B. C. Publisher's Statement, October 1, 1922.
†Government Statement, October 1, 1922.

In Washington
ONE
COMBINATION
Two Newspapers
Morning HERALD
Evening TIMES
ONE RATE
115,000 Circulation

More circulation in Washington than there are homes.

The Washington Times
and
The Washington Herald
G. Logan Payne, Pub.

National Advertising Representatives
G. Logan Payne Co.
Chicago, Detroit,
St. Louis, and Los Angeles

Payne, Burns & Smith
New York and Boston

The Atlanta Journal
ATLANTA, GA.

Over a Million Lines a Month

During 1922 carefully sifted advertising in The Atlanta Journal totaled over 12,000,000 lines.

Advertising in The Journal Sells the Goods

The Pittsburgh Post

A newspaper of character, integrity and enterprise which has earned the confidence of the people of the world's greatest industrial district.

DAILY and SUNDAY

RETAILERS DEMAND MORE HOME CIRCULATION

(*Continued from Page 7*)

be made interesting and of real value all the time, so that housewives will want to read it. The woman who buys must be so sold on the proposition that she will complain if the paper is not delivered and the salesperson must be so convinced of its merits that she must ask customers, "Did you get your Shopping News?"

Mr. Moore said his experience convinced him that a newspaper man is not the best manager for such a sheet. He has the newspaper outlook rather than the merchants' outlook, it was felt. In Seattle, Mr. Moore pointed out, the mistake was made of putting out the paper "cold." It would have been far better to interest the public by an extensive street car, motion picture slide and billboard campaign.

According to Mr. Moore, the Seattle Shopping News advertising rate is slightly lower than that of the local newspapers and its circulation somewhat higher and concentrated in the city. The rate is $1.64 an inch flat, no matter how much space is used. The circulation is 65,000, all in Seattle. There are 16 firms advertising in it.

The staff consists of a manager and an assistant. The printing is done by a printer and the distribution by contract. The paper goes out on a Saturday afternoon, quite late, for Monday's selling.

Although stores using the paper all use the advertising in the local newspapers, the experience of San Francisco and Los Angeles showed, Mr. Moore said, some had abandoned Sunday newspapers for Monday's selling.

In opening the National Retail Dry Goods Convention, President Jesse I. Straus of R. H. Macy & Co., said one of the outstanding accomplishments of the past year by the organization was effecting the repudiation of the charges that all the distributors were profiteering.

"Our vehement opposition to an American valuation clause or to any other form of extreme tariff rates, brought about, I believe, a series of attacks on all the distributors. They were charged with profiteering," said Mr. Straus. "The charge culminated in a Governmental investigation and a Governmental attack. The second can hardly have grown out of the first, for the investigation which took the form of an inquiry by a joint congressional committee into production and distribution, completely disproved the charges that had been made.

"It is the function of the N. R. D. G. A.," Mr. Straus said, "to study the science of distribution to combine legitimately on a constructive program, to combine legitimately in opposition to destructive attack, to labor for greater efficiency and less friction and waste, to disseminate information that will tend to clear up misunderstandings of our intentions, our efforts and our ideals for our institutions; to admit frankly that we are in business for profit, but that our ambitions soar above mere profit; that we are dependent for success as is no other type of business entity on the creation and perpetuation of good will in the several communities in which we operate, and that we have a realizing sense of our opportunities and obligations.

"In short we are in a fair field with no favor. We need friendly competition, and if we ask no governmental subsidies we demand governmental equity."

While he expressed the opinion that conditions warrant now looking ahead to a normal period of business prosperity in 1923, except for unknown and unknowable influences in Europe, President Straus sounded a warning of the danger of increased prices for manufactured products, disproportionate to whatever increase there may be in the price of farm products.

Considering the present economic situation in the light of other business cycles, Wesley C. Mitchell of the department of economics of Columbia University made the prediction that business men may look forward with a fair degree of confidence for a continued expansion of business for at least the next six or nine months.

The influence of advertising on women buyers was the subject of a most interesting and constructive talk before the advertising section by Mrs. Lulu E. Eckles, publicity director of A. Hamburger & Sons, Los Angeles. The facts and figures presented were based on a survey just completed by the Women's Advertising Club of Los Angeles. Mrs. Eckles said:

"Realizing the important fact that it is estimated 90% of the nation's buying is done by women and that millions of dollars are squandered every year in an effort to gain their attention, the Women's Advertising Club launched and completed an educational and co-operative campaign among the women of Southern California in an effort to determine their reactions to advertising as accurately as possible.

"It was decided the most direct method of reaching women was through their own channels—clubs, parent-teachers' associations and similar organizations. Accordingly, speakers from the club appeared before these various bodies, explained the aim of the campaign and distributed questionnaires to each woman present. The speaker always urged that each of these questions be considered thoughtfully and answered, in the space provided, carefully and honestly. The questionnaires were collected immediately after the adjournment.

"By this direct method, it was possible not only to determine the classes of persons reached but also to be assured that each question was answered by the individual without any coercion or influence from others. To get a fair average, all classes of women were appealed to, from the wealthy club woman and head of a household to the salaried woman and wage earner in moderate circumstances.

"So diverse were the classes of women covered—embracing, as they did, teachers, housewives, workers in factories, stores and offices, professional women and club supporters that it was deemed advisable to figure results on a basis of 1,000 returns. Consequently the thousand questionnaires from which the final statistics were deduced represent, as nearly as possible, an equal number of women from various walks of life. Thus they may be considered to represent the average buyer.

"The following information was obtained through the questionnaire on the basis of 1,000: (Under the caption 'Did not answer' are figured the failures to reply to that particular question, though all others may have been answered, proving an uncertainty of determination on any one point):

	Yes	No	Occasionally seldom
1. Do you read newspaper advertisements?	83%	6%	8%
2. Circular letters?	33%	40%	15%
3. Announcement cards?	64%	17%	9%
4. Booklets and pamphlets?	32%	35%	16%
5. Magazine advertisements?	72%	10%	12%
6. Program advertisements?	65%	14%	10%
7. Street car advertisements?	75%	11%	7%
8. Billboards?	54%	23%	8%
9. Which of the above advertising media influence you most?			
Newspapers? 36%			
Circular letters? 1%			
Announcement cards? 4%			
Booklets and pamphlets 1.7%			
Magazine advertisements? 22.7%			
Program advertisements? 3%			
Street car advertisements? 4.2%			
Billboards? 4.4%			
Did not answer—could not decide. 2.3%			
10. Do you prefer advertisements with illustrations?	64%	16%	6%
11. Do you like chatty, conversational advertisements?	34%	41%	4%
12. Do you like more statement of facts and prices?	60%	20%	5%
13. Have you faith in comparative prices?	35%	30%	10%
14. Have you sometimes found that merchandise is not as represented in advertisement?	78%	8%	..
15. Where possible, do you specify "home products"?	42%	21%	6%
16. Have you confidence in advertising generally?	73%	10%	7%

*This question was asked for the direct purpose of securing data that would be of assist to the Los Angeles Chamber of Commerce.

"It was interesting to note the many comments that were written on the questionnaires in addition to the decisive 'yes' and 'no.'

"I will cite a few just to give an idea of the keen interest manifested in this campaign and the care with which the questions were answered. Scores of comments either identical or similar to these, were made, proving the thought behind each return.

"'The form of advertising that influences me most is that which is sincere, truthful and that does not run down his neighbor's goods.'

"'Faith in comparative prices depends on who quotes them.'

"'I read mainly for facts and prices—secondarily to study the psychology of the ad. They are often quite clever and interesting. The more clever and interesting they are, the less I am inclined to trust them.'

"'While advertising seems to be necessity under our present economic it seems to *many* thinking people t vertising is a great economic waste, a it will become as unnecessary as to a postage stamps when civilization has a co-operative democracy. Meantime your advertisements absolutely true attractive as you please. Of course, read and act upon them. Above all not state that *your* firm sells the best lowest prices. That is *hardly* ever tr

"And in conclusion, let me ask you, feel that spirit of antagonism that seem between stores and their patrons? The is always growling at the store and th is always finding fault with the public.

"Just mere service and merchandise w —not even fair prices and more kno The store must love its public and del its service, not for gain alone, but for th joy of serving."

Speaking before the N. R. D. Advertising Group, Joseph B. Mill licity director of the J. L. Hudson pany, Detroit, advised the abando of price mention in department sto vertising and the use, in its place, stitutional copy. Talk store and s and the people will just naturally in and buy without regard to price Mills said. This policy has serv build the Hudson business volume of the largest of any department in the world.

Other speakers included Richa Sloman, vice-president of the C Advertising Service; Leonard Dre of the United Advertising Corpor Douglas Walker, of Arnold, Con & Co.; Ernest C. Hastings, Dry Economist; Herman Neaderland, Namm & Son; Col. N. S. Plaut, S. Plaut & Co., Newark, N. J.; V S. Hamburger, of Hochschild, Ko Co.

The advertising sessions were pr over by Chairman Chester A. Bro L. S. Plaut & Co., Newark, N. round table program was in char Frank A. Black of William Fi Sons Company, Boston.

The Advertising Group elected th lowing officers Thursday:

Chairman, Gordon Schonfarber, ding Dry Goods Company, Provi R. I.; 1st vice-chairman, Frank A. William Filene Sons Company, Bo 2d vice-chairman, Chester A. Brow S. Plaut & Co., Newark N. J.; 3d chairman, Morton Simpson, Birming Ala.; 4th vice-chairman, Joseph B. J. L. Hudson Company, Detroit; 5th chairman, Mrs. L. E. Eckles, A. burger & Sons, Los Angeles, Cal.; retary-treasurer, W. R. Hotchkin Abraham & Straus, Brooklyn, N. Y

In his convention report Managing rector Lew Hahn declared the Truth paign committee of the N. R. D. G. A inaugurated a work which ultim should result in a better understan by the consumer of the service ren by the retailer and of the problems, ficulties and costs which the retailer assume in his effort to serve the sumer. He said in part:

n the work to build better trade relations
ook forward to the time when the under-
ding and sympathy between the retailer
n those from whom he buys may develop
ne point where both sides of the market
do business more economically with less
yance and greater satisfaction and when
retailer will not be in the position of hav-
hose from whom he buys contribute to the
ble creation or enlargement of dissatis-
on in the mind of the retailer's own cus-
r. Surely these are basic fields of work.
he one big achievement of the association
922 was the holding of the First National
handise Fair, at the Grand Central Pal-
New York. The association was success-
with but three months of preparation in
ucing a fair in which more than 600 ex-
lors took place and which was visited by
25,000 buyers.
Although the first fair in many respects fell
of perfectly expressing the ideals for it
by the officers and directors, it proved
a tremendously valuable event and has
ed the way for the development of what
believe will be the most useful field of
on which the association can embark—
of providing merchandising assistance for
ands of retailers and their buyers from
ver the country.
he work is now well under way for the
d National Merchandise Fair, to be held
e Grand Central Palace, New York, from
23 to August 3."

a M. Younker, of Franklin Simon
o., chairman of the ways and means
mittee of the First National Merchan-
Fair, said an achievement fully worth
he effort put into the fair was the
intment of a committee to work out
de of ethics between retailers, manu-
rers and wholesalers.
explaining the use of an expense
get in cutting down retailers' ex-
es, E. H. Scull, accountant, of E. H.
l & Co., Chicago, said the old idea
advertising should be 3 per cent of
is a fallacy. He pointed out where
ight be advantageous to use 5 per
very regularly, and others where
than 1½ would be wasted.
illiam Nelson Taft, of the Retail
er, Philadelphia, pointed out to the
il Secretaries' Association the need
rained salesmen and the great op-
unity the department stores offer,
rged that retailers through adver-
g and similar means should acquaint
public with the advantages of retail
ig as a profession.
preciation was voiced by the secre-
s for the co-operation of the trade
rs in encouraging youth to adopt
vocation of retailing. Members
urged to co-operate in the move-
by supplying live information on
ubject to the publications interested.
arold N. Moore of Seattle, was
en president of the National Asso-
on of Retail Secretaries to succeed
H. Gray, of Cleveland. W. DeSaus-
Trenholm, New York, was elected
vice-president; F. H. Nielson, Fort
ge, Ia., second vice-president; and
Columbus, third vice-president. T.
3. Hicks, Jr., was relected secretary
was Raymond T. Fiske, Buffalo,
urer.

CLOTHING BUSINESS BRIGHTENS

New England Retailers' Association Optimistic Over 1923 Prospects

BOSTON, Mass., Feb. 7.—The atmos-
e of depression which has affected
iness during the past year appears to
ightening, according to reports made
y at the annual convention of the
England Retail Clothiers' Associa-

President F. A. Long, in his annual
ess, declared:
"any retailers were unable to operate
tably during the early months of the
; gradually increasing business
ght them to a point where the final
hs were moderately profitable. Per-
the principal thing to be afraid of
e present time is rising prices. The
ng public is still showing a consider-
indisposition to follow goods up, and
ttitude of many retailers still shows
nsiderable degree of caution. How-
we find today optimism is the key-
in American business. The feeling
coming general that the worst is all
d and we are well along on the road
aterially better things. This under-
sentiment of cheer in itself, is a good indication that business is going to be good for the coming year."

Julius C. Morse, national vice-president, in an address, reported that the present high prices of cloth will hold for the next two years, with slight variations either way, but certainly not to return to prices as low as a year ago. "There is no danger of a buyers' strike," he declared, "because the advance to the consumer for next year can be held down to a $5 bill on medium grade clothing."

BLAMES ADVERTISING WASTE

Iowa Clothiers Also Warned Against Carrying Too Varied Stocks

DES MOINES, Ia., Feb. 7.—Waste in advertising efficiency and retailers carrying too large a variety and brands of goods in stock were blamed for high distribution costs at the meeting here today of the Iowa Retail Clothiers' Association.

Sidney Anderson, congressman from Minnesota, and chairman of the joint congressional commission of the agricultural inquiry, said the average retailer carries too many brands, too many styles, and too many varieties. This wide selection is unnecessary. One of the largest stores in Chicago handles only one brand of knit goods, while he has found small retailers in the country selling six or eight different makes. The consumer's demand for expensive service, and the liberal way in which credit is granted, were listed as two prime factors in the retailer's increasing overhead.

Fred Volland, president of the National Association, cited the immense amounts of expensive dealer helps and lithographs that are sent to retailers by manufacturers, only to go into the waste paper press, as evidence of the waste in advertising. He urged the merchants to put their own personality into their advertising copy, and stressed the importance of personal letter campaigns.

WILL DEVELOP RETAIL ADS

Fourteen Wisconsin Daily Newspapers Form New Association

The Newspaper Advertising Managers' Association of Wisconsin was formed at Madison, Wis., January 29. Fourteen of the state dailies published in Madison, La Crosse, Janesville, Eau Claire, Racine, Chippewa Falls, Waukesha, Marinette, Wausau, Green Bay, Appleton and Fond du Lac were represented.

The organization has for its object the study of the development and sale of retail advertising, and will endeavor, through an interechange of ideas, to curb the promotin of schemes which tend to bring legitimate advertising into disrepute, and to enlighten retailers regarding proper and economical advertising procedure.

The officers of the new organization are: Thomas J. Murphy, Janesville Gazette, president; E. J. Usher, Madison Wisconsin State Journal, vice-president; D. S. Greig, La Crosse Tribune and Leader-Press, secretary-treasurer.

Largest Circulation
of any
Maine Daily!
PORTLAND'S
Only Three-Cent Daily
PORTLAND'S
Only Evening Paper
Portland Express
Now enjoying the largest circulation in its history!
The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago

LEADING THE LIST

In a city and nation where class circulation means everything, where American advertisers in the ordinary newspaper buy waste circulation among Japanese whose purchasing power is low, The Jiji Shimpo leads all. With a monthly subscription rate of Y1.10, *The Jiji is the highest-priced newspaper in Japan.*

THE JIJI SHIMPO
時事新報

Is the newspaper of prosperous, ambitious Japan—a young nation, newly-endowed with means for enjoying the goods of the West. Her most progressive sons and daughters, eager to learn more of America and all America has to give Japan, read The Jiji Shimpo. Not only on account of its superior presentation of domestic and foreign news, but because it carries the bulk of foreign advertising appearing in Japan, The Jiji is the favorite of the class the American advertiser must reach.

The Jiji's New York representative, Mr. J. P. Barry, will gladly discuss the opportunities of the Japanese market, which he has studied at close range.

New York Office:
JAPAN ADVERTISER SUITE
Equitable Bldg., 120 Broadway

THE JIJI SHIMPO

Cables: "Jiji Tokyo" Bentley Code — TOKYO, JAPAN — *Morning and Evening Editions*

"In Japan, the Buyers Read the Jiji"

IOWA

EXPLAINING THE 500,000 AUTOMOBILES

Iowa is gaining in wealth faster than in population. That is why its 2,404,021 people have over 500,000 automobiles or nearly as many as there are families.

Iowa has an average of one automobile to every fifth person.

During the past year Iowans spent over $30,000,000 for gasoline for their automobiles alone, and over $12,000,000 for gasoline for tractors and farm utility gas engines.

It is a pretty good thought to give the weight of your advertising to the territory that can buy the best, and where newspapers are read at home for the advertising as well as the telegraphic news.

Naturally the national advertiser who is alive and on the job will lose no time, but start after this business NOW.

	Circulation	Rate for 5,000 lines
**Burlington Hawk-Eye (M)	10,387	.04
**Burlington Hawk-Eye (S)	13,163	.04
†Cedar Rapids Gazette (E)	21,131	.06
**Council Bluffs Nonpareil (E&S)	15,521	.05
**Davenport Democrat & Leader (E)	14,361	.06
**Davenport Democrat & Leader (S)	17,401	.06
†Davenport Times (E)	23,896	.07
**Des Moines Capital (E)	60,696	.14
**Des Moines Sunday Capital (S)	28,858	.14
*Iowa City Press-Citizen (E)	6,320	.035
†Mason City Globe Gazette (E)	11,096	.035
**Muscatine Journal (E)	7,863	.035
*Ottumwa Courier (E)	13,186	.05
**Waterloo Evening Courier (E)	15,080	.05

*A. B. C. Statement, April 1, 1922.

**A. B. C. Statement, October 1, 1922.

†Government Statement, October 1, 1922.

ORVILLE HARRINGTON DEAD

Had Been With Dayton (Ohio) News 26 Years

Orville Harrington, aged 58, died in a private hospital in Dayton, Ohio, early Sunday morning, February 4, of appendicitis. At the time of his death he was foreign advertising manager of the Dayton News. He became ill about two weeks ago, and following an operation, apparently was on the road to recovery. Then came a relapse and his death.

Mr. Harrington had been connected with the Dayton Daily News in various capacities for the last 26 years, starting as foreman of the composing room. Later he became business manager, and subsequently foreign advertising manager.

H. H. WARNER

Made Fortune in Widely Advertised Patent Medicine

H. H. Warner, aged 81, a dealer in medicines at Rochester, N. Y., died in Minneapolis, January 26, of heart disease. He had been ill for two months.

Mr. Warner, 30 years ago widely known as a promoter of patent medicine companies, was born on a farm in Western New York. When he was 15 he was apprenticed to a tinsmith, but after a few months started out on the road as a peddler of tinware. When he was 18 he opened a shop for himself in Ann Arbor, Mich.

Later he announced in a country-wide advertising campaign that he had been miraculously cured of an incurable disease by a compound which an herb doctor of Rochester, N. Y., had discovered.

Obituary

NICHOLAS BRUCE MARTIN, aged 69, editor of the Waynesboro (Pa.) Press, died February 3 after a long illness.

EARL B. GADDIS, aged 37, a member of the editorial staff of the Omaha World-Herald and well known in Washington newspaper circles, where he was formerly secretary to Senator Gilbert Hitchcock, died at Omaha January 28 of pneumonia, following a long illness.

HARRY F. HIGGINS, managing editor of the Tacoma Ledger, died February 1 after a brief illness. Mr. Higgins had been in newspaper work in Tacoma for 23 years.

WILLIAM EATON, managing editor of the Kalamazoo Telegraph and later part owner of the Rockford (Ill.) Gazette-Register, died January 30.

JAMES E. WATKINS, editor of the Chillicothe (Mo.) Constitution, died January 31. His sons, Clarence E. and Irvin W., will assume the management of the Constitution.

J. W. RHOADES, father of James R. Rhoades, publisher of the Newton (Iowa) Daily News, died at Newton, January 29.

GEORGE B. KELLEY, aged 75, for some years owner and editor of the Moberly (Mo.) Monitor, but who retired from active newspaper work 15 years ago, died this week in Los Angeles.

A. J. MAGURN, Canadian newspaper man, died at Ottawa, February 4. He had been connected at various times with the Manitoba Free Press, the Toronto Globe and the Montreal Herald.

DAVID L. BARTON, aged 81, for many years foreman and manager of the Mercer (Pa.) Dispatch, died February 3.

CAPT. ROSELLE M. DAVID, a former member of the Omaha (Neb.) World-Herald staff, who four years ago enlisted in the army, is dead in Panama.

GEORGE B. TINDLE, aged 82, for many years secretary of the Times Company, publishers of the old Pittsburgh Times, later merged with the Pittsburgh Gazette, died on February 1.

ALBERT BROWN CHANDLER, aged 83, former president of the Postal Telegraph Company, died at Randolph, Vt., February 3.

MRS. MYER FRIENDLY, mother of Irwin S. Friendly, business manager of the New York Sun & Herald, died Feb. 7, after a short illness. Mrs. Friendly's home was in Elmira, N. Y., but she was visiting her son in New York at the time of her death.

C. FRED CROSBY, aged 59, for the seven years editor of the Tobacco Record, died February 7. Mr. Crosby had been a member of the New York Athletic Club for thirty years and was secretary of the board of trustees.

MRS. GEORGE W. SMALLEY, widow of George W. Smalley, for many years London correspondent of the New York Tribune and later American correspondent of the London Times, died in New York, February 4.

REV. WALTER DWIGHT, aged 5[illegible], 11 years associate editor of America, national Catholic weekly, died January 1.

MRS. JANE T. WILSON, wife of [illegible] Wilson, president of the Nassau Electric Company, died February 4 at her home in Brooklyn.

JOHN T. BROSNAN, aged 62, [illegible] years employed in the composing room of the New York World, died Febru[illegible]

H. ZINN GOULD, who started his [illegible] as a reporter on the Philadelphia [illegible] and managing editor of Town [illegible] died in New York, February 5. He had been connected with Town Topics [illegible] 20 years.

JOHN RAYMOND COX, aged 49, [illegible] ate editor of Army and Navy Journal and editor of the Fleet Review, monthly publication of the enlisted men of the Navy, died in Washington, February 7, as the result of a stroke of apoplexy.

JAMES MAHON, for 30 years [illegible] New York World composing room, was found dead in a snowdrift near Bellport, L. I., February 7. Heart disease is thought to have caused death.

WANAMAKER ESTATE TO FA[illegible]

Department Stores to Rodman W[illegible] maker—Bequests to Charity

John Wanamaker's will filed for probate in Philadelphia, January 19, [illegible] his department stores in Philadelphia and New York to his son Rodman W[illegible] maker; creates two $1,000,000 trust [illegible] for his daughters, Mrs. Barcla[illegible] Warburton and Mrs. Norman Ma[illegible] gives each of his grandchildren $1[illegible] leaves $200,000 to Bethany Coll[illegible] Church, Philadelphia; and gives $[illegible] each to the Bethany Brotherhood [illegible] the Friendly Inn, a Philadelphia [illegible] for men seeking employment.

In addition to these bequests the [illegible] includes the following provisions: $[illegible] to Mrs. Elizabeth Fry, Mr. Wanam[illegible] sister; $60,000 in trust for the w[illegible] and children of his youngest broth[illegible] Marion Wanamaker; and $25,000 e[illegible] children of his deceased sister, [illegible] Mary W. Fales. The residue go[illegible] Rodman Wanamaker and he is instr[illegible] to provide funds for the creation [illegible] home in Philadelphia for boys w[illegible] misdemeanors have subjected them [illegible] law and who would otherwise be s[illegible] the House of Correction.

Ad Solicitor Kills Himself

Norman M. Baldwyne, advertising s[illegible] licitor, shot and killed himself at Pi[illegible] ton, W. Va., January 28, while facing [illegible] rest on the charge of shooting Miss [illegible] Brown, 17 years old, in her hom[illegible] Roanoke the day previously. He [illegible] worked on papers in Petersburg.

Barreto's Estate $6,000

John Joseph Barreto, member of [illegible] Richmond (Va.) advertising agency [illegible] Cecil, Barreto & Cecil, who died rec[illegible] left an estate appraised at $6,000 [illegible] queathed entirely to his widow.

Ervin Wardman Left $500,00[illegible]

The will of the late Ervin Ward[illegible] who was vice-president of the Sun-H[illegible] Corporation, New York, recently a[illegible] mitted to probate at White Plains, N[illegible] disposes of an estate estimated at $50[illegible]

NEWS OF ASSOCIATIONS AND CLUBS

Newspaper and Publishing

SCHAEFER of the Fort Wayne Ind.) Journal-Gazette, has called ng in Chicago the latter part of ary at which organization of the nal Morning Newspaper Associa- to be completed.

sident Dwight H. Brown of the uri Press Association, has called a one-day meeting of the association Louis February 10 to consider for the coming year. J. S. Hubfield secretary of the association, present plans for the year and the time the greater Missouri committhe Northwest Missouri Press Asion will place its ideas for "putting uri on the map" before the parent zation.

annual meeting of the Republican ial Association of Missouri will be t the Muehlbach Hotel in Kansas February 12, in connection with the g of the Young Republican Asso- of Missouri. At the annual Lin- Day banquet the principal speaker Vice-President Coolidge.

spaper men of Oil City, Franklin itusville, Pa., have organized the ty Press Club, with the following s: President, A. C. McIntyre, Oil Derrick; vice-president, E. T. Ste- , Titusville Herald; secretary, A. Murrin, Franklin News-Her- reasurer, Roy Brower, Franklin Herald; social committee, E. W. ll, Titusville Herald; James B. ld, Franklin News-Herald; F. E. on, Oil City Blizzard.

P. McCall, of the Times-Pica- has been elected president of the Orleans Press Club for 1923. officers are: Thomas Ewing Dabtem; Wilmer H. Johnson, Johnson Works, vice-presidents; Frank S. , Times-Picayune, secretary; J. F. er, Times-Picayune, treasurer; dis: John T. Gough, Martin T. Dur- d E. J. Chopin, Times-Picayune; Martinez, States.

Second Minnesota District Edi- Association held its mid-winter g at Mankato, February 2. W. E. on, Madelia Times-Messenger, was president; Robert Stewart, Ceyerald, vice-president; H. J. Hay- Lakefield Standard, secretary, and Griffin, Good Thunder Herald, rer. The resolutions favored the g of legal publications in Englishge papers only and opposed de- g the regents of the University of sota of the right to dismiss dis- instructors. A. M. Welles, of the nington Globe, retiring president, an encouraging report of conditions newspaper field. A. O. Moreaux, Luverne Herald, spoke on "How Secure and Maintain a Subscription Seth Thornton, of Brookings, , told of the work of the South a School of Printing, of which he head, and H. C. Hotaling, pub- of the Mapleton Enterprise, read er on "National Advertising." The er meeting will be held at Worth- n.

Maryland Press Association lected these officers: President, ley P. Melvin, publisher, Annapolis al; vice-presidents, Clarence Vint and Leo Moore; and secretary- rer, F. E. Shanahan.

Delmarvia Press Association d as its officers the following, presi- Col. Theodore E. Townsend; vice- ent, George Carter and secretary, m F. Metten, general manager, lington Every Evening. News- of Delaware, Maryland and Vir- comprise the membership.

Press Gallery of the Dominion ment at Ottawa on February 3 d the following officers: President, Gadsby, Montreal Standard; vice- ent, George Hambleton, superindent of Parliamentary Press Bureau of Canadian Press Ltd.; secretary, Claude Melanson, Montreal La Presse; executive, J. E. March, Montreal Star; Alan N. Longstaff, Canadian Press Ltd.; Edgar Boutet, Montreal Le Canada; F. C. Mears, Toronto Globe; T. M. Fraser, Halifax Chronicle; Thomas H. Blacklock, retiring president, ex-officio.

The National Publishers' Association has moved to 15 West 37th street, New York.

The Newspaper Dramatic Writers' Club of New York on February 3 elected the following officers: Harry Hershfield, New York Journal, president; Nat Dorfman, New York Journal, vice-president; Frank Hughes, Catholic Herald, second vice-president; Alvin V. Kayton, Long Island Star, treasurer.

The Augusta (Ga.) Herald has been elected to active membership in the American Newspaper Publishers' Association.

Advertising

THOMAS R. MARSHALL, former Vice-President of the United States, will address the Baltimore Advertising Club at its fifteenth annual banquet at the Hotel Emerson, February 13.

The San Francisco Advertising Club gave a dinner and dance February 10 at the Palace Hotel.

"How the Newspaper May Be Used Effectively" will be the subject of two of twelve lectures on "Investing the Advertising Appropriation," to be given weekly by the Pilgrim Publicity Association, Boston.

Alden H. Kenyon, of Wood, Putnam & Wood Company advertising agency, Boston, was elected Commander of the Crosscup-Pishon Post 281, American Legion Advertising Men's Post. Other officers named were: senior vice commander, Francis W. Tully; vice commanders, Daniel Ashley and David Tibbetts; adjutant, Chester Porter; chaplain, George Hands; sergeant-at-arms, Hal MacNamee; historian, Paul Hanson; service officer, Louis Glaser; athletic officer, Lincoln Crosscup; employment officer, J. L. Neil; vocational officer, Leon B. Farley; finances officer, J. N. Sweeney; publicity, Fred J. Bonnet.

Advertising clubs in the States of Colorado, Utah, Idaho, and Wyoming, which form the eleventh district of the Associated Advertising Clubs of the World, will hold a district meeting at Denver on February 12 and 13. F. D. Zimmerman, former vice-president of the district is chairman of the convention committee.

William P. Green Is Found

William P. Green, director of the National Vigilance Committee of the Associated Advertising Clubs of the World, who has been missing since January 22, telegraphed February 6 from Birmingham, Ala., that he was all right. He apparently has had an attack of amnesia and did not remember what had occurred for several days after he left New York. He started on January 22 on a business trip to Columbus, Ohio, and when a few days later no word had been received from him, it was learned that he had not reached Columbus.

Newspaper Friends Dine E. C. Hill

The staff of the New York Herald gave a dinner February 3 for Edwin C. Hill, who has been a reporter for the New York Herald and the Sun since 1904. He resigned January 1 to take charge of the news service of the Fox Film Company.

Lansing Auto Editions Issued

Special automobile show editions of the Lansing State Journal and the Lansing Capital News were issued Friday, February 15, two days in advance of Lansing's second annual show.

Holtville Tribune Sold

The Holtville (Cal.) Tribune has been sold by John B. Baker to N. H. Parks.

FARM and FACTORY VALUES

of Indiana's industrial efforts mount yearly to nearly two and one-half billion dollars from agriculture, mining and manufacturing.

Too many think of Indiana as an agricultural state without seeing the market here for goods used by factories, offices and city dwellers.

This state, ninth in point of population, has twelve cities with over 25,000 people—the highest native born population of all the States, over 92 per cent.

In any advertising campaign, Indiana must be considered as an important factor, worthy of your attention and pretty certain to return results.

Indiana's leading papers, listed below, can be of great aid in helping national advertisers to secure a firm foothold in this unusual State.

	Circulation	Rate for 5,000 lines
†Decatur Democrat ..... (E)	3,165	.025
**Evansville Courier ..... (M)	24,668	.06
**Evansville Courier ..... (S)	22,571	.06
†Fort Wayne Journal-Gazette..... (M)	23,490	.07
†Fort Wayne Journal-Gazette..... (S)	26,080	.07
†Fort Wayne News-Sentinel..... (E)	32,492	.09
†Gary Evening Post and Tribune..... (E)	9,125	.05
*Indianapolis News ..... (E)	115,634	.20
†LaPorte Herald ..... (E)	4,019	.025
***South Bend News-Times..... (M) 9,702 (E) 10,669	20,371	.06
***South Bend News-Times..... (S)	18,464	.06
††South Bend Tribune (S) 19,472..... (E)	20,200	.055
**Terre Haute Tribune ..... (E&S)	22,818	.06
**Vincennes Commercial ..... (M&S)	5,453	.03

†Government Statements, October 1, 1922.

*A. B. C. Publishers' Statement, April 1, 1922.

**A. B. C. Publishers' Statements, October 1, 1922.

***A. B. C. Publishers' Statements, 3 mos. ending Sept. 30.

††Publishers' Statement.

EDITORIAL



PROFESSIONAL SPIRIT ASCENDANT

JOURNALISTS are well along the road toward professional standing. They have progressed far in the past year. In every corner of the land, thoughts of editors are turned toward putting into concrete form the principles of truth and of service to the reader—and to no one else—that have been slowly evolved during the past half century, and especially during the past twenty years.

No better evidence is needed than the spontaneous efforts of numerous state editorial and publishing associations to codify the principles under which their members are operating and desire to operate. Ethical codes have been proposed in a number of widely scattered editorial communities, and in several have been adopted and published. It is understood that the American Society of Newspaper Editors, itself an evidence of the trend toward professional consciousness, is preparing a code of principles to which its members will subscribe and under which they will conduct their journals. The idea is in the air and has gained strength by its own sheer merit, without the assistance of organized propaganda and missionary work.

There is much yet to be done before journalism attains the full status as a profession. There is also a danger that the enthusiastic supporters of the code of ethics idea will draw their lines so stringently that either natural progress will be checked or their codes will drop into creeds of words without the spirit that compels observance.

Journalism, like every other human activity, moves with the years, and practices that 1923 applauds, or at least tolerates, may be as distasteful to 1943 as the vituperative journalism of eighty years ago is today. And journalism has reached its present estate not through rules laid down by editorial groups in council, but through the enterprise and clear minds of individuals who refused to follow the crowd. These two factors doom any code which is based on a series of "Thou shalt nots."

Nevertheless, it is well that editors are thinking in terms of journalism as a profession. It will reach that state gradually and by a succession of slow steps, each planted firmly on the foundation of what has gone before. Some day, possibly within the lifetime of present-day workers, newspaper men will be prepared to accept full responsibility before their families and their readers for every word that appears in their columns. Some day they will be able and willing to cast from their ranks forever those who offend against the canons of truth and good faith that are generally adopted. That is one goal.

Circulation and advertising will continue to receive the attention that has given them their wonderful impetus of the present century, and he would be rash who would predict the limit of their development. Equally rash is he who would now guess at the heights to which the ascendant professional spirit among American editorial men may lead not only the press, but the nation and the world.

BRING ON YOUR STATISTICIANS

THE Postal Department has more mysteries that we would like to see solved than what the joint postal commission of the House and Senate has done during its two years of life. Not the least important is the matter of present rates.

To send a copy of the cloth-bound volume of EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK to Japan costs 19 cents and to send the same book only to San Francisco the cost is 36 cents. Of course, the one to Japan is carried at fourth class rates, but when the destination is only part way and within the confines of the United States, it is necessary to ship by parcel post because the weight wrapped is 38 ounces.

Under these same conditions it costs 20 cents to send one of these books to Chicago against the same 19 cents that it costs to send the same book to Japan, England, or any part of Canada.

We wonder how long it would take a Congressional commission to figure how much of a profit there is on the carriage of a package to Japan at 19 cents if there is a loss on carrying the same package to California at 36 cents?

AN AMERICAN'S CREED

COMPILED BY CHARLES W. MILLER
Vicksburg (Miss.) Herald

WOE be unto the pastors that destroy and scatter the sheep of My pasture! saith the Lord. Am I a God at hand, saith the Lord, and not a God afar off? Can any hide himself in secret places that I shall not see him? saith the Lord. I have hear what the prophets said, that prophesy lies in my name, saying, I have dreamed, I have dreamed. How long shall this be in the heart of the prophets that prophesy lies? yea, they are prophets of the deceit of their own heart; which think to cause My people to forget My name by their dreams which they tell every man to his neighbour, as their fathers have forgotten My name for Baal.—(Jer. xxiii : I, 23-27). But woe unto you scribes and Pharisees, hypocrites! for ye shut up the kingdom of heaven against men : for ye neither go in yourselves, neither suffer ye them that are entering to go in.—(Matt. xxiii : 13.)

LINCOLN

LINCOLN is close enough to the present generation through the memory of men still living to give an intimacy that makes him and his deeds and words always applicable today.

Lincoln's life is a vein of pure gold that has enriched America for all time and there is no American who cannot profit greatly in patriotism by delving deep into it.

Ida M. Tarbell in "The Fortunate Boy," Collier's for February 10, makes a point about the boyhood of our great American that is usually lost, one worth our consideration in these days of unrest.

"The boy Lincoln did not read for forgetfulness. The book was not a sedative, a soporific for him. It did not take him out of Spencer County, Ind., but rather helped him to understand Spencer County. It interpreted to him the thing of which he and Thomas Lincoln and Nancy Hanks Lincoln, and all these neighbors and friends of theirs, were a part."

We need the teachings of Lincoln more today than ever before if the world is to be saved from greed. His greatest attribute was faith in his fellow man. It was that which saved a union divided by hate and separated by rivers of blood. Peace can come now as then only "with malice towards none, with charity for all."

Lincoln was a statesman from the people who dealt through the hearts of men and gave peace to a continent greater than Europe.

WHEN ONLY RESULTS COUNT

THE automobile manufacturers of America are at last recognizing advertising as a form of salesmanship instead of a means of expressing vanity and as a result they are buying newspaper space as never in the history of the business, and they are filling that space with brass-tack selling arguments.

Plain talk, dollars-and-cents argument and actual photographs have taken the place of the so-called works of art noted chiefly for their exaggerated magnificence, of a few years ago.

The present newspaper drive for sales which started with the New York Automobile Show is continuing throughout the country and as a result orders are already booked to keep the factories operating to capacity until past mid-Summer.

The automobile makers have learned their advertising lesson, namely, that newspaper space is the most economical form of modern salesmanship.

ON TO LONDON

LONDON is going after the 1924 convent the Associated Advertising Clubs of the in a big way and all men who vision a world to live in through binding ties of unders wish Sir Charles Higham and his fellow v success in their efforts.

There is no other annual gathering that so many men representative of life in every this country and in as close touch with shifting opinion and the aims and desires of all the That is the principal part of the advertising business.

To take the 1924 convention to London wi a healthy effect on the A. A. C. W. and will d to make it a world organization than anythi has happened in the past.

The Thirty Club of London, which is beh "On-to-London" movement, is the foremost or tion of advertising men overseas and one of th powerful in the world, although its member limited to thirty active and thirty associate me Viscount Rothermere's Daily Mail is already much space to the proposed gathering in Lon 1924 and Sir Charles Higham, chairman Thirty Club committee in charge of taking th vention to London, on his arrival in this during the week announced two subscripti 5,000 pounds each, or roughly a total of $50,00 already been made to the convention fund a active solicitation has as yet been made. unusual when it is considered that the conven still sixteen months away.

A delegation of probably one hundred repr tives of the advertising, publishing and busine of England will visit the Atlantic City con of the A. A. C. W. in June to set forth the of London as the 1924 convention city. Ed PUBLISHER wishes them success, for the Ass Advertising Clubs need London as badly as I wants them.

GRIEVANCES VS. FACTS

READER confidence is built entirely o reliability of contents of the newspaper. first duty of a newspaper man is to gua confidence by searching for facts and reporting The first duty of the press agent is to add bi will rob the facts of their true significanc deceive the reader.

The newspaper man's duty is to the publi press agent's duty is to his paymaster.

That is the reason there can be nothing in co between the two when journalism is put on its professional plane.

Paymasters of press agents are, in a majo cases, moved by the highest possible motive this by no manner changes the status of the agent so far as true journalism and the pu concerned.

Dr. Charles Scanlon, general secretary Presbyterian Board of Temperance and Moral fare, no doubt thought his grievance again newspapers of Washington, D. C., was a ju when he permitted Walter I. Clarke, press ag his organization, to send out a story which was as to all essential facts. Walter I. Clarke was fying the paymaster, which is the first duty good press agent.

With half a dozen other gatherings comm national interest to report, a mere Cabinet m statements from the White House, sessions of gress, important dispatches from London, Berl Paris outlining the diverse policy of Sec Hughes, the Conference on Federal Control of Pictures received from the newspapers just what it was entitled to—a report based on fac and no more.

OVERTIME is to be determined a we advance for New York pressrooms by the lishers—"when ascertainable"—and its duratio far as practicable." Thus do a few words Federal judge restore common sense to a fa situation. But they only indicate "more troub the Prussianized officers of the Pressmen's Uni

PERSONAL

ITOR MURDOCK of the Wichita Kan.) Eagle, chairman of the Fed- Trade Commission, accompanied by Murdock; H. S. Jewell, publisher Springfield (Mo.) Leader, and ewell; Henry M. Pindell, proprie- the Peoria (Ill.) Journal and ript, and Mrs. Pindell; William White, editor of the Emporia Gazette, and Mrs. White, and Talmadge of the Newark (N. J.) agle and Toledo Blade, accom- by Mrs. Talmadge, sailed Feb- 7 on the Mauretania for a 60-day to the Mediterranean.

ille E. Stone is confined to his in New York with an attack of

k B. Noyes, president of the As- d Press and publisher of the ington Star, who is on a trip around rld, is now in India. He will sail Bombay for Colombo February 24, pects to reach Marseilles, April 13.

. R. Huntsman, president of the yn Standard-Union, who has been turkeys in Virginia, is expected he latter part of next week.

nas W. Purcell, editor of Hamp- a.) Chronicle, who was campaign er for T. Q. B. Robinson in his ful race for Congress from the Iowa District, brought the Repre- ve-elect to Washington this week ade the rounds. Mrs. Purcell ac- nied her husband.

iam McCartney Davidson, editor Calgary (Alta.) Albertan, has ected a member of the Alberta leg- , succeeding the late "Bob" Ed- who published the Calgary Eye- r.

on A. Crawford, professor of ism at the Kansas State Agricul- College, has been re-elected presi- f the Kansas Authors Club, of .

les M. Townsley, editor of the Bend (Kan.) Daily Tribune, has lected president of the Kansas lub, the Republican organization sas.

THE EDITORIAL ROOMS

. HULLINGER, formedly United ress correspondent in Russia, has urned to America and is spending days in New York, he will leave eek for his old home, at Osborne, o visit his mother and put the g touches on a book he is writing, called "The New Bolshevik Rus-

t Towe, for eight years with the ille (Tenn.) Journal & Tribune and managing editor, has re- and with W. P. Chandler, retir- tmaster, has formed the Chandler e Realty Company, in Knoxville.

cis J. Dyer, former Washington ondent, is now United States con- Coblenz, Germany, where he has led another newspaper man, E. Richardson, who is now on detail consulate-general in Berlin.

Costello has taken charge of a usiness syndicate feature in the o Journal of Commerce.

Brown, formerly publisher of the Star, has joined the Chicago l of Commerce.

ael Meredith has been made act- rting editor of the Chicago Herald xaminer during the absence of ullivan, who is in New York City ave of absence.

am W. Roberts, formerly with the port Herald, has joined the port Sunday Post.

red Southwood, former city editor Toledo Times, is reading copy for Paul Pioneer Press.

. Crozier, assistant managing edi- the St. Paul Dispatch-Pioneer has resumed work after an illness abscess of the ear.

Mae Tinee, movie critic of the Chicago Tribune, is ill. Mrs. Carolyn Krum is taking her place.

Joseph P. Muldoon, sporting writer on the Chicago Tribune, who has been seriously ill with pneumonia, is back at his desk.

Frank Wing, the cartoonist, is again performing staff duty for the St. Paul Dispatch-Pioneer Press.

George Earle Tager has been transferred from the copy desk of the Bridgeport (Conn.) Telegram to city hall beat.

Morgan Worth Gibney, sporting editor of the Lansing (Mich.) State Journal, has resigned.

Harold Allegre, formerly Sunday editor of the Wichita Eagle, has resigned and bought the Quenemo News from A. W. Logan.

Jerrald Owen, court reporter for the Portland Oregonian, has resigned to devote his time to the Pacific Leader and Better Fruit in which he is part owner. E. C. Potts has succeeded him. Joseph Macqueen, who has been employed in Astoria and Olympia, Wash., has returned to the Oregonian.

Kenneth Simons, reporter for the Springfield (Ohio) Daily Sun, will leave next week to join his father in business in Lima, Ohio.

James B. Hicklin, who has been on the staff of the Greeneville (S. C.) News, has gone to the Greeneville Piedmont as a reporter.

John Ryckmann, reporter for the Chicago Evening Post, is ill at his home.

Harry Sandager, formerly connected with the Pawtucket (R. I.) Times, Providence Tribune and Providence Journal, has been appointed manager of the branch of Dutee W. Flint, Inc., Ford distributors, at Norwalk, Conn.

T. L. Holden, late of the Hartford (Conn.) Courant, has joined the copy desk of the St. Paul Pioneer Press.

Leon A. Gantz, a reporter for the Sioux City (Iowa) Tribune, has resigned.

Ted Ringberg, a St. Paul high school boy, is now with the art department of the Dispatch-Pioneer Press.

Richard J. Finnegan, managing editor of the Chicago Journal, has returned to his desk after a slight attack of influenza.

William P. Northrup, former reporter on the Schenectady Gazette, is now private secretary to Lieutenant-Governor Lunn of New York.

John E. Watts has been put in charge of the Chicago Tribune's feature page.

Miss Margaret Sutherland, daughter of Senator Howard Sutherland, of West Virginia, has joined the staff of the Washington News.

Miss Hazel O'Neal has joined the Des Moines (Iowa) Capital.

F. T. White, brother of Lee A. White, editorial secretary of the Detroit News, has joined the Lansing (Mich.) State Journal.

Miss Florentine Michaud society editor of the St. Pauly Daily News, has so far recovered from her illness that she has left the hospital and will go to Pasadena, Cal., for two months to recuperate.

Ned M. Hughes, Catlettsburg reporter for the Ashland (Ky.) Daily Independent, has joined the staff of the Washington (D. C.) News.

THE BUSINESS OFFICE

T. NORMAN WILLIAMS has been appointed manager of the national advertising department of the Minneapolis Journal.

Bert N. Garstin has been appointed local advertising manager of the New York Evening Post.

F. R. Davis, formerly with the Milwaukee Sentinel, has been appointed assistant to the publisher of the Wisconsin News, Milwaukee. Allen Reiselbach has been made promotion manager of the Wisconsin News and the Sunday Telegram.

Thomas P. Collins has joined the Milwaukee Journal as manager of the promotion department. Mr. Collins was formerly advertising manager with Ed Schuster & Co., Milwaukee department store.

Charles A. Pope has been appointed manager of financial advertising for the New York Tribune to succeed Raymond Schooly, who has been made manager of local advertising. Mr. Pope was formerly with the New York Journal of Commerce and more recently in charge of the New York office of the Bellamy-Neff Company, Chicago advertising agency.

T. G. Devaney, with 13 years' experience in merchandising and advertising with Omaha (Neb.) newspapers and retail stores, has joined the advertising staff of the Omaha Bee.

Harry J. Elder was this week appointed foreign advertising manager of the Toronto Globe. He joined that paper in 1919 as Montreal manager, and later was placed in charge of all general advertising east of Toronto. He is a veteran of the Canadian Expeditionary Forces, and after his war service was with the Toronto Saturday Night for two years.

H. L. Baker, circulation manager of the Knoxville (Tenn.) Sentinel, has just celebrated his thirty-second year of service with that newspaper. He began as a carrier and is now a stock-holder in the company.

Charles Mayes has been placed in charge of the service department of the Pensacola Journal.

E. L. Peacok is now on the South Bend (Ind.) Tribune advertising staff, succeeding Theodore Dodane, now with the Perfection Biscuit Company, Fort Wayne.

FOLKS WORTH KNOWING

WISCONSIN paid tribute to the power and dignity of the country editor on February 2 when the president of the University of Wisconsin "recognized" W. H. Bridgman of the Stanley Republican, for distinguished services to the state's agriculture.



W. H. Bridgman

For 15 years Wisconsin has been conferring these honorary "diplomas" upon residents and non-residents of the state. The four men honored with Mr. Bridgman brought the list up to 50 names.

Mr. Bridgman was born on a farm in La Fayette county, Wisconsin. He was graduated from the Hillsdale (Mich.) college and from the Oshkosh (Wis.) Normal school. After graduation he taught for a number of years, and then became superintendent of schools in Iron County, Wis. In 1896 he established a paper at Hurley, but gave it up after two years. He resigned his superintendency to accept the postmastership at Stanley, in Chippewa County.

At the same time he became managing editor of the Stanley Republican. For more than 25 years Bridgman has used his pen and his voice in moulding a mighty community. He has made the Stanley Republican a model country paper.

So appreciative are the readers of the Republican that almost spontaneously they planned to hold a banquet in May, 1921, in celebration of his 25th year as a moving spirit in the community.

Mr. Bridgman has always championed the cause of a higher agricultural education and a higher standard of agricultural citizenship. As a homemaker he is held in high esteem. One daughter was graduated from the University of Wisconsin and his oldest son is now a student there.

WITH THE AD FOLKS

C. K. WOODBRIDGE, president of the New York Advertising Club, has been elected president of the Dictaphone Corporation of New York.

Cornelius J. Quinlivan has been appointed advertising service manager of the Utica (N. Y.) City National Bank.

W. Lane Dilg, for the past year publicity representative of The Breakers, Atlantic City hotel, on February 1 became associated with Gormley, Smith, Peifer, Inc., Atlantic City advertising agency.

George Brewster Gallup, formerly with the New York Tribune and for ten years New England representative of the Cosmopolitan Magazine at Boston, has been appointed promotion manager of the Home Owners' Service Institute, Inc., New York.

(*Continued on Page* 32)

VISITORS TO NEW YORK

L. K. Reynolds—Dallar Times-Herald.

H. C. Carpenter—Lancaster (Pa.) Intelligencer & News-Journal.

Col. Louis J. Wortham, Amon G. Carter, A. L. Shuman—Forth Worth (Tex.) Star-Telegram.

A. L. Miller, Battle Creek (Mich.) Enquirer and News.

The proof of the excellence of the Haskin Service is that papers in all parts of the United States are willingly increasing their rates of payment for it.

MARRIED

ROBERT G. MITCHELL, city editor of the South Norwalk (Conn.) Evening Sentinel, and Mrs. S. M. Andrews were married January 27.

Squire Dayan Eurich and Miss Lucille Hoffman were married recently. Mr. Eurich was formerly classified ad man for the Hagerstown (Md.) Herald-Mail Publishing Company, later traveling for the Basil Smith Advertising Agency.

Miss Mabel Carlson of the Omaha (Neb.) World-Herald and Joseph C. Thomas were married January 31.

Miss Blanch H. Sober and Carl J. Woodruff, of the advertising department of the Lansing (Mich.) State Journal, were married Saturday, February 3, in Lansing.

Miss Helen S. Mitchell and Joel S. Bateman, farm editor of the Lansing State Journal, were married January 20 in Toledo, O.

Edgar M. Hall, newspaper man, and Mrs. Maude Donahue, editor of the Cokato (Minn.) Enterprise, were married in Minneapolis January 27. Mr. and Mrs. Hall will edit the Enterprise jointly.

NOTES OF THE AGENCIES

GEORGE W. PATTERSON, JR., has become associated with Doremus & Co., New York, advertising agency.

Finley H. Greene, director of the Remington Advertising Agency, has been appointed chairman of the publicity committee of the Automobile Club of Buffalo.

The Boswell-Frankel Advertising Service, New York, has moved to 49 West 45th street.

G. F. Wunder, formerly advertising manager of the Atlas Portland Cement Company, has joined the staff of Frank Presbery Company.

Herbert Carl Bernstein has resigned as advertising manager of the San Francisco Chronicle to become vice-president of the Lockwood-Shackelford Company, San Francisco advertising agency.

The following officers for the fiscal year were elected at the recent annual meeting of stockholders of the Wark Advertising System Company, in Columbus, Ohio: W. J. Wark, president; W. C. Robinson, vice-president; W. E. Burns, treasurer, and B. R. Oman, secretary. The capital stock will soon be increased to $100,000 to take care of business expansion.

Stanley G. Boynton, formerly in the advertising departments of the Packard Motor Car Company and the Burroughs Adding Machine Company, has formed his own organization in Detroit, Stanley G. Boynton, Inc., 3087 East Grand Boulevard.

Willard D. Humphrey has been appointed vice-president of the Power, Alexander & Jenkins Company, advertising agents of Detroit. He was formerly in charge of national advertising for the Burroughs Advertising Adding Machine Company, Detroit.

The Norman A. Fyffe Company, New York advertising agency, has been incorporated under the name of Fyffe & Bond Corporation with Norman A. Fyffe as president and Willard H. Bond, vice-president and treasurer.

The firm of Dorrance, Sullivan & Co. has succeeded Grandin-Dorrance-Sullivan, Inc., New York, Chicago and South Bend, Ind., following the retirement of Frank Grandin.

John A. Holland, former director of publicity for the Canadian Consolidated Rubber Company, has joined the R. Sykes Muller Co., Ltd., Montreal.

Harry J. Riker, of Brooklyn, has been appointed vice-president and executive director of William T. Mullally, Inc., of New York.

C. A. Bishop has joined Gardiner & Wells Company, New York advertising agency. He has recently been with the Industrial Finance Corporation.

Walter C. Cole, recently with the Albee Company, Detroit, has been appointed treasurer of Power, Alexander & Jenkins, Detroit advertising agency.

Carl F. Deysenroth and Robert M. Wenban have joined the Chicago copy and service staff of Barron G. Collier.

Miss Nellie Prendergast has resigned as president of the Seth Kamsler Company, New York advertising agency. She will continue in agency work, but has not yet announced her plans.

The Chappelow Advertising Company of St. Louis has opened a district office in Cincinnati, under the management of Charles W. Moss.

NOTES OF THE NEWS SERVICES AND SYNDICATES

J. BART CAMPBELL, who recently resigned as chief of the Washington staff of the International News Service, assumed his new duties as news manager of the Washington Press Service on February 1. Mr. Campbell, who has been doing newspaper work for 20 years, broke in on the Philadelphia North American. From there he went to the Chicago Tribune, and was connected subsequently with other metropolitan dailies at Chicago, New York and Philadelphia. Before going to Washington, he was polititcal editor of the old Philadelphia Evening Telegraph. He also covered several sessions of the Pennsylvania state legislature.



J. BART CAMPBELL

W. T. Miller has been transferred from the Associated Press office at Indianapolis to the Harrisburg (Pa.) office to succeed Boyd Hamilton, who has resigned. Mr. Hamilton will continue as Harrisburg correspondent for the Pittsburgh Gazette-Times, Chronicle-Telegraph and the Philadelphia Inquirer and Philadelphia Bulletin.

Miss Hazel Ross, former Sunday editor of the Des Moines Register, has been made feature editor of the United Feature Syndicate.

Harlan S. Miller, formerly of the Des Moines Register, now with the Boston office of the United News, has been transferred to the New York office.

Mr. and Mrs. B. Dillon Woon are receiving congratulations on the arrival of Guy Dillon Woon, January 12. Mr. Woon is a Paris correspondent of Universal Service and the Hearst newspapers.

Hodder & Stoughton, Ltd., is a new syndicate service established in Toronto, Ont., by Sir Ernest Hodder-Williams, C. V. O., R. Percy Hodder-Williams, Charles J. Musson and Franklin E. Appleton.

The Lancaster (Ohio) Daily Eagle and the Bogota (Colombia) El Nueva Tiempo, both afternoon papers, have been elected to membership in the Associated Press.

Maurice Henle has been transferred from the New York office of the United News to the Washington bureau.

Paul Sifton of the United News Chicago bureau staff has been placed in charge of the new Kansas City bureau.

Carl Huber has joined the New York office staff of the United News.

Ray L. Mattox has been shifted from the Kansas City bureau of the United News to the Chicago bureau.

John T. Burke, for 20 years on the New York Herald and later managing editor of the Richmond (Va.) Times-Dispatch and the Richmond Evening Dispatch, has been made head London bureau of the Universal Service.

The Consolidated Press Association's petition for reargument of its complaint against the Western Union Telegraph Company has been granted by the Interstate Commerce Commission. In its opinion in this case the Commission held that the association's method of querying newspapers and naming prices at which news articles would be purchased were in contravention of the telegraph company's rule governing queries, and the complaint was dismissed. The case has been reopened for hearing as the Commission hereafter may direct. The time and place of hearing will be announced at a later date.

Maurice Henle, of the New York Bureau of the United News, has been transferred to the Washington office.

Mark F. Ethridge, formerly city editor of the Macon Telegraph, is now assistant news editor of the Consolidated Press, Washington, D. C.

WITH THE SPECIALS

THE New York Jewish Morning Journal, the New York Daily Forward, the New York Day and the New York Jewish Daily News have withdrawn national advertising representation authorization from nine foreign language agencies. Their business hereafter will be handled by the H. L. Winer Special Agency, Louis Kram and Keison & Waxelbaum, all of New York.

The Tipton (Ind.) Daily Tribune has appointed the C. L. Houser Company as its national advertising representative.

The Milwaukee Wisconsin News and Sunday Telegram have appointed Payne, Burns & Smith as Eastern advertising representatives.

Joseph J. Borgatti, Boston, has become New England representative for tl York Staats-Zeitung-Herold ar Illustrated Weekly (roto).

The Dodge City (Kan.) Daily is now handling its foreign adv direct.

The Danville (Va.) Register-I appointed the Charles H. Eddy C its national advertising representa

A. H. Oman, recently representin publications, has rejoined the Ne office staff of the S. C. Beckwith Agency.

The C. L. Houser Company h appointed Eastern representative Walla Walla (Wash.) Union and Wilson Publishing Company of T Ltd., representatives of a number adian weekly papers.

Advertised Goods Delivered F

Announcement of a special which has been inaugurated for t efit of advertisers and rural sub was made in last Friday's issue Lansing (Mich.) State Journa service consists in the free deli any goods advertised in the ne on order of subscribers through rural district surrounding Lansin pers are delivered on the sam which is used for the merchandis eries. The service enters seven c and 43 villages and small cities cluded in the routings.

New Daily in Fredonia, Ka

The first issue of the Fredonia Daily Citizen, daily edition of th son County Citizen, appeared Janu

Tell Your Churches about the Orange Growers

Suppose each orange grower in California took an inch in the classified column to urge the eating of more oranges, or the purchase of his own brand—

They don't. They join their appropriations, take full pages in newspapers, sell more oranges than ever before and get a steady price for their entire crop every year.

Tell your churches about the orange growers. Show them the path of united effort to reach the entire community. Fill the vacant pews in every church with big space used jointly.

We have copy which is being used in this way in thirty or more communities. Ask the St. Cloud, Minn., Times, the Kokomo, Ind., Tribune, or Kansas City Kansan how they are getting money out of series No. 3 issued by this Department. There are 52 ads, and the cost is a trifle.

Better send for the proofs before you turn this page.

Herbert H. Smith, 518 Witherspoon Bldg., Philadelphia.

CHURCH ADVERTISING DEPARTMEN
A. A. C. W.

The lead of the Editor & Publisher is worth following. This space is don for the good of the churches and the newspapers of the country. Do likewise illustrate how church advertising might be done.

"n Boston It's the Post"

Circulation Averages for 1922

IOSTON DAILY POST
396,902
Copies Per Day

IOSTON SUNDAY POST
401,643
Copies Per Sunday

First in Local, General and Total Display Advertising

PAID
Circulation
Spells
Supremacy

Let our organization put you in first place in your field. A permanent organization—sixteen years old—conservative service—positive results. No wild claims or questionable methods, but real service—service you will like. 60% of our present business is return contracts. Ask anyone.

THE PULTZ COMPANY
LIMITED
32 2nd Nat. Bank Bldg., Reading, Pa.
Long Distance 2410-R

The African World"
AND
ape-to-Cairo Express"

Published every Saturday in London.

The
NEW YORK EVENING JOURNAL
has the largest circulation of any daily newspaper in America.

We can increase your business—
u want it increased.
ou have thought of press clippings
ourself. But let us tell you how press
ippings can be made a business-build-
for you.
BURRELLE
45 Lafayette St., N. Y. City
tablished a Quarter of a Century

WHAT OUR READERS SAY

De Blowitz Advice to Newspaper Men

POMONA, Cal., January 31, 1923.

To EDITOR & PUBLISHER: I wonder how many newspapermen have ever read "My Memoirs," by Henri Stephan de Blowitz?

I ran across a reference to it in a magazine article and was surprised to find a copy of the book in the local library.

De Blowitz was Paris correspondent of the London Times in the latter part of the nineteenth century, and some of his experiences throw much light upon the difficulties encountered in getting news of international importance in those days. He covered the Congress of Berlin in 1878, and succeeded in getting a copy of the treaty, so that it could be published in the Times on the day that it was signed in Berlin. This was considered the greatest journalistic feat on record.

The relation between journalism and diplomacy is the theme all through the book, and one sees what a great influence a newspaperman can exert in shaping international relations. There is a bit of advice in one of the chapters which any newspaperman would do well to follow. It is this:

"When a man gives a correspondent an important piece of news, the latter should continue to remain with him for some time, but change the conversation, and not leave him until it has turned to something quite insignificant. If the correspondent take his departure abruptly, a flash of caution will burst upon his informant. He will reflect rapidly, and will beg the journalist not to repeat what he has said till he sees him again. The information would be lost, and the correspondent would suffer annoyance that might have been avoided if he had heard nothing. A newspaper has no use for confidential communications it cannot transmit to its readers."

LOWELL C. PRATT.

Accuracy in Statistical Stories

OKLAHOMA CITY, February 3, 1923.

To EDITOR & PUBLISHER: What is the most efficient way of securing accurate figures in newspaper stories?

I am very must interested in seeing a comprehensive discussion of this question by a Managing Editor, who has solved the problem.

I have found that few reporters have a "figure sense," and often make the paper ridiculous with the publication of statistical matter on coal production, oil production and like matter.

If some genius could rise up to make figure stories "fool proof," a great advance will have been recorded in American newspapers.

I have instructed my editors to assume that all statistics are wrong, and to double check them with library information before passing them for publication. In spite of this office rule, we continue to make ourselves ridiculous occasionally.

Should any obligation lie with the editorial department to read copy on a statistical story after it has been passed by the proof room?

To what extent should the proof desk be held responsible for exact copyholding and revising of figure material? Errors in figures fall into two classes. One, figures handled by writers who have no conception of the business they are talking about; Two, figures passed by the proof desk with copyholders mentally asleep.

I want to know the name of the newspaper that has solved the question of getting exact figure information before the public, and I want to know how he solved that problem.

WALTER M. HARRISON,
Managing Editor Oklahoma Publishing Company.

Lloyd George Said It

ST. LOUIS, February 6, 1923.

To EDITOR & PUBLISHER: I wonder if it would not be worth while, for the sake of accuracy, to insert a correction of a slip I made in the article on secret treaties. In speaking of the sequence of peace discussion in the winter of 1917-18, I referred to the restatement of Allied war aims, "Jan. 10, 1918." This reference should have been to the war aims speech of Lloyd George, Jan. 5, 1918. The Allied statement was made a year earlier, and its proper date, Jan. 10, 1917, was given elsewhere in the article.

IRVING BRANT.

Binds Year Books for File

HUDSON, N. Y., Feb. 5, 1923.

To EDITOR & PUBLISHER: The International Year Book Number for 1923 is a super example of an effort in publishing approximating in result 100 per cent of the aim and intent of the publisher.

No other volume coming to the notice of the writer is so genuinely satisfactory or so completely indispensable.

We are having our year books permanently bound for we consider them invaluable volumes for reference; the older ones as historical data and information and the latest book as a source of up-to-the-minute information.

A. W. FELL,
Publisher, Hudson (N. Y.) Republican.

Highly Valuable Compendium

NEW YORK, February 6, 1923.

To EDITOR & PUBLISHER: The Year Book for quick reference. I congratulate you upon information for publishers and advertisers. The data is that required day by day in the business of advertising, and its form is convenient for quick reference. I congratulate you upon the excellence of the production.

LOUIS WILEY.

By All Odds the Best Ever

ST. LOUIS, Feb. 3, 1923.

To EDITOR & PUBLISHER: Permit me to send you my personal congratulations upon the 1923 International Year Book. It is by all odds, the best publication of the kind you have ever issued, and is far ahead in every way of any previous Year Book. It is hard to see how it could be improved upon.

THE ST. LOUIS STAR,
M. J. Lowenstein, Business Manager.

Papers Should Stress Purchasing Power of Territory

LOUISVILLE, Ky., Jan. 10, 1923

To EDITOR & PUBLISHER: For some unaccountable reason or another the advertising agencies and advertisers are being inflicted again with an epidemic of lineage comparisons which, according to other advertising agency men and sensible advertisers with which the writer has come in contact in his many years' experience in the advertising and advertising agency fields, it is agreed that we all know that a lot of very good papers resort to merchandising pages, special editions and all sorts of things and occasions, from the opening of a new store, hotel, convention, food show, automobile show or other event to increase its tonnage regardless of the character of the advertiser or the copy or product used.

Then the first thing you know, advertisers and advertising agencies are flooded with an avalanche of comparisons of lineage.

Just the other day the writer in endeavoring to persuade a big national advertiser, the president of the concern, to use a certain paper, was met with an emphatic statement that he would do nothing of the kind for the reason that it was about the only argument that publication had put up to him in five years for advertising his products therein.

"Any publication," he declared, "that carries as much advertising as this claims it carries over and above its nearest competitor, has too d..... much advertising for me to have any show therein—or failing that, it is making its advertising the dominant thing, which is not the main thing for which a reader buys a paper or magazine."

And that, gentlemen, is the attitude of practically every advertiser with whom the writer has discussed the subject.

The writer wishes that some of our good newspapers who persist in this sort of thing would do what some other newspapers are going, viz: tell us about the purchasing power of their respective territories, the character of their circulation and a complete statement thereof—city, suburban, state agencies and R. F. D. mail. All such information as this is placed in the files of every advertising agency which is working in the interests of its clients and by sensible advertisers who are ever on the lookout for information that will enable them intelligently and economically to do their advertising in a given territory.

The writer is a constant reader and a great admirer of EDITOR & PUBLISHER and the many good things for publishers that it is continually covering so wonderfully well. But he certainly would like to see more stress on this subject than is at present placed thereon.

He also would appreciate hearing direct from any publisher with any good reason he might have to offer in justification of lineage statements and comparisons as a good sales argument either to an advertiser or advertising agency.

President, Thomas E. Basham Company.
THOMAS E. BASHAM,

King-Crane Report Before League of Nations

GENEVA, Jan. 2, 1923.

To EDITOR & PUBLISHER: I beg to acknowledge the receipt of twenty-five copies of the December 2nd number of EDITOR & PUBLISHER, which have just reached my section.

I had seen a mention of your publication of the King-Crane Report in the press, and had this morning addressed a request to the librarian of the secretariat to procure copies for distribution to the Permanent Mandates Commission. I am therefore extremely grateful to you for your kindness in sending us these copies, which will enable me to communicate the text of the report immediately to the members of the Mandates Commission.

RAPPARD,
Director of the Mandates Section, League of Nations.

MILWAUKEE
is the ideal try-out market. Representative in size—not too large nor too small. First city in diversified industries. Located in world's richest dairying section. Covered at one cost by the sole use of—
The Milwaukee JOURNAL
FIRST—by Merit

THE
KNICKERBOCKER PRESS
(Morning and Sunday)
and
ALBANY EVENING NEWS
COVERS
ONE BIG MARKET
Albany, Troy, Schenectady
AND
The Capitol District
NATIONAL REPRESENTATIVE
John M. Branham Co.

The great
TRI-STATE DISTRICT
embracing Western Pennsylvania, Eastern Ohio and West Virginia, offers the advertiser a rich market for his wares.
The Pittsburgh Dispatch
is unquestionably the best medium through which to reach this market most advantageously.
Sole National Representatives
THE S. C. BECKWITH SPECIAL AGENCY
New York, Chicago, Detroit, St. Louis, Kansas City, Atlanta, Los Angeles, San Francisco

Few Papers—(if any)—surpass the
TRENTON NEW JERSEY TIMES
AS
A Food Medium
A recent reader survey indicates that among the housewives of the city our Thursday Food Feature Department—upward of four pages devoted to food recipes and news and food advertising—is the best feature carried by the Times
Circulation 30,237 Member A. B. C.
KELLY-SMITH CO.
Marbridge Bldg. New York
Lytton Bldg. Chicago

In New Orleans it's
THE ITEM

Features by
Irvin S. Cobb
Fontaine Fox
Rube Goldberg
Ed Hughes
T. L. Masson
O. O. McIntyre
Frederick Palmer
Will Rogers
Chas. Hanson Towne
H. J. Tuthill
and others
The McNaught Syndicate, Inc.
Times Building, New York

in MILWAUKEE

Let your advertising *grow* with Milwaukee's fastest growing daily—

WISCONSIN NEWS

REPRESENTATIVES—
G. LOGAN PAYNE CO., Chicago, Detroit, St. Louis, Los Angeles.
PAYNE, BURNS & SMITH, New York, Boston.

Introducing
"PUTNAM OHVER"
by
Charles Gordon Saxton
Formerly Cartoonist of
N. Y. WORLD
DAILY & SUNDAY
COMICS

C-V Newspaper Service
Borden Bldg. New York City

THE BOSTON AMERICAN

Is showing two gratifying results of its three-cent price:

It has the Largest Circulation in New England at that price.

It is taking on a Higher Grade of Advertising every month.

QUALITY and QUANTITY Go Hand in Hand.

BOSTON AMERICAN

TIPS FOR THE AD MANAGER

F. Wallis Armstrong, 16th and Locust streets, Philadelphia. Making 9,000-line contracts for Victor Talking Machine Company.

Autocar Company, Ardmore, Pa. Reported will place advertising direct for the present.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Placing schedules with California newspapers for American Importers of Spanish Green Olives, 200 5th avenue, New York reported to be placing account for Congress Cigar Company "La Palina" Cigar, Philadelphia; placing orders with some New York State newspapers for E. R. Squibb & Sons, medical, 80 Beekman street, New York.

N. W. Ayer & Son, 105 South LaSalle street, Chicago. Has secured account of Congress Cigar Company, manufacturers of "La Palina."

J. D. Bates Advertising Agency, 292 Main street, Springfield, Mass. Reported will plan national advertising campaign for Robinson Mfg. Co., "Robinson Reminder and Redipad," Westfield, Mass.

Brandt Advertising Co., Tribune Bldg., Chicago. Have secured account of W. F. Quarrie & Co., Chicago, publishers of the World Book, and are placing schedules in metropolitan newspapers; also account of Bell, Conrad & Co., Chicago, manufacturers of Bell Coffee; handling the advertising of Darling Sweets, Inc., Chicago, candy makers, and a newspaper campaign is contemplated to merchandise caramel pecan clusters; placing all advertising for Boncilla, massage cream.

Campbell-Ewald Company, 1811 Mallers Bldg., Chicago. Issuing orders and contracts on Delco Light.

Collins-Kirk, Inc., 400 North Michigan avenue, Chicago. Placing some copy on John F. Jelke Company.

J. H. Cross Company, 1500 Locust street, Philadelphia. Reported to be placing account for the Wirt Company, "Dim-A-Lite" electric fixtures, 5221 Greene street, Philadelphia; making 2,000-line contracts for P. C. Thomson, Philadelphia.

Dorrance, Sullivan & Co. 5 South Wabash avenue, Chicago. Reported will use newspapers in Middle West in February for Brand Brewing Company, food specialties, Chicago.

George L. Dyer Company, 42 Broadway, New York. Placing schedules with newspapers in selected sections for Edison Electric Appliance Company, "Hotpoint," 5600 West Taylor street, Chicago.

Erwin, Wasey & Co., 58 East Washington street, Chicago. Placing orders with newspapers in various sections for Booth Fisheries Company, Chicago; placing some copy on Forhan's Toothpaste.

Federal Advertising Agency, 6 East 39th street, New York. Placing pattern advertising for the McCall Company.

Ferry-Hanly Advertising Company, 1110 Grand avenue, Kansas City. Making 10,000 line yearly contracts for J. A. Folger & Son.

Charles Daniel Frey Company, Monroe Bldg., Chicago. Placing account in United States and Canada for the Simmons Company, Kenosha, Wis. Will use trade journals and newspapers in the principal cities; placing two-time orders in Florida papers on Crane Company.

Charles H. Fuller Company, 629 South Wabash avenue, Chicago. Contracts and orders being issued generally on Apex Electrical Dis. Co.; also on Channell Chemical Company; placing some advertising on Lewis Laboratories.

Hancock-Payne Advertising Organization, Drexel Bldg., Philadelphia. Placing orders with some Pennsylvania newspapers for the Philadelphia Public Ledger.

Henri, Hurst & McDonald, 58 East Washington street. Have secured the account of Pierce Arrow Motor Car, formerly handled by Calkins & Holden, New York.

W. H. H. Hull & Co., Tribune Bldg., New York. Placing orders with some Pennsylvania newspapers for the New York World.

J. Roland Kay Company, 161 East Erie street, Chicago. Reported to be preparing advertising campaign for J. & J. Coleman Company (U. S. Agents) "Robinson Patent Barley," New York.

John S. King Company, Newman-Stern Bldg., Cleveland. Placing the following accounts: Euclid Candy Company, "Sweet Lover" Candy, Cleveland, Ohio; Gerson-Stewart Corporation, "Softasilk" liquid soap; Akron Barrow Co., wheelbarrows, Akron, Ohio; Cook Motor Company, gasoline engines, Delaware, Ohio.

Kirtland-Engel Company, 646 North Michigan avenue, Chicago. Sending out 52 line orders for Anco Sales Company.

Lord & Thomas, 366 Madison avenue, New York. Again placing schedules with newspapers in various sections for Autostrop Safety Razor Company, New York.

Lord & Thomas, Corporation Bldg., Los Angeles. Making 2,160-line contracts for California Fruit Growers' Exchange; placing orders with newspapers for Standard Laboratories, Inc., "Stacomb," 750 Stanford avenue, Los Angeles.

Lord & Thomas, Wrigley Bldg., Chicago. Sending out 112 lines to run 26 times, and 56 lines to run 26 times for Mary T. Goldman; placing some copy on Edna Wallace Hopper Beauty Preparations in Illinois papers; placing some small copy on Brunswick Balke Collender Company; issuing general orders and contracts on Quaker Oats Company.

H. K. McCann Company, 61 Broadway, New York. Making 5,000-line contracts for the Borden Company.

McJunkin Advertising Company, 5 South Wabash avenue, Chicago. Sending out 100 lines to run 16 times for "Hickory Garters."

McLain-Simpers Organization, 210 West Washington Square, Philadelphia. Reported to be placing account for Individual Drinking Cup Company, "Dixie Cups" Easton, Pa.

Mitchell-Faust Advertising Company, Tribune Bldg., Chicago. Making 5,000-line contracts for Armour Grain Company.

C. H. Norwood, Inc., 1182 Broadway, New York. Reported will later use large newspaper space for White Oak Coal Company, Macdonald, W. Va.

O'Connell-Ingalls Advertising Agency, 1 Court street, Boston. Preparing schedules for front-page space with New England newspapers for Batchelder & Snyder, hams, bacon and sausage.

Frank Presbrey Company, 456 4th avenue, New York. Reported to be placing American accounts of E. & J. Burke, Ltd., Cantrell & Cochrane, ginger ale, Perrier Water, Gordon & Dilworth jams, and Dr. Brush's Kumyss.

Proctor & Collier Company, Reading Road and McMillan street, Cincinnati, Ohio. Making 10,250 line contracts for Philip Carey Company.

William H. Rankin Co., 180 North Wabash avenue, Chicago. Placing copy on Century Heating & Ventilating Co.; also on Kinney Rome Company.

C. Hyman Ratner, 15 East 26th street, New York. Placing orders with newspapers in selected sections for Hood's Herb Remedy, Henderson street, Jersey City; placing orders with newspapers for Republic Trading Company, revolvers, 150 Nassau street, New York.

Roberts & MacAvinche, 30 North Dearborn street, Chicago. Placing some schedules on Arrow Collar.

F. J. Ross Company, 119 West 40th street, New York. Making 9,000 line contracts for Consolidated Cigar Corporation.

Ruthrauff & Ryan, 404 4th avenue, New York. Placing orders with some New York newspapers for Beautiful Womanhood magazine, 1926 Broadway, New York.

George M. Savage Advertising Agency, 67 Buhl Block, Detroit. Reported to be placing account for Berry Brothers, Inc., varnish, Detroit.

Stack Advertising Agency, 29 East Madison street, Chicago. Issuing orders and contracts for Swift & Co.

J. Walter Thompson Company, 14 East Jackson Blvd., Chicago. General orders and contracts going out for Scholl Mfg. Co.; placing some copy on Log Cabin Products.

Tracy-Parry Company, Lafayette Bldg., Philadelphia. Reported will make up newspaper list in February and March for Regal Shoe Company, 268 Summer street, Boston.

V-C Advertisers' Service Corporation, Candler Bldg., New York. Making 3,000-line contracts for Ridgway's Tea, Inc.

Vanderhoof & Co., 167 East Ontario street, Chicago. Making 3,978-line yearly contracts with newspapers for Allaire Woodward & Co.

Williams & Cunnyngham, 6 North Michigan avenue, Chicago. Orders and contracts being issued for Morris & Co.

Edwin Bird Wilson, 9 Hanover street, New York. Placing orders with newspapers for New York Life Insurance Company. (Seventy-eighth Annual Statement), 346 Broadway, New York.

C. C. Winningham, 10 Peterboro West, Detroit. Reported to be placing account for Continental Rubber Works, "Vitalic Tires," Erie, Pa.

Raises $37,000 City Advertising

The Merchants' Advertising Committee of Paterson, N. J., recently raised approximately $37,000 at a meeting held at the Chamber of Commerce. This amount is only one-third of $100,000 to be raised by the committee for advertising the City of Paterson over a period of three years. This campaign will include a comprehensive newspaper campaign, some use of billboards, and some direct-by-mail material.

The Daily News
Leads the second paper in P... in Advertising Lineage for the ... 1922, as follows:
Local Advertising ..... 1,...
National Advertising .....
Classified Advertising .....
Total Advertising .....1,...
Lineage Figures by De Lisser Brothers.
DAILY NEW...
Passaic, New Jers...

26,000 last ...
October—Nov...
175,000
DETROIT
Evening
TIMES

An Accounting and Federal Tax Servi... for Publishers
References on Application
CLIFFORD YEWDA...
33 West 42nd Street
New York City

YOU USUALLY FIN... THAT THE PROGRESS... IVE NEWSPAPER IN ... CITY IS AN—
NEA CLIENT
EVERY FEATURE NECESSA... FOR THE UP-TO-THE-MINU... PAPER IS INCLUDED IN T... DAILY NEA FULL SERVICE.
Ask for Samples and Rates
NEA SERVICE, INC
1200 W. Third St., Cleveland, O...

CIRCULATION BUILDING SUPREMACY

Start 1923 with a Big Gain

1922 CAMPAIGNS
Los Angeles Times 3rd
San Francisco Chronicle
Indianapolis News
Baltimore American
Louisville Herald
Now Conducting
Washington Post
2nd Campaign

HOLLISTER'S CIRCULATION ORGANIZATION
Largest in the United States
300 MERRITT BLDG., LOS ANGELES, CAL.

NEW

ulti-Mailer Adaptation at Installation t Maintenance Cost of 4c to 9c a bscriber a year.

r mail lists of 1,500-5,000. Imprints dresses direct. Provides for daily rection of mail list. Eliminates pre- ntable complaints. Makes Circulation nager independent of Composing and ley Rooms. Permits use of time and or-saving methods. Gives subscribers nitely better mail delivery service. ite today for details.

The Speedaumatic Company
MANUFACTURING
THE MULTI-MAILER SYSTEM
617-625 WASHINGTON BLVD.
CHICAGO

THE EW ORLEANS STATES

two years has *increased*
Daily over 17,000
Sunday over 41,000

esent averages are
Daily over 54,000
Sunday over 77,000

te 12c flat Daily
15c flat Sunday

Advertising gain for 1922
025,432—Greatest in the South

Represented by

HE S. C. BECKWITH SPECIAL AGENCY
NEW YORK

OHN M. BRANHAM CO.
CHICAGO

he Buffalo Territory ffers Big Possibilities b National Advertisers

fth American City; second in New k State, Buffalo, with over half a lion people and the surrounding le area with three hundred thou- d more, affords a rich market to ional advertisers. The effective dium to capture this desirable mar- is the big, popular, home news- er—A. B. C. Net paid 105,958, 80% English-Speaking Homes.

he Buffalo Evening News
vard H. Butler, Editor & Publisher
KELLY-SMITH COMPANY
Representatives
rbridge Bldg. Lytton Bldg.
York, N. Y. Chicago, Ill.

DOLLAR PULLERS

Advertising and circulation managers are always on the lookout for new ideas that will increase advertising receipts and win new circulation. Your idea for increasing advertising or circulation may not appeal to your manager, but it may be just the thing that some other manager wants. EDITOR & PUBLISHER *will pay $1 for each idea printed under this head. The fact that the idea is now being used in your city does not bar it from the department. Address your communication to the* DOLLAR PULLER EDITOR. *When they appear clip them and mail them in and receive payment. Unavailable ideas will not be returned.*

ABOUT two years ago I hit upon a scheme to get a little extra job work out of every sale and at the same time assist in making the sale a success through giving it more publicity. I wrote to all our correspondents in adjoining towns and offered them 5 cents for every resident's name tabulated in the following manner:

Jones, John H. m — * E A C
Brown, Wm. s — E

The above showed that John H. Jones was married, was a property owner, a farmer, used electricity, had an automobile and also had children under 12 years of age. Mr. Brown was single, a property owner but not a farmer, used electricity, but did not own an automobile.

For straight sales I suggested the use of the whole list and there has hardly been one sale since this list was established that has not used it. This means extra handbills in addition to the newspaper advertising. Distribution was made in a No. 8 one cent Government envelope.

This list was also available to a hardware dealer wishing to sell farming machinery, paint, etc., or to the dealer in electrical appliances or the garage man.

So far there has been some use for the list pretty nearly every month in the year, and it is an easy matter to get merchants to use printed matter furnished by their jobbers when you can show them a certified list.—C. N. F.

Get the artist on your paper to draw a full-page picture of a bird's eye view of a country-side, showing perhaps a road winding up around a hill, the farm, a good sized stream on the banks of which is a camp, trees, and in fact everything which would be seen from an airplane out in the country. Along the road, of course, would be found the billboard and on the many other things represented on the page a small space could be drawn in so that an advertisement could be inserted. The page could be sold in this way: on the space near the camp would be an ad concerning camping needs and fishermen's supplies, on the billboards could be practically anything, on the windmill on the farm the hardware man, on the barn the lumberman, in the yard of the farm house could be one of the seedsmen advertising bluegrass and so on all over the page, small spaces could be sold.—J. W. H.

A page featuring a calendar of the approaching month is good to run towards the end of the dying month. Fill in extra spaces with the moon changes. Then sell an ad for each day. Sundays are good days for church or amusements ads, Mondays for laundries and dry cleaners, Thursdays for fish stories, Fridays for groceries, etc. Every day in the month will be especially attractive for someone. This feature will appeal to non-advertisers because they more or less know of the advertising value of calendars.—R. B. M.

Now that spring costumes are in the minds of many women it would be a good idea for the paper to co-operate with the leading department stores of the city in having attractive salesgirls photographed in new spring apparel and in them publishing the photos with the names and addresses of the girls doing the posing. The paper might use the photos in the center of a double page spread and might, in addition to the names and addresses of the models give the names of the stores furnishing the costumes, and the paper might then group ads around these photos from all of the stores co-operating in the event. Over the spread there might be this heading "THE DAILY NEWS STYLE SHOW," or whatever the name of the paper is.—F. H. W.

Most financial institutions nowadays have bond departments which sell stocks and bonds to investors. There are such departments, probably, in the financial institutions in your city. To how many people do these departments sell stocks and bonds? Wouldn't it be greatly to the advantage of other local people to carefully invest their earnings in the conservative stocks and bonds dealt in by these departments? A story along these lines about the local financial institutions' stocks and bonds departments would be of great interest to folks and you could easily get the departments to use ads on the same page on which the story appeared.—F. H. W.

September and early February are good times to solicit the second-hand book stores for advertising in your paper. Many high school and college students purchase their books whenever available from these shops at the beginning of each semester. For a small fee they are glad to turn over their stock and exchange books. Try to sell them the idea of running a column of the books that they are arxious to dispose of at bargain prices and a column of the books for which there is a steady demand and for which they are seeking.—D. R.

"Where did you get the idea?" put to a clothing merchant who had just staged a successful merchandising stunt. The stunt was in co-operation with the local ice company. The latter had manufactured a large cake of ice with a straw hat inside it, also cards. This cake was placed on the sidewalk in front of the store, remaining there all day. The clothier contributed the hat, the ice company the ice. The clothier told me that the stunt had been proposed by an advertising solicitor of a local newspaper, who had sold the ice company on it. Both were advertisers, and the good will of both was increased by this gratuitous "service." Aren't there stunts you can propose to your advertisers which will help them, and draw the bonds of business relationship closer?—J. T. H.

Several Texas daily papers that have radio broadcasting stations, are getting splendid publicity by inviting musical organizations from small towns within their territory to come to the broadcasting stations and give concerts from time to time. The organizations are glad to do this for the publicity they receive for themselves, their schools, or their towns, and the papers operating the broadcasting stations get splendid notices from the local newspapers in the towns from which the musical clubs are invited. It is a fine publicity scheme for every one, including the radio dealers.—W. H. M.

Have some envelopes printed with the return card of your paper in the corner, together with a terse argument in favor of your paper as an advertising medium and business getter. Send them out empty under special delivery postage to a list of business men who should be using your columns but are not. It is likely that you'll hear from some of them by phone or otherwise, because it will be evident that you intended to send them something of importance and in some manner failed to do so. When you get a response send a good talker around to tell them what might have been in the envelope. at the very least you've driven home the argument printed on the envelope.—D. H. T.

The Fox store of San Antonio, dealing in photographic supplies and gift goods, cashed in on the public interest in M. Coue's theories recently by running a big ad headed: "Auto Suggestion." In smaller type below this big headline appeared: "Commercial Version by Fox's." Twenty-five boxes were grouped under the head, and in each box there was a "Suggestion" concerning some line of articles handled in the store. The Fox firm claims to do more kodak finishing than any other firm in the world, their business coming from many foreign countries and other states as well as Texas. Their success is due largely to advertising, and I have noted that they never miss an opportunity to make their advertising timely.—J. T.

The usual appropriation set aside by Congress for the free distribution of seeds for this year failed to pass the house and senate this year. Thousands of people all over the United States will fail to get these packages of free seeds this season. In a very short time now it wouldn't be a bad idea to mention this fact to your seedsmen in your town, and get him to use a goodly amount of space in your paper. These people who have been depending on the government for seeds are so accustomed to their own garden that they will not go without their home grown vegetables this year.—J. W. H.

Why not take advantage of every opportunity to tie up local advertising with local news? The day following a fire in Dallas, Texas, the Dallas Morning News used a picture of the burning building for a page center around which were grouped advertisements of local fire insurance firms. An automobile wreck could be used the same way for automobile and accident insurance. In fact, there are many news stories that make good money pullers.—W. H. M.

The first of May is known as the "renters annual exodus" among moving and storage men. With this in mind have one of the clever men on your staff write a humorous story about moving day, to be used in the latter part of April, and then go after advertising from moving and storage men and from furniture dealers, wall paperers, and so on.—D. R.

Westchester County's Greatest Advertising Medium

THE DAILY ARGUS
Mount Vernon, N. Y.

Carried
Over 7,000,000
Lines in 1922

This is the Greatest Amount of Advertising Carried by Any Paper in This Important County.

BY every test of daily circulation The News leads — by volume, by character, by distribution, by reader interest, by proved results for advertisers.

The Indianapolis NEWS

New Haven Register
is New Haven's Dominant Paper
Circulation over 35,000 Average
Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.
New Haven Register
The Julius Mathews Special Agency
Boston — New York — Detroit — Chicago

LOS ANGELES EVENING HERALD

LED THE WORLD IN ADVERTISING GAINS, 1922 OVER 1921

GAIN 3,493,854 LINES

REPRESENTATIVES

H. W. Moloney, 604 Times Bldg., New York. A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Cal.
G. Logan Payne Co., 6 N. Michigan Ave., 401 Tower Bldg., Chicago.

The Pittsburgh Press
Daily and Sunday
Has the Largest CIRCULATION IN PITTSBURGH
MEMBER A. B. C.
Foreign Advertising Representatives:
I. A. KLEIN
50 East 42nd St., New York
76 West Monroe St., Chicago
A. J. NORRIS HILL, Hearst Bldg., San Francisco

NEW OVERTIME RULING BY JUDGE HAND

New York Publishers Now Required to Warn Pressmen of Overtime, "When Ascertainable" and "So Far as Possible"

Pressmen's demands that the New York newspaper publishers give them a week's notice of all shifts and of all overtime to be worked during the ensuing week were ruled upon February 3 by U. S. Judge Hand, whose recent decision as arbitrator had been interpreted by the union as compelling the publishers to give such notice. His own interpretation of his decision rendered on December 18, follows:

"Notice of the starting time of any regular shift shall be given in advance, each Saturday for the ensuing week, and the finishing time of each shift; the fact that overtime will be demanded, when ascertainable, and the length of such overtime, so far as practicable."

Judge Hand was asked to interpret his former ruling by the joint standing committee of the publishers association and the union, the latter requesting the step after the publishers had refused to accept its idea of Judge Hand's meaning. His interpretation is considered to uphold the contention of the publishers that the union demand was impossible to execute, and President David Simons of the union declared that the new ruling "means more trouble."

The publishers accepted the interpretation and this week posted the following notice in their plants:

"Press Room Schedule

"No change in the schedule of the past several weeks, except for unforeseen emergencies.

"All publishers reserve the right, upon due notice, to call men earlier under the contract, which provides for eight consecutive hours, exclusive of lunch time, either day or night.

"Additional overtime may be required to finish the presswork. The amount of such overtime, if any, is not now ascertainable.

"For the week beginning Sunday, February 11, and ending Sunday, February 18, as near as now ascertainable: (Schedule of crew shifts followed).

"Men may be dismissed earlier, when, in the judgment of the foreman, they are not needed."

WAGE CONTRACTS CONCLUDED

Agreements in Mobile, Lynn, New Castle, Indianapolis and Muncie

New contracts have been made between newspapers and typographical unions in Lynn, Mass., and New Castle, Pa.; with pressmen and with stereotypers in Mobile, and with mailers in Indianapolis and Muncie, Ind. Details of the agreements follow:

TYPOGRAPHICAL

Lynn, Mass.—Agreement effective January 24, 1923, to January 24, 1925, with night scale of $45.65 and day scale of $41.50. Apprentices receive from $14 to $30. The week is 41 hours, day or night. The old scale was $41.80, night, and $38, day. Apprentices received from $14 to $28.

New Castle, Pa.—Agreement effective from January 1, 1923, to January 1, 1925, with scale of $46, night, and $43, day. Apprentices receive from 40 to 70 per cent of journeymen's scale. Hours are 48 per week. The old scale was $43.50, night, and $40.50, day.

PRESSMEN

Mobile, Ala.—Contract effective from December 26, 1922, to September 4, 1923, renewing old scale of $31.50, day or night. Pay of apprentices is optional with the foreman. Hours are 48 per week. No arbitration provisions are included.

STEREOTYPERS

Mobile, Ala.—Contract effective from April 28, 1922, to April 28, 1923, with a scale of $31.50 per week, day or night. Hours are 48 per week. The old scale was $30 per week, day or night. Arbitration is provided for all differences regarding working conditions or terms of a new contract.

MAILERS

Indianapolis. — Agreement effective December 31, 1922, to December 31, 1923, with a night scale of $36.50, and a day scale of $33.50. Apprentices' pay is fixed by the office. This is an increase of 50 cents per week over the old scale. Hours are 48 per week. Provision is made for arbitration, in accordance with methods provided by the A. N. P. A. and the I. T. U., of all differences arising under the contract and of the terms of a new agreement.

Muncie, Ind. — Agreement effective from January 1, 1923, to January 1, 1924, with a scale of $35.50 per week, day or night. This is an increase of 50 cents a week. Contract provides for arbitration of all differences under the agreement and terms of a new contract, according to methods provided by A. N. P. A. and I. T. U. Hours remain at 48 per week.

DISCUSS CLOSER BONDS AMONG PRINTERS

Topics on Calendar of International Council Meeting—Arbitration Board of I. T. U. and A. N. P. A. Meets Next Week

Closer affiliation of the various printing trades unions under jurisdiction of the International Typographical Union will be discussed at a meeting of the board of governors of the International Allied Printing Trades Council in Indianapolis. Samuel Gompers, president of the American Federation of Labor, will attend a dinner given by the board.

Conservatives among the printing union leaders are understood to be opposed to a plan for demanding concurrent wage contracts for all crafts in the industry so that agreements with employers would end on the same date. It is said the proposal, however, may be considered by the board. It has been discussed in other meetings of the board.

Officers of the following International unions are expected to participate in the conference: Typographical, pressmen, photo-engravers, bookbinders and stereotypers and electrotypers.

The International arbitration board of the Typographical Union and the American Newspaper Publishers' Association, is scheduled to meet at Indianapolis, February 14.

Job Scale Cut in Kansas City

Arbitration has settled the strike of Kansas City union job printers. Hours were cut from 48 to 44 a week, when hand men were reduced from $40.50 to $39, and machine men from $43 to $41.50 a week. The scale went into effect February 1.

Providence Journal Elects Officers

John R. Rathom was re-elected editor and general manager of the Providence (R. I.) Journal Company at its annual meeting February 7. Stephen O. Metcalf was elected president, Henry D. Sharpe, vice-president, and Robert W. Warren, secretary-treasurer. The following directors were chosen: Stephen O. Metcalf, Henry D. Sharpe, John R. Rathom, Harry P. Cross, G. Pierce Metcalf, William L. Hodgman and Richard S. Aldrich.

Texas Paper Elects Officers

The Waxahachie (Texas) Enterprise Publishing Company, publishers of the Daily and Weekly Enterprise, has elected the following officers: C. W. Kent, president; J. P. Chambless, vice-president; W. A. Ownby, secretary. Directors are C. W. Simpson, T. A. Ferris, A. M. Browning, C. W. Kent, Lee P. Quaite, J. P. Chambless, J. Lea Gammon, and R. W. Getzendaner. W. A. Ownby has been retained as managing editor.

BUFFALO COMMERCIAL NOT SOLD

C. A. Finnegan Negotiating for Purchase of a New Home

A definite answer regarding countless rumors that the Buffalo Commercial has been or is about to be sold was given to the correspondent of Editor & Publisher this week by E. J. McCone, general manager of the newspaper.

"C. A. Finnegan, owner of the Commercial, is now negotiating for t chase of a new home for the r per," said Mr. McCone. "The p will be made and the Commerc move before May 1, when its l the present quarters expires. buildings are being considered and will be closed within the next three weeks.

"Mr. Finnegan's decision to p a building should be considered as nite and final answer to the many that the Commercial has been sol for sale."

Iron River Reporter Stops

The Iron River (Mich.) Dai porter owned by P. H. O'Brien, h pended publication.

SUPPLIES & EQUIPMEN

For Newspaper Making

FOR SALE

6c **A WORD for advertisements under this classification. Cash with order.**

Printers' Outfitters
Printing Plants and business bought and sold, American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

Harris
Two color rotary press, bed 29x42, sheet 28 x 40, Automatic Art Delivery Exceptional Press for long runs. Price, terms, etc., C. F. & Co., 96 Beekman St., N. Y. City.

Bargains in Power Paper Cutters.
70" "New Idea" Automatic Clamp Sheridan.
64" "New Model," Automatic Clamp Sheridan.
50" "Dayton" Automatic Clamp Seybold.
50" "20th Century" Automatic Clamp, Seybold.
45" "New Model" Automatic Clamp Sheridan.
44" "Oswego" Auto and Hand Clamp, Oswego Mach Works.
44" "Keystone" Automatic Clamp, Standard Mach. Co.
44" "Kent" Semi-Auto Clamp, Thos. Ryan.
38" "Holyoke" Automatic Clamp, Seybold.
38" "Oswego" Automatic Clamp, Oswego Mach. Works.
38" "White" Hand and Auto Clamp, White.
36" "New Idea" Automatic Clamp, Sheridan.
36" "Sheridan" Hand Clamp, Sheridan.
34" B. & C. Hand Clamp, Brown & Carver.
34" "White" Hand and Auto Clamp, White.
32" "National" Hand and Auto Clamp, Atlantic Mach Co.
32" Seybold Hand Clamp, Seybold.
Prices, Terms and particulars of Conner, Fendler & Co., 96 Beekman St., New York City.

Newspaper Plant Equipments
Established in 1912
PECKHAM MACHINERY CO.
MARBRIDGE BLDG, 34th & Bway
NEW YORK CITY

24-page Straightline Web, with 25 h. p. motors, press erected on your foundation $12,500.00
64-page multi-color, 22 in. cut off, erected $17,500.00
2-16 page Tabloid size webs $3,000.00
Get our List No. 27—16 pages.

Huber's ROTOGRAVURE INKS
Are now made in our new Rotgravure factory. A better ink at the same price.
HUBER'S Colors in use since 1780
J. M. Huber
Main Office
65 W. HOUSTON ST., NEW YORK
It Pays to Huber-ize

For Sale
Hoe Quad Newspaper Web Press, prin usual combinations up to 32 pages, re the manufacturers, and packed for shi Russia, together with complete new st equipment and large amount of stereoty rial, all new. Press arranged to print seven columns, 13 ems, but can be ch small expense to take eight columns, 1 Has been stored in New York since th tion of 1917, prevented shipment, accu charges for storage, etc., of $18,000– sold for less than these charges to c All new or equal to new for all practi poses. Complete itemized list of the ou plied on request, with price. (Refer to 401.) Baker Sales Company, 200 Fif New York City.

Stereotyping Machin FOR SALE
Hoe Metal Pot, 6,000 lbs., with meter, pump and casting box.
Hoe Plate Finisher and Cooler.
Double Steam Table, Trimming B
Double Tail Cutter, Casting Box.
Hoe Curve Plate Shaver and stereotyping equipment.
For prices, write
OBSERVER-DISPATCH, In
Utica, N. Y.

Take It To POWER
Open 24 Hours out of
The Fastest Engravers the Earth
Powers Photo Engraving
154 Nassau St., Tribune Bld
New York City

HAVE YOU TRIE HOE PRESSROO SUPPLIES?
In the field of Small Supplies as as Large Machinery, Hoe Qualit Supreme.
We carry a complete line of Making Machinery, small tools supplies, including

Blanketing	Chemicals
Matrix tissue	Router bits
Paste powder	Jig saw blade
Brushes	Metal saws

Gauges, etc.
Write for prices
R. HOE & CO.
504-520 Grand Street
New York, N. Y.
7 Water St. Boston, Mass.
827 Tribune B Chicago, Il

Introduction to Employer and Employee

ITUATIONS WANTED

WORD for advertisements under this sification. Cash with order. For employed one insertion (adv. not to 0 words) FREE.

nt, Officer Manager
e daily. Qualified to handle cost ac-, tax matters, A. B. C. records and all tters. Competent, reliable, A-1 refer- Married, 12 years' newspaper experi- vailable at once. Address Box A-851, Publisher.

ing Man,
rty-two, fourteen years' experience, last rs advertising manager large Southern pen for position March 1. Address ditor & Publisher.

ing Manager
h executive who knows how to handle cessfully and a big personal producer, g a more profitable and permanent n. Over 15 years' successful experi- al and National in both provincial and itan cities. Reputation for resource- and getting maximum results. Now in one of the larger Eastern cities. at least $5,000 proposition, salary and rrangement preferred. Address Box are Editor & Publisher.

ing or Business Executive
hly experienced executive and strong producer, now located in important city, is seeking a more desirable op- ty. Young married man, with long ul record as Advertising Manager, s Manager and Associate Publisher. rely seeking a change, but a real per- proposition, salary and bonus or profit basis preferred, and possibly an op- ty to secure financial interest after ile period. Metropolitan and provin- erience. Unquestionable record. Ad- Box A-845, care Editor & Publisher.

ing Salesman
w account creator with ten years' ex- in daily newspaper and national agency sires connection with progressive news- s advertising department manager or t. Can write copy if necessary, create siness, handle department stores, spe- ops, industrial pages or feature editions and assist in building national accounts wide acquaintance in agency field. At employed on daily paper in metropolitan Desires change in the interest of im- position only. Prefers position in New etropolitan district. All correspondence ublishers treated strictly confidential. Box A-865, Editor & Publisher.

sing Solicitor, Classified or Display
like connection with any progressive er, although preferring western town or Age 23, good qualifications and educa- best of references. Four years' ex- with newspapers and publications. Editor & Publisher.

s or Advertising Manager
-five years' experience as Printer, r, Advertising and Business Manager ing New York City and Boston Daily pers, Graduate Harvard University sing Course; connected with Adver- gency who handled O'Sullivan's Rub- l, United Shoe Machinery Co., W. L. Shoe Co., and other national ac- thoroughly experienced in all de- ts of the newspaper and magazine n. Salary not important but would secure financial interest when ability en. Address A-868, Editor & Pub-

ion Director at Liberty
nce in stimulating circulation for farm and country dailies. A producer, a Go anywhere. Prefer Middle West. your limit. A-858, Editor & Publisher.

ion Manager
ad wide range of experience in every f circulation work. Desire to become with growing newspaper, where compe- nd initiative in handing circulation prob- demanded. Box A-816, Editor & Pub-

Writer—Reporter
' newspaper experience, 1 year asso- litor of weekly magazine. Qualified for copy writer, or house organ work. lege graduate. At present employed. A-802, Editor & Publisher.

te university, ten years' experience, re- to managing editor, wishes connection od daily. References. A-855, Editor & er.

ve, desk man, writer, ready to help lelp is needed. Can take charge or fit in re. New York, Chicago, New England, and South Atlantic experience. Ma- with conditions in small towns and in f 100,000 and upward. Collegiate and lucation. Best references as to personal fessional standing. A-864, Editor & Pub-

SITUATIONS WANTED

Editor
of exceptional ability and well qualified feature writer, desires to affiliate with large weekly publication or trade journal having plant sufficiently well equipped to handle monthly magazine owned by applicant. Profits from publishing of magazine and attendant job work sufficient to meet salary expected. If you are looking for a high class man who knows every phase of the newspaper game from a publisher's standpoint, address Box A-830, Editor and Publisher.

Fast and Accurate Copy-Reader
now on New York daily, can give four hours each day to other work. A-841, Editor & Publisher.

Managing Editor
is open for position where he can prove his worth. University man. Fought his way from cub to managing editor in ten years on large dailies. Christian, 36, married. Can get out the kind of paper that sells. Address A-863, Editor & Publisher.

Newspaper Foreman,
assistant foreman and head make-up, would like to correspond with publisher needing composing room foreman. Address A-835, Editor & Publisher.

Newspaper Man
of 12 years' experience, desires position as business or circulation manager on medium sized daily. Knows the game and can produce. Best references. Married. Looking for a real opportunity rather than large salary. Address A-852, Editor & Publisher.

Nothing to Brag About
But I think my five years' experience as advertising manager and editor of a newspaper, and connections with two large agencies might be profitable to a newspaper, agency or representative needing a man capable of writing copy, making attractive layouts, understanding details and news reporting. Age 25, unmarried. Address A-862, Editor & Publisher.

Sales and Promotion Correspondent
Writer of forceful sales letters and advertising copy; 28, 10 years' New York newspaper experience. Connection in advertising department or agency. Location New York or commuting distance. Initial salary $50. John J. Deery, 384 8th Ave., New York City.

Solicitor
Two years' trade paper experience, two years assistant chief, Foreign Trade Bureau, National Trade Association. Good education, speaks several languages, wide awake plugger, good habits, 28, married. Moderate salary or salary and commission. A-1 army and business credentials. Box A-856, Editor & Publisher.

This Man Will Make You Money

If you are the publisher of a newspaper and need the service of an able, experienced advertising and business executive, please communicate with me.

I have had considerable and successful newspaper experience. New York advertising agency experience, and now advertising manager of national publication.

A reasonable salary and the opportunity to participate in the increased business I can get for you is the arrangement most desired.

I know how to sell newspaper space. Address A-860, Editor & Publisher.

Thoroughly Experienced
metropolitan and small city news and desk man open for position. Go anywhere. James C. Wilson, General Delivery, St. Louis, Mo.

Wanted
A position as a display or classified advertising solicitor, by young married man. Experienced. R. S. Hay, 23 Tod Lane, Youngstown, Ohio.

Wanted
Desk job in town not larger than 25,000 in middle west. I have had eight years' experience all desks and as reporter. Married, 28 years old. A-834, Editor & Publisher.

Wanted
Position as foreman of daily newspaper plant with linotype and web press equipment; efficient and reliable; union; Great Lakes states preferred. Long experience with medium sized papers carrying heavy advertising has taught the writer just where to cut the corners to best advantage to keep things going all the time, and getting the paper to press at the same hour each day has become second nature. Do you want to unload the composing room end of it? Write P. O. Box 209, Ann Arbor, Mich.

SITUATIONS WANTED

Circulation Manager,
now in active charge of a metropolitan paper, wants position demanding real ability. Analytical mind, persistent and thoroughly reliable. Excellent references from present employer and others. Address Box A-755, Editor & Publisher.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Wanted
good copy writer. Must be capable of making attractive layouts. Exceptional future for right man. Send samples of lettered layouts and full details about yourself. Address Charlie Miller, The Georgian, Atlanta, Ga.

Advertising Salesman and Copy Writer
A good position with a well known newspaper in lake city of 275,000 population. Write, stating experience, age and salary expected, Box A-839, Editor & Publisher.

City Editor
Small Florida evening daily wants news editor who is good head writer and layout man. Address A-803, Editor & Publisher.

Classified Advertising Manager
for large newspaper now publishing volume of classified advertising in large city. Give experience and salary desired. Reply confidential. A-866, Editor & Publisher.

Immediate Opening
on copy desk, New England evening newspaper. Competent New England man, now employed, preferred. Address A-859, Editor & Publisher.

Middle Western Daily,
nearly 90,000 circulation, wants advertising salesman who can sell special pages. Will pay liberal commission. Want a man who has proven his ability along this line. Unless you are good and know you are good, don't apply. This is a job for a real salesman. Address D. P. Slayton, 601 S. 17th St., Omaha, Nebr.

Reporter
Well educated young man for district work. Editorship of weekly edition for right man. Star, Long Island City, N. Y.

Solicitor
First newspaper in eastern town of 60,000 is in need of ad solicitor and copy writer. Must be man of some experience, good appearance and ability. Address Box A-821, care of Editor & Publisher, giving references, stating experience and salary expected.

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order.

A 30 Percent Interest
can be purchased in newspaper with average earnings of $20,000 for past five years in growing prosperous central states city of 65,000, by a high-class, able business executive. Price $75,000 cash, $30,000 of which will go into surplus of company. Present owner and manager is getting old and wishes to lay down burden of active management. A fine opening for an energetic, experienced newspaper executive who has sufficient capital and is looking for a permanent interest in prosperous property with bright future. Address A-867, Editor & Publisher.

Church Ad on Sports Page

The Ministerial Union of Elizabeth, N. J., which has been using display ads in the Elizabeth Journal, recently ran the invitation to church, which was headed "That Is My Church," on the sport page, in an endeavor to reach men who perhaps would not glance at the church page, on which the ad usually appears.

Four Churches Join in Advertising

Catholic, Episcopal, Methodist and Baptist churches of Shoshone, Idaho, have combined in a movement for a go-to-church Sunday in February. The publicity feature includes large space in newspapers, invitations through the mail and the placarding of the country.

Adler Not a Candidate

E. P. Adler, publisher of the Davenport (Ia.) Times, has requested that his name be dropped from the list of nominations for the board of directors of the Associated Press. The nominating committee has made no selection to take his place.

CALIFORNIA NEWSPAPER

An unusual opportunity to buy a daily in California city of 20,000, doing a business of $120,000 a year. Making large profits. Only A. P. franchise in county. Buyer must act at once as owner will advance price in two weeks. For further particulars write or wire

PALMER DeWITT & PALMER
Newspaper Properties
225 Fifth Avenue New York
Business Founded 1899

Unusual Opportunities
Daily & Weekly NEWSPAPERS
TRADE PAPERS
HARWELL & CANNON
Newspaper and Magazine Properties
Times Building, New York
Established 1910

WE CONNECT THE WIRES

IS IT NEW CIRCULATION you want? We have a promotion manager with splendid record for increasing sales of small and large city dailies, from Jersey to Oregon. Has stayed from six months to nine years, and has gilt-edge testimonials from employers—"agreeable personality, energetic, efficient, trustworthy." Now in Ohio, ready at $2,000. Ask about our No. 3874-B.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L. BLD'G., SPRINGFIELD, MASS.



Talented, experienced, and highly efficient men, each a specialist in his own line, ready to solve your problems.

STARR SERVICE CORPS
UPBUILDERS of NEWSPAPERS
BROKAW BLDG.—42ND and BROADWAY
NEW YORK

ARE YOU COVERED IN NEW YORK MR. EDITOR?
AN EXPERIENCED NEWSPAPER MAN WOULD SERVE A LIMITED NUMBER OF OUT OF TOWN DAILY NEWSPAPERS AS NEW YORK CORRESPONDENT, COVERING ALL BRANCHES OF NEWS IN THE METROPOLIS. THAT WOULD BE OF LOCAL INTEREST TO YOUR READERS. WRITE OR WIRE FOR RATES.
REPORTER—Room 415
624 Madison Ave. NEW YORK CITY

Moves to Cut Motor Accidents

The Dayton (Ohio) Journal, in an effort to reduce the number of serious traffic accidents, has organized the "Journal Life Savers' Club." Qualification for membership requires the operating of a public vehicle for a period of a year without a traffic accident.

Picturesque and Entertaining

Captains of Adventure

by

ROGER POCOCK

56 Stories of the

ROMANTIC HEROES

of

HISTORY

Each instalment a complete story from 1,500 to 2,500 words. Immediate Release for Daily Use.

Write for Samples

The McClure Newspaper Syndicate

373 Fourth Avenue New York City

Thomas W. **Briggs Company**

Memphis, - Tenn.

Originators of the *Permanent* Weekly Business Review Page

Look us up in Dun or Bradstreet's

Million Dollar Hearst Features

The World's Greatest Circulation Builders

International Feature Service, Inc.

New York

(By Science Service)

Means:

INTERESTING
READABLE
ACCURATE
RELIABLE
POPULAR
SCIENCE
NEWS STORIES

in

THE DAILY SCIENCE NEWS BULLETIN

Write or wire for territory and rates.

SCIENCE SERVICE

1115 Connecticut Ave.

Washington, D. C.

HUNCHES

Managing editors and city editors are always on the lookout for news and feature ideas that can be used locally. EDITOR & PUBLISHER *will pay $1 for each hunch published under this head. The fact that the hunch is now being worked successfully in your city does not bar it from this department. Address your contributions to the* HUNCH EDITOR. *When they appear, clip them and mail them in and receive payment. Unavailable hunches will not be returned.*

THE Cheyenne (Wyo.) State Tribune is printing a questionnaire in asking for suggestions for bettering the paper in general. The questions run as follows:

What change, if any, would you suggest for the first page?

What suggestions for the second and third pages?

What suggestions have you for the fourth and fifth pages?

What changes would you make on the sixth, seventh and eight pages? Be specific in mentioning pages.

What special feature or department in the Tribune do you like best?

Do you read the continued story?

Which comic strip now running do you prefer?

What comic strip not now running would you like?

Do you like the colored supplement on Sunday? Is it worth while?

Please make some general suggestions.

Name some specific feature or improvement you would recommend.

What would you add to or omit from the Sunday Tribune?

Do you like lots of big heads and continued to other page stories on first page or smaller heads and fewer run-overs?

Make a frank criticism.—A. R. D.

The Milwaukee Leader is running a series of descriptions of Milwaukee, under the caption "Milwaukee—Yesterday and Today." These descriptions are supplemented with photographs. —J. A.

Have you ever interviewed the men in your city who sell out-of-town papers? Much human interest material can be gathered there. The happy pleasure seeker, the prosperous small-town man in the city on business, the home-sick lad who came to the city to make his fortune, and the girl who wishes she dared go home; all are pretty sure to try to buy their home paper. The newsdealer frequently gets a glimpse of these stories, and he is usually willing to talk.—C. E. L.

In nearly every county in every state frequent complaints are heard about the inefficiency of the rural school system and certainly it is nowhere just what the people expect of it. The Dallas News has undertaken to find out what is the matter with them and what is to be done about them in Texas. It has arranged for a series of articles by a leading Texas educator who will discuss fully, "What are the facts? Just what is the matter with the rural school? What are the causes? Can they be removed and how? Do the rural schools need more money? In what way? What else do they need?" Why cannot a paper in every county secure a similar series of articles from some well-known local educator? Since almost every one is interested in public schools, such articles would be eagerly read."—W. H. M.

Work up a feature to be run some day when the sidewalks are especially slippery. Show how the principle of owner's liability for injuries or damage caused by the maintenance of a dangerous piece of property dates back to 1491 B. C. when the children of Israel were told:

"And if a man shall open a pit, or if a man shall dig a pit, and not cover it, and an ox or an ass shall fall therein;

"The owner of the pit shall make it good, and give money unto the owner of them."—Exodus XXI: 33, 34.

Then quote the modern version, your city ordinance which requires that sidewalks be kept clean in winter and sprinkled with sand or ashes when the ice cannot be removed.—C. W. V. B.

How about a series of forward-looking articles, concerning Greater Opportunities in a Greater (name your state)? Have some of your outstanding public men write brief articles for you on what your state will be like fifty years hence, and what latent opportunities might be developed. Your United States Senators, Congressmen, Governor, and heads of your various state departments will no doubt oblige with brief articles concerning it. The main point is to stress the opportunities that now lie hidden and how best to develop them. A mighty good series of articles and one that will give your publication character and the mark of progressiveness.—W. A. M.

"Physicians' prescriptions are always written in Latin. This is a universal practice. A prescription written in France could easily be filled in the United States and vice versa. Newspaper editors and reporters should have a code for all the letters of the alphabet which sound alike, especially when sent over the telephone. This would eliminate mistakes made in initials of people when a report is sent in by a reporter to his paper. The letters A and J sound alike; B, C, D, E, G, P, T and V have like sounds; F and S are similar and often M and N are confused. Short one syllable words would be the easiest to use for the code, a set like the following could be used: A, ape; B, bag; C, call; D, dig; E, ever; F, fog; G, go; J, joy; M, must; N, nun; P, pot; S, sat; T, tin; V, van. If the letters Q and U should seem to be confusing, they could be added to the list and the words: Q, quit, and U, unit, would be suitable as code words. By making this list or any suitable list nation-wide, and put into use by all the newspapers, there is no doubt but that a great amount of unnecessary mistakes could be done away with and also reporters leaving one paper and going to another would use the same list and be familiar with it."—J. W. H.

The other day, in a burst of confidence, an acquaintance remarked to me, "I have wondered for fifteen years what the average bank cashier earned, and I've never found out. Can you tell me?" Everyone is interested in what the other fellow earns—and in the case of professional men and office workers, he usually has to guess at it and let it go at that. Assign a tactful and persistent reporter to investigate the question, "What do the lawyers of the city earn per year?" Let him get a range of yearly incomes, an average. Tell what percentage earn under $4,000 a year, and what percentage over; how much advice lawyers give for which they never get paid; how many more people are advised out of litigation than steered into it. Stories on the earnings of bank employees, office workers, salesmen, etc., would be equally interesting to readers. The whole could be presented as a portrayal for high school students and young people of the advantages of various occupations and professions. But be sure to give exact figures of earnings.—J. T. B.

It would be a novel and interesting stunt for the paper to stage a doll show in which prizes would be offered for the best dressed dolls, the oldest dolls, the funniest dolls, the most used dolls, the cutest doll houses and so on. The show could be staged in the paper's show window, and, of course, all the exhibits should carry the names and addresses of the people exhibiting them. Such a stunt as this would attract a great lot of attention and get many visitors to the paper's office, and so would help boost the paper quite materially.—F. H. W.

How many public clocks are there in your city? Why were they placed there and how long has there been a public clock in that particular location? Estimate how much they are used by the public; call some of the owners and find out how many times they are told about one which has stopped at some time. Does any organization or body depend solely upon such a timepiece? The street railway company does this in Topeka, the inspectors using the clock on the State Journal building. Along this line, call up a dozen or so people and ask them the time. Compare all these with the exact time of day. How many minutes difference is there in all the persons called? Did some of them keep their timepiece fast for a certain purpose? How many times a day do people call the telegraph office to get the hour? —J. W. H.

Has your city erected a memorial of any kind to its soldiers of the World War? Some places are building American Legion club houses, some are erecting libraries, some are building monuments, some are lining city streets or country roads with trees, some are putting tablets in public buildings, but many are as yet doing nothing to commemorate the soldiers. Why not hold a conference with the ex-soldiers, determine what is the best and most practical thing to do, and put your paper behind a memorial movement in such a way as to make it a quick success? Co-operation and work along this line will insure almost universal support.—W. H. M.

Children under 15 are being paid a dollar for each original tongue twister—a sentence in which every word begins with the same letter —by the Chicago Sunday Tribune.—H. D. K.

PICTURE

An exclusive feat story of 250 words w two- or three-colu layout of pictures mat form, mailed fr six days a week. for samples.

UNITED FEATU SYNDICATE

N. A. HUSE, General Mana World Bldg., New York C



Symbol of Fascinating Fict

"Your Service Has Them Beat"—F. D. Moffett, Su Editor Milwaukee Journal.

METROPOLITAN NEWSPAPER SERVICE

Maximilian Elser, Jr., Gen'l M

150 NASSAU ST. NEW Y

During the past three w we have received TWEN EIGHT ORDERS for weekly

House Plan

We issue both 2 and 3 col.

THE INTERNATIONAL SYNDI 213 Guilford Ave., BALTIMORE,

WIRE NEWS

For Evening and Sunday Newspap

International News Servic 21 Spruce St., New York

America's Be Magazine Pag

Daily and Sunday

Newspaper Feature Serv

241 WEST 58TH STREE

New York City

NEW ENGLAND'S WEALTH

MEASURED BY HER

RESOURCES

	Circulation	2,500 lines	10,000 lines
MASSACHUSETTS—Population, 3,852,356			
**Attleboro Sun .....(E)	4,805	.0275	.0175
†Boston Sunday Advertiser(S)	424,104	.55	.55
†Boston Globe .....(M&E)	274,607	.45	.45
†Boston Globe .....(S)	321,871	.55	.55
Boston Telegram .....(E)	145,113	.20	.20
†Boston Transcript .....(E)	36,423	.20	.20
**Fall River Herald.....(E)	13,405	.035	.035
*Fitchburg Sentinel .....(E)	10,739	.05	.035
Greenfield Recorder ....(E)	3,025	.0175	.0175
**Haverhill Gazette .....(E)	15,216	.055	.04
**Lynn Item .....(E)	16,132	.06	.04
*Lynn Telegram News..(E&S)	16,886	.05	.05
†Lowell Courier-Citizen and Evening Leader (M&E)	20,635	.06	.06
**New Bedford Standard-Mercury .....(M&E)	31,489	.08	.08
**New Bedford Sunday Standard (S)	25,006	.08	.08
†North Adams Transcript.(E)	9,334	.0375	.03
**Salem News .....(E)	20,879	.09	.07
**Taunton Gazette .....(E)	8,268	.04	.03
†Worcester Telegram-Gazette (M&E)	72,733	.24	.21
*Worcester Sunday Telegram (S)	42,741	.18	.15
MAINE—Population, 768,014			
†Bangor Daily Commercial(E)	14,703	.05	.04
†Portland Press Herald(M&S)	22,208	.07	.06
**Portland Express .....(E)	26,294	.10	.07
**Portland Telegram .....(S)	28,658	.10	.07
†Waterville Sentinel ....(M)	5,886	.035	.025
NEW HAMPSHIRE—Population, 443,683			
†Keene Sentinel .....(E)	3,316	.03	.02
RHODE ISLAND—Population, 604,397			
Newport Daily News....(E)	6,171	.035	.03
Pawtucket Times .....(E)	24,401	.07	.06
**Providence Bulletin .....(E)	58,738	.135	.135
†Providence Journal .....(M)	32,837	.08	.08
**Providence Journal .....(S)	54,568	.12	.12
**Providence Tribune ....(E)	21,364	.10	.09
Westerley Sun .....(E&S)	4,561	.025	.025
†Woonsocket Call .....(E)	12,959	.04	.04
VERMONT—Population, 352,428			
*Barre Times .....(E)	6,532	.03	.02
Bennington Banner .....(E)	3,021	.0125	.0125
†Brattleboro Daily Reformer (E)	3,021	.025	.015
Burlington Daily News...(E)	7,183	.04	.04
**Burlington Free Press...(M)	11,441	.05	.05
Rutland Herald .....(M)	9,437	.04	.04
†St. Johnsbury Caledonian-Record .....(E)	3,366	.0214	.015
CONNECTICUT—Population, 1,380,631			
*Bridgeport Post-Telegram (E&M)	43,033	.145	.14
*Bridgeport Post .....(S)	18,395	.085	.08
*Hartford Courant .....(D)	29,780	.08	.07
*Hartford Courant .....(S)	48,600	.10	.09
**Hartford Times .....(E)	43,672	.12	.12
**Meriden Record .....(M)	6,699	.045	.025
†Middletown Press .....(E)	7,561	.03	.025
†New Haven Register..(E&S)	34,427	.10	.09
**New London Day.....(E)	10,687	.06	.045
†Norwich Bulletin .....(M)	11,663	.07	.05
**Norwalk Hour .....(E)	4,953	.03	.03
*Stamford Advocate .....(E)	8,351	.0375	.03

Government Statement, April 1, 1922.
*A. B. C. Statement, April 1, 1922.
**A. B. C. Statement, October 1, 1922.
†Government Statement, October 1, 1922.

In the production of brass and hardware, boots and shoes, silverware and cutlery, silk and felt hats, textiles, clocks and many other lines New England far excels any other section of the country.

New England manufactures more clocks than any other section of the country. More than one-fourth of all men's felt hats are New England made. Over fifty per cent of all the brass made in the United States is produced in New England.

Despite competition in the textile group from other sections of the country, New England produces over one-third of the total for all the United States.

Eleven and a half per cent of all products made in the United States is manufactured in New England.

With these tremendous resources New England becomes a great buying power. Every day the families of New England spend millions of dollars.

Use these dailies intensively and win this market for yourself.

Your Biggest and Richest Market

750,031 People With Income in Excess of $1,000 a Year Live in Greater New York and Suburbs

	Population	Number of N. Y. State Income Tax Returns	Taxable Income Shown on Returns
New York City	5,620,048	660,217	$2,473,483,600
Beacon	10,996	721	1,965,900
Mt. Vernon	42,726	7,075	27,383,800
New Rochelle	36,213	5,136	26,892,400
Ossining	10,739	1,239	3,972,200
Peekskill	15,868	1,334	3,797,000
Port Chester	16,573	1,704	5,768,700
White Plains	21,031	3,712	15,328,400
Yonkers	100,176	12,465	39,509,000
	5,874,370	693,603	$2,598,101,000
*New Jersey		54,163	$240,933,700
*Connecticut		2,265	18,019,900
		750,031	$2,857,054,600

*Non-residents doing business in New York filing 1920 New York State Income Tax Returns.

750,031 People With an Average Net Income of $3,809

There never was and probably never will be so compact and large a grouping of people of so high an earning capacity in the world.

An Advertiser Can Reach Practically All of These People By Using These Newspapers:

Morning Times — *Evening Globe*
Morning Tribune — *Evening Sun*

Representing 812,541 Circulation for $1.64 per Line, Minimum Foreign Rate. An unequalled service for direct and positive results from people able to buy anything and accustomed to buying the best.

THE NEW YORK GLOBE

MEMBER A. B. C. — JASON ROGERS, Publisher — MEMBER A. B. C.

LORENZEN & THOMPSON, INC., Special Representatives
New York Chicago Detroit St. Louis San Francisco Los Angeles

THIS ISSUE: COMBING EUROPE FOR TODAY'S NEWS TODAY

EDITOR & PUBLISHER

1884 — *The Oldest Publishers' and Advertisers' Journal in America* — 1923

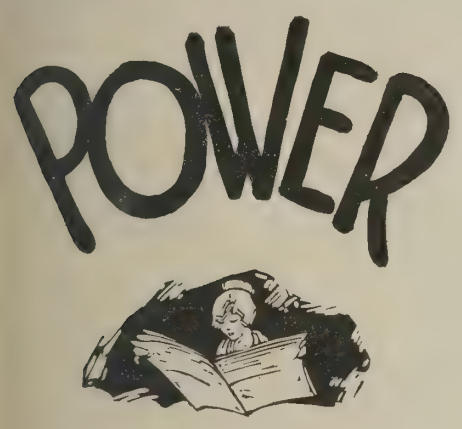
SUITE 1117 WORLD BUILDING, NEW YORK

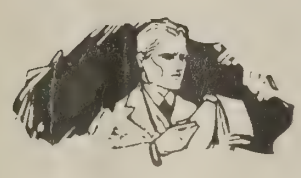
Original second class entry—The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the act of March 3, 1879. Published every Saturday.

[Copyright 1923, by The Editor & Publisher Company, James Wright Brown, president and editor.]

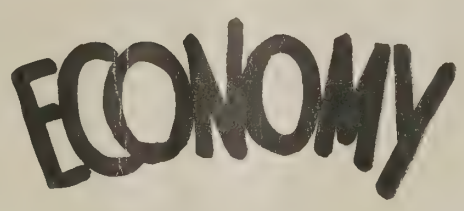
Vol. 55. No. 42 — NEW YORK, MARCH 17, 1923 — By Mail in Advance $4, U. S. A.; $4.50, Canada; $5, Foreign — 10c Per Copy

Attributes of Tribune Advertising:









INVESTIGATORS recently called at random on bankers, merchants and at better class homes in Peoria, Ottawa, Bloomington, Streator, Rock Island and Moline, Ill., Davenport, Cedar Rapids and Dubuque, Iowa, Beloit, Janesville, Madison, Fond du Lac and Green Bay, Wis.

Out of 18 bankers—
18 *read The Chicago Tribune.*

Out of 101 merchants—
92 *read The Chicago Tribune.*

Out of 131 homes—
126 *read The Chicago Tribune.*

A questionnaire sent to 296 grocery, drug, hardware, electrical, and auto accessory jobbers in the Chicago Territory, (exclusive of Chicago) disclosed that 81.4% read The Tribune, and 72.6% felt the influence of their sales exerted by National advertising in The Chicago Tribune.

Here is a medium which sways jobber, dealer, consumer—

TRIBUNE Milline* rates are low! Consistent gains in NET PAID circulation, both Sunday and Daily, reduce The Tribune's Milline rate. Consider:

DAILY	SUNDAY
Agate Line Rate	
.80	1.15
Feb. av. net pd.	
547,839	935,587
MILLINE* rate	
1.46	1.25

Compare these figures with those of any other publication.

FOR 1922, out of a total of 55 display classifications, The Tribune was first in the following 36:

Advertising Agencies
Amusements
Automobiles and Accessories
Building Materials
Cameras, Etc.
Clothing
Confectionery
Disinfectants
Electrical Goods
Financial
Florists
Furniture
Hardware
Heating and Ventilation
Hotels
Household Utilities
Leather Goods, Trunks, etc.
Musical Instruments
Office Appliances
Opticians
Paper and Paper Products
Paints, Wall Paper, Etc.
Pens and Pencils
Physical Culture
Printing and Stationery
Publishers
Railroads
Railway Supplies, Foundries, Etc.
Restaurants
Rubber Goods
Schools and Colleges
Song Publishers
Sporting Goods
Tobacco
Travel and Resorts
Undertakers, Cemeteries, Etc.

The Tribune, during 1922, carried more WANT Advertising than all the other Chicago newspapers combined. The Tribune, during 1922, carried more MILLINES* of advertising than any other publication on earth.

The Chicago Tribune
The World's Greatest Newspaper

LINE: A contraction for "Million e" To find the volume of an adver- ent in Millines, multiply the agate content by the circulation it will and point off six places. To de- ne RATE per Milline, divide the line rate by the circulation and off six places. *All advertising should be purchased by the ine. It reveals true quantitative ts quickly.*

"The W G N," a book of 300 pages and more than 100 illustrations, describes every step in the publication of The Tribune from forest to newsstand. It will be mailed postpaid on receipt of $2.00 by the Business Survey of The Chicago Tribune.

NEW YORK STATE

OFFERS UNUSUAL ADVERTISING INSURANCE

With the approach of spring and the breaking up of a hard winter, New York State is ready for new merchandise.

New York State merchants everywhere are preparing for their greatest season. Even under adverse weather conditions, business has been tremendously good—and the future is merely a matter of having the merchandise.

This is the kind of a market worth going into.

The greatest number of the richest people in America are looking for your goods.

What New York wants and says is "O. K."—the nation accepts as the best. What New York rejects, the nation will eventually turn down. Therefore, Mr. National Advertiser, you win or lose on the example of New York State.

Each city represented in this list has huge possibilities for you. Each one, being a separate community, has local pride, local interests, local institutions and local newspapers.

These local daily newspapers keep the local people supplied with news every day.

They tell what is happening everywhere and they are the guide post, directing people where to go to buy what they buy.

The list of progressive New York State newspapers presented here gives you the opportunity to cover completely this wonderful state. Increased circulations indicate a greater desire on the part of everybody in New York State to be up to the minute in politics, business and social life.

Win New York State with an honest product properly advertised and you can win America.

	Circulation	2,500 Lines	10,000 Lines
***Albany Knickerbocker Press .....(M)	33,394	.09	.09
***Albany Knickerbocker Press .....(S)	47,496	.11	.11
†Auburn Citizen .....(E)	6,433	.04	.035
*Brooklyn Daily Eagle .....(E)	61,561	.20	.20
*Brooklyn Daily Eagle .....(S)	75,566	.20	.20
*Buffalo Courier and Enquirer...(M&E)	85,857	.18	.18
*Buffalo Courier .....(S)	120,554	.27	.22
*Buffalo Evening News .....(E)	104,958	.21	.21
*Buffalo Evening Times .....(E)	85,006	.15	.15
*Buffalo Sunday Times .....(S)	102,809	.15	.15
Corning Evening Leader .....(E)	7,260	.04	.04
***Elmira Star-Gazette .....(E)	23,754	.09	.07
Geneva Daily Times .....(E)	6,415	.04	.04
***Glens Falls Post-Star .....(M)	7,419	.03	.03
***Gloversville Leader Republican .....(E)	6,247	.03	.03
Gloversville Morning Herald .....(M)	5,717	.035	.035
*Ithaca Journal-News .....(E)	7,454	.04	.04
*Jamestown Morning Post .....(M)	9,525	.05	.03
***Middletown Times-Press .....(E)	6,335	.03	.03
***Mount Vernon Daily Argus.....(E)	7,976	.04	.04
***Newburgh Daily News .....(E)	10,283	.05	.05
†New York Globe .....(E)	166,196	.36	.34
†New York Evening Mail .....(E)	161,215	.41	.40
†The New York Herald.....(M)	178,086	.49	.45
†The New York Herald.....(S)	178,086	.49	.45
The Sun, New York.....(E)	180,442	.50	.45
†New York Times.....(M)	356,671	.65	.6305
†New York Times.....(S)		.75	.7275
*New York Tribune.....(M)	137,011	.40	.36
*New York Tribune.....(S)	141,973	.40	.36
**New York World.....(M)	351,260	.595	.58
**New York World.....(S)	576,778	.595	.58
**New York World.....(E)	272,479	.595	.58
***Niagara Falls Gazette.....(E)	14,614	.06	.05
***Olean Times .....(E)	6,423	.03	.03
***Poughkeepsie Star and Enterprise..(E)	11,553	.05	.05
†Rochester Times-Union .....(E)	65,240	.20	.18
***Saratoga Springs Saratogian.....(E)	7,921	.04	.04
***Staten Island Daily Advance.....(E)	10,168	.05	.05
Syracuse Journal .....(E)	45,014	.12	.12
†Troy Record .....(M&E)	22,408	.05	.05

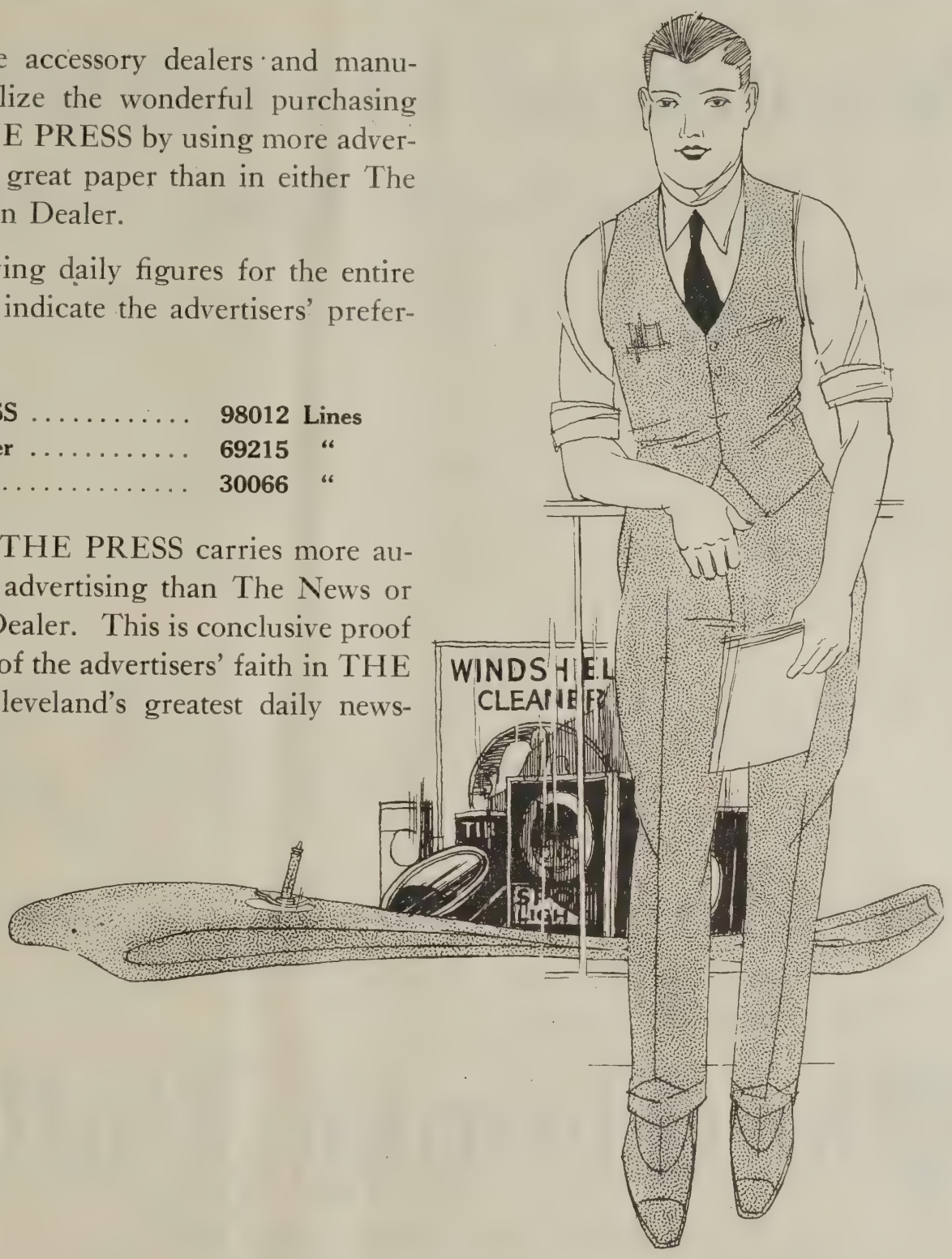
Government Statements, April 1, 1922.
*A. B. C. Publishers' Statement, April 1, 1922.
†Government Statement, October 1, 1922.
***A. B. C. Publishers' Statement, October 1, 1922.
**A. B. C. Annual Audit, Sept. 30, 1922.

Automotive accessory dealers and manufacturers realize the wonderful purchasing power of THE PRESS by using more advertising in this great paper than in either The News or Plain Dealer.

The following daily figures for the entire year of 1922 indicate the advertisers' preference in lines:

THE PRESS	**98012**	**Lines**
Plain Dealer	**69215**	"
The News	**30066**	"

Moreover, THE PRESS carries more automobile tire advertising than The News or Daily Plain Dealer. This is conclusive proof and evidence of the advertisers' faith in THE PRESS as Cleveland's greatest daily newspaper.



ALLIED NEWSPAPERS, Incorporated

PUBLISHERS DIRECT REPRESENTATIVES

New York Chicago Cleveland Cincinnati St. Louis Atlanta San Francisco

MEMBER AUDIT BUREAU OF CIRCULATIONS

The Scripps-Howard Newspapers
Including the Scripps-McRae League

The CLEVELAND PRESS

DOMINATES GREATER CLEVELAND

Wealth of Philadelphians increased last year

Philadelphia is the third largest city in America

The table below gives the real estate and personal property valuations certified as taxable for 1923 by the Board of Revision of Taxes of the City of Philadelphia, compared with the corresponding returns for 1922:

	1922	1923	Gains 1923 over 1922
Real Estate	$2,158,300,000.00	$2,320,411,499.00	$162,111,499.00
Personal Property	714,749,723.58	722,841,312.73	8,091,589.15
Totals:	$2,873,049,723.58	$3,043,252,811.73	$170,203,088.15

DOMINATE PHILADELPHIA

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

Philadelphia's Newspaper

"In Philadelphia nearly everybody reads The Bulletin"

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in America.

1922 net paid average circulation: 493,240 copies a day.

NEW YORK
Dan A. Carroll,
150 Nassau Street

CHICAGO
Verree & Conklin, Inc.
28 East Jackson Blvd.

DETROIT
C. L. Weaver,
Verree & Conklin, Inc.
117 Lafayette Blvd.

SAN FRANCISCO
Allen Hofmann,
Verree & Conklin, Inc.
681 Market Street.

LONDON
M. Bryans,
125 Pall Mall, S. W. 1.

PARIS
Ray A. Washburn,
5 rue Lamartine (9)

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RITISH INTERESTS A UNIT IN CALL TO ADVERTISING CLUBS

port of Wilson-Lawrenson Discloses Unusual Arrangements Under Way to Make "On to London" Movement Success

HE report of F. A. Wilson-Lawrenson to the special committee of the As- ated Advertising Clubs of the World pointed to consider the London invita- for the 1924 convention of that or- ization was released to EDITOR & PUB- HER by President Lou Holland this k.

Mr. Wilson-Lawrenson recently re- ned from England, where he went as representative of the committee, of ch he is chairman, to investigate and rt upon the prospects of a successful vention in case it is taken to that city. he other members of the special com- ee are A. G. Newmyer, R. C. Ayres, rge B. Sharpe, T. W. LeQuatte, F. Stewart, Homer J. Buckley, E. T. edith, J. P. Gilroy and Stanley gue.

Mr. Wilson-Lawrenson's report, in follows:

lemen:

wish to render, in writing, a preliminary t on the result of my investigations in t Britain as to the desirability and feasi- of holding the 1924 Convention of the ciated Advertising Clubs of the World in lon, instead of in the United States.

ie initial invitation to hold the 1924 Conven- of the Associated Advertising Clubs of World in London was presented last year at Milwaukee convention by Sir Charles F. am, a leading advertising man of Great in, and London associate of the Wm. H. in Company of New York, who came over special envoy from the Thirty Club of lon. His invitation was endorsed by the aukee convention with the understanding if, after an investigation it was found a ssful convention could be handled in lon, suitable recommendation and backing d be presented to the Atlantic City con- on. The annual meeting of club presidents l unanimously in favor of London and by ing vote agreed to recommend "London '24" ie presidents' meeting in Atlantic City in . A committee was appointed to investi- the desirability of accepting the invitation, to report fully to President Holland of the A. C. of W. It was as chairman of that nittee that I visited England.

his will confirm what I reported to a num- of members of the committee at two meet- held recently in New York City. The bers of the committee who were present at two meetings were the following:

ie Hon. E. T. Meredith.
anley Clague.
mes P. Gilroy.
rl Hunt, ex-officio member.
sse H. Neal, ex-officio member.
A. Wilson-Lawrenson (the writer).

ere was also present at these meetings Sir les F. Higham, chairman of the London nittee.

ie report made at these two meetings was given to F. W. Stewart, Canadian member ne committee, on the occasion of my visit Montreal last week.

n my arrival in London, on December 27, , I was met by the president, treasurer and tary of the Thirty Club of London, and evening we had an informal discussion, at h time I outlined to these gentlemen the tion as I saw it from the United States e, which was in accordance with the thought ie committee after our several meetings.

ie next day, December 28th, I met the utive committee of the Thirty Club and the ention committee and I outlined to the com- ee, as a whole, the problems which the ed States was facing in considering this lon invitation I then projected before them, n alternative plan, the one which was ap- ed by our committee; namely, a World e Club Conference under the auspices of Thirty Club of London.

ey asked for a few days to consider the tion, and subsequently, I was invited to ier conference, at which time the committee med me that for reasons, which they satis- me were good and sufficient, they were un- to consider the alternative plan and pro- d to go ahead and press their original plan; ly, that the convention should be held in lon in 1924.

then informed them that I was not there to he convention, or to commit the Associated rtising Clubs in any way, but that in my city as chairman of the investigation com- e, it would be necessary for me to make port to my committee and to the Associated rtising Clubs of the World as to whether it feasible or desirable that the convention be held in London and that my report must be substantiated by facts.

On January 18th, I, as the chairman of this committee and representing the Associated Advertising Clubs of the World, was tendered a dinner at the Hotel Trocadero, presided over by John Cheshire, general manager of Lever Brothers and president of the Thirty Club of London, and supported by the Hon, Sir Philip Lloyd-Greame, president of the Board of Trade, Sir Charles F. Higham, chairman of the London Committee, W. S. Crawford, British vice-president of the Associated Advertising Clubs of the World and vice-president of the Thirty Club of London, C. Harold Vernon, Hon. secretary of the Thirty Club of London, Lt. Col. E. F. Lawson of the Newspaper Proprietors' Association, M. J. Evelyn Wrench of the English Speaking Union, James Strong of the Association of British Advertising Agents, and Arthur Chadwick of the Incorporated Sales Managers' Association.

I am sending to each member of the committee a copy of the menu of the club dinner. This may be of interest and act as souvenir.

The following is an outline of the information which I asked for:

1. That the invitation, issued by the Thirty Club of London would of necessity have to be backed up by other interests in Breat Britain. What other interests had given their support? To this end, I not only wished information from them, but desired to meet with the leaders of industry, publishing, advertising, as well as Government leaders, so that I might make my own observations.

My investigation disclosed the following:

(a) That the Thirty Club of London is made up of leaders in publishing and advertising and constituted a body of men who have most unusual power and influence. I am frank to say that I have never seen a group of thirty men in one advertising unit before with such power or such influence.

The committee, appointed to work with me on this matter, was made up of the following gentlemen:

Sir Charles F. Higham—
Chairman of the committee.

John Cheshire—
President of the Thirty Club of London, and the general manager of Lever Brothers, directing their interests both in England and America.

J. C. Akerman—
Manager of The London Times.

W. S. Crawford—
Head of a large advertising agency and British vice-president of the Associated Advertising Clubs of the World; also vice-president of the Thirty Club of London.

Philip Emanuel—
Director of Advertising of a number of important publications including John Bull; also treasurer of the Thirty Club of London.

C. Harold Vernon—
Head of one of the largest advertising agencies in London, who is also secretary of the Thirty Club of London.

George Scott—
London Manager Glasgow Herald, which is the leading provincial paper.

Sydney Walton—
Journalist and propagandist. Responsible for Government propaganda.

U. B. Walmsley—
Of E. Hulton, Ltd., one of the largest publishing houses in Great Britain.

(b) That the following associations and clubs had been invited to associate themselves in this invitation and to be part of the general committee and had accepted the invitation:

The Weekly Newspaper and Periodical Proprietors.

Weekly Newspaper Proprietors' Association.
Northern Federation of Newspapers.
Aldwych Club.
Association of British Advertising Agents.
Audit Bureau.
Advertisement Consultants.
Advertisement Managers' Association.
Incorporated Society of British Advertisers.
Publicity Club.
Fleet Street Club.
Sales Managers' Association.
Trade & Technical Newspaper Association.
United Billposters' Association.
London Billposters' Association.
Association of Display Men.
Master Printers' Association.
Federation of Master Process Engravers.
Association of Retail Distributors.
Newspaper Society.
Scottish Newspaper Association.

(c) I personally interviewed a very large number of leaders in British industry and from one and all received not only their assurance of their hearty support, but a number of these men publicly expressed themselves through the columns of the British papers on the importance of holding the convention in London and promised their active and financial support.

(d) I interviewed the leading publishers of England, including the following:

Lord Rothermere, the owner of the Daily Mail, and a number of other papers, who has promised the support of his columns, and who, during the time I was in England, assigned one of his leading journalists to accompany me day by day and give my mission and the Associated Advertising Clubs of the World and its importance a column on the leader page right next to the French war news.

He has assured me that this is nothing to what his papers will do between now and the convention time, or what they will do at the time of the convention.

Lord Riddell, owner of another large group of papers, also gave my mission editorial support and has assured me that he will support the plan as soon as the decision has been made.

Sir Edward Houlton, owner of the sketch and other leading papers—head of one of the largest publishing companies in the country—ditto.

Lord Burnham, owner of the Telegraph and other daily papers—ditto.

Sir Ernest P. Benn, who practically controls the trade paper industry of Great Britain—ditto.

The publishers of papers such as the Yorkshire, Liverpool and other provincial papers—ditto.

The publisher of the Advertisers' Weekly has already given the best part of two issues on this convention matter and pledged his support. The same is true of the Advertisers' Monthly.

(e) Sir Philip Lloyd-Greame, President of the Board of Trade, which corresponds to the office held by Mr. Herbert Hoover in this country, pledged the support and interest of his department.

(f) In a half hour interview, Mr. Bonar Law, Prime Minister of England, authorized me to say to the committee and to the public generally, that the project has his very deep interest, both as a business man and as Premier of England, and that we may absolutely count to the limit of his personal interest and support of his Government.

Consequently, in answer to Question 1, projected to the committee, I am satisfied, after these interviews, and the interview with the associations mentioned as being invited to cooperate, that the invitation of the Thirty Club of London is backed up by all important interests in Great Britain, and if the convention should go to England, it will be England's affair and not only that of the Thirty Club of London.

(2) The suggested program and benefits which may result.

The program, as roughed out at the moment, will embrace all the usual trade and technical matters, but in addition will take up the following:

The working out of a code for the protection of national and international trade marks and patents.

International and Dominion distribution, shipping and banking.

Effect of foreign exchange on trade and selling.

Financial advertising.

Developing of chain store system; habits and differences of people in buying.

How forty-five million people are affected each morning by daily paper advertisements.

Effect of advertising on legislation.

British Newspaper production and distribution.

Advertising of combined trade organization.

The foregoing are simply the rough headings of a program which is now being worked out for presentation to the American association for consideration.

It is not the intention of the Thirty Club of London to handle the program. They wish to present a program to the American association and leave it to run the convention with such help as they may ask for from the British association.

It is my judgment, after careful consideration and thought, that the benefits to be derived from holding the convention in London are as follows:

(*Continued on page* 26)

A. A. C. W. IN LONDON FINDS HEARST'S FAVOR

WILLIAM RANDOLPH HEARST will send fifteen of his newspaper executives to London in 1924, if the Associated Advertising Clubs of the World select that city for their convention. He informed Mr. Wilson-Lawrenson to that effect this week, adding that he will get behind the effort to make London next year's convention city.

AD CLUBS WILL MEET ON STEEL PIER

General Sessions, Exhibit, and Registration Over the Ocean, with Departmental Sessions at Boardwalk Hotels

The executive board of the national program committee of the Associated Advertising Clubs of the World in charge of the program for the Atlantic City convention has accepted the original suggestion of the Advertising Club of Atlantic City that the Steel Pier be used for general sessions, the advertising exhibit and registration headquarters.

There will be no "headquarters hotel" for the Atlantic City convention. Registrations will be held on the Steel Pier, and the departmental and conference meetings will be held in various hotel auditoriums and other meeting places, practically all of them on the boardwalk.

The convention will open on Sunday afternoon, June 3, with an inspirational meeting, and Monday and Thursday will be devoted to general sessions. On Tuesday and Wednesday, departmental and interdepartmental meetings will be held. The committee asked W. Frank McClure, of Chicago, chairman of the National Advertising Commission, to determine what portion of this time shall be devoted to the usual interdepartmental sessions.

One hour will be given at a Monday general session to a program pertaining to the advertising exhibits.

Three half days will be given to departmental and conference programs at the convention, and one half day to the interdepartmental session, in place of two half days, as has been the custom for several years. In addition to the general session of June 3 (the inspirational meeting), there will be general sessions all day Monday and all day Thursday. The departmental and interdepartmental sessions will be held on Tuesday and Wednesday.

W. Frank McClure, chairman of the National Advertising Commission, has suggested that half a dozen speakers be selected by the Commission for the half day interdepartmental session, and that subjects be assigned which will illustrate various kinds and types of advertising in various mediums.

The exhibit will be arranged at Atlantic City so that all delegates attending general sessions will pass it.

The Department of Commerce at Washington has given the exhibit committee co-operation in obtaining exhibits of overseas advertising.

The meeting of the executive board was attended by Rowe Stewart, Philadelphia; John H. Logeman, Chicago; Harry D. Robbins, New York; Albert T. Bell, Atlantic City, and Earle Pearson, secretary of the committee. Carl Hunt, manager of the A. A. C. W., also attended. In the absence of Chairman C. W. Woodbridge, Rowe Stewart presided.

The National Commission will meet at the Statler Hotel, Cleveland, April 24 and 25, and the Cleveland Advertising Club will co-operate in arranging the public sessions. The Commission will devote only a part of its time to executive sessions, and a program of interest to Cleveland business men, and to delegations from other nearby advertising clubs, will be arranged for the rest of the time.

Fake Subscription Takers Busy

Fake subscription solicitors working in Springfield, Ohio, are said to have mulcted several residents before their activities came to the attention of the police and the Springfield News, which they were "offering" at a "special" rate of $3 a year for daily and Sunday. The defrauders apparently got wind that their operations had been tipped off, for when investigation was started, they could not be located.

NEWSPAPERS SOLD WALTHAM WATCHES BUT BANK FORCED CHANGE

Company Bought $95,000 Worth of Newspaper Space in 1922, Plus $31,000 Invested by Local Dealers, With Traceable Results, but Fails to Exploit Its Success

By HAMMOND EDWARD FRANKLIN

REVENUE estimated at several hundred thousand dollars for 1923 will be lost to the newspapers in favor of the so-called "general mediums" as the result of the abandonment by the Waltham Watch Company, Waltham, Mass., of its policy of powerful concentrated local newspaper advertising.

What is behind this move? What are its causes? Did the newspapers fail to "come through" with results? Is this an indication of the superiority of magazine space over newspaper advertising?

The answer is: A curious turn of fate which the newspapers, despite some invaluable results produced in a short time, could not control. The story behind it is one of wide interest.

The Waltham watch has been advertised for years. But until the last six years or so, its annual appropriation was confined to the $60,000 class or less. Waltham-made watches cost money. Typical prices were, last year, $225, $145, $210, $45, $150, $22 and $65, taken at random from some of the popular numbers in the line.

A product like this, the company argued, was peculiarly adapted to magazine advertising. It was a quality article bought by people who have money and who have good taste. The magazine pages showed off the product artistically and with great dignity. Besides, magazine advertising, the company was assured by numerous periodical solicitors, was "quite the thing to do." Results, to be sure, had to be pretty much guessed at in a general way. It was not easy to tell just what the magazine copy was netting.

In 1921, the Waltham Watch Company had an unusual condition to break down. Swiss and other foreign-created watches were enjoying an influx into the United States. The average person seemed to "take" to the idea of an imported watch. There was another factor—many dealers claimed that Waltham prices were too high. For years Waltham prices had paralleled those of its chief competitor, Elgin. Now, with the war over, its prices were considerably above Elgin, and at a time when grumbling over the price question was rampant.

There was a wide-spread resistance to the Waltham Watch on the part of dealers. The president of the advertising agency which was in charge of the account, and treasurer and general manager of the agency, went out in the trade to get at the problem and its solution. It was found that the magazine advertising was not having the effect on the dealer it should and he did not fully appreciate what was being done for him. He simply was not reading the advertising and, when he did, he did not fully realize the lengths to which the company was going to back him up.

Following this survey, the agency recommended the adoption of intensive newspaper advertising to replace largely the magazine work. The Waltham concern, however, was not enthusiastic. It expressed the view that it would be lowering its dignity to change to newspaper space. And the officials wondered if advertising in certain cities and omitting others would not precipitate an avalanche of "howls" from the trade where local space was not used.

From the agency point of view, it is easier to "shoot" a full page in a national weekly of 2,000,000 or in a group of a few publications. The work is minimized and the maximum profit is realized from commissions. Therefore, EDITOR & PUBLISHER believes that great credit is due the agency which had the account, for the courage of its convictions in standing up against following the "easy route," and in insisting that newspaper advertising be used, even though it meant higher cost for the agency and far less "velvet."

On October 1, 1921, the company launched a 13 weeks' campaign in a large number of cities. At the end of that time, returns had been so satisfactory in direct sales and dealer interest and co-operation that for 1922 the agency was able to put into effect the policy of 80 per cent of the year's appropriation for newspaper advertising. The agency had done pioneer work also on other accounts in showing the value of local newspapers as an advertising medium.

During 1922 the Waltham advertising appeared in newspapers in 155 cities in the United States and 40 cities in Canada. The agency requested the promotion department of each paper to go out and get tie-up advertising paid for by the dealer to appear either at bottom or top of Waltham copy or on all sides.

It not only requested, but insisted on tie-ups. It endeavored to pick the best newspaper, from the point of view of circulation and of quality, in each city. If the newspaper neglected to get the tie-ups, the agency switched the advertising to another paper which would do it. In one city the newspaper did no tie-up work and paid no attention to letters. The account, therefore, was switched to the next paper, which for a time did the local work well, but then became careless.

The advertising agency was about to take the account from the city entirely, as was the custom where local co-operation could not be secured, but the advertising manager of the city's leading paper would not listen to such a proposal and produced a contract with the three principal jewelers of the city to run special space beside every Waltham insertion as long as the advertising appeared.

Up to September 1, 1922, the Waltham Company had bought and paid for 792,000 agate lines in newspapers at a cost of $95,000, and dealers paid for 260,000 lines, worth $31,000, of which the manufacturer received the benefit through newspaper co-operation. Through the newspaper a local man was enlisted, in a sense, on behalf of the Waltham Watch Company. He stirred up interest. The dealers not only saw the copy in their local papers and realized they were being backed up, but also spent their own hard cash, and $126,000 worth of advertising was secured for $95,000. Can general magazine advertising show results from dealers comparable to this.

Some of the magazine solicitors were rather "sore," but when the case was put up to them, all had to admit that the magazine could not offer the wonderful result-getting co-operation the newspaper gave.

Another point—there is tremendous duplication in national magazine circulation. Through the newspaper, duplication is cut to next to nothing. Waltham used one paper in a city. The agency sold the idea of using the newspaper to its client by comparative figures showing how much less expensive and how much more effective the newspaper is.

Later figures compiled on a basis of what was done showed the stand for newspaper advertising was correct. A much-played up national weekly, with a circulation of 2,000,000, costs $7,500 a page. It was possible to place an advertisement, 220 lines, which was found to have the best attention value on the page for Waltham purposes, in 150 cities, having a population of 34,000,000, with 8,639 circulation, for $3,783.

Magazine solicitors said "Ah yes! But there is nothing so dead as yesterday's newspaper." The agency countered by replying "There is nothing so live as tomorrow's."

Twenty per cent of the total appropriation continued to be used in magazines for a background. Various smart publications, like Town & Country, Vogue, the Spur and the National Geographic, were on the list. This copy emphasized the mechanical perfection of the product and featured various styles. It was distinctly subordinate to the newspaper space and in time it is probable all or nearly all of the appropriation would have been turned into the more productive channel. Some export and automotive publications were used.

The newspaper copy used by Waltham was notable because it demonstrated conclusively that newspaper display can be put to use admirably for a high quality product. The form of the copy had been given much attention. At the top of each advertisement was lettered the descriptive title, "The scientifically built watch," above an artistic reproduction of some specific style, with its catalog number and its price. High-priced models were featured. The copy below was set in type which in three or four paragraphs suggested reliability. The trustworthiness, the reputation behind the watch, its fine time-keeping qualities and the pleasure which comes from owning s watch all were insinuated into the rea mind deftly in a high grade way. name, "WALTHAM, the world's over time" was featured at the botto all copy. The speedometers and mobile time-pieces of the company mentioned briefly at the bottom an general jewelry slogan, "Gifts that was included. The company offere mail a book on watches on reque

On December 21 under the hea Happy Christmas," this copy appe

"The man who buys or receives this tham Watch will be not only happy, but

"Happy, because he has a new lif friend that will never fail him; and luc cause of the good judgment that decid purchase this exceptional watch.

"It has every quality one can wish. good-looking. It is a very fine time-keepe is a life-time friend. It has the famed tham Colonial 'A' movement inside of it. justed to five positions.

"As a gift or investment your jewele tell you what a fine watch it is. He Waltham Watches."

How did using the newspapers out? The Boston agency prove actual production that copy worthy watch could appear to advantage on print. The bugaboo of "slighted de in cities where advertising did no pear turned out to be trivial. were no "kicks"; in several cities, d asked advertising to be used and ised tie-ups. They were of course given it.

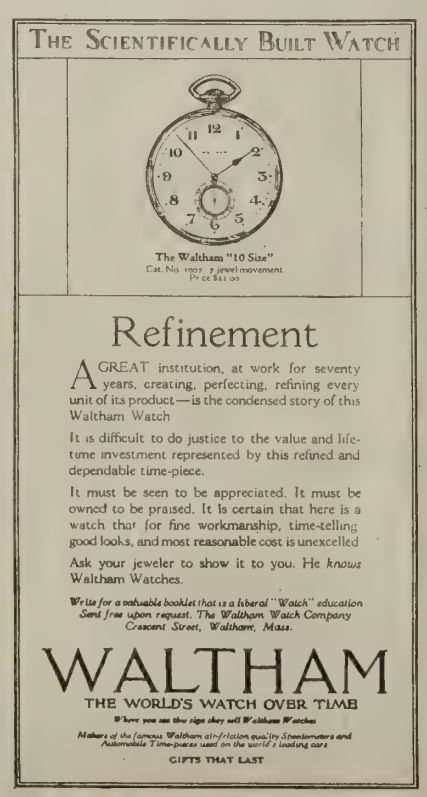
Many definite sales were traced di to the use of the advertising. Ir city, a Middle Western Elgin terr where all efforts to get a dealer had fruitless, through the co-operation local newspaper promotion manager was a live-wire and persistent, a st order of $2,500 was obtained and a ing jewelry store secured as d Scores on scores of hearty letters dealers commending the local news advertising policy were received bound in a folder.

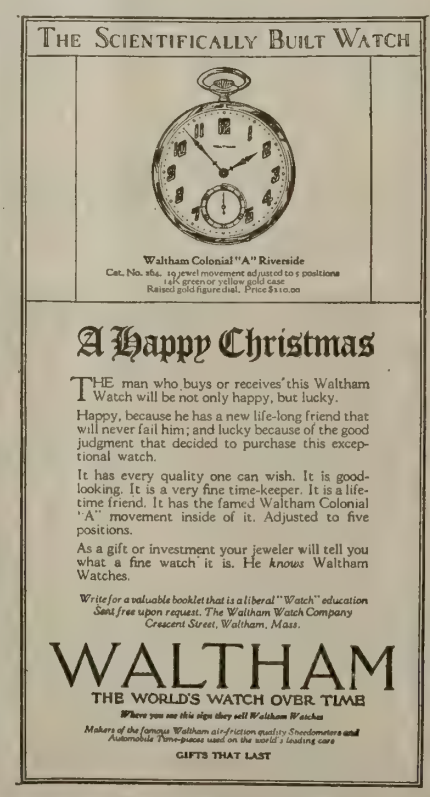
What is even important, the av value of the watch bought was incr

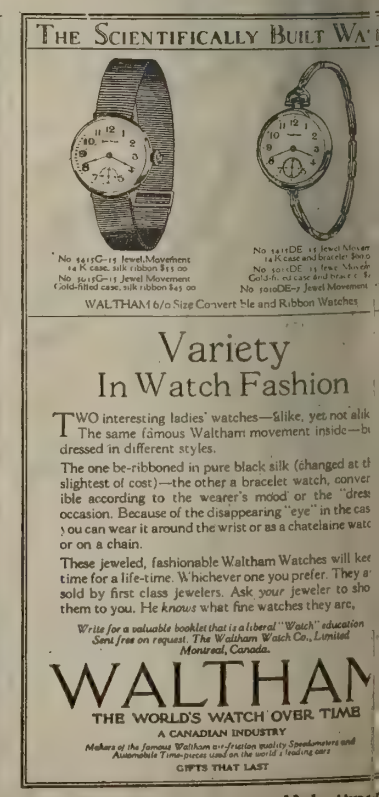
Altogether, it was a striking ca an advertising awaking from the let and smoke clouds of national mag advertising to find a better way. almost all big firms, the Waltham Company was hit by the depression. spite heroic work by newspaper ad ing and executives, a financial reorg tion was necessary, as in other line

Certain banking interests were an unusual degree of power in conn with the business. With apparently if any, careful study of whether the advertising had been handled o

(*Continued on page 32*)







These specimens of the manufacturer's copy are excellent illustrations of how type, rules and simple line-cuts can be assembled attrac Usually, retail jewelers were delighted to see their copy in this kind of company.

THEY ARE ALL IN THE DAY'S NEWS

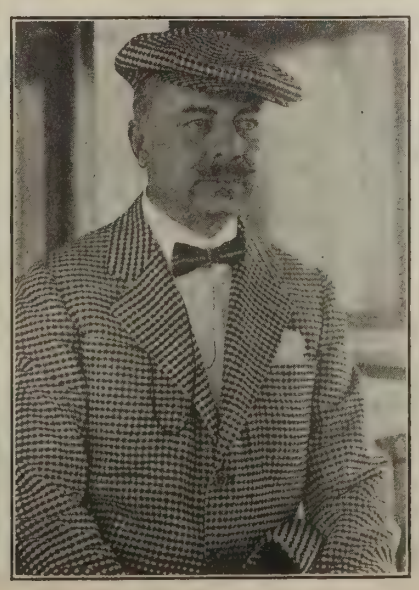


Managing editor takes vacation. Charles E. Shull, managing editor of the Philadelphia Bulletin, accompanied by his family has sailed for Europe where they will spend a month or two—or three—sightseeing.



Wants to see for himself: Cyrus H. K. Curtis (left), of the Philadelphia Public Ledger, S. E. P., L. H. J. and C. G., cruising off Miami, Florida, decides to go up on the bridge and have a look for himself.

Speaking of vacations and Philadelphians, as we have for a couple of captions or so, Col. James Elverson, publisher of the Philadelphia Inquirer, decides to stick to the greens of a Florida city that Olin Kennedy is helping to make famous.





Home again: Col. Robert R. McCormick, who with Capt. Joseph Medill Patterson is editor and publisher of the Chicago Tribune and New York News—and has a Paris edition of those newspapers as a hobby—with Mrs. McCormick, is back after a tour of Europe.



Going up, like German marks: The Boston American and Advertiser recently lost 1,000 rolls of white and green newsprint, valued at $60,000, in a fire that swept their storehouse at Charleston.

L. B. Johnson (below), editor and owner of five Vermont Heralds, published at Randolph, Bethel, Rochester, Chelsea and White River, shows the boys at San Antonio how to toss a barnyard golf ringer.



INSURANCE PLAN OF PROFIT - SHARING ENGAGES PUBLISHERS' ATTENTION

Employes of Several Important Newspapers Have Received Gift of Policies from Owners, and Other Forms of Aid to Staff Hold Great Interest for Employers

"Have you any information as to what other newspapers are doing in the way of insuring their employes, pensions, compensation for injuries, etc., or on newspaper profit-sharing plans? We are investigating this matter with a view to putting ideas along this line into effect on the ..... and will appreciate any assistance you can give us."

SEVERAL letters similar to the one quoted above sent EDITOR & PUBLISHER out on the trail of the information. Plenty of it is available regarding group insurance. Pension data is not so frequently come upon. No other definite plan of profit-sharing is effective among the newspapers to whom EDITOR & PUBLISHER sent its questionnaire, but several newspapers give their employes annual gifts, which are apportioned on various bases, mostly home-made.

The subject is of practically universal interest among wide-awake publishers and executives today. Only two of the publishers who answered the letter consider group insurance or profit-sharing schemes "socialistic" or "paternalistic." Several state frankly that while they have no such ideas working now, their plans may be guided by the information that EDITOR & PUBLISHER found in other offices. Practically all expressed interest in the data to be gathered. And with that introduction, here it is:

Hilton U. Brown, general manager of the Indianapolis News, outlined the plan that paper instituted last July, providing for old-age pensions, life insurance and sick insurance, through the Indianapolis News Employes' Fraternal Association. In Mr. Brown's words:

"Briefly, the employes pay into the fraternal association 35 cents each week, regardless of their salary. The News contributes a like amount for each employe. From this fund the Fraternal Association contracted for life insurance for each employe, ranging from $500 up to $800, depending on length of service, the $800 being obtainable after five years. The *average yearly* premium on this group life insurance is $14.21 per member, though the *actual* premium per individual is based on the age of the members. This insurance was placed with the Metropolitan Insurance Company.

"The sick insurance provides for all sickness and for accident not covered by the employers' liability insurance, i. e., all accidents occurring not in line of duty. The premium on this is .6882 cents per annum per $1 of weekly benefits, or in other words, approximately $10.11 per annum per employe. Sick benefits begin on the eighth day of sickness or accident and are paid for not to exceed ten weeks on each case, although there is no limit as to the number of weeks' payment in a year, provided there is a well interval between. No employe may receive sick benefits in excess of two-thirds of his weekly salary.' The sick insurance was placed with the Employers' Liability Assurance Corporation, Ltd.

"The residue of the funds, after payment of the premiums noted, together with incidental running expenses of the association (salary of a secretary, who transacts his business while in the employ of the News, $260 a year, and necessary supplies; total expense probably not exceeding $400 a year) are put into the pension fund, which is not to be drawn on for a period of five years from date of organization. After the five-year accumulation period, the interest on the accumulated fund, together with the excess of current dues payments over expenses, is to be used to pay pensions. The pension plan provides that if a man shall have been in the employ of the News 35 years, he may, with the consent of the board of directors of the fraternal association, retire on a weekly pension equal to 30 per cent of his weekly salary average for the last three years of his service. Or, at the age of 65 years, 30 years shall be the maximum years of service required to receive a 30 per cent pension. No person is eligible to a pension, however, until he has been in the service of the News ten years. His pension shall be in proportion to 30 per cent of his salary as the number of years of service bears to 30 years. No pension shall in any case exceed $30 a week and ceases on the death of the pensioner. Female employes' retirement age is 60 years. If an employe becomes disabled through sickness or other cause due to no wilful act of his own, he has the privilege of retiring on a persion subject to the term of service, but disregarding the age limit. The $30 maximum applies.

"Pension payments may be reduced temporarily by the directors when members' contributions and the interest accumulation from the permanent fund are not sufficient to pay the current year's pension payments and expenses after the yearly insurance premiums have been deducted.

"The eleven directors are elected by the membership from the paper's various departments.

"The News volunteered to pay the first year's life insurance premium, which amounted to something over $4,000, so that the first year's life insurance will be at no cost to the fraternal association."

J. E. Chappell, assistant to the publisher of the Birmingham News, stated that insurance was carried on the life of each employe, ranging from $500 to $3,000, according to length of service and rank in the organization. No definite profit-sharing plan has been instituted as yet, but each employe receives a Christmas present, ranging from half a week's to two weeks' salary, according to length of service. Employes are divided into six classes:

Less than six months' service—one-half week's salary.

Six months to one year—one week's salary.

One to three years—one and one-fourth week's salary.

Three to five years—one and one-half week's salary.

Five to ten years—one and three-fourth week's salary.

Over ten years—two weeks' salary.

At Christmas each year the oldest employe in point of continuous service receives a handsome watch, men who have received the watch in previous years stepping aside for the next senior in point of service.

Compensation for injuries is cared for under the state workmen's compensation law.

The Houston Post, according to Roy G. Watson, its president and publisher, insures its employes as follows:

"Our insurance feature starts with a minimum of $500 and is increased at separate and distinct periods until it reaches the maximum of $2,000. Disability is also covered in the life insurance policy. Our pension is used only in extreme cases. We carry insurance on injury, which covers medical and hospital attention. It gives the beneficiary 60 per cent of his salary if he is disabled for more than one week. Medical and hospital attention are given in every case. The policy also covers various amounts for loss of life or limb."

One of the most complete systems is that of the Detroit News, which is outlined by H. S. Scott, its treasurer and general manager, as follows:

"The News conducts a two-bed hospital with the latest and fullest equipment, including that for the treatment of nose and throat, with a very efficient nurse especially trained in the ordinary nose and throat treatments.

"This service was recently extended. One of Detroit's leading general physicians and surgeons has been attached to our staff, whose services are furnished all direct employes residing in Detroit, wholly at the expense of the News. This includes all attentions, both medical and surgical, either at home or at the doctor's office, with no charge to the employe. Employes living outside of the city are limited to physician's free service at his office during regular hours.

"We have very few deaths on the part of employes, but just in case some unlucky individual should 'get away from our doctor,' we have an insurance policy which entitles every regular employe of the paper, who has been with the Ne for one year or more, to $1,000 at dea no matter from what cause, nor are th any 'strings' on the question of be ficiary. We have had this insura plan in effect for several years, we is our own policy, and carry our own r and, I may say, at less than half cost charged by the regular insura companies for such group insurance. medical examination is required.

"We are now contemplating and deavoring to perfect a pension plan old employes who are compelled to g up active duties through age or illn This will require that a fund of a c siderable amount be established, so t the earnings of same when invested cover all demands made upon this fu through the system we expect to inau rate at an early date."

W. L. MacTavish, editor of the Win peg (Man.) Tribune, declares that o 75 per cent of the employes of that pa applied for group life insurance when management broached the plan. As result, the Tribune Employes' Mut Welfare Association was formed, one rector being elected from each depa ment. At first $1,000 policies were ered to each employe, which it is p posed to increase year by year for th years until a maximum of $3,000 reached. Employes pay half of the p mium, the company paying the r Averaged over the whole staff, says MacTavish, the premium on a $1,0 policy is $8, and the cost to the co pany is easily worth that and more overcoming the difficulties caused labor turnover.

All employes of the New Orlea Times-Picayune, regardless of salary rank, are carried under group insuran states L. K. Nicholson, manager. T only requirement is that the insur must have been employed by the pa for at least six months. At the end that period he receives a policy for $5 At the end of a year the policy is creased to $1,000 and thereafter the poli is increased $100 a year until the ma mum of $1,500 is reached. The Tim Picayune provides pensions for e ployes who have grown old and are longer able to give it their services. T state compensation law requires insu ance to cover injury to employes in li of duty.

"The Times-Picayune gives no hom building aid to employes," Mr. Nichols declares. "However, we do everythi to make life worth while to our e ployes. We have found that our orga zation has been materially helped by t group life insurance, in that its mora has been strengthened and employes gi closer application to work than former It is our belief that no mistake was ma in giving group life insurance to o employes."

The Canton (Ohio) Daily New through General Manager C. W. Uffor states that its group life insurance ca ried on all employes over 16 years of a "brings about a much better feeling t ward the office among our employes a seems to be highly appreciated. Whi we have not as yet established any meth of caring for employes as to pensio old age, etc., we have extended to a nur ber of our employes assistance as home-building. We lend them money they desire to build and have save enough money to prove their qualific tions, and it has been very pleasing us that both the money we lent and not we have signed have been prompt cared for by our employes. It is large a selection of those employes whom w consider worthy, and our judgment ha so far proved entirely that our help appreciated."

Charles D. Atkinson, business manage of the Atlanta Journal, advises that a employes are insured under a group in surance plan, premiums paid by the pape and with benefits ranging from $500 $3,000, based upon length of continuou service with the Journal.

The Syracuse (N. Y.) Journal, say H. D. Burrill, president and publisher has paid three claims for $1,000 eac under its group life insurance with th

(*Continued on page 27*)

EMPLOYES SHARE IN NEWSPAPER'S PROFITS UNDER GROUP INSURANCE PLAN

"INSURANCE is used as a measure of profit-sharing by policies purchased under the group or wholesale plan," Louis E. Orcutt, a New York insurance agent, replied to EDITOR & PUBLISHER'S request for a brief outline of the kind of insurance best adapted to newspaper problems. "The group plan is used where there are 50 or more employes. The wholesale plan is used where there are less than 50. The insurance is Term Insurance on the yearly renewable basis, and is usually written for a minimum in the case of a new employe, increasing to a maximum in the case of an older employe. The usual minimum is $500, and the most frequent maximum is a year's salary. The premiums on this insurance are paid by the employer and the insurance remains in force during employment, ceasing when the person insured leaves the employ of the insurer."

In general, the plans outlined in the adjoining columns will be found to meet these specifications, with modifications to fit individual requirements. It is about the only method of profit-sharing that has any general following in the newspaper business. Other forms of participation by employes in the year's profits are by no means as immutable as the laws of the Persians and the Medes, and, of course, they cease to function when there are no profits.

Other forms of aid to employes, such as financial assistance in home-building, cannot be considered as profit-sharing, but they are said to help mightily in keeping a newspaper manned by the kind of force that a successful publisher prizes. The medical assistance furnished by several newspapers, notably the Detroit News and the Washington Star, has been found valuable in keeping high the health record of a large organization and making days off for illness less frequent, thereby reducing the cost of operation.

There are no doubt other forms of profit-sharing and welfare work which this brief survey has not covered. EDITOR & PUBLISHER will be pleased to hear from any other publishers or editors who have worked out plans of this nature, and to publish their views in future issues.

'HIRTY" SOUNDED FOR AMAROC NEWS, MOST UNIQUE OF AMERICAN DAILIES

t Staff of Once Famous Journal of the Rhine Are Now Hunting Jobs in New York or Soldiering in Georgia— It Was the Life of a Millionaire While It Lasted

By JULIAN B. CLAFF

itorial Note—Mr. Claff was editor of the Amaroc News during the last eighteen months 's existence.

'LINKY" DIMES got in a few days ago after nursing a cargo of crack ponies across the ocean. Hank er came in on the George Washing- with General Allen and eighty more ards, and that's the last of the scribes uxe, who drove to military inspec- in taxi cabs, one man one taxi, the of the Amaroc News, daily news- r of the army on the Rhine.

here were eighteen of us at the wind- esides the big chief, Captain B. B. Mahon. We drew straight soldiers' thirty-six a month, and an extra vance of eighty cents a day in lieu of ters and rations. Thirty-six a month board for the rawest cub and for the r himself.

hen our salary was translated into r of the reich we wrapped up the eeds, toted the bundle home, threw to a trunk and peeled off an inch a for weekdays and an inch and a ter for Sundays.

ervants broke our sleep with a late kfast. A round of golf usually fol- ed. A few buck privates with a ld on their arms brassied for glory lords, and counts and generals and muck-a-mucks from a dozen nations. etimes an hour or so on the tennis ts with the fair ones of the American ny. We ranked high, we did.

feast for the prince of epicureans, es included, for an evening meal, then work getting one more Amaroc to

That was the daily program, inter- sed with frequent trips to one capital nother in search of inspiration. (We ays got it.)

was a four-page, five-column daily leled after the big town papers. We ered the world news as well as the of them. We had a real genuine orial page with special features and own columnist.

Ve had a sport page and a local page every line, ads and all, was consumed hough it was inspired from heaven. toons, jokes, comment on the news, icisms and praise, the Amaroc car- everything that goes to make a mod- newspaper. The way they consumed vould have made the highest priced in the business envious.

hey don't read Ring Lardner with the relish our readers got out of the 't It So column of Mac the Rehasher he Brainstorms of the Ambitious Re- ter or the daily Say, Buddie.

didn't make any difference what the Paris or the Berlin papers carried, it wasn't news until you saw it in the Amaroc. We were the one and only source of authentic information.

The files of the Amaroc News make the only complete and unbiased history of the American occupation on the Rhine. If you want to know what the whole thing was about, what we did with four years, read up on the local pages of the only daily published in the history of the army, the Amaroc News.

Never was a newspaper received with more enthusiasm than was our first issue. It filled a real need. It was advertised as a paper for, by and about the Rhine Army. It never fell down on the job. More than a hundred thousand men were patrolling the Rhine in the olive drab. didn't cover our local field, which was didn't cover our local field, which wts most important to us.

It was a brilliant success from the start. There were real newspaper men to be had for the asking in those days. They rallied around the new born and started things off with a bang. Glance at the file for the first year and you'll see that there was no room on the Amaroc for hams. From first to last its staff consisted of the best men available on the Rhine.

No matter what your job was before you got on to the staff you were a newspaper man before you got through. You had a reputation to live up to and a high standard to follow.

My own rise from nobody to the editor of the Amaroc is an example of what others did. I wouldn't swap the experience I gained during the eighteen months the Amaroc lasted after I joined the force for many, many greenbacks.

The first month I felt that I was no use to myself or to humanity. Major Mueller, who was then the boss, took the handful of us in hand, established a school for journalism, bawled us out most efficiently when we pulled a bonehead play, and finally instilled into us some idea of what a newspaper man's duties are. As the old-timers got discharged into civilian life we youngsters stepped into their shoes. And we made good. The only reason I ever got a job on the Amaroc was because the sheet was well nigh desperate for men at the time.

I found myself writing telegraph after awhile and actually proud of my own work. From re-write man to telegraph editor, to night editor, to managing editor, all in year and half. Some record I claim.

We were good, all of us. This is not self flattery. It's facts. The proof of it is that from first to last we furnished some hundred recruits to the big time papers. Former members of the Amaroc staff are scattered from one coast to the other, but they all are sticking at the one game.

There is Kirby and McGill in Detroit, and Clarke of the A. P., and Goode on a California paper and Wilde on a New Jersey daily and Jimmy Moran on the Boston Transcript. They haven't burned up the world yet, but watch them grow.

"Blinky" Dimes, the last man we took on as a cub, turned out to be a whirlwind. He galloped in and got the big story while the A. P. man and the New York Times man were warming their heels in the bureau of some minor official. Old "Blinky" will show them all something yet. It was pleasure to see Dan McGrew handshake the august boss of the regiment out of the latest local dope, while majors and captains waited without.

We had our troubles. Once we ran a forty-eight point streamer across the top "FRENCH TROOPS PREPARE TO MARCH INTO RUHR." It seems that M. Tirard, head of the Rhineland High Commission, didn't like either that streamer or the story that went with it. We had the dope right but that didn't make any difference.

A diplomatic note found its way into the office of General Allen and the managing editor had to explain. It took two hours of talking and a lot of healthy call-downs came the way of a disgusted editor. He went back to his desk and dished up an editorial on flying in Borneo for the next day. It certainly hurts when you have to choke a good story.

We had to straddle the fence. If the news of the day at all cast any reflections on the policies of either our allies or the Germans we had to handle it very gingerly or there was the devil to pay for it. The Germans had the habit of making capital of anything they could construe as being pro-German in trend.

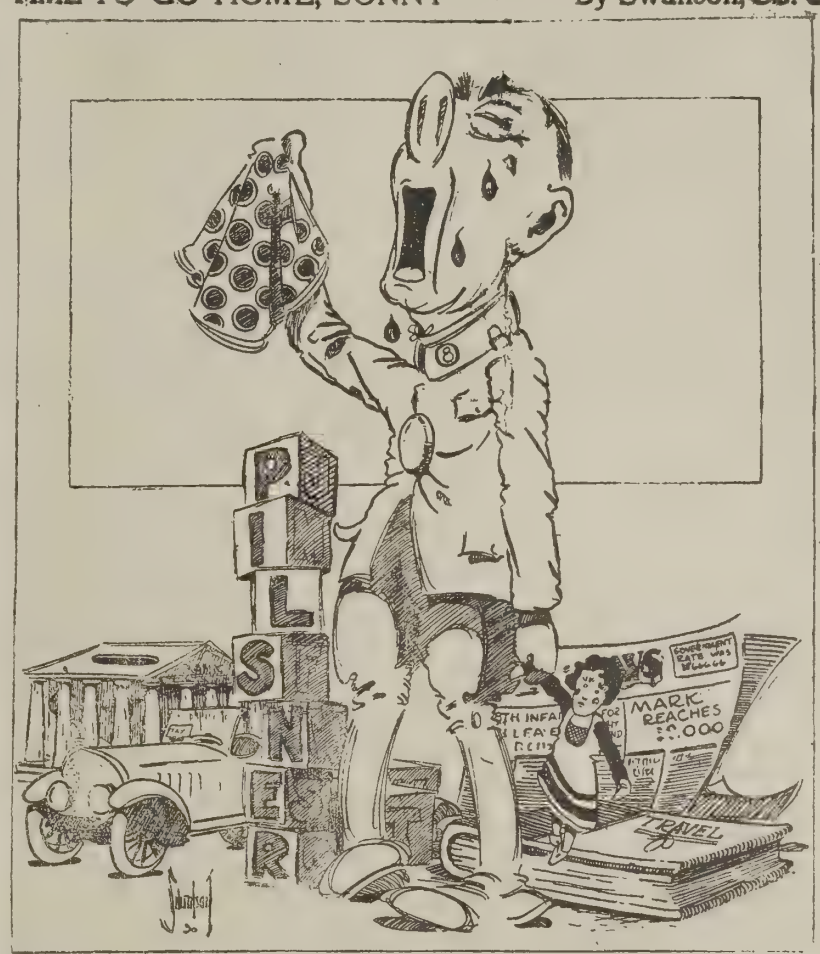
Besides laying off the powers you had other things to contend with. Worth, our feature writer, who traveled even into the Literary Digest with his last story, attended a polo game at the home athletic field. A certain officer was displaying a queer brand of horsemanship. He spent a good deal of his time climbing on again and his descents were not as graceful as they were picturesque.

Friend Worth could not control that sense of humor. The next day the tale complete in every detail crept into the sport page. Private Worth caught a whiff of Gehenna but the boys had a laugh.

Not the least interesting part of the Amaroc's history is the story of its financial ups and downs. When the sheet was at the height of its prosperity it had a circulation of about 68,000 daily. It sold for ten pfenninge, less than a cent at the current exchange rate. We never

(*Continued on page 31*)

TIME TO GO HOME, SONNY - - By Swanson, Co. C



There was real sorrow when the American Army left Germany and it was not one-sided. The feeling of the army was pretty well expressed by cartoonist Swanson, in the last issue of the army's popular daily.



en German Government printing presses slowed up, business firms on the Rhine began printing their own currency. Not to be outdone their customers, the Amaroc News got out an issue of its own that created quite a stir in Coblenz. Above we have a sample of it. It's of the things that the American Army in Germany is going to be remembered by in years to come.

SMALL CITY NEWSPAPER NEED NOT RISK FORTUNE FOR RADIO SUCCESS

A 100-Watt Set, Costing $400, May Not Transmit from Coast to Coast—Or It May—But It Will Get the Newspaper's Name Into Homes Where It Is Welcome and Profitable

By EUGENE LEUCHTMAN

EDITORIAL NOTE—Mr. Leuchtman, who is a member of the South Bend Tribune's regular staff in addition to his duties as its radio editor, believes that the small newspaper which overlooks radio is missing an opportunity to get close to its readers at small expense. His story tells how the Tribune has done it without investing thousands in elaborate equipment or keeping as many thousands tied up in pay for a large staff.

THE broadcasting of radio programs from newspaper radiophone stations has been the subject of much grave discussion. Much ink has been spilled regarding the advisability of maintaining an expensive and troublesome novelty costing thousands of dollars, but the situation facing the "piker," the case of the flivver broadcasting station has not yet been given consideration.

As an instance, take the case of the newspaper between 20,000 and 25,000 circulation. It is essentially a home paper. It stands to reason that a newspaper, circulating among the smaller villages and towns, on the farms, and issued from the smaller cities, is more or less a family affair. The newspaper of that size is looked upon as a friend of the family. The things that draw the interest of the reader of that paper are not those in which the reader of the metropolitan daily is interested. The former has the personal touch, and in this way is usually the better mirror for the reflection of public sentiment than the big city paper.

To a newspaper of the small city type, radio is a godsend. Is there a better means of getting circulation than by the personal touch? The intimate contact with the potential subscriber may be obtained, at its best, through the smaller radio station. The small-town paper, if it is not a freak, is not nationally known. The very fact that it prints mostly those things of interest to a restricted locality circumscribes its interest. It usually plays up features, and radio, being the most attractive of features, gets the circulation. The radio station comes in as a very attractive means of letting the public know that the paper is on the job and up to the minute.

The community served by a 20,000 circulation paper does not, as a usual thing, get to hear the great or the near great. It is seldom, even with the establishment of the Chautauqua, that it has a chance to hear good music, hence it is a field for the radio merchant. Interest in these communities is correspondingly greater than in the larger cities, where such things as good plays and good music are available. The greater the number of receiving sets, the greater the demand for radio features, and the paper with the radio features gets the readers.

The radio problem confronting the newspaper of this size is the maintenance expense. There are several standard transmitting units on the market, which may be installed at small cost. The cost of keeping the thing going is the biggest factor in radio transmission. The Government demands that the transmitter be operated by a licensed commercial radio operator. This is an addition to the pay-roll. The procuring of programs, the handling of the entertainers, all of which must necessarily be done intelligently, needs the time of a tactful and competent person. The actual operation of the transmitter is left to the licensed operator. The operation of the program end of the affair goes to the studio director, who may, in the case of a low-powered station, manage also the business end. Replacements do not cost much. The amount of electricity consumed is negligible.

The flivver set is essentially the set for the piker, and radio, if it is to show a return of any kind, is a piker's game. In proportion to the amount spent, in proportion to the circulation, the piker has more to show for the establishment of the radio station than the metropolitan newspaper. A 100-watt transmitter does not cost more than a few cents a week for actual operation. Theoretically, it has a range of about 100 miles, but one of these 100-watt units, home-built, has been heard from coast to coast, and from Alabama to Manitoba. It cost less than $400.

The low-powered station serves its master well. Its listeners are not the people of the entire nation. That may sound impressive, but in the case of a paper of 20,000 circulation it is criminal waste and almost wilful interference with the big stations, which can afford to broadcast better programs. The small paper does not aim to spread its fame country-wide by radio. It is satisfied if the country within a radius of 100 miles is thoroughly covered.

To the people of the nearby towns and villages the low-powered station offers much by way of entertainment. The housewife is given a menu in the morning. One of the girls on the paper's staff reads off some household hints at 9 o'clock. There are hundreds of housewives who appreciate this service and listen for it religiously. Again, at the time those on the farm are resting from their work, and the city people are home from their jobs, a program of canned music is given. Later in the evening, at a time when it can be done to the best advantage and with the least interference with the gigantic transmitters, a regular musical program is given. At this time, also, questions of local interest may be discussed, and matters of importance to the people of the surrounding country taken up. Perhaps a speaker of local reputation gives a short talk. At t rate, it is seldom that a person of tional reputation is heard over the ver radio station, but what is sai really of interest to those who hea The evening program winds up the d day.

It may be thought that programs scarce in cities of less than 100,000 p lation. That is not strictly the case. South Bend there are many excellent sicians, some of nation-wide fame, an least one pianist of international rep tion, and as long as they are not c upon too often, they are more than to give radio an hour or so of their t It is remarkable, the better the perfor the less talk there is about pay for show. The time when it will be ne sary to pay performers is far, far a When that time comes, the flivver sta is willing to quit.

The South Bend Tribune started ou the broadcasting game independen The Tribune's radio department had ganized a radio club. A member of club, an amateur thoroughly versed the science, offered to sell a 100-w radiophone transmitter for $375. price was paid, the set installed in excellent modern building, and ano member of the radio club, who "knew stuff," was sent to Chicago to take examinations for a commercial licens

The radio station is operated by club, and has, since its start, acquired enviable reputation among the listen in as being technically almost perf It has set what is believed to be a tional distance record for broadcas with 100-watt power, but that was not aim. It is not an experimental aff and is under the management of the ra editor of the Tribune, who has ot duties and performs them. Aside fr the money spent for radio parts to periment with the newest kinks, a rate for replacements and maintena may be set at $2 a week. The cost operation is nil. There is very little tra expenditure required.

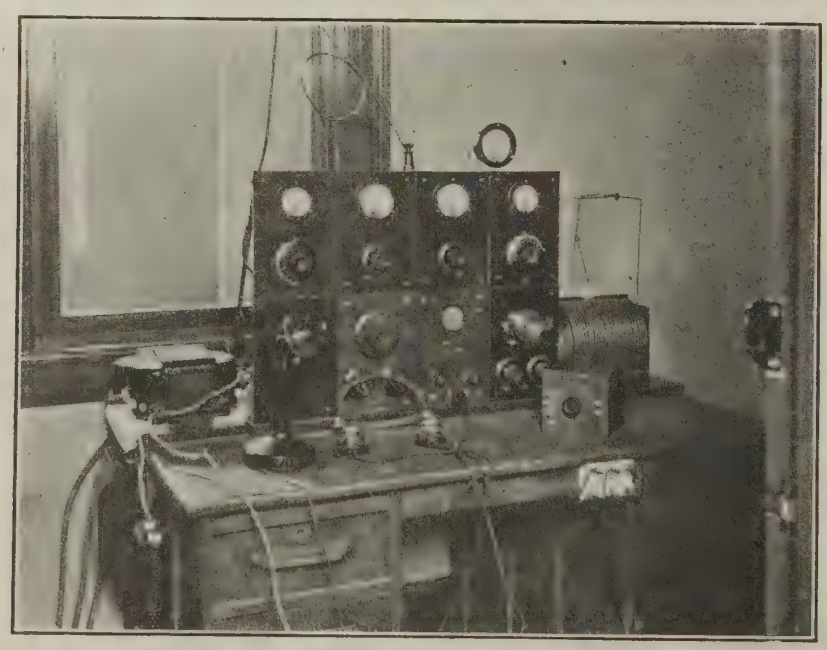
The work of getting the program is the hands of a competent member of staff. The radio editor handles the bu ness end of the station and attends the technical problems. Every kid town is his friend, and persons in ested in radio call upon him as a s of a court of last resort. The stat and the Tribune's radio department l the personal touch in keeping in cont with the radio enthusiasts, and in way the interest awakened along ra broadcasting lines gets the paper the s scriptions and the readers who wo otherwise be dangerously neutral.

South Bend people and people in s rounding cities and towns have got habit of referring more and more to radio department of the Tribune beca they are treated with courtesy, as frien and because the radio editor has no to grind. It takes up a lot of his ti and sometimes at the most inopportu moments, but he doesn't care. He's radio fan, too.

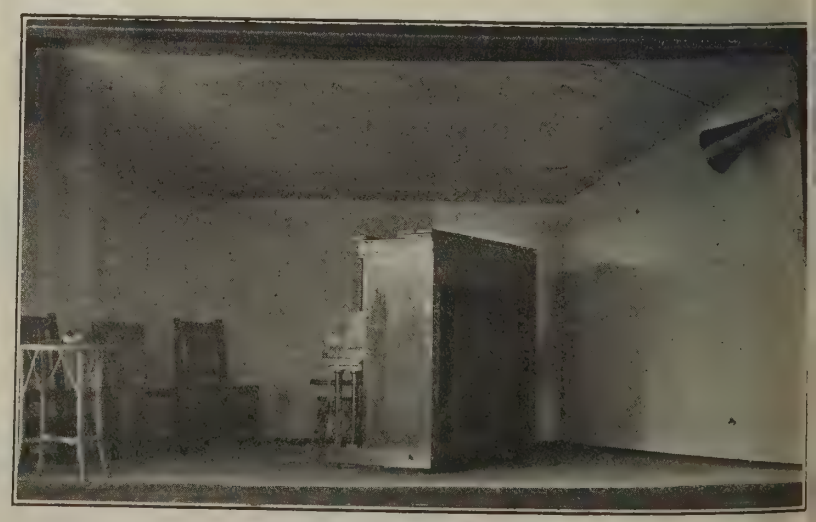
FLIVVER RADIOS FOR PIKERS

"MR. ARNOUX'S article in the February 24 issue of EDITOR & PUBLISHER is a concise and accurate statement of the things that face the big radio broadcaster," comments Mr. Leuchtman. "He made one mistake, however. He said that radio is not a piker's game. I have attempted to prove in the accompanying article that it is essentially a piker's game, and that only the piker can hope to get anything like an adequate return on the investment made in radio."

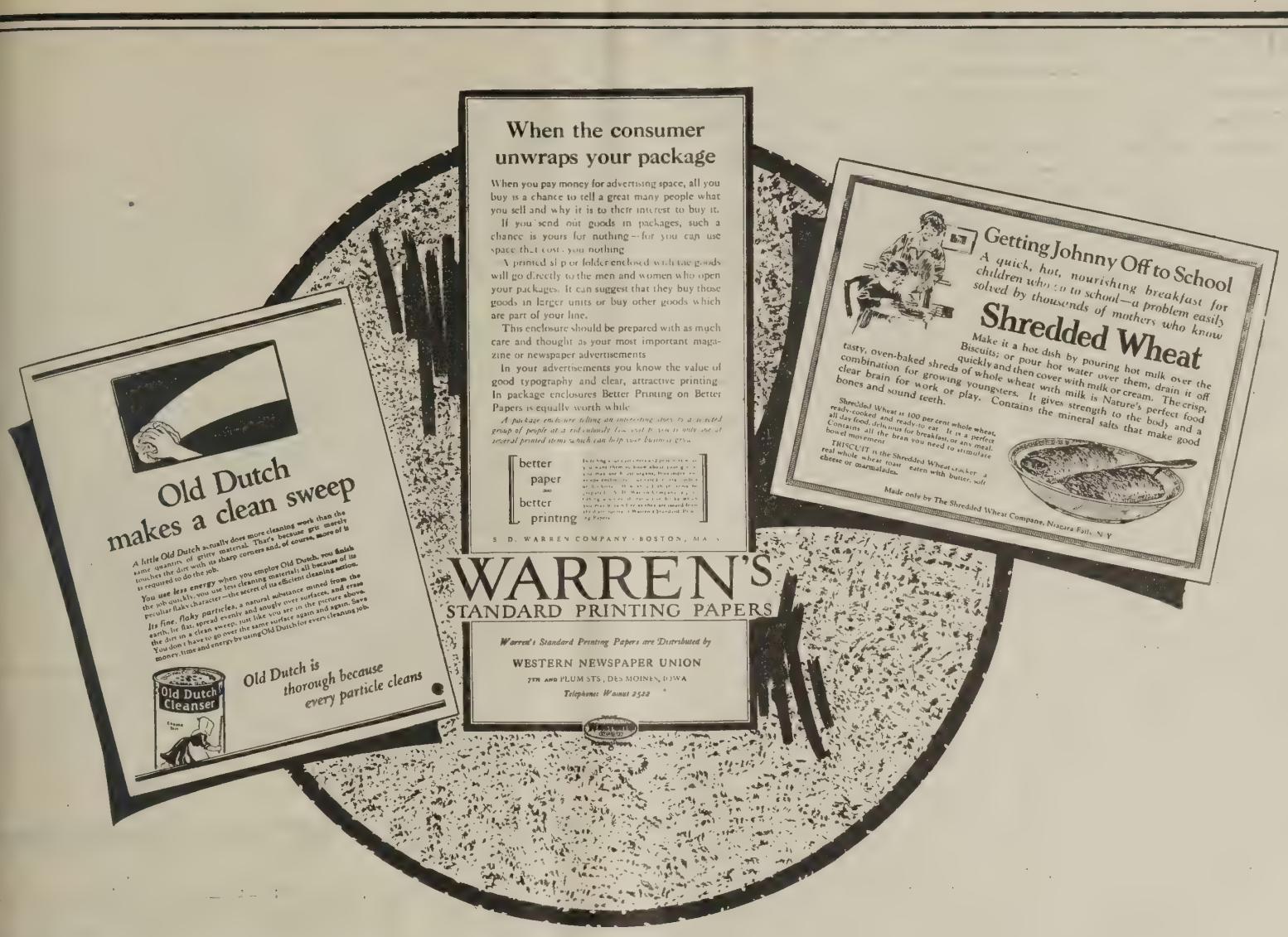
And he has done so. With an initial equipment cost of $375, a salary to an operator (part-time) and services as radio editor of a member of the staff who is a radio fan, the South Bend Tribune does not seem to have attempted anything beyond the reach of the small daily. Like Mr. Arnoux, of the Fort Worth Star-Telegram, he is enthusiastic over the possible concrete return to the publisher, but neither of them point to any specific circulation or prestige gains that have resulted from the activities around the broadcasting set. Such things are taken on faith by the radio enthusiasts, whether in Fort Worth or South Bend, and for the present, it appears that publishers will have to do likewise. Given the steady personal contact with readers, however, it is entirely probable that the faith will "do its stuff."



The transmitting and operating room at WGAZ is small, a dressing room off the auditorium stage. The 1,000-volt motor-generator set is under the floor on a concrete base and the heavy leads at the left of the table are connected to it, and to the box switch on the left end of the table. The announcer's microphone is on the table. The double wire leads to the broadcast microphone on the stage. The box-like instrument is a small wave-meter. The middle panels of the lower half of the instrument are for receiving. The wire from the binding post on top of the board leads to the antennae on the roof. To the right of the receiving panels is the chopper modulator for continuous wave telegraphy. It is not in use, however, as the station's license is for phone broadcasts only. The loop is the wire leading to the aerial and is for the use of the wave-meter. The switch in front of the table permits either sending or receiving.



The radio editor of the Tribune built all the apparatus. The auditorium stage, which can accommodate a full-sized orchestra, is equipped with a sound box that cuts echoes to a minimum. At the upper right is the specially-built non-vibrating horn for the broadcast microphone. Three microphones are used, though arranged in such a manner that only one is in the circuit at a time. The operating room is within 15 feet of the announcer at the left and the operator can listen in at all times.



Old Dutch Cleanser advertising, placed by Williams & Cunnyngham Agency, of Chicago, S. D. Warren Printing Paper Company advertising, placed by the George Batten Advertising Agency, of New York, and the Shredded Wheat advertising, placed by the Frank Presbrey Company, of New York, are samples of big exclusive advertisers in The Des Moines Capital.

Shredded Wheat has advertised exclusively in the Capital for more than ten years, and with great success.

Old Dutch Cleanser and the Warren Paper accounts are both new in the Des Moines field, and the Capital was chosen as the exclusive medium. All of these advertisers are meeting with splendid success.

The Des Moines Capital is the biggest evening newspaper in Des Moines and Iowa. The total circulation in February was 64,167, and the city circulation was 30,480. The 1920 census gave Des Moines a population of 126,000. This circulation means that almost every one in Des Moines sees the Capital every night, and it means that the tributary territory within a radius of 75-miles is thoroughly covered.

Other Big Important National Advertisers Who Advertise in The Capital regularly are the

Gillette Razor	**Congoleum**	**Royal Mail Steam Packet Co.**	**Domino Sugar**
Victor Talking Machine	**Ladies Home Journal**	**Simmons Beds**	**Continental & Commercial National Bank**
Columbia Graphophone	**Butter Nut Coffee**	**Coca Cola**	**None Such Mince Meat**
Munsingwear	**Wrigley's Gum**	**Eline's Chocolates**	**Cunard Steamship Lines**
Calumet Baking Powder	**Literary Digest**	**William Penn Cigar**	

Important Note.—The Capital competes with a publisher who advertises a morning and evening newspaper combined as a single newspaper with a single circulation. This confuses many national advertisers, but the local advertiser knows the true situation.

THE DES MOINES CAPITAL

The Department Store Newspaper

O'MARA & ORMSBEE, National Representatives, New York — Chicago — San Francisco

LAFAYETTE YOUNG, Publisher

INGOMAR GETS AN EAR-FULL FROM HIS DAD ON ADVERTISING IN WEEKLY JAZZ

Montmorency, Jr., Takes Up the Question of Selling Horse Collars and Learns a Lot About "Prestige" and Why Newspaper Suckers—A Bedtime Story for Advertisers

By JOHN WILBERFORCE PEABODY

"PAPA," said Ingomar Montmorency, Jr., "what good is an advertisement?"

"Which advertisement?" inquired Montmorency, Sr.

"Well," said Ingomar, who packed a lot of poise for one so young, "take this advertisement here in the Weekly Jazz if you want me to be specific. Here is a two-page ad in three colors of a concern making horse collars in Oklahoma."

"Ah!" said his father, after perusing the ad. "This is a very useful thing indeed. You ask what good it is. In the first place, the artist who drew that beautiful picture of an Ethiopian giant holding a bunch of lilies was handsomely paid—perhaps $2,500 in real money, which he could spend on his little girls and little boys. Then the Weekly Jazz got fully $15,000 to insert it, which helped to buy all the nice white paper the magazine needs to print those stories that you and the other estimated ten readers to the copy scan so eagerly. Then a person called an advertising agent received a commission of 15 per cent of the price of the advertisement for bringing it to the Weekly Jazz. This commission helped the agent pay traveling expenses when he took a trip to see another kind advertiser who was spending money in other mediums which the agent thought should be spent in the Weekly Jazz."

"But what good does this advertising do the man who makes the horse collars—the man who pays for it?"

"Well," said Ingomar's father, "it probably pleases him when he looks at it, especially when he forgets what it cost. Not every reputable person can get his name into colored print, so that all the people in the country (or a great many more, if we can read magazine circulation figures and multiply fast enough) will know how he spells it in case of argument. Then he has a lot of friends at the Merchants' Club who will say, 'I saw your ad in the Jazz.' That, in some cases, is worth all the money. Finally, he makes a speech to his employes once a year and this ad will give him something to talk proudly about."

"But," observed Ingomar with a somewhat puzzled look, "doesn't he advertise chiefly because he wants to sell more horse collars?"

"That depends upon the kind of memory he has. His original purpose in advertising was no doubt to sell more goods. But the people who persuaded him to take this ad told him so many other things the ad would do outside of selling goods, the chances are he has forgotten all about sales by this time."

Ingomar still looked puzzled and his father continued:

"You see, my dear son, the keynote of this kind of advertising is conversation rather than results. The people who push it, have to keep talking all the time.

"This manufacturer is probably a sensible, practical man when it comes to fitting comfortable collars on horses. But when he gets out on the sea of words that surrounds this type of advertising, his bump of direction becomes a dimple. When he told the advertising people that he wanted to sell more horse collars, they doubtless replied that the way to do it was to create national prestige for his trade-mark. Creating national prestige, apparently, is trying to induce people who never owned a horse to talk about something a horse should wear to make him happy and handsome."

"Does national prestige finally sell horse collars?" inquired Ingomar insistently.

"That also depends," replied his father. "If the manufacturer asks that question of the agent or of the magazine, he will be told it does finally sell goods in this way:

"The magazine man says his publication goes to the most important people in every community. He is very accommodating in offering proofs of this assertion. If he is talking to a maker of a $5,000 automobile, he can prove that only users of this kind of car read his paper. If his prospective customer is an overall maker, he can show just as easily that all his readers wear overalls. So he has no difficulty in demonstrating that a goodly number of the owners, or at least acquaintances, of the handsomest and proudest horses, still prancing in spite of the general distribution of Ford cars, read the Jazz in every town. The national prestige behind the trade-mark, of course, induces some of these people to inquire about the advertised collar. Perhaps somebody will try to buy one if he can find a dealer who has them in stock. Presently, the word goes round that Mr. Smivins, who runs the depot cab, and other powerful citizens have spoken of the Fiction Horse Collar, and the theory is that everyone who buys horse collars will instantly follow the suggestion of these social and financial leaders and make a purchase. All the dealers who never heard of the collar now rush madly to the long distance telephone to order them and the manufacturer has sold ten million dollars' worth of goods over night."

"That," said Ingomar gravely, "sounds to me like the bunk."

"I do assure you, my son, that I am stating the magazine advertising gospel according to its greatest prophets. To be sure, it is a doctrine that requires faith, not to mention sap, but thus it is written."

"Assuming you are serious," replied Ingomar—"although I doubt your good faith in this matter—does this program ever pan out in actual results? In other words, does the advertiser finally cash in on all this conversation?"

"That is not the intention, my son," replied his father. "I have told you merely something about the hypnotic influences used to stimulate the vision of prospective advertisers. Of course, if the advertiser comes out of his trance and really insists upon getting something more than a tickling sensation in his dome, the magazine men have several cards up their sleeve.

"First, they reproduce thousands of copies of the advertisement and call the manufacturer's salesmen together. The salesmen are locked in a small room and each one is handed a strong cigar. When the apartment is sufficiently filled with smoke to induce a state of semi-coma, five expert ballyhoo artists that represent the Division of Occult Oratory rush in waving copies of the advertisement and using a chant invented by Professor Hokum. They then convince a large number of those present that what they see before them is advertising. The salesmen then are sent to see the dealers with the idea of passing on to them a state of mind which is called Dealer Enthusiasm for Consumer Acceptance. A dealer thus inoculated by the salesmen is supposed to order horse collars and work twenty-four hours a day to sell them."

"I should think that the shots of hop passed to these salesmen by the experts would grow cold before the salesmen could reach the dealers," said Ingomar.

"Yes," said his father, "but the representatives of the Jazz are resourceful. If this inoculation fails to stampede the dealers, the Jazz directs the advertising agent to see what he can get the newspapers to do. Letters are written to newspaper publishers telling them to send men out to retailers and to ask them to buy newspaper space and to advertise the fact that they handle Fiction Horse Collars. Newspaper men are supposed to be sitting around their offices waiting for suggestions as to how they can jimmy more space out of local merchants, and the kindly advertising agent thereby gives them a grand idea about getting new business."

"Does this finally sell horse collars?" asked Ingomar, who seemed to have only one idea throughout the whole discussion.

"Yes," replied papa, "if the agent can get enough newspaper men out talking to the dealers. But the agent does not stop here. He has one other trump card to play. He writes a series of articles on 'What the Horses Will Wear This Year,' featuring, of course, the Fiction Collar. These articles he sends to newspaper editors, who don't know anything about advertising, but who believe their readers may be interested in fashions for horses. The editors then print these articles and send a nice clipping to the advertiser to his agent."

"What do the newspapers get for the articles they print?" asked Ingomar.

"They get called 'suckers,'" replied his father.

"Do they ever get any real advertising from the manufacturer?" asked Ingomar.

"No," said his father, "the advertiser finds out that he can get this advertising for nothing, so he says to himself, 'There's no use paying for something that some one is willing to hand you on a silver platter.'"

"It strikes me," said Ingomar, after due reflection, "that a magazine ad is a kind of ticket to an exposition with a lot of free coupons on the side. All the magazine advertisers have to do is to buy one of these tickets, walk through the gate and use the coupons for the side shows, which represent the dealers in the newspapers. It seems to me, however, to be a trifle risky, because the game is only good so long as dealers are silly about spending their money to sell goods that the manufacturer ought to sell, and newspapers are boobs about giving up their columns to a lot of free slush that ought to be put into decently written advertising and paid for."

Comics Appear in Savannah

The Savannah (Ga.) daily newspapers have at last instituted the colored comic supplements. In its issue of March 3 the Savannah Press appeared with a colored comic, and on March 4 the News appeared with one.

ABusySpring In Prospect

One of the barometers relied upon by business men to forecast basic conditions in any territory is the real estate market. The unusually good winter enjoyed by Baltimore realtors points to a splendid spring business in all lines.

When you are ready to tell your story to this busy, growing city and many thousand families in the nearby territory, remember that

Everything in Baltimore
Revolves Around

THE SUN

Morning Evening Sunday

MAKE YOUR DETROIT SCHEDULE MORE FLEXIBLE

A Choice of Days Will Give Your Advertising Position Advantages.

DETROIT is experiencing a prosperity today that rivals the peak period of 1920. Already many automobile manufacturers are finding it difficult to keep production in pace with demand. There will be a shortage this spring both of cars and skilled workers.

Advertisers, realizing Detroit's unusual prosperity, are endeavoring to capture the Detroit market through The Detroit News, Detroit's greatest circulating newspaper. As a result, The Detroit News finds itself in a tight place on many days for space. This is a condition which could largely be obviated if more advertisers were to follow the practice of many prominent advertisers and allow The Detroit News some choice of publication days. Such advertisers find that The News is enabled to place their advertising most advantageously.

Twice a week advertisers would also find it advantageous to order one insertion in The Sunday News, which now has more than 270,000 circulation. The week day and Sunday combination is the ideal in Detroit where the population is composed of such variegated elements that it is advisable to reach them both through the Sunday and week day medium. The Sunday News makes one appeal and the week day News another. Some elements prefer certain sections of the paper Sundays which they do not read week days and vice versa. Cover all Detroit by using both issues of The Detroit News at pro rata cost.

The Detroit News

Greatest Circulation, Week Day and Sunday, in Michigan

"Always in the Lead"

More Than 125,000 Buyers

will be present in person—



This picture was taken at the Fourth Annual Food and Household Exposition. It shows the multitude of buyers who were in attendance daily—more than 100,000 in a single week.

—at the Fifth Annual Food and Household Exposition, Milwaukee Auditorium, Oct. 15 to Oct. 21—an attendance surpassing the 100,000 mark of last year. Everywhere in advertising sales, and merchandising circles, this is known as *"America's Greatest Food and Household Exposition."* It affords manufacturers from all parts of the national market an opportunity to establish their products in the prosperous Milwaukee-Wisconsin territory.

The Fifth Annual Food and Household Exposition will be more inclusive than ever before. Everything for the home will be shown from table delicacies to furniture—a thousand and one varieties of merchandise.

What an opportunity for manufacturers, wholesalers and advertising agencies! It comes but once a year and in only one market — Milwaukee-Wisconsin. Display — demonstrate—sell your product to thousands of new consumers and dealers. Put your product over in a big way—125,000 buyers will be delivered to you—in person.

60% of Space Sold 8 Months in Advance

Even though the Exposition is eight months away, most exhibitors of the last four Expositions have already contracted for their spaces at the Fifth Annual Food and Household Exposition. Reservations are coming in every day.

If you are to secure a choice exhibition booth, it is necessary that you make reservation immediately. Wire The Journal's Exposition Department today for diagram of floor space and list of booths still open.

The Milwaukee JOURNAL
FIRST - by Merit

SPHINX MEN CELEBRATE BY BOOSTING

New York Is Theme of Famous Organization of Advertising Men at Dinner That Was Up to Pre-War Standards

The "Boost New York" dinner of the Sphinx Club at the Waldorf-Astoria Wednesday night was one of the most successful in the history of that organization of advertising men.

H. F. R. Huntsman and Preston P. Lynn composed the committee in charge and the menu, entertainment and Wanamaker decorations, that have made that organization famous, were up to the pre-war standards.

Mayor Hylan, one of the speakers, took



PRESTON P. LYNN R. F. R. HUNTSMAN

occasion to pay his accustomed respects to the press. He said that the news columns of the daily papers are such as to impair the value of advertisements and decrease transit population in the city.

Chairman George McAneny, of the Transit Commission, formerly an executive of the New York Times, said he could imagine no greater honesty than that displayed by the newspapers.

"This is true not only of the editorial and news departments, but of the advertising department as well," Chairman McAneny continued. "It is more difficult to get a dishonest advertisement into a New York paper than to conduct a camel through the eye of a needle. What New York owes to its newspapers for its growth, beauty and honesty is impossible to compute."

Other speakers included Senator Royal S. Copeland, Herbert J. Case, deputy governor of the Federal Reserve Bank of New York; Robert Grier Cooke, president of the Fifth Avenue Association, and William Grady, assistant superintendent of schools. Will Rogers, the actor, and "Jocko," the trained crow of the Hippodrome, provided the fun that went with the dinner. Corbett McCarthy, president of the Sphinx Club, presided. About 450 diners were at the tables.

The guests for the evening were:

Clifton D. Jackson, secretary of the New York Advertising Club; Theodore E. Damm, president New York Advertising Men's Post of the American Legion; H. O. Barnes, secretary New York Business Papers Association, Inc.; Roger W. Allen, treasurer of the National Publishers' Association; H. E. Taylor, vice-president New York Business Publishers' Association; Harold S. Buttenheim, New York Business Publishers' Association.

John Sullivan, secretary-treasurer of the Association of National Advertisers; N. H. Bragdon, president New York Business Publishers' Association, Inc.; J. George Frederick, treasurer New York Sales Managers' Club; Fritz J. Frank, vice-president Associated Business Papers, Inc.; Ralph R. Mulligan, president of the Six-Point League; Theodore P. Seymour, American Newspaper Publishers' Association.

George L. Alpers, Representatives' Club of New York; P. C. Gunion, president Technical Publicity Association, Inc.; G. Lynn Sumner, vice-president Association of National Advertisers.

FALSE ADVERTISERS CITED

Federal Trade Commission Scotches Attempt to Mislead Public

Citations for false and misleading advertising issued recently by the Federal Trade Commission indicate that the Commission is giving considerable attention to what the commissioners believe may constitute illegitimate methods of publicity.

The question of alleged misrepresentations regarding the ownership of oil and gas leases and false statements concerning the financial standing of the company, is raised in citation brought against the Roller Oil & Refining Company, Inc., of Mexia, Tex.

Charges of unfair methods of competition in connection with advertising also has been made by the Commission against the Harris-Mexia Trust Company of Fort Worth.

B. F. Steinmetz & Sons Company, a Washington retail clothing concern, cited to show cause why a recent "special sale" conducted by the company was not in violation of the Trade Commission act, has been ordered to desist from further practices similar to the ones used in connection with the sale. The sale was advertised as a "forced sale" and the facts developed by the Commission showed that the company had no intention of retiring from business.

False labels designed to lead the public to believe that its zinc products are manufactured in France, caused the Commission recently to order John McQuade & Co. of Brooklyn to cease the practice.

Advertisers' free trial of commodity when no free trial was provided brought a complaint against the Hygienic Laboratries of Chicago and Turner & Porter of Buffalo were charged with unfair competition for advertising printed stationery as relief engraving.

Wilmington Dispatch Again in Field

Publication of the Wilmington (N. C.) Dispatch was resumed March 13 under the ownership of Major Joseph W. Little and J. L. Horne, Jr. The former is president of the Wilmington Printing Company, a commercial office. The latter is publisher and owner of the Rocky Mount (N. C.) Evening Telegram. It will be published evenings and Sunday morning, open shop in all departments. Leased wire service of the International News Service and pony service of the United Press will be used, supplemented by King Features. J. Cruikshank will be editor and Major E. W. Smith, business manager. The Dispatch suspended publication February 8, following failure of the Commercial National Bank of Wilmington, which held a mortgage on the property. Through the purchase of the mortgage from the receiver of the bank Major Little and Mr. Horne gained possession of the property.

Madam Gadski Sues N. Y. Tribune

Mme. Johanna Gadski Tauscher brought suit in the Supreme Court March 15, against Henry E. Krehbiel, music critic of the New York Tribune and against the Tribune, asking for $250,000 in each case on a charge of libel. She based her complaint on an article in the Tribune of February 25, 1923, which it is alleged was written by Mr. Krehbiel, in which allusion was made to the sinking of the Lusitania in the war and a subsequent celebration in the home of "one of the singers of opera." The article did not mention either the name of Madam Gadski or her husband, but she contends that she was the singer referred to, that the allegations were false, and that they greatly injured her in reputation and in her profession.

Leaf-Chronicle Building Burned

Damage of approximately $30,000 was sustained when fire gutted the building of the Clarksdale (Tenn.) Daily Leaf-Chronicle, published by Mrs. W. W. Barksdale, March 12. The loss was fully covered by insurance. This is the third fire in the history of this newspaper, now 115 years old, but it has not missed an issue. After this week's fire, the first few issues were printed in the plant of the Hop- ville (Ky.) Daily New Era, 26 i away. After the second day, it was a morning paper until temporary c ters could be procured.

Texas Bond Bill Up Again

AUSTIN, Texas, March 9.—The J House bill, requiring all newspapers ing more than 5,000 circulation, ow less than $10,000 worth of real prop to furnish bond in the minimum sur $10,000 as protection to persons s ing judgments for libel, will get on Senate calendar.

Mother of Paul Patterson Dea

Mrs. J. March Patterson, mothe Paul H. Patterson, president of American Newspaper Publishers' A ciation and publisher of the Balti Sun, died March 15 at her home in cago. She was born in Jacksonville, in 1851.

Lackawanna Journal Sold

Charles W. Ellis has sold the La wanna (N. Y.) Daily Journal to J Graul, formerly assistant adverti manager of the Clinton (N. J.) Ti Possession will be given about Apr Mr. Ellis will move to Oklahoma.

New Equipment in Rock Hill

The Rock Hill (S. C.) Evening H ald, recently purchased from J. T. by A. W. Huckle, has installed a model A Duplex press and has cha from a 7-column, 13-em paper to a column, 12-em.



Through The Star's Rotogravure Section

you can "picture" your product effectively to the people of Washington, D. C.

With The Star, you know, you cover The "National Capital" completely. Washington is one city where ONE newspaper is ALL sufficient.

The Evening Star

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

Write us direct or through our

New York Office
Dan A. Carroll
150 Nassau Street

Paris Office
5 rue Lamartine

Chicago Office
J. E. Luts
Tower Building



CLARENCE

by CRAWFORD YOUNG

The Pittsburgh Chronicle-Telegraph is the new paper this week.

Furnished full page matrices, black alone, black and red, and black and three colors; or, as part of a printed comic section.

HERALD-SUN SYNDICATE, 280 B'way, New York City

Year 1922
TIMES First by 7,354,494

LOS ANGELES TIMES.....26,795,244
Los Angeles Examiner.....19,440,750

Year 1917
TIMES First by 3,483,200

LOS ANGELES TIMES.....13,629,014
Los Angeles Examiner.....10,145,814

Year 1913
TIMES First by 2,853,466

LOS ANGELES TIMES.....16,911,972
Los Angeles Examiner.....14,058,506

(Showing the volume of advertising in agate lines carried by LOS ANGELES TIMES and Los Angeles Examiner each year as stated, and how the lead of THE TIMES has grown.)



When Collier's Weekly showed that many of Hearst's European representatives were fictitious characters, and when the Associated Press obtained an injunction preventing the Hearst news organization from stealing Associated Press news, the same kind of trickery was disclosed that the LOS ANGELES TIMES has brought to light, year after year, in connection with the advertising claims of Hearst's Los Angeles newspapers.

Whereas it is easy to expose fraudulent advertising claims, a thing that can be measured and seen by all, it is virtually impossible to make like exposures in circulation where the opportunities for fraud are limitless and beyond detection. But there is a test of circulation which transcends all claims—*results to advertisers!*—and because of its incomparable results, the circulation of the LOS ANGELES TIMES is patronized by *more national advertisers, more local display advertisers* and *more classified advertisers* than any other newspaper in its field, and not only leads all California newspapers in total volume of advertising but for two consecutive years has been *"First in Advertising in the World."*

OKLAHOMA PRESS BILL IS DOOMED

Would Put Control of News and Editorial Columns Under Political Supervision—Is Opposed by Newspaper Men

The Clark Nichols' proposal for licensing Oklahoma newspaper men which, if passed, would give the governor of the state direct control of the Oklahoma newspaper field, has met with a hot reception from Oklahoma editors.

The bill, which was introduced in the State Senate by Nichols, of Eufaula, should it pass, would make it possible for the governor to prevent any newspaper man from working on any newspaper in the state.

The bill is an outgrowth of the bitter political campaign last fall when J. C. Walton was Democratic candidate for governor of Oklahoma and was opposed by a number of the largest newspapers in the state.

He made the public boast during his campaign that when he got to be governor he would show certain newspaper publishers of the state how to print a truthful paper. Walton was elected.

Nichols, who himself is not a newspaper man, is believed to have had little to do with the bill other than to introduce it in the Senate.

The Nichols' proposal has been the target of newspaper ridicule for the past week. A canvass of the state senators indicated that the bill has little chance of passing.

Almost every editorial comment on the bill has taken the form of criticism.

The Daily Oklahoman (Oklahoma City, Okla.), the state's largest newspaper, said: "One cannot but believe that Senator Nichols intended it as a subtle satire on disposition of certain members of the present legislature to create a number of new jobs for persons hungrily moving toward the pie counter and to place everything in the state under the control of the politicians in power."

The bill, which is believed to be doomed to defeat, follows:

An Act creating a Board of Examiners for newspaper men and journalists; defining a newspaper man and journalist; providing that it shall be a profession; providing for a license for those of the profession so created; providing for the apointment of said board; defining its duties; providing rules and regulations for the licensee; providing for forfeiture of said license; providing fees for said license; making an appropriation therefor and providing for the punishment for violation of this act, and declaring an emergency.

Be it enacted by the People of the State of Oklahoma:

Section 1. Definitions.—(a) For the purposes of this Act the newspaper business and the business of journalism is hereby declared to be a profession. (b) A newspaper man is declared to be any person who has the active management of a newspaper, either as managing editor or owner, or who supervises the gathering of news, or who gathers and writes news stories for a newspaper or who writes editorials in a newspaper, whether said newspaper be edited daily or otherwise. (c) A journalist is declared to be any person who writes stories founded on either fiction or fact, either signed or unsigned, which are published in any magazine, periodical, pamphlet or tract, of regular or irregular publication of either general or restricted circulation in this State or which is published in this State, and circulated in the whole or in part of this State. (d) A Student is declared to be any person working as a newspaper man or journalist who has not passed the requirements herein provided for to be entitled to apply to the Board herein created for a license.

Section 2.—No person shall practice the profession of a newspaper man or journalist in the State of Oklahoma without first having procured a license from the Board of Examiners for newspaper men and journalists, as provided for in this Act.

Section 3.—There is hereby created a Board of Examiners for newspaper men and journalists, to be composed of five members. The Dean of the School of Journalism of the State University shall be one member; the President of the State University shall be one member, both of whom shall serve without pay; and three members to be appointed by the Governor, who shall serve the tenure of the office of the Governor appointing them unless sooner removed for cause, as provided by law for the removal of other State officers. The Governor shall designate one of the three appointed by him to be secretary of the Board, who shall devote all of his time to the business of the office of said Board, and who shall receive a salary of Twenty-Four Hundred ($2,400.00) dollars per annum, payable monthly. All of the members appointed shall have had at least five years' active experience as newspaper men or journalists in the State of Oklahoma. Each member of said Board shall take the oath of office prescribed for other State officers before entering upon the duties of office. The Secretary shall not be connected with any newspaper or publication whatsoever while holding said office.

Section 4.—The Board shall prescribe rules and regulations for the holding of examinations for all applicants, and minimum standards to be reached by all applicants before receiving a license to carry on said profession. Any graduate of any accredited school of journalism of this State or any other State may be licensed by said Board, in its discretion, without an examination, but said Board may require all who apply for license to take its examination.

Section 5.—All persons practicing in this State as newspaper men or journalists, at the time of the passage and approval of this Act, must immediately apply to said Board for a temporary license, which shall be good for one year from date, and shall expire on said date, and which may be revoked the same as other licenses as provided for herein. When said temporary license has expired by its own limitation, said licensee shall then apply to said Board for a permanent license, and comply with the rules of the Board in obtaining same. A license fee of Ten ($10.00) dollars, shall accompany each application for a license, same to be turned over to the State Treasurer within ten days after its receipt by the Secretary of said Board.

Section 6.—The said Board shall be furnished with an office in the State Capitol, and said office shall be equipped by the State Board of Affairs out of the appropriation herein provided for.

Section 7.—The Board shall have authority, and it is hereby made its duty, to forfeit any license granted hereunder for the following reasons and in the following manner:

(a) When it shall be ascertained that any applicant made any false statements or representations in procuring his license.

(b) When any licensee is convicted of a crime against the laws of the State of Oklahoma involving moral turpitude.

(c) When any licensee becomes an habitual drunkard.

(d) When any licensee prints or causes to be printed, or permits the printing and publication of any story or news article about any citizen of this State or nation which is not true.

(e) When any licensee prints, or causes to be printed, or permits the printing and publication of any news article, story or editorial, which either directly or by insinuation, falsely charges any citizen of this State or nation with an act which hurts the standing or reputation of such citizen in the community or State or nation, either in a business or social way.

(f) When any licensee prints, causes to be printed or permits the printing and publication of any news item, editorial or story which is immoral or degrading.

Section 8.—The Board shall have authority on its own motion ot bring charges against any licensee for the violation of the above section.

Any citizen may file charges, which must be verified, with said Board against any licensee for the violation of the above section.

When the Board on its own motion, or on the verified charge of a citizen, takes up the matter of forfeiting a license, it shall give the licensee ten days' notice of the hearing thereon. Said hearing shall be had before any member of said Board or the entire Board. The Secretary of said Board shall be authorized to administer an oath to all witnesses appearing at said hearing. The evidence shall be transcribed and preserved as a public record in the office of said Board. The complainant, the Board and the licensee may be represented by counsel, but the hearing shall be informal and under rules to be promulgated by the Board. If the Board shall decide the complaint is not justified, it shall so state in an order to be entered in the record of the case. If the Board finds the cause sufficient, it shall order a forfeiture of the license under consideration. Any licensee who has had a license forfeited shall not be allowed to apply for a new license for a period of three years. If the complainant or licensee shall feel aggrieved by any order made by the Board, said person may have the cause reviewed on writ of certiorari, to the District Court of the county in which the hearing was had. The original hearing by the Board must be held in the county where the complainant resides, or if on motion of the Board, in the county where the news item, story or editorial was published. If the hearing is held before only one member of said Board, the testimony shall be submitted to the whole Board, with the recommendations of the member hearing same, and the final decision must be rendered within thirty days after said hearing.

Section 9.—Members of the Board while attending hearings or deciding cases shall receive Ten Dollars per day, to be paid out of the appropriation herein provided. The Board may compel the attendance of witnesses as provided for attendance in the District Courts of this State.

Section 10.—Any one violating any of the provisions of this Act shall be guilty of a misdemeanor, and upon conviction thereof shall be punished by a fine of not less than Fifty ($50.00) dollars, nor more than One Thousand ($1,000.00) dollars, or by imprisonment in the county jail not less than thirty days nor mo than six months, or by both such fine and i prisonment.

Section 11.—There is hereby appropriated o of any moneys in the State Treasury not oth wise appropriated, the sum of Ten Thousa ($10,000.00) dollars, for the year ending Ju 30, 1924, and Ten Thousand ($10,000.00) d lars for the year ending June 30, 1925. The is hereby appropriated for the same purpo for the year ending June 30, 1923, the su of Two Thousand ($2,000.00) dollars, all said money to be used for the purposes of th Act, and to be paid out according to law the voucher of the Secretary of said Board.

Section 12.—For the preservation of the pu lic peace, health and safety, an emergency hereby declared to exist by reason whereof th Act shall take effect and be in force from a after its passage and approval.

HAWAIIAN PAPERS CONSOLIDAT

Will Appear as Afternoon Paper Wi Sunday Edition

The Hilo (Hawaiia) Tribune a Daily Post-Herald will be consolidate and published in the future as the Hi Tribune-Herald, an evening newspap with a Sunday morning edition. Th Tribune-Herald is owned by a group Honolulu and Hilo men, including Harr S. Hayward, business manager of th Honolulu Star-Bulletin, and Riley H Allen, editor of the Star-Bulletin.

The Tribune-Herald will be repre sented in New York, Chicago and S Louis by Alcorn-Seymour Company, an in San Francisco, Los Angeles and Sea tle by M. C. Mogensen & Co.

Building in Medford

The Medford (Mass.) Mercury ha completed arrangements for the construc tion of a building which it will occup next summer.

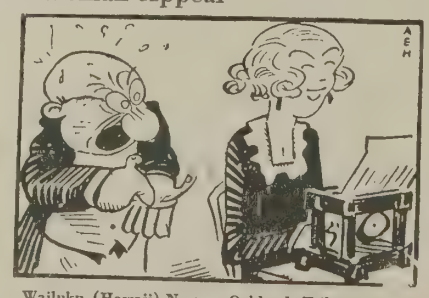
In Sunday Color Page and Daily Strip

"SOMEBODY'S STENOG"—By Hayward

The Best Comic for Woman Appeal

Ask These Subscribers

Philadelphia Ledger
N. Y. Evening Mail
Chicago Daily News
Boston Traveler
Detroit News
Kansas City Star
Baltimore Sun
Pittsburgh Post-Sun
New Orleans Item
St. Louis Times
Des Moines Register
Atlanta Constitution
Rochester Herald
Brooklyn Times
Portland (Ore.) Tel.
Buffalo Commercial
Newark Ledger
Ft. Worth Star-Tel.
Providence News
Schenectady Un.-Star
Syracuse Journal
Tacoma Ledger
Boise Capital-News
Youngstown Telegram
Oshkosh Northwestern
Dayton Journal
Worcester Gaz. & Tel.
Berkeley Gazette
Oakland Tribune
Bridgeport Times
Hoboken Observer
N. Haven Times-Ldr.
Beaumont News
Brockton Enterprise
Elizabeth Journal
Johnstown Ledger
Meriden Record
Woonsocket Call
N. Bruns. Home News
Norwalk Hour
Portland (Me.) Press-Herald
Melbourne (Australia) Sun



Wailuku (Hawaii) News
Albany Telegram
Durham Herald
Houston Post
Lincoln State Journal
Sydney (Austral.) Sun
Oakland Tribune
Salt Lake Deseret News
Spokane Chronicle
Waterbury Democrat
Stamford Advocate
San Jose Mercury

LEDGER SYNDICATE
INDEPENDENCE SQUARE PHILADELPHIA, PA.

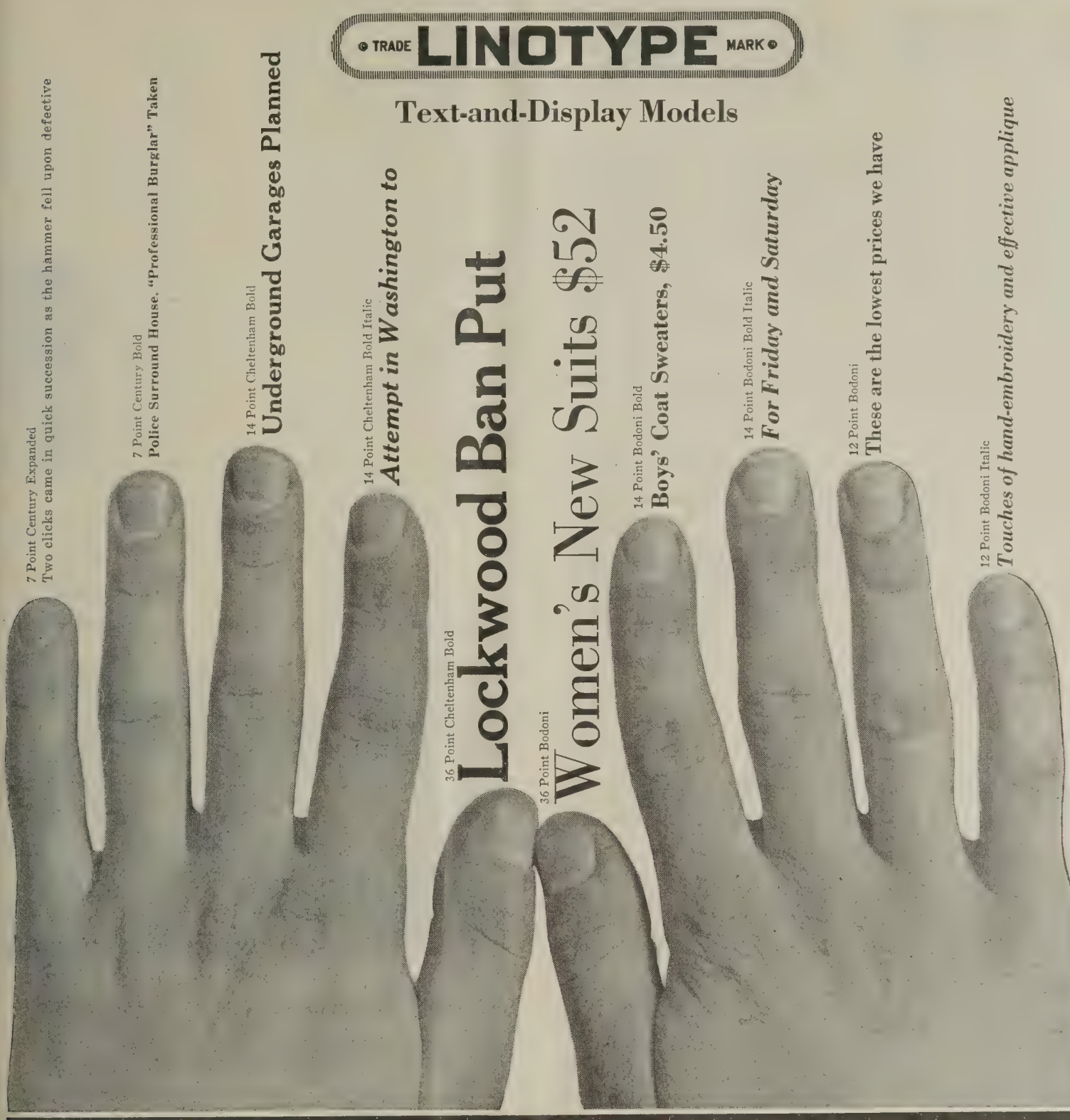


Sensenbrenner's

In 1922 this Woman's Specialty Store placed more advertising in The Star than in any other St. Louis newspaper ~

THE ST. LOUIS STAR

National Advertising Representatives
STORY, BROOKS & FINLEY
New York Chicago Philadelphia St. Louis
Los Angeles San Francisco



10 faces at his fingertips

Without leaving the keyboards of a Model 24 Text-and-Display LINOTYPE, the operator can set and intermix 10 different faces of text-and-display matter. Of only slightly less range are Models 21 and 22, for text-and-display composition up to full 36 point. There is a model that will exactly fill your needs. Do you realize the waste of setting and distributing *display matter* by hand? Users of Text-and-Display Linotypes regard handsetting of display as dark-age stuff. Set EVERYTHING on the Linotype.

MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, N. Y.

SAN FRANCISCO
646 Sacramento Street

CHICAGO
1100 South Wabash Avenue

NEW ORLEANS
549 Baronne Street

CANADIAN LINOTYPE LIMITED, 119 Adelaide Street, West, TORONTO

Composed entirely on the LINOTYPE

ARBITRATORS CLEAR A BIG DOCKET

Seven-Man Board Settles Long-Standing Disputes Between A. N. P. A. Members and Typographical Union

Five disputes between members of the American Newspaper Publishers' Association and local typographical unions were settled by a seven-man board at a recent meeting of the International Arbitration Board in Indianapolis. John S. Saulter, an Indianapolis business man, who has served in that capacity before, again occupied the seventh chair and rendered the decisions on cases that had been deadlocked at previous meetings. Five cases came before the regular six-man board, decision being reached in two. The outstanding cases were those in Cincinnati, where the seventh man reversed a wage award by a local arbitrator, and in Chicago, which involved a dispute over change in dress of the Evening Post. This dispute was referred back for local settlement. Decisions of the board follow:

SACRAMENTO, CAL.—This case involved the discharge of two union members for not representing their situations on a certain night. They had been restrained by officers of the law from being at their place of employment and, therefore, their offense was caused by acts beyond their control. The decision of the board was that the parties discharged be reinstated without prejudice, without loss of priority and without back pay.

SPRINGFIELD, MASS.—A Springfield newspaper declared that, having abandoned piece-work as a temporary expedient, he was within his rights in attempting to restore it, and that such restoration was arbitrable. The A. N. P. A. chairman and the I. T. U. president had disagreed as to the arbitrability of the question, and the board sustained the local union as follows:

"It is to be assumed that all publishers and local typographical unions operating under an individual arbitration contract underwritten by the International Board of Arbitration of the American Newspaper Publishers' Association and the International Typographical Union are familiar with all the rules governing all matters involved during the life of the contract.

"From the evidence submitted by the publishers and union, I am convinced that the representative of the publisher of the Springfield Republican having knowledge of the International Typographical Union policy as indicated in section 98, page 74 of the International Typographical Union laws, and in sequence thereto, his communications under date of March 22, 1919, and April 15, 1919, he implied, in ambiguous language perhaps, that the adoption of the time-work scale on August 1, 1919, was to supplant the piece work scale permanently, and the arbiter so rules."

CINCINNATI, OHIO.—The publishers of Cincinnati daily newspapers had appealed from wage increase granted by a local award. The union had appealed against other provisions of the local award. The decision of the board reverses in substance the award of the local arbiter as to wages, but upholds it on all other points. The decision as rendered is as follows:

"That Section 1 of Article iv shall read: "All employes of morning papers shall receive per week of six days, not less than:

Foreman	$63.75
Assistant foreman	57.75
Machinists	51.75
Assistant machinists	47.75
Machine helpers	42.75
All other journeymen employed by the week	51.75

"That Section 1 of Article iv shall read: "All employes of afternoon papers shall receive per week of six days, not less than:

Foreman	$56.30
Assistant foreman	50.30
Machinists	48.30
Assistant machinists	44.30
Machinists helpers	39.30
All other journeymen employed by the week	49.30

"All other sections of the contract adopted by the Cincinnati local board of arbitration are concurred in."

CHICAGO.—In this case the management of the Chicago Evening Post had installed a body type larger than that theretofore in use which the men claimed would affect their earning as bonus operators. The matter came before the International board upon a dispute as to jurisdiction, and the following decision was rendered:

"I am unable to find the existence of any authority that grants the right to the publisher, or the union, to negotiate a 'waiver' implied or otherwise, that would, to my mind, break down the force of the established procedure as provided for in the arbitration agreement, viz: Paragraph 2 of the local award of the Chicago Board of Arbitration as of May 22, 1920:

(*Continued on page* 23)

NEW TYPOGRAPHICAL SCALES

Union Reports Increases on New Contracts in Several Cities

Recent scale increases in newspaper and job shops are reported in the current issue of the Typographical Journal as follows:

SANTA BARBARA, CAL.—A new scale for newspaper work has been signed at $42 for day, $45 nights, an increase of $3 per week.

PEEKSKILL, N. Y.—Newspaper, Book and Job—Handmen, operators, $39; night, $42; 44 hours. Contract covers two years, from January 1, 1923, to December 31, 1924. Increase, $3.

MORGANTOWN, W. VA.—Newspaper—Handmen, operators, day, $42; night, $45; 48 hours. Job, $38.60; 44 hours. Contract covers eighteen months, from January 1, 1923, to June 30, 1924. Increase, $2.

KEOKUK, IOWA.—Newspaper—Handmen, operators, day, $36; night, $39; 48 hours. Job, day, $31; night, $34; 44 hours. Contract covers a period of one year, from January 1, 1923, to January 1, 1924. Increase, newspaper, $2.

HOLYOKE, MASS.—Newspaper—Handmen, operators, $41; 48 hours. (From June 16 to September 15, inclusive, week consists of 45 hours.) Contract covers two years, from January 1, 1923, to December 31, 1924. Increase, $2.

HAMILTON, OHIO. — Newspaper — Handmen, operators, day, $38; night, $39; 48 hours to December 31, 1923; thereafter, day, $40; night, $41. The contract covers two years, from January 1, 1923, to December 31, 1924. Increase, $2; January 1, 1924, additional increase, $1.

BATON ROUGE, LA.—A three-year contract with newspapers resulted in an increase of $5 over previous scale, making scale $35 day and $38 night. Newspaper, 48 hours; job, 44 hours.

READING, PA.—Newspaper—Handmen, operators, day, $44; 48 hours; night, $46, 45 hours. Job—Handmen, $37; operators, $40.50, 44 hours. Contracts cover January 1, 1923, to January 1, 1924, and continues for one year thereafter unless opened by either party. Increase, $2.

WAUKEGAN, ILL.—Newspaper—Handmen, operators, day, $40; night, $43.62; 48 hours. Job—day, $38; night, $39.98½; 44 hours. Contract covers one year, from January 1, 1923, to December 31, 1923. Increase, news, day, $4; night, $4.02; job, day, $2; night, 38½c.

OKLAHOMA CITY, OKLA.—Newspaper—Handmen, operators, day, $42; night, $45; 48 hours. Contract covers one year, from January 5, 1923, to January 5, 1924. Increase, $15. A bonus, in addition to the old scale, has been paid for several years past.

ELMIRA, N. Y.—Newspaper—Handmen, operators, day, $40; night, $43; 48 hours. After October 1, 1923, day, $41; night, $44. Supplemental contract to continue for two years to October 1, 1924. Increase, $1; October 1, 1923, additional, $1.

MIDDLETOWN, N. Y.—Newspaper, Book and Job—Day, $35; night, $38; newspaper, day, 48 hours; night, 42 hours; job, 44 hours. Contract covers one year, from January 1, 1923, to January 1, 1924. Increase, $5.

KENOSHA, WIS.—Newspaper—Handmen, operators, 22 13/24 cents per hour ($42.50 per week), 48 hours, day; $1.01 4/21 per hour ($42.50 per week), 42 hours, night. Job—Day, 88 13/24 cents per hour ($38.96 per week); night, $1.04 4/21 per hour ($44.52 per week), 44 hours. Contract covers one year, from January 1, 1923, to December 31, 1923. Increase, 5 5/24 cents per hour, day; 5 79/84 cents per hour, night. Hours of work for newspapers reduced from 48 to 42 hours.

YONKERS, N. Y.—Newspaper and Job—Handmen, operators, $46, to December 31, 1924; thereafter $48 to December 31, 1926. Day, 44 hours; night, 42 hours. Supplemental agreement covers four years, from January 1, 1923, to December 31, 1926. Increase, $2; January 1, 1925, additional increase, $2.

AKRON, OHIO.—Newspaper—Handmen, operators, day, $43.50; night, $46.50; 48 hours, to February 1, 1923; thereafter, day, $44; night, $47. Agreement extends old contract from October 25, 1922, to October 25, 1924. Increase, 50 cents; after February 1, 192[illegible] cents additional.

JAMESTOWN, N. Y.—Newspaper—Hand[illegible] operators, day, $36; night, $39; 48 hours. [illegible]tract is in effect beginning January 13, [illegible] and continues until either party gives [illegible] days' notice to reopen scale. Increase, $[illegible]

HOBOKEN, N. J. — Newspaper — Hand[illegible] operators, day, $52; 46 hours; night, $53 [illegible] hours. Contract covers one year, from [illegible]cember 31, 1922, to December 31, 1923. [illegible]crease, $2.

LOWENSTEIN GOES TO CHICA[illegible]

St. Louis Star Executive Named M[illegible]ger of Publishers' Association

ST. LOUIS, March 12.—M. J. Low[illegible]stein, for a number of years business m[illegible]ager of the St. Louis Star, has been [illegible]pointed secretary-manager of the Chicago Newspaper Publishers' Association, and will take up his new duties March 20. He succeeds the late Henry N. Cary.



M. J. LOWENSTEI[illegible]

Mr. Lowenstein began his newspaper career as a reporter on the St. Louis Republic in 1882. He was with it for nine years as commercial editor, liter[illegible] editor and city editor. He also was [illegible]sistant business manager of the N[illegible] York World, and at one time was w[illegible] the business department of the Hea[illegible] newspapers in New York.



Richmond (Va.) Leads!

In Department Store Gains

TWELVE per cent increase in business for the last five months of 1922, the largest in the Fifth Federal Reserve Bank District, according to the official government report. Compared with the one-half of 1% gain of Washington, and 7.9% gain of Baltimore, it is a conclusive proof of the growing importance of Richmond as a retail center.

THAT The Evening Dispatch is keeping pace with Richmond's development is indicated by its December, 1922, gain of 33% in advertising, as compared with December, 1921. The Evening Dispatch and Times-Dispatch can be bought in daily combination at 11c, which offers an excellent medium for thorough coverage of this fertile field. A Service Department is maintained, which will gladly cooperate with you in your sales efforts.

Richmond Times-Dispatch
MORNING AND SUNDAY

The Evening Dispatch

Story, Brooks & Finley, Special Representatives
New York, Philadelphia, Chicago

MAKING MONEY COUNT

When buying **Insurance** men want the best protection they can get for the least amount of money.

Men buy **Newspapers** on the same principle.

In a few days everyone who has any kind of an old flivver that will hang together will be giving it an airing.

Newspapers providing **Travel Accident Protection** with subscriptions are clinching **New Circulation** this spring.

Now Is the Time to Step on the Gas

HICKEY-MITCHELL CO.

Pierce Bldg. *(Builds and Holds Circulation)* St. Louis

U. S. Mgrs.—National Casualty Co., Newspaper Dept.

OUR OWN WORLD OF LETTERS

Edited by JAMES MELVIN LEE

MONG those who made the su- preme sacrifice "Somewhere in lance" was Quincy Sharpe Mills, an torial writer on the New York Sun. s letters, written for the most part on nch battle fields, have been collected a volume entitled "One Who Gave His e" (G. P. Putnam's Sons). It con- ns not only the letters but also a sketch Mills' life by his former chief, James by, formerly editor of the Evening n.

Many of the letters are fine examples the art of reporting for Mills was a lled literary craftsman. If space per- tted, his description of "No Man's nd" would well be worth quoting. The letters are supplemented by the nments which Mills as censor found the letters of his men. Some of their irical remarks throw more light on t how the American boys in France than many of the recent histories. The book is not without some criticism those higher in authority. But such ticism is necessary if the reader is to a true picture of the conditions as y actually were and not as a commit- on public information would have you ieve. In the deluge of war books, ny could well be spared—but not "One o Gave His Life."

* * *

JST as Mr. Mills never saw his let- ters in print, so William McCor- k, formerly editor of the Reading a.) Times-Herald, never saw a bound y of his book, "The Problem of the rking Boy" (Revell Publishing Com- y). Mr. McCormick died only a day so before an advance copy was mailed his editorial desk.

* * *

OWARD VINCENT O'BRIEN, author of "Trodden Gold" (Little, wn & Co.), is a member of the ad- tising agency of David C. Thomas & , of Chicago. From 1912-1914 he was or and publisher of Art. His novel, way of contrast, strikes a somewhat note in fiction, in that it is a study only of those who are afraid of pov- but also of those who are afraid of es. For the newspaper man familiar h all phases of American life, this el by Mr. O'Brien will have a special eal.

* * *

ENRY JAMES FORMAN, author of that charming, whimsical love y, "The Man Who lived in a Shoe," been political editor of the Literary est, associate editor of the North erican Review and managing editor of lier's Weekly.

* * *

R PHILIP GIBBS begins in the World's Work for March a series rticles entitled "Adventures of an In- ational Reporter." His first article ribes how he exposed Dr. Cook's r fraud. How Gibbs reached his clusion that the alleged discovery of North Pole was a big fake contains gestions that ought to be useful to r reporters in deciding questions of icity in covering interviews with peo- who have just sprung into public . But aside from this practical e, his article is a news story worth ling because it gives the reader an le view of how a reporter works.

* * *

ERBERT S. MALLORY has com- piled an anthology of essays on cism to which he has given the title ckgrounds of Book Reviewing" orge Wahr, Ann Arbor, Mich.).

* * *

ALPH D. PAINE'S book, "Roads of Adventure" (Houghton, Mif- & Co.), is an autobiography of a rter whose assignments have often full of hazards. It will be men- d more in detail in a later issue of OR & PUBLISHER.

WHETHER literary editors, "read books" is often a subject of humorous debate but if they will read "Books Reviewed" (George H. Doran & Co.), by J. C. Squire, editor of the London Mercury, they will pick up some valuable tips about the work in their own field.

The blurb on the cover tells the truth when it says:

> In place of a conscientious "review" of a new book, Mr. Squire has frequently used the new book's appearance as a springboard for his own plunge into literature, both past and present.

It might be noted that the critical essays in this volume did not first appear in the London Mercury but in the London Observer. As Mr. Squire is a critic of unusual discrimination, he is a good author for the cub reporter to read.

* * *

ANOTHER novel by a newspaper man is "The Code of the Karstens" (Little, Brown & Co.), by Henry Walsworth Kinney, editor of the Tokyo Trans-Pacific.

* * *

THE Indianapolis Times is running a series of novels by Indiana authors. The novel now being published is "Alice Adams," by Booth Tarkington.

* * *

NEWSPAPER life and newspaper characters seem to be creeping somewhat frequently into American fiction. "Black Oxen," by Gertrude Atherton (Boni and Liveright), was suggested by a headline in the New York World. One of the leading characters is a "colyum conductor." He doubtless will pass muster among lay readers, but he does not seem quite real to those in the newspaper business. As to the novel, itself, critical opinions will doubtless differ. Critics who like one kind of paper will praise the tale and those who prefer another type will want to throw the book into the hell-box.

* * *

I AM not writing advertisements for insertion in this department, but "The Big Scheme of Simple Operation," published by the Mergenthaler Linotype Company of Brooklyn, ought to be interesting reading matter for reporters. They know too little about the machines which put their copy into type. This booklet describes clearly and succintly all operations. It is so clear that any layman can understand it.

* * *

IN answer to several inquiries about the market for copy other than news I recommend "Where and How to Sell Manuscripts," by William B. McCourtie (The Home Correspondence School, Springfield). The present edition was published in 1920, but I understand another is now being compiled. It is the best book of its kind available for literary workers. The jacket says the book mentions 6,000 markets for manuscripts. The office boy will please certify.

* * *

THE Saturday Evening Post recently published another satirical thrust at the press. Because it was in the Sense and Nonsense department it may have escaped the attention of members of the staff. It would have the reader believe that the door of the news room is closed to truth. "Tell her I am in conference," says the managing editor. In my opinion, the public is more critical of the press than ever before in the history of American journalism. An explanation may possibly be found in the "Sense and Nonsense" published in the periodicals.

* * *

DEUTSCHES Museum für Buch und Schrift of Leipzig, Germany, has published a series of documents relating to the journalism of Germany. Number one of the series is a reprint of Newen Zeytung auss Presillg Landt (New Tidings Out of Brasil Land). According to a table in the pamphlet, the New York Public Library has a copy of this original news-book, one of the earliest precursors of the newspaper in Germany.

報知新聞



The Hochi's Magnificent New Building Just Completed in the Heart of Tokyo

THE HOCHI SHIMBUN

Japan's Oldest Evening Newspaper
With Large Morning Edition

TOTAL PAID CIRCULATION LARGEST IN TOKYO

The Hochi Shimbun was established in 1872 by the late Marquis Okuma, and continuously since that early date has lent all its influence to the support of its great founder's lofty ideals.

In the foreign news field the Hochi has built up a service which is unexcelled, and which has earned for it many readers who are intensely interested in persons and events abroad. This interest has been found to exert considerable influence on their taste in the purchase of imported commodities and undoubtedly has increased their consumption of products from abroad.

Advertising Rates

Per line.....Y	1.25
Per Column..Y	170.00
Per inch....Y	12.50
Per page....Y	2,000.00

The Hochi Shimbun

TOKYO, JAPAN

HOAX OF OLD VINTAGE IN WASHINGTON

When "The Flirt" Was Due on Films of the Capital, "Anti-Flirt" Club Broke Into the Newspapers

By Sam Bell
Washington Correspondent of Editor & Publisher

Washington, reputed home of the press agent, at least the brazen type of publicity man developed in war days, recently witnessed a revival of the oldest form of the craft—the hoax—a method of obtaining entrance into news columns, common to pre-war times, when a yarn had to be planted and disguised to resemble what editors believed to be news.

And let it be said for the Washington newspapers, Washington correspondents, and even the conservative press associations, that the hoax went over for news column type and pictures in a manner seldom equaled by the most important of governmental hand-outs.

The legion of publicity men and women in Washington today are wondering if it would not be a good thing after all to revert to the days when press agents possessed imagination and talents other than mere ability to pound a wordy typewriter —the ancient days when the press agent game was confined largely to the circus and the theater.

The publicity hoax that fooled Washington was a little stunt designed to inform the public of the merits of a motion picture entitled "The Flirt," filmed from Booth Tarkington's story. It was the press agents of "The Flirt" and a Washington movie house that brought into being the "Anti-Flirt Club" pictures, some of which still are finding their way into the illustrated sections of American dailies.

Let Leonard Hall, of the Washington News, the newspaper that claims credit for exposing the hoax, tell the story of the rise and fall of the Anti-Flirt as he did in the columns of his own journal:

"The most successful publicity hoax in recent Washington history is at its appointed end. Tomorrow newspaper advertising will trumpet the news that the Rialto Theater will show Booth Tarkington's 'The Flirt' all next week.

"And this, then, is the tale of 'The Washington Anti-Flirt Club,' and how it gained acres of newspaper space for a motion picture.

"So perfect was the working out the plan to exploit the movie among the newspapers and citizenry that it should be told in detail, as a contribution to the film history of the town.

"One day, after the booking of 'The Flirt' by the Rialto, Miss H. R. Merrill, local exploitation expert for the Universal Film Company, was taken down with a case of bright idea. She took her pet idea—that of forming a local anti-flirt club in the local schools—to the publicity director of the Rialto. Together they hatched the dark plot to slip us all the chocolate-coated cyanide.

"Miss Merrill went out, corralled a dozen girls, told them what it was all about, had some Anti-Flirt banners sewed up, elected herself secretary of the Washington Anti-Flirt Club, and was ready for business.

"Her first move was to call the three afternoon newspapers and tell them that she and the other girls had decided to fight the flirtatious tactics of naughty men on the highways. All three papers bit on the tip like starving carp. Out raced the reporters and photographers. All three papers carried stories on the first page of their final editions that day. Two of them spread big pictures of the stern young ladies across their pages.

"That evening the Daily News detected the odor of a rodent, and dropped the tale of Anti-Flirts like a hot spud. But the other journals leaped to it avidly. Twenty-four hours after publication of the story in Washington it appeared in a San Francisco paper. Rep. Manuel Herrick wrote one of his characteristic letters in behalf of the Anti-Flirts, and yearned to address the club. A local editorial writer condescended to descend from his Olympus and speak benevolently in favor of the gals' labor for righteousness. Great news syndicates snapped pictures and wrote stories about the club and sent them broadcast. Washington was beautifully killed, stuffed, basted and done to neat, golden brown."

ANOTHER PRESS CLUB CLEAN-UP

Minnesota Range Editors Reorganize—To Fight Press Agents

The Minnesota Range Press Club is to be reorganized. According to present plans, it will embrace newspaper editors and publishers of the Iron Range and will exclude all not devoting full time to editorial work. It will work to have the mining companies on the range give the news of their activities to the home papers instead of technical magazines published at a distance. The elimination of a certain class of press agencies will also be attempted.

Detroit Times Starts New Press

The Detroit Times last week put into operation its new Pancoast-Hoe double sextuple press, erected across the street from its present office. The Times has acquired adjoining property, where it will house a new color press.

Hauser Norristown Herald Editor

Odell Hauser was this week appointed editor-in-chief of the Norristown (Pa.) Daily Herald. Frederick S. Fox will continue as executive editor in charge of general news and other editorial features. Mr. Hauser was graduated from Columbia University in 1908 and spent the next nine years on the New York Times' staff. Since 1917 he has been in Philadelphia, as political writer for the Press, and later for the Public Ledger.

Buffalo Wants News Stands Back

By unanimous vote the Buffalo city council approved a resolution providing for the introduction in the state assembly at Albany of a charter amendment permitting news stands on the Buffalo streets. The news stands were barred by court decisions growing out of an action begun by the Buffalo Commercial.

Golden Jubilee in Belfast

The Belfast (Ireland) Weekly Telegraph has just celebrated its 50th anniversary. Sir Robert Baird, K.B.E., D.L., who is now managing director of the firm of W. & G. Baird, is the only surviving member of the organization who was present at the first issue of the paper.

Corvallis Courier Sold

The Corvallis (Ore.) Morning Courier, which succeeded the Benton County Courier a short time ago, has been bought by Miller & Water, a Corvallis real estate firm, from A. E. Frost.

Atlanta Journal Opens N. Y. Office

The Atlanta Journal has opened a news bureau at room 107, Hotel Astor in charge of Ward Morehouse, former Journal reporter.

A Weatherproof Roller

We are a peculiar people and habitually sidestep new things until some one—like the first man to eat an oyster—tries out the thing, then if he survives a few more take a chance. After that there is a wild rush to follow suit.

Since the perfection of the modern newspaper presses, the problem has been a Roller that was not readily susceptible to climatic changes, and one that would not soften under the highest speed of the press. This has been accomplished in the Duplex Roller.

The Duplex is a twofold Roller. It is pliable, with a tacky surface to take and distribute the ink perfectly, clean out the form, and produce clean-cut presswork. It will give equally good service in hot or cold weather, humid or dry weather. It can be used in a very damp basement or a dry, artificially heated pressroom.

The Duplex Roller is manufactured at the five addresses given below.

BINGHAM BROTHERS COMPANY
(Founded 1849) ROLLER MAKERS

New York.....406 Pearl Street
Philadelphia.....521 Cherry Street
Rochester.....89 Mortimer Street
Baltimore.....131 Colvin Street

Allied with BINGHAM & RUNGE COMPANY
E. 12th St. and Power Ave., Cleveland, O.

Scripps-Howard
Prefer Ludlow for Display

THE Indiana Times of Indianapolis was the last paper added to the Scripps-Howard League of Newspapers. The composing room had been operated under the single-type method. This places all Indianapolis papers on the all-slug basis, the News and Star having previously been Ludlow equipped.

Fourteenth Installation

The new owners telephoned Ludlow Typograph Company for immediate shipment of one Ludlow and one Elrod Caster. They also requested that our representative visit Indianapolis the following day to receive specifications for matrices and accessories for their Ludlow equipment.

The following day this shipment went forward by express and our installation man left for Indianapolis that night.

The Scripps-Howard people have absolutely no financial interest in the Ludlow Company.

They have equipped their offices, one after another, with Ludlows because it pays, their experience with them dating from their first installation at the Cleveland Press in 1914. They have tried every other method for getting display composition and found the Ludlow method the best.

The long experience, the vast opportunity for comparison and the successful business record of this chain of newspapers should weigh heavily in the scale with those publishers who have not yet been able to decide for or against the Ludlow.



THE LUDLOW

Ludlow Typograph Company
2032 Clybourn Avenue, Chicago
Eastern Office: World Building, New York City

LUDLOW QUALITY SLUG COMPOSITION ABOVE 10 PT.

ARBITRATORS CLEAR BIG DOCKET

(*Continued from page* 20)

"o individual agreement or contract of any
ter shall be made between Chicago
raphical Union No. 16, and any members
icago local of the American Newspaper
hers' Association during the life of this
nent, unless said newspaper shall have
withdrawn from membership in said Chi-
local of the American Newspaper Pub-
s' Assoication' specifically aims to pre-
such agreement. You may well imagine
emoralization that would ensue if the
cations of the many contracts now exist-
tween the publishers and the local unions
be set aside by such methods.
e Arbitration Agreement, Individual
ment Contract and Code of Procedure
govern the existence of contracts be-
publishers and unions appeal to me as
chless instrument for conciliatory pur-
and should not be imperiled by overt acts
er innocently they may appear to arise.
close study has been given to the evi-
presented and I feel that the principals
s controversy, have, unintentionally per-
overstepped the bounds of their contract
ecision is:
at the International Board is without
ction at this time and that the merits
controversy be remanded to the Chicago
standing committee for arbitration."

ISVILLE, KY.—In this case the local arbi-
award had given an increase of $1.
nternational Board added another dollar,
g the award as follows:

MORNING NEWSPAPERS	
oreman	$52
ssistant foremen and head admen	48
dmen, makeups, proofreaders, handmen, operators, machinists and all other journeymen	45
EVENING NEWSPAPERS	
oreman	$49
ssistant foreman and head admen	45
dmen, makeups, proofreaders, handmen, operators, machinists and all other journeymen	42

The union in addition was given other concessions of a minor nature.

The following cases were settled by the International Board of Arbitration without the services of a seventh man:

CHICAGO.—In a dispute concerning the Chicago Examiner about which a question of jurisdiction was raised, the board decided that jurisdiction covering the matter lay as between the local branch of the A. N. P. A. and Chicago Typographical Union No. 16.

CHATTANOOGA.—This case involved payment for regular day off. The publisher asked for postponement.

SCRANTON, PA.—This case involved an appeal by Scranton Typographical Union No. 112 from a local award and was deadlocked.

MILWAUKEE, WIS.—In this case involving the Milwaukee Publishers' Association, Milwaukee Typographical Union No. 23 joined them in a request for postponement.

KANSAS CITY, MO.—In the case of an appeal from Kansas City against the ruling of the Executive Council as to an interpretation of the priority law, it was held by the officers of the International Typographical Union that no appeal lay to the board, but that the interpretation of International Typographical Union laws was a matter for the discretion of the executive coucil of the I. T. U. The board directed the publisher in question to obey the decision of the executive council.

25 Years With New York Times

Miss Florence Weinberg was the honor guest at a dinner on March 12, given by seventy-five friends and business associates, celebrating the twenty-fifth anniversary of her connection with the New York Times. Miss Weinberg was secretary to Louis Wiley, business manager of the Times, for a number of years, and is now manager of advertising on the business page. Hugh O'Donnell was toastmaster and there were speeches of congratulation by Louis Wiley, Arnold Sanchez and others, and messages were received from Adolph S. Ochs, Ben C. Franck, Charles F. Hart and others who were unable to attend.

NEWS OF ASSOCIATION AND CLUBS

NWSPAPER AND PUBLISHING

E annual banquet of the Pittsburgh
ress Club was held at the Hotel
am, March 8, with more than 300
nt. The Flaming Torch, the club
ation, was distributed. Only one
-town artist contributed this year
cartoons in the Flaming Torch—
Hubbard, otherwise "Abe Martin,"
dianapolis. A feature was the re-
ction of the front pages of the last
of the Dispatch and Leader, with
graphs of the oldest employees of
papers in groups.

ded by Frederick G. Lieb, presi-
of the Baseball Writers' Associa-
f America and here to cover the
ork Giants' spring training for the
ng Telegram, six New York sports
s were luncheon guests of the San
io City Club March 8. Mr. Lieb
at the luncheon, as did George W.
of the World; Harry Cross, Eve-
ost; Warren W. Brown, Evening
Sam Crane, Evening Journal, and
Graham, Sun.

Omaha (Neb.) Woman's Press
s inaugurating a series of "manu-
afternoons," when members will
original manuscripts, and discus-
and criticisms will follow.

special meeting of the Newspaper
Benevolent League, Inc., First
resident Forrest Trafford of the
ork Commercial, was elected presi-
succeed John J. O'Connell of the
ork Times, who died Feb. 16; John
ley, of the New York Herald, first
esident; Joseph A. Butler of the
ork World, second vice-president,
arry C. Klemfuss of the Daily
third vice-president.

ld F. Wheeler, managing editor
Boston Traveler, was elected presi-
the Boston Press Club to succeed
E. Young, assistant managing
f the Boston Post. Other officers
were: Vice-president, John J.
secretary, Frank J. Supple; treas-
harles J. O'Malley; financial sec-
Edmund J. Carpenter; board
ctors, Roy Atkinson, Frank Fay,
n Somers, Frank Prescott, Theodore Hedlund and William E. Hardy.

ADVERTISING

THE Tabor (Ia.) Business Men's Advertising Club staged a novel advertising stunt recently. It holds a special day every two weeks with a special name. This day it happened to be "chicken day." Top prices were paid for chicken brought to Tabor markets on this day. At three o'clock in the afternoon, 25 chickens donated by the merchants of the city, were turned loose on the streets. These chickens became the property of anyone who was lucky enough to catch one. On one leg is each chicken was a tag good for $2.50 in trade at one of the stores. Besides this, each merchant had a special bargain offer for the day.

The Women's Advertising Club held their first employers' night, with employers' as both speakers and honored guests, March 6, at the Congress Hotel. John Benson of Benson, Gamble & Slaten, and president of the American Association of Advertising Agencies, told of the place the advertising agent must occupy, as middleman serving both buyer and seller for a small profit. Reuben Donnelley of the Reuben H. Donnelley Corporation talked on "Reference Media." Other speakers who talked briefly were Mrs. Hutt of the women's department of the "Progressive Farmer," Homer Buckley, of Buckley, Dement & Co., H. C. Winchell of H. C. Winchell Company, Irvin S. Paschall of the Irvin S. Paschall agency, and "Jim" Buchanan of the James Riddle Farm Papers.

The contact committee of the Associated Advertising Clubs of the Tenth District met in San Antonio, March 11, to discuss plans for forming the Tenth District Delegation to the A. A. C. W. convention at Atlantic City in June.

W. N. U. Rebuilds in Wichita

The Western Newspaper Union has let a contract to the George H. Sudhoff Construction Company, Wichita, Kan., for a $50,000 building to replace the Wichita plant which recently burned. H. W. Albright is Wichita manager.

The

Indianapolis Sunday Star

again

exceeds

its highest

circulation peak

more

than

140,000

Sunday, March 11th

FOREIGN REPRESENTATIVES

KELLY-SMITH COMPANY
Marbridge Building
New York City

Lytton Building
Chicago

R. J. BIDWELL CO.
742 Market St.
San Francisco, Cal.

Times Building
Los Angeles, Cal.

The Shaffer Group
CHICAGO EVENING POST
INDIANAPOLIS STAR
LOUISVILLE HERALD
ROCKY MOUNTAIN NEWS
DENVER TIMES
MUNCIE STAR
TERRE HAUTE STAR
QUALITY PUBLICATIONS

WHAT OUR READERS SAY

Better Proofreading

PELHAM, N. Y., March 7, 1923.

TO EDITOR & PUBLISHER: I am sending you a check for renewal of our subscription. You ask for my views as to how EDITOR & PUBLISHER might be of more service to its readers. A difficult problem along broad lines, as I think you are filling the bill very acceptably and with refreshing enterprise at the present time.

However, if you can instill into our daily papers a desire for more accurate proofreading the current press would be improved. It seems to me that we are getting a breed of lackadaisical correctors of the press whose efforts are frequently non-effective.

Honestly, EDITOR & PUBLISHER is doing a great constructive work, standing out as a vigorous representative of a vigorous class of men. Keep it up, and here's hoping you will continue to be the banner-bearer.

THOMAS M. KENNETT,
Editor Pelham Sun.

The King-Crane Report

BEIRUT, Syria, February 20, 1923.

TO EDITOR & PUBLISHER: I have just recently learned that you have published the report of the King-Crane Commission to the Near East. We congratulate ourselves that one American journal had the courage to give to the public what our political machinery has illegally withheld for so long a time.

If in subsequent issues of the EDITOR & PUBLISHER you have quoted or commented upon letters which have come to you from various important personages dealing with this question of the Commission, I should be happy to have you send me copies of the addresses in Jerusalem.

I must admit my curiousity is great to know how and why you published this report. Perhaps during my next visit to the United States you will tell me.

CHARLES A. DANA.

Look Out for Jewelry Package Ads

LINCOLN, Neb., Jan. 10, 1923

TO EDITOR & PUBLISHER: Many papers thruout the country have been printing advertisements of reputable jewelry firms who have been conducting $1.00 package sales, the advertisement stating that some of the packages contain articles valued as high as $50.00. We published a few of these ads in Lincoln and upon complaint of a postal inspector we were indicted and fined $50.00 by the Federal Court. I thought maybe you might want to pass the thing along and save somebody else some grief.

J. C. SEACREST,
Publisher, Nebraska State Journal.

El Democrata Circulation 95,000

MEXICO, D. F., March 6, 1923.

TO EDITOR & PUBLISHER: We beg to call your attention to the figures given in your 1923 Year Book in the section headed "Mexican Newspapers."

You state that the circulation of El Democrata is 38,000 copies while that of El Heraldo is of 40,000.

We beg to inform you that El Democrata has a superior circulation to El Heraldo. The circulation of El Democrata is 95,000 daily copies.

EL DEMOCRATA
G. Rousset, Manager.

Done It Again!

NEW YORK, February 1, 1923.

TO EDITOR & PUBLISHER: You have done it again! The EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK NUMBER for 1923 is a corker. There is a great deal of valuable information contained in this volume that is of great moment to the busy advertising man. I congratulate you on the way you handled it.

DAN A. CARROLL.

Finest He Ever Saw

HUNTSVILLE, Ala., Feb. 3, 1923.

TO EDITOR & PUBLISHER: Your International Year Book Number was and is the finest piece of work we ever saw. Congratulations.

J. E. PIERCE,
Ed. and Gen. Mgr., Huntsville Daily Times.

Prohibition

YORK, Pa., March 13, 1923.

TO EDITOR & PUBLISHER: May I congratulate you upon your editorial in the EDITOR & PUBLISHER of March 10, 1923, in which you speak of the manner in which the New York newspapers have ridiculed and burlesqued the prohibition enforcement. I thoroughly agree with the editorial and am mighty glad that you have the courage to point out, what must be obvious to every one, how we keep faith with the real principles of the government.

J. W. GITT, Editor
The Gazette and Daily

NEW DAVENPORT HOME

Democrat & Leader Building Ready by November 1

Plans for a new $150,000 building for the Davenport (Ia.) Democrat and Leader have been approved and the contract awarded to John Soller & Son, Davenport. The building will be located at 409-411-413 Brady street, three blocks from the present location. The Democrat and Leader expects to occupy it by November 1.

The new building will be two stories high, with basement, and built of Bedford stone and terra cotta, with granite base. The street front will be recessed at the windows, to provide space for persons who stop to read bulletins without interfering with sidewalk traffic. On the first floor will be business offices, publisher's office, circulation, press, mailing and other rooms. A mezzanine floor will house advertising offices and other private offices. The editorial and composing rooms will be on the second floor. The press and stereotyping equipment will cost $60,000.

Coast Weekly Turns Daily

With James Shea as managing editor, a daily edition has been inaugurated recently by Crow & Shaw, publishers of the Inglewood (Cal.) Weekly News.

NUNN BUYS AMARILLO TRIBUN

Will Continue News in Morning, T une in Evening Field

Dr. J. L. Nunn, editor and publi of the Amarillo (Tex.) Daily New morning paper, has purchased the A rillo Tribune, an afternoon paper al three years old. The plant of the A rillo Tribune was sold some months to satisfy a lien and was taken over the Amarillo banks. At that time company was reorganized and publi tion of an afternoon paper contin The same men were retained as ex tives.

R. H. Nichols, one of the founder the Tribune and its editor, has re chased a controlling interest in the V non (Tex.) Record, a semi-wee which he published before going to A rillo. Mr. Nichols will again bec editor of the Vernon paper. It is un stood that Dr. Nunn will continue lication of the morning and after papers at Amarillo.

Newspaper Employees Lose Savin

Several employes of the two Spring (Ohio) newspapers were hit by the ing of the Springfield National due to defalcations of the cashier. of the newspapers' own accounts we the closed bank, but inquiry revealed approximately $25,000 in cash and b of individual employes was tied up, possibility that most of it will be loss. The cashier, G. H. Penfield now awaiting action of the federal g jury after having confessed irregula covering a period of ten years.

TRADE MARK FLEXIDEAL DRY MATS

Experience vs. Experiment

If your experience with other mats has not been satisfactory, do not for that reason decide that dry mats are not for you.

There are dry mats and there are Flexideal Dry Mats.

Ours are easily handled; do not require any kid glove treatment.

Flexideal and Maxitype Dry Mats are made to meet the hustle and bustle in the newspaper plant and will stand a little abuse when the occasion arises.

If you want a dry mat which will fit right in with your equipment and save you time and money, try the Flexideal way of stereotyping.

We guarantee constant supply and prompt shipment from our stock at Bush Terminal, Brooklyn, N. Y.

DRY MATS

THE FLEXIDEAL CO., INC.
Sole U. S. and Canadian Distributors
15 William Street New York City, N. Y.

MAXITYPE TRADE MARK

Is The Chicago Evening Post *On Your Schedule?*

It Should Be

If you are advertising an article that appeals to the higher intelligence or the more capable pocketbook.

This is demonstrated by the fact that it has for a number of years carried more business from several lines of high grade advertising than any other Chicago evening paper, such as passenger automobiles, electric automobiles, motor trucks, financial, railroads, music and musicians, insurance, etc.

Why not imagine that you are sending a personal representative to interview the prospective customers for your article? The success of your selling campaign would depend on the amount of sales as compared with the cost of calls, and it costs no more to call on a prospect financially able to become a customer than it does to call on one who has neither the money nor the ability to appreciate articles of merit. Would you send your salesmen to everyone listed in the Blue Book or would you attempt to cover the names in the City Directory? This is a fair comparison of THE CHICAGO EVENING POST, the class paper of Chicago, with the mass circulation papers.

The Shaffer Group
CHICAGO EVENING POST
INDIANAPOLIS STAR
LOUISVILLE HERALD
ROCKY MOUNTAIN NEWS
DENVER TIMES
MUNCIE STAR
TERRE HAUTE STAR
QUALITY PUBLICATIONS

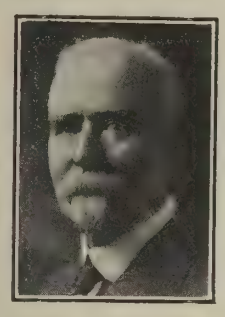
The Chicago Evening Post

"Chicago's Best and Cleanest Paper"

GEORGE M. SAVAGE

(dest Michigan Advertising Agent Dead in Detroit

George M. Savage, president of the (orge M. Savage Advertising Agency,]., Detroit, died March 8, following a tef illness. He



GEORGE M. SAVAGE

's one of the rst widely own advertis- men in the ited States. Is firm, estab- ied in 1874, is oldest agency Michigan, and of the oldest the United tes.

The death of r. Savage sely followed recent amal- nation of the vage and E. LeRoy Pelletier firms, un- the corporate name of George M. vage Advertising Agency.

Mr. Savage was born in Goderich, t, December 7, 1851, and moved to troit at the age of 12. He is survived Mrs. Savage, four daughters and ee sons.

LLIAM RALSTON BALCH DEAD

sed Fund Sponsored by London Daily Mail for Hospital

Villiam Ralston Balch, aged 71, for- ly military editor of the Boston nscript, died March 7. He began his spaper work in the composing room the Concord (N. H.) Monitor as a in 1871. He was connected with the don Bureau of the Associated Press several years.

Ir. Balch was responsible for the rais- of the $500,000 fund of the London ly Mail during the Boer War. In work he secured the co-operation of liyard Kipling, whose poem, "The id Beggar," which he wrote especially this cause, brought so much money the office of the Mail that it was de- d to found a veterans' hospital at tsmouth, England. This hospital has ained as one of the leading institutions its kind.

Ie contributed to the London Daily il an exclusive account of the impend- death of Queen Victoria, developed of a noblewoman's remark to her ismaker that black would be the fash- that winter. In Boston he tracked n by clever detective work the mur- er, Chastine Cox, who had long baf- the New York police. In 1879, he managing editor of the Philadelphia ss, and later was connected with the ton Advertiser and Boston Herald.

Ir. Balch was the author of the War onicle in the columns of the Boston nscript during the World War. He also been on the staffs of the Boston ald and Advertiser.

UPPERMAN DIES AT DESK

N. Y. World 20 Years After Ten as A. P. Night Manager

Villiam Blake Upperman, aged 66, eran newspaper man and long con- ed with the advertising department he New York World, died suddenly ch 14 at his desk in the Pulitzer lding. He had been ill two years, but unusually well when he arrived in office and referred to the spring-like ther.

Ir. Upperman was a member of the n-Pierce family of Virginia and was there on a plantation. He studied and practiced it for a time, but went into newspaper work. He became t manager of the New York office the Associated Press and remained e ten years, when he joined the World reporter twenty years ago. Later was transferred to the advertising de- ment.

e leaves a wife and a grandson.

Obituary

JEROME B. LUCKE, aged 81, for 40 years with the New Haven (Conn.) Journal-Courier, and New Haven Palladium, died in that city March 12 of pneumonia. After serving in the Civil War, he entered the newspaper profession. He gave to C. S. Bushnell, one of the backers of Ericsson's Monitor, the first news of the victory of that craft over the Confederate Merrimac; carried to the Connecticut legislature word of the capture of Fort Fisher by Gen. Terry, a New Haven man, and made a stenographic report for the Associated Press of the speech of James G. Blaine when he made reference to a speech which had been made and in which had occurred the expression "Rum, Romanism and Rebellion."

JAMES L. MAGEE, assistant foreman of the Boston Post pressroom, and employed on that paper for 26 years, died March 5, in Somerville, Mass., following a nervous breakdown.

WALTER M. JACKSON, aged 59, a member of the firm which printed several editions of the Encyclopedia Britannica died March 11 at Gibraltar. He is said to have been instrumental in the negotiations by which Lord Northcliffe purchased the London Times in 1909.

JOHN S. REEDER, aged 80, at one time editor of the Cincinnati Commercial Gazette, and later circulation manager of the Cincinnati Enquirer, died at Mercy Hospital, Hamilton, Ohio, on March 9.

C. C. GROSS, aged 72, a veteran printer of the Sioux City (Ia.) Printing Company, and a former bookeeper for the Western Newspaper Union, died March 2.

PROF. THOMAS SMITH PARSONS, editor of the Cheyenne (Wyo.) Stockman-Journal, died recently.

LOUIS LAFRAMBOISE, one time owner and editor of Le National, a French weekly published in Montreal, and afterwards translator in the Canadian House of Commons, died at Ottawa (Ont.) on March 5.

FRED BOGARDUS, for 35 years an employe of the Boston Herald and Boston Traveler, died at his home in Dorchester, Mass., March 7. At the time of his death he was paymaster of the Herald composing room. He was one of the organizers of the recently organized Fourth Estate Lodge, A. F. & A. M.

MRS. ETTA SILMAN KAUFMAN, mother of S. Jay Kaufman, editor of "Round the Town" column in the New York Globe, died March 9 in Atlantic City.

JOSEPH T. CAMP, Nevada newspaper man, died recently in Wadsworth (Nev.) after an illness of several years. Mr. Camp was formerly publisher of newspapers in Wadsworth, Fernley and other Nevada towns.

J. A. FOUCHE, aged 69, who edited the Dawson (Ga.) Journal for a number of years, died in McDonough, Ga., March 4.

GEORGE S. CLARK, aged 78, the oldest printer of St. Cloud, Minn., who had been in the business continuously for over 62 years, died on March 7.

P. C. CHAMBERLAIN, aged 72, for many years circulation manager of the Topeka (Kan.) Capital, and a resident of Topeka for 45 years, died last week.

JAMES J. GURNSEY, former publisher of the Rome (N. Y.) Republican, and a newspaper man of many years' experience, died suddenly March 8, in Rome.

J. RALPH BURTON, aged 70, former editor of the Salina (Kan.) Daily Union, died in Los Angeles. Mr. Burton was United States senator from Kansas from 1901 to 1906.

CAPT. JOHN H. GRANT, aged 40, former circulation manager of the Hutchinson (Kan.) Gazette and later publisher of the Southwestern Retailer of Hutchinson, died in Oakland, Kan., March 4.

HARRY B. KIRTLAND, office manager of the Audit Bureau of Circulations at Chicago, died March 9.

More Women Are Wearing Corsets—Are You Getting More Corset Advertising?

If you want more local and national corset copy, here's one way to get it:

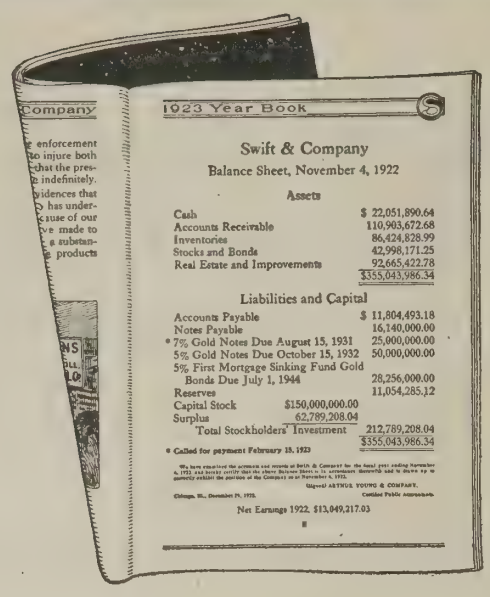
Arrange to secure exclusive use in your city for Jane Hill's new series of eight articles on correct corsetry.

Then show your specialty shops and department stores what you are going to do—and sign them up for increases in local copy. From there it's not a hard step, nor a long one, to interesting the big national advertisers in increased newspaper space.

The eight articles will help women dress better. They stress style and comfort. They help the local merchant sell better goods all along the line. Your advertisers will welcome the Jane Hill series—which mention no type or brand of corset. The articles are exactly what your own fashion folks would have written for you, if they'd ever had time.

There's only one series of articles. They cost only your agreement to solicit local corset copy energetically. Are you the one newspaper that wants to build volume on corset advertising? Write for details.

Irvin F. Paschall, Inc.
McCORMICK BUILDING
Chicago



Do You Know Which is the Largest Industry in the Country?

How much money is invested in it?

How many people are engaged in it?

That in one year it spent over three times its entire capital for raw material?

What proportion of the nation's meat Swift & Company handles?

What is behind such famous brands as Premium Ham and Bacon, Brookfield Sausage, "Silver-leaf" Brand Pure Lard—why they are so good?

Would you open a book to find out these facts—and many more—if you had the book?

Well, you may have it. It's here now, waiting to be sent to you. Free. When may we send it?

Swift & Company 1923 Year Book
Address: Swift & Company,
Public Relations Dept.
U. S. Yards, - - - Chicago

Swift & Company,
U. S. A.

A nation-wide organization owned by more than 45,000 shareholders

4

BRITISH CLUBS A UNIT IN INVITING A. A. C. W.

(*Continued from page 7*)

(a) An understanding of the methods of British and foreign advertising which contrary to the opinion in America, are quite successful.

(b) An increase of knowledge on the part of American publishers and manufacturers as to the possibilities of the British and other markets.

(c) The possibility of setting up an international arbitration board, or control board on international patents, trade marks, which will save American manufacturers millions of dollars yearly.

At the time which it is proposed to hold the convention, the British Government will open in London what will be known as The British Empire Trade Exposition, which will be the largest trade exposition held in the history of the world.

The exposition will be held at Wembly Common, on a site covering over four hundred acres of land, on which they world's largest stadium has already been built, capable of seating almost two hundred thousand people, and where every product manufactured in the British Empire will be on exhibition. So earnest are the British trades people in regard to the success of this exposition, that now and for the six months past, every letter sent out of the United Kingdom has been stamped by the British post office "Remember the British Empire Trade Exposition," thus advertising it to every part of the world.

I need hardly point out what benefits in the way of trade and merchandising education should accrue to American delegates who will thus be in close association with the British Empire Trade Exposition. Here our advertising men and merchants and publishers will have an opportunity to meet the leaders of trade and industry from India, China, Japan, Australia, all the countries of the Orient with whom Great Britain does business. Here will be exhibited products in which we of the United States deal, indeed, but in the trading of which—they being British Empire products—Great Britain holds the lead. For here will be the rubbers from Malay and Singapore; teas and rice and jewels from India; coffee and minerals from Ceylon; agricultural products and diamonds and gold and ostrich feathers from South Africa; wool and hard woods from Australia; silks from China; pearls and copra from the islands of Polynesia; cotton from Egypt; furs and skins from Central Africa and ivory from Zanzibar and other British protectorates on the African coast. It will be a panorama of world-trade that the American delegates will see as a side-issue to the advertising convention.

At this exposition site the convention will be held.

A hall has already been set aside at Wembly with proper facilities for committee meetings, large gathering, refreshments, etc. This exposition will give an opportunity to interested Americans to study articles manufactured by Great Britain, and doubtless many articles will be found which are commercially successful in Great Britain, and which are not now being exploited here.

If the convention is held in London, it will, in my judgment, be the first real world advertising convention, because of delegates with which I will deal later in another section.

As part of the program, but not mentioned heretofore, it is planned to arrange that delegates from America will, after the convention program is over, be assigned to be the guests of those engaged in like business on the other side of the water. For example: A manufacturer of cutlery will be assigned to the cutlery industry at Sheffield, and he and his associates will go there as the guests of Sheffield, and factories will be thrown open and production and selling methods studied.

Consequently it is possible for the American delegates to gain important information as to selling and manufacturing methods which are not now in operation in America.

One of the most important benefits to be derived from the convention being held in London is a better understanding of British and foreign marketing methods; marketing possibilities, their economic conditions, and that intangible thing, which for want of a better phrase, I will call the development of a better understanding between other countries. Nor will this trade understanding be confined only to the English speaking people, because on account of the British Empire Exposition being held at the same time, American advertisers and merchants will have a chance to meet the leading merchants of the East and Far East, Africa, Australia, and the other countries of the world.

(3) Number of delegates which can be expected from countries outside of the United States and Canada?

From information which I gathered, it would appear that we could expect from within the United Kingdom approximately 1,500 delegates; while from France, Italy, Belgium, Switzerland, Hungary Czecho-Slovakia, Jugo-Slavia, Austria, Spain, China, Japan, and other countries, delegates have already signified their intention of attending in far greater numbers than ever before dreamed of. For example: it is practically pledged that fifty of the leading bankers, manufacturers, of China, and one hundred manufacturers, publishers and advertisers of Australia and India, with their unlimited possibilities, will be represented not only by manufacturers, but in all possibility by Governme officials.

(4) Finance?

Unquestionably, manufacturers, publishers associations of England are prepared to fi this convention as no American city financed a similar enterprise.

At the time I was in London, which w proximately sixteen months prior to the convention and almost six months prior t Atlantic City convention, at which time th cision will be made, sixty thousand d ($60,000.) had been subscribed from sources. For example: Lord Rothermer behalf of his papers, subscribed $25,000 Edward Hulton, on behalf of his papers, scribed $25,000, and the Newspaper Publi Association of Great Britain subscribed $1

From statements, which were made to r manufacturers and others, the questio financè is one which need cause no conce the American association whatever.

These subscriptions have been entirely v tary, as no attempts have yet been ma raise any money.

(5) What representation will the Thirty of London have at the Atlantic City Conv as a tangible evidence of their interest an thusiasm in securing the convention?

The best answer to this is that reserv have been made, on the *S. S. Berengaria* ing the latter part of May, for approxi one hundred delegates, which in my judg is more than ample evidence.

Reluctantly, and only because of instru from America, I had to point out to the L committee that the holding of the conventi London would deprive the American Assoc of the revenues from convention fees to th tent of approximately $10,000.

I was immediately assured that this wou taken care of.

(6) Hotel accomodations?

I met with the committee in charge c commodations, and I am satisfied that mor ample first-class hotel accommodations w available, the equal of, or superior to that can be found at any American convention

(7) Time involved.

The time involved for convention proper be approximately three (3) weeks, incl voyage.

(8) Cost?

While the final figures are not in hand, was sufficient data in evidence before London to enable me to state that w promise for the convention party proper class passage both ways on the Atlantic first class accommodations in London, at a cost of approximately seven hundred and dollars ($750.00).

(9) Entertainment?

Will consist of civic reception at port rival and London. Welcome dinner, parties at palaces and homes of imp people; theatre parties, Grand balls, sight- of historical London, Country-side and T

Some of England's finest country home be open for the entertainment of delegate their wives for week ends should they so Automobiles will be provided free, and i number of delegates wish to visit any par point in England, such as, Shakespeare's place, Oxford or Cambridge Universities particular industrial center, Windsor Cast other places of interest, arrangements w made for free transportation and guidanc other words, while the entertainment will different form from that in an American it will be full of interest, comfort, educatio enjoyment.

In presenting this preliminary report members of the committee who met in York, I unqualifiedly recommended to the they urge that the association should acce invitation, and they have unanimously agr this.

For the last six weeks, a corps of peopl been working in London preparing coverin on all points covered in this preliminary as well as data regarding the cost of a n of interesting continental and other trip delegates may wish to make, and this volu data will arrive in America within the nex or so.

I suggest that the committee accept th liminary report with my assurance that be backed up with the data which is now way, and that you write me immediately i ing your approval or disaproval of the pla authorizing me to forward this report president of the Associated Advertising Cl the World, with your unanimous approva that I be authorized to recommend to hi the association in accepting this invitati Atlantic City will in 1924 hold sectiona ferences in America, in place of its n conference.

In forwarding this report to the presid the Associated Advertising Clubs of the W shall with your approval ask for an ear lease date to club presidents and the pres

F. A. WILSON-LAWRENS

February 28, 1923.

CHINA BARS WESTINGHOUSE

/on't Permit Import of Radiophone Equipment, as War Contrabrand

WASHINGTON, March 12.—The Govnment of China has refused the Westghouse Electric International Corporaon permission to import radio materials to China and to establish broadcasting d receiving stations.

Application, which was made through e American Legation at Peking, folwed a decision by the concern to atmpt to establish radio telephony in ina. Permission was refused by the inister of War, on the ground that dio apparatus is contraband of war, d therefore cannot be brought into ina, upon penalty of seizure. Referce was made by the Chinese to the rictions concerning radio adopted by e Washington Arms Conference.

INSURANCE PLAN OF PROFIT SHARING IS POPULAR

(*Continued from page* 10)

etna Life Insurance Company. The inimum benefit is $100, which is ineased by that amount every year up to 1 years.

Charles A. Tyler, assistant general siness manager of the Philadelphia blic Ledger Company, writes that oup insurance is carried on lives of ployes who have been in service for e year or longer. The company pays e premiums and the method contemates the payment of 10 per cent of a n's yearly salary to the beneficiary the time of his death, with the reunder paid in 52 weekly installments. l employes, male and female, are cov-d.

The Brooklyn Standard-Union carries oup life insurance wtih the Travelers' e Insurance Company and New York ate accident compensation insurance employes, says H. L. Bridgman, busis manager.

F. A. Miller, vice-president and editor the South Bend (Ind.) Tribune, states t group insurance with the Equitable e Assurance Society of New York s put into effect January 1, 1923, on lives of employes who have been h the Tribune for six months or more amounts ranging from $500, increas- $100 each year to $1,000 at five years. ten years the amount is increased to 500. The insurance is without exse to the employe and has no relaship with salaries or wages. It is yable in case of death or total and manent disability of the employe. No dical examination is required. The icy is void if the employe leaves the ibune, unless he desires to continue premiums himself.

Our plan of insurance covers only th and starts with a $500 policy after months' employment," declares J. M. phenson, publisher of the South Bend ws-Times. "At the end of the second r, the policy calls for $600, increasing 0 a year up to the limit of $1,500. We ry compensation insurance for inies received in the plant, but have er gone into insurance for disability, ness, or pensions.

We aid through loans and endorsents on home-building, but have no d policy in regard to it. We have rated a profit-sharing plan among detment heads, but there are no fixed es on it, and it is given out purely our judgment of the efforts of each artment head during the year, genl efficiency of his department, inases made, etc. In the mechanical artment, it applies to the superintent, stereotype foreman and pressroom eman. Our experience going outside that has not been good. We paid sevl bonuses during the war and the reis led us to change our policy."

The Los Angeles Times cares for sonal injury by liability and comsation insurance in one of the old-line npanies. It has no definite profit-shar- plan, states J. Baum, business manr, although for several years it has en employes extra compensation at the end of each year. Amounts awarded in each year have been based principally on continuity of service and in special instances were individuals have shown efficiency and zeal, special awards have been made. This latter applies chiefly to executives.

The Cleveland Plain Dealer's employes operate a mutual benefit association which carries life insurance for every member, ranging from $500 to about $2,000. Weekly dues are 25 cents. The Plain Dealer matches the total of dues with an equal amount of cash. Membership also carries a sick benefit of $10 a week for 15 weeks. The fund now has a balance of almost $10,000. Officers are all employes of the newspaper. This paper also distributes Christmas bonuses ranging from a few dollars to $50, depending upon length of service.

Clayton P. Chamberlain, vice-president of the Hartford (Conn.) Times, advises that "while we have on a number of occasions carried some of our employes on a pension roll, we have never developed any definite scheme and to date have not attempted anything along the line of group insurance."

Edward Flicker, general manager of the Bridgeport Post and Telegram, writes "at the present time, we are not doing any of the things for our employes that can be construed as exercising paternalism. We did carry group insurance until it became apparent that it was not appreciated and we discontinued it."

Lafayette Young, Jr., general manager of the Des Moines Capital, says "the Capital has nothing in the way of insurance protection for employes. Would be much interested in the story compiled by EDITOR & PUBLISHER."

E. O. Syman, general business manager of the Kansas City Journal and Kansas City Post, states that while the present management has so far been occupied with the problems of reorganizing the properties and the building of a new plant, it is much interested in employe welfare and will be particularly glad to see what other publishers have to say.

F. W. Eldridge, managing editor of the Los Angeles Examiner, writes in similar vein—"We are a very young paper and have not worked out the problems about which you inquire in your letter; nevertheless we are keenly interested and will appreciate an opportunity to read the symposium you are collecting."

The Milwaukee Sentinel has insurance protecting the company against accidents which also takes care of employes who may be injured, says A. B. Cargill, general manager. This paper has no general system of profit-sharing, "merely a temporary bonus system in some of the departments that is hardly comprehensive enough to be entitled to any real recognition. We are greatly interested in the subject generally and will be much interested to read the result of your investigation along this line."

The New York Times in August, 1921, when Adolph S. Ochs celebrated the 25th anniversary of his ownership, presented every member of the staff with insurance policies, the Times paying premiums in full. The plan provides for pensions from a minimum of $20 a week to a maximum of 50 per cent of the average annual pay of the retired employe; for sickness and disability payments, and for life insurance ranging from $500 to $1,000. The arrangement is not contractual and may be changed by the directors at any time.

The Washington Star is also liberal in providing for employes who have grown old in service, or are unable to work because of sickness or disability, as well as providing for the families of deceased employes by insurance based on length of service. Dental attention is also supplied by the Star. Many of its employes have been assisted in the purchase and construction of homes, according to a story of the plan which appeared in EDITOR & PUBLISHER of April 22, 1922.

Grand Forks American Sold Out

The property of the defunct Grand Forks (N. D.) American, including the real estate, was recently sold at a sheriff's sale.

Aim At the Heart of Big Business in

WEST VIRGINIA

When we say "aim at the heart of big business" we mean the big centers of a small state where retailers and the general public are most anxious to secure everything that is up-to-date for the home and personal use.

It is only through close inspection of any territory that the national advertiser can expect to realize the possibilities of every field in which he markets his product. Such close inspection reveals the fact that West Virginia, mile for mile, compares favorably with any locality in wealth, purchasing power and resources.

Space will not permit a complete analysis of the West Virginia markets, but each of the following newspapers will gladly furnish you facts and figures regarding their individual territories and the State as a whole.

The cities represented in this list are the principal marketing and distribution centers of the State.

These newspapers promise co-operation with your sales promotion department.

It is time to "aim at the heart of big business" and learn how large this little State has become.

		Circulation	Rate for 5,000 lines
Bluefield			
††Telegraph	(M)	10,112	.04
Charleston			
**Gazette	(M)	19,920	.06
**Gazette	(S)	23,580	.07
Clarksburg			
**Exponent	(M&S)	8,205	.035
**Telegram	(E)	7,807	.035
**Telegram	(S)	9,792	.035
Huntington			
†††Advertiser	(E)	12,250	.035
**Herald-Dispatch	(M)	13,484	.035
**Herald-Dispatch	(S)	12,753	.035
Martinsburg			
**Journal	(E)	3,992	.03
Parkersburg			
†News	(M)	5,568	.025
†News	(S)	6,366	.025
**Sentinel	(E)	6,654	.027
Wheeling			
**Intelligencer	(M)	12,797	.0325
**News	(E)	13,117	.05
**News	(S)	18,395	.07

†Government Statement, April 1, 1922.

††Publishers' Statement.

†††Government Statement, Oct. 1, 1922.

**A. B. C. Report, Oct. 1, 1922.

EDITORIAL



THE OKLAHOMA BILL

THE worst thing about the Oklahoma bill for the creation of a board of state examiners to judge all persons who wish to practice the profession of journalism is that it is political, and was conceived in revenge and not in the interest of fulfilment of the high ideals of the most important profession in the world today.

Senator Clark Nichols, who introduced the measure, is not a newspaper man and it is generally believed he had very little to do with drafting it. In the heat of a bitter political campaign of last fall, Gov. J. C. Walton made the boast that when elected he would show certain newspaper publishers of the state how to print a truthful newspaper.

Gov. Walton is known best to the American press as a man who did more to feed the fires of American hate abroad than any other individual of record, by staging a great inauguration barbecue at which enough food was wasted to feed any of the starving peoples of the Old World for a week. His new effort to gain editorial control of the press of the state should be judged by that record.

No one is more awake to the fact that there can be no responsible, personal journalism so long as there is no binding, ethical, professional code and a method for enforcing it, than newspaper men themselves. Journalism is a loose-jointed thing as it exists today. It gathers its workers from every walk of life. Some are unfit, but are able to hang on to the outer edges and do inferior work simply because they are cheap labor. Others are brilliant, but dishonest, but by audacity, good fellowship and friendship, are able to continue on their way and bring reproach on the entire profession because there is no high, ethical governing body.

The Nichols' bill, however, meets none of the present ethical needs of journalism. It is one of the most dangerous measures that has ever been proposed for the control of the press. It would take the press of Oklahoma out of the hands of newspaper men and put it under a news censorship of three partisan politicians.

Lawrence W. Murphy rightly pointed out, in Editor & Publisher last week, that we must have power of enforcement of professional standard if the profession of journalism is to be placed on its proper plane. Its standards, however, must be laid down by newspaper men themselves and enforcement must be in the hands of newspaper men as the rights of a lawyer are today in the hands of his fellow lawyers.

There is every indication that journalism is rapidly approaching a place where it will not only demand the right to set up ethical standards for all of its members, but will at the same time ask for legal machinery to enforce obedience to them in the interest of public welfare.

If the newspaper men of Oklahoma were to take leadership in drafting such an ethical code, and acquire the necessary legal right to set up its own board and empower it to enforce those standards, Editor & Publisher would be the first to applaud.

We believe that something of that kind is necessary, but it's a job for newspaper men who have the highest conception of their profession as a public service, and not job-seeking and job besieged politicians.

A DEAD HAND'S CLUTCH

COMMUNICATIONS continue to be one of the most important problems of the world to be solved if we are to have understanding among peoples and a resultant peace.

A great many false moves are being made by politicians of the school which brought about the great war, in a last stand, to save some of their fading glory by pretending to give the people easy access to facts. Rapid communication is the key to the whole situation and regardless of the protest to the contrary, instead of aiding in opening the way for the free transmission of news, the advocates of secret dealing are erecting barriers that are more dangerous than censorships.

While great damage may be done owing to the delays of censorship, we know that the truth eventually comes through. All nations have acknowledged the danger that comes from interfering with free communication, but while they profess one thing openly today, the evidence is growing that they are secretly doing another thing that is diametrically opposed to the welfare of the peoples under their government.

This question vitally interests the press, not only of this nation, but of other nations. There should be harmony in action among the press of all nations, to force a new system and international control of communications at all times that will remove all the dangers of ignorance of one people about another. The press of the world has an agency through which it can work to these ends.

The Press Congress of the World has made this the outstanding plank in its platform for world understanding. It was largely through the efforts of that organization that the United States Navy radio was made available for the transmission of news to and from the Far East.

Efforts to reap the advantage of that concession have now been thwarted by secret politics of the Japanese government. Communications in Japan are under the absolute control of the government. Instead of meeting with the hopes of those who believed a new era had been reached and that this control would be liberalized, we find it has been tightened.

A group headed by Baron Togo wishes to erect high-power radio stations in Japan to communicate with all parts of the world. The department of communications is willing that these men shall furnish the capital for the erection of the stations, but insists that upon their completion they shall pass under the control of the government. This means that the Japanese government intends to follow a communication policy that will keep the people of Japan in ignorance of the true happenings of the outside world, except in so far as the government wishes them to be known, and likewise, the outside world will be kept in ignorance of the actual desires of the real Japan.

This communication problem is not one of the Far East alone. Every nation in the world has built barriers that must be broken down. Even England, the leader among nations in the Old World in freedom of expression, is preaching one thing and doing another within the Empire. Sir Joseph Cook, High Commissioner for Australia, says that an Australian wireless commissioner has been patiently waiting in London for six months for the government's permission to erect a high-power station in England. The money is in hand for the work and no logical reason has been stated for delaying it. This thing is not confined to Australia, according to British students of this subject, but seems to be the policy adopted toward all dominions and colonies, which are demanding freedom from the present cable monopoly.

AN AMERICAN'S CREED

Compiled by Charles W. Miller,
Vicksburg, Miss.

AND John answered and said, Master, we saw one casting out devils in Thy name; and we forbad him, because he followeth not with us. And Jesus said unto him, Forbid him not: for he that is not against us is for us.—(Luke ix: 49, 50.) If any of them that believe not bid you to a feast, and ye be disposed to go; whatsoever is set before you, eat, asking no question for conscience sake. But if any man say unto you, This is offered in sacrifice unto idols, eat not for his sake that shewed it, and for conscience sake: for the earth is the Lord's, and the fulness thereof: Conscience. I say, not thine own, but of the other: for why is my liberty judged of another man's conscience? For if I by grace be a partaker, why am I evil spoken of for that for which I give thanks? Whether therefore ye eat, or drink, or whatsoever ye do, do all to the glory of God. Give none offence, neither to the Jews, nor to the Gentiles, nor to the church of God.—(I. Cor. x:27-33).

Certainly even the politicians who now have world as their plaything cannot help but realize the present policy in the face of their public announ ments to the contrary, is creating a suspicion tha having damaging effects on the trust of the pe necessary to future peace.

LONDON BOUND

NOTHING in recent years has attracted w attention among advertising men and publish than the business-like manner in which Englishmen are going after the 1924 convention the Associated Advertising Clubs of the World. tainly no move has been so significant of the daw of the new day when the entire world will be marketing place of the successful business institu of tomorrow.

The English are backing this move with t money in a way that has never before been equa in a campaign for a convention. It is a high te monial to advertising's leadership as the quic means of establishing friendly trade relations.

The enthusiastic reception accorded Sir Cha Higham by the Thirty Club of London when appeared before that organization this week to re on the prospects of success of the "On to Lond movement and the detailed report of F. A. Wil Lawrenson on the outlined plans of the British entertaining their prospective guests as made to invitation committee of the A. A. C. W., and car in this issue, bid fair for the success of the movem

The British delegation that will come to Atla City in June to extend formally their invitation be one of the largest that has ever visited country; many Americans realizing the good will result from a convention overseas are alre organizing to help them. William Randolph He announces that he will send fifteen of his execut to London in 1924 in case it is selected as the vention city.

The British Empire will profit greatly by win the 1924 convention of the Associated Adverti Clubs of the World but in no way to compare to profit of the A. A. C. W. and the international t relations of the United States.

AMONG US DUPES

HARRY REICHENBACH, who found a "Vi of Stamboul" on the East Side of New Y fed a lion in the Belleclaire Hotel, and pu numerous other stunts that were dishonest and pensive to the newspapers of the country, has bro out again.

By juggling the names of Otto Kahn, the G Room Club, and a play that he has let it be kn is highly immoral and indecent, he has again been to take over the press of New York and a large of the United States, for column after column of publicity for "Reigen."

We do not know whether "Reigen" is to be tempted in the movies or whether Reichenbach deserted them for the higher drama, but what we know, however, is that, on his past record, anyth that bears his name should be killed by wire serv and newspapers alike.

There was a time when it is possible he should h been granted the hearing to which every citize entitled—he removed that doubtful obligation by coming a master faker for profit.

WALTHAM ADVERTISING

WHEN the watches of foreign makers were f ing Waltham watches out of jewelers' c that firm was compelled to turn from magaz to newspapers to save its business life; bankers, advertising men, have again taken its advertising of the newspapers and put it back into the magazi

No story written by Hammond Edward Fran for Editor & Publisher, has contained more meat sales thought than that of the Waltham watch in issue. We do not agree with him, however, that loss of $126,000 will be the newspapers'. Instead will be a good investment in educating national vertisers of the fallacy of unsound merchandis Newspapers sell goods, the product is the only pres builder.

PERSONALS

OL. ROBERT R. McCORMICK, co-editor of the Chicago Tribune, Mrs. McCormick have returned to cago after a three months' trip oad. He met Mrs. McCormick in is and spent part of his time between Tribune's quarters there and in don.

. S. McClatchy, publisher of the Sacento (Cal.) Bee was recently struck n and painfully injured by an autoile on a Sacramento street. He esed any broken bones but was confined is bed for several days.

eorge M. Rogers, general manager of Cleveland Plain Dealer, started for a of the Panama Canal Zone but was n ill in New Orleans and returned e. Benjamin P. Bole, his traveling panion, contrinued the trip alone.

. E. Rhoads, for many years general ager of the Scripps-McRae Pacific st newspapers, recently left his home La Jolla, Cal., for a brief visit to ana and other Cuban points.

rank P. MacLennan, publisher of the eka (Kan.) State Journal, and Ar- Capper, publisher of the Topeka y Capital, have promised silver cups the spring tournament of the Kansas orial Golf Association to be held in eka some time in the spring.

arry E. Montgomery, editor of the tion City (Kan.) Union, has returned n a vacation at Colorado Springs; re he practiced golf in anticipation of Kansas editorial golf tournament.

eorge Carter, editor of the Wilming- (Del.) Evening Journal, has been inted director of the Young People's rue of St. Thomas' Episcopal Church, ark, Del.

rthur Krock, who recently resigned editor of the Louisville Times, has appointed an assistant to Will H. s, executive president of the Motion ure Manufacturers and Distributors America. Mr. Krock will begin his work in New York April 1.

inton T. Brainard, of New York, of the McClure Newspaper Syndi- has arrived at Fort Myers, accomed by his wife and daughter, for a night's stay.

ilip Jackson, associate publisher of Portland (Ore.) Journal, with Mrs son, is touring Southern California.

E. Harper has been elected presi- of the United Chambers of Come of the Sacramento valley in Cali- a. He is editor of the Corning .) Observer.

O. Bunnell, secretary emeritus of New York State Press Association, rved his 87th birthday on March 10, s home in Dansville.

aude E. Ingalls, editor and publisher e Corvallis Gazette-Times, has been inted postmaster at Corvallis, Ore.

yard H. Knapp, editor of the Dans- (N. Y.) Breeze, has been nominated epublican candidate for village presi-

rs. Irwin M. Kirkwood, of the Kan- City Star, has organized and founded ys' choir at the Grace and Holy ity Episcopal Church, in Kansas City emory of her mother, Mrs. Williad hill Nelson, widow of the founder e Star.

ank B. Noyes, president of the Ased Press, who with Mrs. Noyes is ng the globe, sailed from Colombo, n, March 8, for Marseilles, and from will go to Paris. He expects to New York tbout the middle of , and will be there for the annual ntion of the A. N. P. A.

bert S. Jones this week retired from Norristown (Pa.) Herald and Times. as been in ill health, and since the er of the Herald and the Times, has ed his attention to cleaning up sevletails and to liquidation of the ma- y and equipment of the Times. Mr. left this week for California, where ill spend some time. He will continue to reside at his country home "Bitter-Sweet," Norristown, Pa.

George A. Eddy, president of the Goss Printing Press Company, arrived recently at Miami for his first winter season, and has taken a house there.

IN THE EDITORIAL ROOMS

C. B. CARBERRY, managing editor of the Boston Post, accompanied by Mrs. Carberry, arrived recently in St. Petersburg, Fla., after an extended stay in Cuba. They plan to spend about a month at the Florida resort. This trip is a Christmas present from the Post, Mr. Carberry being offered a choice of any journey they might like to take, to any part of the globe. They went first to Havana, and while there Mrs. Carberry suffered an attack of ptomaine poisoning, from which she has not fully recovered.

Ray E. Austin, former managing editor of the Duluth News-Tribune, who joined the staff of the Minnesota Daily Star recently, became its managing editor March 15th, succeeding Fred Coburn, who returns to New Orleans.

William Peet, former sporting editor of the Pittsburgh Dispatch, is now connected with the Pittsburgh Post sports staff.

Paul M. Young, Sunday editor of the Pittsburgh Dispatch when that paper ceased publication, is now connected with the Associated Press Pittsburgh staff.

John V. Hanlon, former Washington correspondent of the Pittsburgh Press, has been appointed city editor to succeed Louis A. MacDonald, who has gone to Greensburg, Pa., to become editor and manager of the Daily Record there. W. W. Forster has been appointed assistant city editor.

Miss May A. Stranathan, for many years club and society editor of the Pittsburgh Dispatch, has gone to Honolulu to engage in newspaper work there. Miss Stranathan is a former president of the Woman's Press Club of Pittsburgh.

Charles F. McGill for the past year city editor of the Providence (R. I.) News, joined the copy desk staff of the New York Tribune March 12. He was formerly city editor of the Bridgeport (Conn.) Times.

Mrs. Grayce Druitt Latus, who founded the travel and steamship department of the Pittsburgh Dispatch which she conducted until the Dispatch ceased to publish, is now travel and steamship editor of the Pittsburgh Post.

Miss Sylvia Cushman has resigned as movie editor and assistant dramatic critic of the Boston Telegram.

Charlie Gratke, for two years city editor of the Oregon City Enterprise, is now reporting for the Portland Oregonian.

Jacob Finkle has resigned as Jewish news reporter on the Lynn (Mass.) Daily Item.

Lloyd H. Duffin, automobile editor of the Salt Lake City Deseret News, and Mrs. Duffin are receiving congratulations on the birth of a daughter.

W. R. Rose, dean of the editorial corps of the Cleveland Plain Dealer, has been confined to his home several weeks by illness.

Worth Caldwell, city hall reporter and author of the "Newcomer's" column on the Bellingham (Wash.) Herald, has been forced to relinquish newspaper work because of illness. He has returned to his home in Portland, Ore.

Allan Reid has resigned from the news staff of the Sioux City (Ia.) Journal.

E. P. Deckert, of Philadelphia, has joined the local staff of the Wilmington (Del.) Every Evening.

Miss Mary Purslev, of the local staff of the Wilmington (Del.) Every Evening, is recovering from an attack of grip.

Joseph Chaiken has been appointed managing editor of the Day, a Jewish daily of New York. He has been with the Day for some years.

A. A. McMullen, former San Francisco newspaper man, has been appointed secretary of the Sutter County (Cal.) Chamber of Commerce.

DeWitt Harry, for several years a special writer for the Portland Oregonian, has resigned to become associated with an organization conducting health shows in various cities.

George S. Alderton, formerly state editor of the Grand Rapids (Mich.) Herald, is the new sports editor of the Lansing State Journal.

L. H. Duffin, formerly with the Salt Lake City (Utah) Deseret News, has returned to that newspaper after a period of military service.

William C. Repass has returned to the telegraph desk on the Houston Chronicle after a short sojourn in Fort Worth.

Frank Lockerby, graduate of the University of Washington School of Journalism, 1922, resigned March 5 from the Associated Press at Spokane, and is now a Seattle Times reporter.

Richard ("Scoop") Hanson, long connected with the Salem (Ore.) Statesman and now with the Oakland (Cal.) Tribune, is father of a son.

E. C. Corn, formerly of Toledo, Ohio, and T. S. Davidson, formerly of the I. N. S. in Paris, are now on the Chicago Daily News staff.

William Fort, Federal reporter for the Chicago Daily News, returned to his post this week after an illness. John Keyes, of the re-write desk, is ill at his home with rheumatism.

Harry Hanson, literary editor of the Chicago Daily News, is spending a few weeks in New York.

J. Dana Jones, who has been associate editor of the Lincolnton (Ga.) Journal, has resigned to become associated with the Moultrie Observer. F. R. Taylor takes his place on the Journal.

A. J. Wiltse, late superintendent of the Hibbing (Mich.) Daily News, succeeds E. H. Denu as managing editor of the Bemidji (Minn.) Daily Pioneer. Fred Fraser has been made advertising manager of the latter paper.

Richard Carter, recently with the New York Sun, has become city editor of the Vicksburg (Miss.) Herald. Mr. Carter, previous to his connection with the Sun, worked on the Seattle Post-Intelligencer and the San Francisco Chronicle. D. S. Naason has joined the circulation department of the Herald. Charles W. Miller, former city editor, has not announced his plans.

Paul Smith recently joined the staff of the New York Daily News. He was formerly on the reportorial staff of the Lancaster (Pa.) Examiner-New Era.

O. L. Hall, dramatic critic of the Chicago Journal, sailed a few days ago for an extensive tour of Europe.

A. L. Bostwick has resigned as city editor of the Albany (Ore.) Herald and is now editor of the Marshfield (Ore.) Daily News.

Walter Littlepage, formerly with the San Antonio Express, has joined the San Antonio Evening News as police reporter, succeeding J. E. Wilson, who will cover real estate for the Evening News.

George Pease, for the past three years on the Wichita Beacon staff, has leased the Pratt Republican, a weekly paper, from A. A. Cochran, postmaster.

(*Continued on page* 30)

VISITORS TO NEW YORK

Frank H. Bartholomew—Kansas City office, United Press.

FOLKS WORTH KNOWING

NEBRASKA'S dean of active newspaper editors is Mentor A. Brown, proprietor of the Kearney Daily Hub, who at seventy years of age is still active in the harness of the Hub; writing a daily editorial column, supervising all departments of his paper, and keeping an especial eye on the printing and bookbinding departments.



MENTOR A. BROWN

Mr. Brown was born February 19, 1853, at Janesville, Wis., and started his newspaper career at the age of 13 years as printer's devil on the Jefferson (Ia.) New Era. He worked on newspapers in Omaha, Nebraska City, the Council Bluffs Nonpareil and the Beatrice Express and in 1874 bought a half interest in the latter paper. Three years later he became half owner of the Fairbury (Neb.) Gazette and then became sole owner of the Beatrice Express. He established the Kearney Daily Hub on October 22, 1888.

Mr. Brown is a rock-rooted Republican but independent of partisan dictation or behests of party machine. He fought for railway regulation and prohibition and is against the civic code administration of Nebraska. He believes a newspaper's first duty is service to the community and state.

Mr. Brown's pet diversion is golf. On his 70th birthday, February 19, he prepared a carefully compiled obituary, which he sent to the newspapers and friends at Omaha.

The Haskin Information Service has more researchers in the Library of Congress than any other concern except the Government itself.

PERSONAL

(*Continued from page 29*)

Bruce Grant, former re-write man of the Chicago Evening American and Daily News, is now on the re-write desk of the Chicago Herald and Examiner.

Morris Edelstein, formerly on the editorial staff of the old Lynn (Mass.) News, recently passed the Massachusetts bar examination and has opened an office.

Walter E. Virnelson, formerly on the city staff of the Norfolk (Va.) Ledger-Dispatch and more recently with the Richmond Times-Dispatch, has returned to Norfolk and is now on the Virginian-Pilot.

S. Deane Wasson, Houston Chronicle and EDITOR & PUBLISHER staff correspondent in South Texas, has been elected advertising counsel for the Lower Rio Grande Valley Chamber of Commerce. He retains his newspaper and other advertising connections.

James E. Pollard, telegraph editor of the Columbus Ohio State Journal, has resigned to become publicity manager for Ohio State University. William P. Dumont, former manager, returns to his old place on the advertising staff of the White Motors Company of Cleveland. Herbert U. Schneider, formerly city editor of the Pittsburgh Dispatch, is the new telegraph editor of the Ohio State Journal.

Robert Wallace, of Coshoston, has joined the staff of the Newark (Ohio) Advocate as city and courthouse reporter.

W. Roy Christian, formerly managing editor of the Austin (Tex.) American, has entered commercial club executive work with the Seguin (Tex.) Chamber of Commerce.

P. M. Barrett, formerly editor of the Wichita Falls (Tex.) Record-News, has gone with the San Antonio (Tex.) Express.

H. L. Yelvington, recently with the Austin (Tex.) American, has taken an editorial position with the Vernon (Tex.) Record.

Harry Miller, managing editor of the Bloomington (Ill.) Bulletin and Mrs. Miller are receiving congratulations on the birth of a son, March 8.

Charles Magill has resigned as city editor of the Providence (R. I.) News.

James DuBall, recently with the Salem (Ore.) Journal, has accepted a position on the reportorial staff of the Bellingham (Wash.) Herald.

Frank C. Teck, courthouse reporter on the Bellingham (Wash.) American, has resigned.

THE BUSINESS OFFICE

JOHN S. McCARRENS, business manager of the Cleveland Plain Dealer, is spending some time on the Pacific Coast.

Miss Mabel Hoffman has been made assistant cashier of the Cleveland Plain Dealer.

Sam H. Winklebleck, who has been with the advertising department of the Modesto (Cal.) Evening News for the past year, has resigned to become advertising manager of the Redwood City (Cal.) Tribune, soon to make its appearance as a daily, with John H. Robinson, recently of San Jose, Cal., as editor. The Tribune will be owned by Dallas Wood and George F. Morrell.

Clinton W. Kanaga, formerly with the Lawrence (Kan.) Journal-World, has joined the J. W. Jenkins Music Company, in Wichita, Kan.

Jesse L. Greenman has been added to the advertising staff of the Lockport (N. Y.) Union-Sun and Journal. He was formerly with the Niagara Falls Gazette.

Eugene L. Flynn has resigned as business manager of the Lynn (Mass.) Telegram-News, to join the classified advertising staff of the Hearst organization.

Fred Fox has returned to his duties as business manager of the Houston Chronicle after an absence of 18 months, due to illness.

C. E. Davis has resigned from the advertising staff of the San Antonio Express to become associated with Rogers-Hill & Co., San Antonio realtors.

W. B. Dixey and Paul C. Hinz have been added to the advertising staff of the New York Daily News. Mr. Dixie was formerly advertising manager of Garment News of New York. Mr. Hinz has previously been with Pathe Exchange, Inc., of Boston, and Moving Picture World, of New York.

Morris R. Ebersole, who has been sales manager of the Magill Weinsheimer Company, Chicago printers, has been made general manager of the San Francisco Journal, in charge of advertising.

Bligh Harvey has resigned from the advertising staff of the Ottawa Citizen to join the Cleveland advertising staff of The Christian Science Monitor, Boston.

O. N. Gingrich, recently merchandising manager of the St. Louis Post Dispatch, has been made advertising manager of the Larrowe Milling Company, Detroit.

Charles L. Nicholson has been appointed advertising manager of the Hutchinson (Kan.) News.

Clifford L. McIntyre, previously in charge of the used car advertising department of the Boston Herald, has joined the sales staff of the Linscott Motor Company, Boston.

M. H. Brandon, circulation manager of the Ogden (Utah) Standard-Examiner has resigned to take a similar position in the East.

WITH THE AD FOLKS

SYDNEY S. GOLDBERG has resigned from V. Vivaudou, Inc., New York, as director of Mineralava sales.

Allan Franklin has joined the staff of the Federated Engineers' Development Corporation, Jersey City, N. J., and will direct the company's advertising. He was previously with the Class Journal Company, of New York.

H. L. Baldensperger has been appointed assistant secretary of the Toledo Better Business Commission. Mr. Baldensperger was formerly with the National Vigilance Committee of the Associated Advertising Clubs of the World.

Walter L. Houghton has joined the Luxite Silk Products Company, "Luxite" glove silk underwear, Milwaukee, as sales and advertising manager.

L. S. Honiss has resigned as general manager of the George N. Lowrey Company, Inc., New York publishers, to join the advertising staff of the Electrical Record, New York.

Stanley V. Gibson has been appointed as advertising manager of Hearst's International, New York, and Fred H. Gillespie has been appointed Western advertising manager. Mr. Gibson, who will make his headquarters in New York was formerly advertising manager of the Cosmopolitan. Mr. Gillespie, who will make his headquarters at Chicago was at one time with Erwin, Wasey & Co., and recently has been Western representative of the New York American.

Warren Kelly, who recently represented Hearst's International in Southern territory has been appointed New England manager of that publication. Mr. Kelly was formerly advertising manager of Columbia and Current Opinion.

R. N. Luckie, formerly with the Harry C. Maley Company has been made advertising manager of The National Safety News, published monthly by the National Safety Council, Chicago, in the interest of accident prevention and health.

WITH THE SPECIALS

LEE L. SPACH, who has been with I. A. Klein's Chicago office since its organization, succeeds Howard I. Shaw, resigned, as manager of the Western office. Mr. Shaw has not announced his future plans.

Harry B. Gramm has been appointed Ohio sales manager and director of research of Robert E. Ward, Inc., with his headquarters in Columbus.

The West Palm Beach (Fla.) Post has appointed Erpst, Landis & Kohn, national advertising representatives.

Louis W. Bleser, formerly with the Charles C. Green Advertising Agency, New York, has engaged in business as a publishers' representative, with offices in New York. He will act as Eastern representative of "Folks and Facts," of which he is also advertising manager, and "How to Make Money."

F. W. Henkel has been appointed manager of the Chicago territory for Jacobs & Company, Clinton, S. C., representatives of religious publications.

Stevens & Baumann, Inc., New York, have been chosen as national advertising representatives of the Reading (Pa.) Tribune.

Howland & Howland, New York a Chicago, have been chosen advertis representatives of the Chester (P Daily Local News.

The W. B. Ziff Company, publish representatives, has added to its Chic staff G. D. Reick, formerly with Charles H. Fuller Company, Chica J. V. Ryan, formerly with the West Electric Company; T. M. Bulger, f merly with Finucan & McClure; and P. Farrell, formerly with the Comm wealth Edison Company, Chicago. thur Greene has been made Eastern m ager at the New York office of the W. Ziff Company.

IN NEWS SERVICE CIRCLES

J. KENNETH MULLIN has ta charge of the San Antonio bur of the Universal Service.

Dr. Edwin E. Slosson, formerly edi has been director in charge of all act ties of Science Service at Washing Watson Davis, formerly news editor, become managing editor. Ernest Clowes, of the Rochester (N. Y.) H ald, has joined the reporting staff.

Kent Cooper, assistant general mana of the Associated Press, is out ag after two weeks' illness. He expects attend the meeting of the Ohio Edi of the Associated Press at Toledo, Ma 26, and the meeting of the Ohio op tors the day previous at Columbus.

Fred S. Ferguson, news manager the United Press Associations, has turned from a tour of bureaus that t him as far as Southern California British Columbia.

Directory of

Editors, Managing Editors and all Other Executives of 2,500 Dailies of the U. S., their Rates, Circulations and Answers to 50,000 Other Questions That come up Daily in the Newspaper and Advertising World, are Found Only in

EDITOR & PUBLISHER International Year Book for 1923

63 Park Row . New York City

Bound in Cloth, Direct by Mail or on Subway News-stands $2 the Copy

The Montreal Star Says:—

"This booklet strikes me", says the Advertising Manager of the Montreal Star, "as a very effective and practical little piece of promotion matter."

He asks for other copies of Specimen Church Ads No. 1, a sixteen-page booklet reproducing forty-four different church advertisements from all parts of the country, including small ads of country churches and full pages used on behalf of groups of churches in cities.

This booklet was produced by the Presbyterian Department of Publicity to show Presbyterian ministers interested in advertising how other churches are using paid space. Several advertising managers, having seen the booklet, have asked for additional copies for promotion purposes. The Presbyterian Publicity Department has a few copies on hand and will be glad to send a sample to advertising managers on request.

The booklet contains several illustrations of the use of interdenominational copy such as that offered by the A. A. C. of W., as Series No. 3 of Church Advertisements.

If you care for this book, "Specimen Church Ads, No. 1," ask Herbert H. Smith, 518 Witherspoon Bldg., Philadelphia, Pa.

CHURCH ADVERTISING DEPARTMENT
A. A. C. W.

A voluntary organization of advertising men and ministers interested in promoting church advertising.

Editor and Publisher cooperates each week by donating space to broadcast latest ideas on church advertising to newspaper publishers.

THIRTY" IS SOUNDED FOR AMAROC NEWS, MOST UNIQUE OF AMERICAN DAILIES

(*Continued from page* 11)

eded one cent in price even at the r end.
e had live circulation managers. e man, an officer, was killed in an air- crash delivering the Amaroc.) ad men were go-getters. The mer- ts of the area fell all over them- s to buy space. Business was ishing. Every man on the paper down a fat allowance for rations quarters and a monthly bonus be- , which brought his pay envelope up least $150 a month, a fortune in nany.
luring 1921 it was discovered that de- the generosity of the board of of- who controlled the finances there still a surplus in marks of about 00. This sum was entailed for the it of a military charitable organiza-
The story of how that $30,000 dled to less than $100 was published ghout the American press. The lation that made it compulsory to the money in marks certainly ed a lot of orphans.
e reason why it was stipulated that noney should remain in marks was the German money looked very g at the time and some step was dered essential to stop future specu- n.
transport after transport carried subscribers back to America circu- n figures became pathetic. Profits ne deficits. We were up against it. ng the last months that 68,000 cir- ion had dropped to less than 2,000. ir receipts were in marks and you to get hold of twenty thousand of before you could buy a dollar. news service was costing an even red dollars a month. We bought m the Paris American dailies. Our dope came over the telephone wires o in the morning. The telephone was payable in francs. Ruin was staring us in the face. It looked like shouldering a gun and walking post for the staff.

But you couldn't beat that captain of ours, Captain B. B. McMahon, the finest man I ever met. He didn't know an awful lot about running a newspaper, but he did know enough to leave us alone. He was a financial genius. When he took over the responsibilities of the Amaroc there was nothing but gloom in sight. When we wound up business we were on a paying basis once more.

He took a trip to Paris and got in his big lick. He arranged to get the service of the New York Herald (Paris edition) for thirty dollars a month. That was the first step. Then he wished off the cost of our German employes on the government by some dark and devious method. The eighty cents a day we were drawing was also shoved back on Uncle Sam, for eighteen men that was some item. The welfare organizations of the area were induced to pay for their publicity on a dollar basis. When the order came to pack up and go home Captain McMahon was busy on a scheme to get rid of that expensive phone bill.

It's all over now. Five of the staff are clinging around New York waiting for a chance to break into the big leagues. The rest of them are soldiering around Georgia somewhere with the 8th Infantry.

The two Polish linotype machines with the French keyboards and the German operators are now laid away in the folds of history. The Amaroc News, which for almost four years was on hand for breakfast, never missing a day, is defunct. Its death was characteristic of its whole career. It willed its fortune, some ten million marks to a charitable organization of Coblenz for the purpose of buying milk for the poor children of the city.



's the whole gang that put the Amaroc News to bed for the last time after a useful that was as full of pep at the beginning as in those first palmy days when the money e in so fast that they did not know how to spend it. Left to right we have: Lloyd Miller, Oakley J. Ragland, Henry Gerber, Alfred Donn, Cedric R. Worth, Capt. B. B. Mahon, Norton C. Johnson, Wallace Swanson, Oliver McGrew, Julian B. Claff, John uinen.

The St. Regis Paper Company

and the

Hanna Paper Corporation

NEWSPRINT

Daily Capacity 425 Tons

WE SOLICIT YOUR INQUIRIES

GENERAL SALES OFFICE

30 East 42nd St., New York City, N. Y.

Chicago
43 McCormick Bldg.

Pittsburgh
1117 Farmers Bank Bldg.

ILLINOIS

holds an enviable place in industry, agriculture and every field of endeavor where achievement is possible.

As a manufacturing state Illinois ranks near the top—having 18,594 factories employing over 805,000 people and producing over $5,400,000,000 worth of manufactured goods annually.

As an agricultural state Illinois ranked first for many years and at the present time is second with 237,181 farms valued at $6,666,767,235.

Illinois stands third among all states in coal production, producing annually nearly 80,000,000 tons of bituminous coal.

These few facts make Illinois a state to be cultivated as a market for your goods.

This list of daily Illinois newspapers stands second to none in influence and pulling power.

Use them first.

		Circulation	Rate for 2,500 Lines	Rate for 10,000 Lines
**Aurora Beacon-News	(E)	15,249	.055	.055
Bloomington Pantagraph	(M)	17,841	.05	.05
Chicago Herald-Examiner	(M)	395,861	.55	.55
Chicago Herald-Examiner	(S)	729,735	.85	.85
Chicago Daily Journal	(E)	117,483	.26	.24
†Chicago Tribune	(M)	517,184	.70	.70
†Chicago Tribune	(S)	790,552	1.00	1.00
**Moline Dispatch	(E)	9,391	.04	.04
†Peoria Journal-Transcript	(M&E)	33,182	.10	.09
Peoria Star	(E)	24,580	.075	.06
**Rock Island Argus	(E)	10,704	.04	.04
†Sterling Gazette	(E)	5,149	.03	.03

Government Statements, April 1, 1922.

†Government Statements, October 1, 1922.

**A. B. C. Publishers' Statements, October 1, 1922.

In Washington
ONE
COMBINATION
Two Newspapers
Morning HERALD
Evening TIMES
ONE RATE
115,000 Circulation

More circulation in Washington than there are homes.

The Washington Times
and
The Washington Herald
G. Logan Payne, Pub.

National Advertising Representatives
G. Logan Payne Co.
Chicago, Detroit,
St. Louis, and Los Angeles

Payne, Burns & Smith
New York and Boston

THE
KNICKERBOCKER PRESS
(Morning and Sunday)
and
ALBANY EVENING NEWS
COVERS
ONE BIG MARKET
Albany, Troy, Schenectady
AND
The Capitol District

NATIONAL REPRESENTATIVE
John M. Branham Co.

THE
NEW ORLEANS STATES
In two years has *increased*
Daily over 17,000
Sunday over 41,000
Present averages are
Daily over 54,000
Sunday over 77,000
Rate 12c flat Daily
15c flat Sunday
Advertising gain for 1922
1,025,432—Greatest in the South
Represented by
THE S. C. BECKWITH SPECIAL AGENCY
NEW YORK
JOHN M. BRANHAM CO.
CHICAGO

IT'S HARD TO MAKE MAGAZINES PAY

Evidently Their Advertisers Think So, as They Are Hounding Newspapers to Get Tie-Up-Copy from Local Retailers

Newspapers which belong to the A. N. P. A. Bureau of Advertising are vehement in their denials that they are extending "co-operation" to magazine advertisers by soliciting "tie-up" copy from local merchants. This proposition, apparently harmless, has been made frequently in recent months by advertisers whose entire appropriation goes into magazine space. That their scheme has entrapped some newspaper publishers is certain from the clipped evidence that they show to publishers who refuse to fall for their arguments. One development has been that manufacturers who have succeeded in getting their magazine publicity tied up with retailers' copy in local newspapers have concluded that further appropriations for national advertising in newspapers is unnecessary.

Danger that thoughtless acquiescence in the plan advanced by a number of advertisers and agencies might seriously affect the standing that newspapers have achieved as the medium which is necessary to sell nationally advertised goods was realized by the Bureau of Advertising, which on March 9 sent the following letter to its members:

"Does your newspaper co-operate with exclusive magazine advertisers to get local retailers to advertise articles featured in magazines?

"If you do this kind of work, will you kindly tell us in detail just what your policy is and what your views are upon the subject?

"Magazine advertisers insist that many newspapers are willing to solicit retail merchants for advertising to back up magazine campaigns. The Bureau doubts this assertion, because it believes most of its members feel this kind of work is neither good for the newspaper nor for the retailer.

"Recently, a magazine advertiser took a double-page spread in one of the large weeklies calling upon dealers to get behind his line and asking newspapers to induce retailers to back up the magazine advertiser with newspaper copy at their own expense. Many newspapers wrote the Bureau asserting they had declined this request, but when a Bureau representative called upon the advertiser, he was shown an enormous number of clippings of dealer ads which the advertiser asserted had been developed by newspapers.

"Some newspapers that had co-operated with this advertiser in the belief the advertiser would presently use newspaper space direct, were informed that if it was as easy to get newspaper advertising from retailers as this experiment indicated, there was no need for any newspaper advertising on the part of the manufacturer.

"While the incident quoted may be an isolated case, the Bureau is anxious to be well informed on this important matter by its membership and we will be grateful to you if you will advise us of your views and your general policy."

Practical unanimity marks the replies from the publishers up to Thursday, when about 100 answers were in hand. None of them endorses the idea. Most of them state that they art too busy attending to the needs of regular advertisers and adding to their number to give time to boosting magazine-advertised specialties.

Here are a few specimen opinions gleaned from the correspondence:

"It is strictly against our policy to have our solicitors spend their time trying to sell space to strengthen exclusive national magazine campaigns."

"Such requests are met with an invitation to use newspaper advertising before such co-operation can be requested."

"We believe that newspaper publishers themselves through free publicity tie-ups with exclusive magazine advertisers, and poor solicitation, are doing more to discourage the use of newspapers in national advertising campaigns than any other cause."

"We certainly do not co-operate with exclusive magazine advertisers in any form whatsoever. In fact we give but limited co-operation to our own newspaper advertisers. We have found a tendency on the part of advertisers who request just a little more co-operation with each succeeding contract, with the result that we have limited our work to sending out such letters and heralds as the advertiser may furnish and pay for."

"If newspapers ever induce retailers in their territory to spend their own money to advertise articles that are advertised exclusively in magazines, it would give that class of publications the greatest leverage in the world to boost magazine advertising. Once convince a retailer that newspaper advertising is unnecessary because the goods he sells are advertised in national magazines, just that soon the newspaper publisher starts digging his business grave."

"All requests in connection with magazine advertising go to the waste basket."

"Our policy is to encourage dealers to advertise their service and business in general, but we know of few instances where they have made any clear profit from tie-up campaigns for which they footed the bill."

"All requests that come to this office asking us to solicit retailers for tie-up advertising for a magazine advertised article promptly go to the waste-basket."

"We have never solicited retail merchants to back up magazine campaigns. I cannot believe that publishers would do what magazine advertisers state to you and expressed in the third paragraph of your letter."

DAILIES SOLD WATCHES FOR WALTHAM

(*Continued from page* 8)

cient lines, the representative of the financial powers is reported to have at once decided to "try another agency," to get "new ideas." (Manufacturers too often have a tendency to abandon sound policies before these policies have been given a complete and fair test.

A New York agency, which leans strongly to magazine advertising—although for some clients it did use considerable newspaper space—received the account. The agency announced that "a general campaign is planned," which is understood to be a polite way of saying that magazines will be used. But one newspaper is said to be scheduled. The Waltham Watch Company has arranged to chop its prices considerably and attempt to rely on "general publications," to create demand.

According to the present outlook, the system of winning the dealer's interest and co-operation and obtaining extra Waltham advertising without cost to the manufacturer, possible only through the newspapers, has been abandoned. The intensive sales efforts of local papers has been given up for the duplication and vague response of a national magazine "splash." A newspaper advertiser which showed great promise for the future and which was only beginning to hit its stride has, for the present, it would appear, been lost to the newspapers through no fault of agency, dealer or newspaper publisher.

New York World Staff Dines

The twelfth annual dinner of the New York World took place on the morning of March 11 at the Hotel McAlpin. About 125 members and former members of the staff attended, including correspondents from Washington and nearby cities. An entertainment, in which all of the members of the editorial department received a "razzing" afforded much amusement. James E. Dever was chairman.

Checking Copies Sent Direct

The Dayton (Ohio) Daily News and the Springfield Daily News are mailing checking copies direct instead of through the Schorm-Mandel checking bureau as heretofore.

1. In the compact, rich territory of the ...dianapolis Radius you can merchandise ...fectively with only ONE advertising ... space in The Indianapolis News.
2. When you buy circulation you buy volu... you buy per cent coverage, you buy re... interest. The News has them all.
3. The merchandising department of The N... has accurate data on every successful ...chandising campaign in this territory ... the last six years. This information ... help you. Ask for it.
4. A market survey by the merchandising ...partment of The News presents uncolo... unsweetened FACTS. It is an obliga... of The News to present the prospective ...vertiser with reliable FACTS on this mar...
5. The News strives always to interest, to ...tertain, to instruct, and to interpret ... people and our times. The fixed ... changeless loyalty of its readers through ... the years has been its earned reward.
6. In Indianapolis, people do not read ... evening newspaper on the street car, but ... home. The News GOES HOME. It is ... and TO the home that sales are made.
7. The impressive lead maintained by The N... in local, foreign and classified lineage ... after year is possible only because of pr... results to the advertiser.
8. The News annually rejects hundreds of t... sands of lines of objectionable advertis... the majority of which runs in other Ind... apolis papers. CLEAN advertising colu... are most RESTFUL.
9. In 1922 the News (six issues a we... carried 15,221 lines more of national ...vertising than BOTH other Indianapolis ...pers combined (13 issues a week).
10. There are more than 335,000 prosper... industrious people in Indianapolis. ... of them read The News. And they rea... at home, where buying impressions ... made.

The Indianapol... NEWS

The Pittsburgh Pres...
Daily and Sunday
Has the Larges...
CIRCULATION
IN PITTSBURGH
MEMBER A. B. C.
Foreign Advertising Representatives:
I. A. KLEIN
50 East 42nd St., New York
76 West Monroe St., Chicago
A. J. NORRIS HILL, Hearst Bldg., San Franc...

We can increase your busines... you want it increased.

You have thought of press clippi... yourself. But let us tell you how pr... clippings can be made a business-bui... er for you.

BURRELLE
145 Lafayette St., N. Y. C...
Established a Quarter of a Centu...

"The African World...
AND
"Cape-to-Cairo Expres...

Published every Saturday in ... London.

IF
You Want t...
Buy or Sell
Newspaper Properties
EDITOR & PUBLISH...
Will Broadcast Your
Message Through Its
CLASSIFIED COLUMNS

The Daily News

Leads the second paper in Passaic in Advertising Lineage for the year 1922, as follows:

Local Advertising	1,669,936
National Advertising	25,008
Classified Advertising	63,514
Total Advertising	1,728,458

Lineage Figures by De Lisser Brothers.

DAILY NEWS
Passaic, New Jersey

The Syracuse Herald
SYRACUSE, N. Y.

is first in Syracuse leading the second paper by 2,158,716 lines for total advertising for 1922.
First in total; local; national lineages.

Special Representatives
RUDDEN, KING & PRUDDEN, Inc.
Fifth Ave. N. Y. City — Steger Bldg. Chicago, Ill.
Globe Bldg. Boston, Mass.

An Accounting and Federal Tax Service for Publishers
References on Application
CLIFFORD YEWDALL
33 West 42nd Street
New York City

Introducing
"PUTNAM OHVER"
by
Charles Gordon Saxton
Formerly Cartoonist of
N. Y. WORLD
DAILY & SUNDAY
COMICS
C-V Newspaper Service
Borden Bldg. New York City

GATHERED AT RANDOM

THE exit of "Lightnin'" Frank Bacon from the stage of life has set to going the tongues of many old-timers out on the Pacific Coast. He is, it is to be confessed, not remembered as a virile or aggressive character. Memories cluster about his name as they cluster about a gentle spring morning of once upon a time when something more than usually pleasant came to pass.

Something in the making of newspapers attracted Bacon in the days of his youth, and he edged in at the San Jose (Cal.) Mercury as a solicitor of advertising. He did not stay a great while. The artist soul of him and the gentle disposition of him failed to hit the required note, and he ambled on his way to Napa City, where he realized a little dream and became an independent publisher. He bought the Reporter. The venture was a success, except in one particular—it didn't pay. Then he went to Mountain View, where he had been born and where everybody knew him, and started the Register. The Register did everything but produce an adequate living. He deserted it. There was really no other course for him to take. He possessed the divine afflatus all right enough, but the divine afflatus alone and unaided positively will not make a newspaper go otherwise than onto the financial rocks. Countless times has the experiment been ventured, and countless times will it be ventured, and the result has ever been and ever will be the same. Frank Bacon was not the first blithe and sanguine spirit to yield to the allurements of journalism, only to be ruthlessly kicked down the stairs. But be it said for him that he knew when he had had enough. Never after the failure of the Mountain View venture, did he go in for journalism.

Fortunately, it was not essential that he do so. He had a dream other than the one that failed to come true, and in the realization of this other dream he became an actor. It is not enough to say that he went on the stage. Once such might have been said dubiously, but the record leaves no shadow of doubt—he went on the stage and became what he already was, an actor. Wherefore we know that he had never really been a newspaper man, because he was not a newspaper man. The message which it was his destiny to give the world, and in return for which the world, tardily, showered gold and silver upon him, turned cold when put to paper.

And, reckoning the thing in dollars and cents, he failed time and time again as an actor. Old-timers up and down the Coast bear witness to the meagre financial returns brought him by his earlier efforts as a "trouper." There is still among the stuff back stage at the Grand Theater in Salem, Ore., pieces of scenery left by him because he planned to play a number of the villages where the stages were too small to permit of their use. Perhaps he forgot where he had left them. Possibly he was glad to be rid of them, as an item of expense in transportation. It may be that he forgot them entirely. It would not have been quite unlike him to have done so.

But up or down, hungry or fed, he continued to be an actor. Eventually, out of his experience, he evolved a theory. There are certain elements in human nature that are disliked by human beings. There are certain other elements they love. They want to be interested, and they want sincerity, among other things. Manifestly, people did not much care for him in the various parts he enacted. His life held nothing in that portion of it which was yet to come, unless—

"I'll make a part for myself of myself," he said.

Thus "Lightnin'" came to be, and thus the gentle, whimsical Frank Bacon came for a time to know the comfort of success.

He had but one more dream to realize now. As it was with Homer Davenport, so it was with him. He wanted to go back to the old mother town beyond the mountains to let the folks there know they had been mistaken in him and that he loved them just the same.

But this dream was not to come true. The folks out in the old home town will gather about his grave next spring, as the folks at Silverton gathered about the grave of Davenport twelve years ago, and the old paper will print a few nice things about one of America's most successful actors, and the greybeards will gather at the corner grocery after the funeral and look at one another in a puzzled way and shake their heads.

Yet as the great actor Frank Bacon was, just the same Frank Bacon that he was in the days when he tried to put the Register across at Mountain View.

Lord, send us wisdom!

D. H. TALMADGE.

A Printer of the Old School

The late JOHN F. MCCABE would have been greatly surprised three days ago if he had been told that his own name would appear in "small caps" on the editorial page of THE TIMES, whose proof he has read for more than a quarter of a century. But his name deserves to be so printed; and the regret is that he could not himself have read the proof of testimony to the long fidelity and rare ability of a printer of the old school. For Mr. MCCABE had learned his trade as a printer and worked at it for years before the linotype came. A master of the technical knowledge of that trade and an eager scholar, he went from the composing room into the proofroom. There his range of active interest widened with his years and with the greater sweep of the news, and he became an authority on many subjects that came up from day to day in the world's concern.

He had, moreover, a personality which impressed everybody who came near him. He would have been a welcome member of FRANKLIN'S junta. He "knew and felt the lure of type," and one who has known it and felt it cannot for long be entirely content away from the inky precincts of that "art which is the conserver of all arts." He was a printer to the end; and though in his later years he read the proofs instead of setting the types, the ink was always fresh upon the galley sheets that came into his hands, and it had for him a sweet-smelling savor—this black dew which, "falling on a thought, produces that which makes thousands, perhaps millions, think." If Mr. MCCABE could have seen the proof of this, he would doubtless have put queries on the margin; but those who knew him will not question what has been written.—*New York Times,* March 14.

Like Old Wine

An Oklahoma editor tells of an old Indian who came into his office to pay for his paper. The editor took the money; then the Indian wanted a receipt. The editor tried to talk him out of it. Mr. Indian insisted. After making it out, the editor wanted to know why he was so persistent about wanting a receipt. The Indian said: "Me die some time. Go to big gate and St. Peter ask if I been good Indian. I say yes. He say, 'Did you pay editor for paper?' I say yes. He say, 'Where is receipt?' I no have it. I have to run all over hell to find you and get receipt."—Cowden (Ill.) Reflector.

A Columnist's Tribute

Maurice A. Aldrich, who runs "The Hornet's Nest" of the St. Paul Daily News, confined his department to the following words, in black border, on the day of the death of the publisher of that paper: "In Memoriam. L. V. Ashbaugh, who aided the Hornet, as he aided scores, when help was much needed."

Explosion Damages Plant

An explosion last week injured L. Glosser, a pressman, and caused a $2,000 damage to the Madison (S. D.) Daily Sentinel plant.

New Haven Register
is New Haven's Dominant Paper
Circulation over 35,000 Average
Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.
New Haven Register
The Julius Mathews Special Agency
Boston — New York — Detroit — Chicago

The Pittsburgh Post
A newspaper of character, integrity and enterprise which has earned the confidence of the people of the world's greatest industrial district.
DAILY and SUNDAY

LOS ANGELES EVENING HERALD
Leads All daily newspapers in Western America in Circulation.
Led All Newspapers in The World in Advertising Gains 1922 over 1921.
January, 1923 over 1922 gained 199,206 lines of advertising.
February, 1923 over 1922 gained 478,644 lines of advertising.
REPRESENTATIVES
H. W. Moloney, 604 Times Bldg., New York; G. Logan Payne Co., 401 Tower Bldg., 6 No. Michigan Ave., Chicago; A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

Few Papers — (if any) — surpass the TRENTON NEW JERSEY TIMES AS A Food Medium
A recent reader survey indicates that among the housewives of the city our Thursday Food Feature Department—upward of four pages devoted to food recipes and news and food advertising—is the best feature carried by the Times
Circulation 30,237 Member A. B. C.
KELLY-SMITH CO.
Marbridge Bldg. New York — Lytton Bldg. Chicago

The NEW YORK EVENING JOURNAL has the largest circulation of any daily newspaper in America.

In New Orleans it's THE ITEM

Features by
Irvin S. Cobb
Fontaine Fox
Rube Goldberg
Ed Hughes
T. L. Masson
O. O. McIntyre
Frederick Palmer
Will Rogers
Chas. Hanson Towne
H. J. Tuthill
and others
The McNaught Syndicate, Inc.
Times Building, New York

The Buffalo Territory Offers Big Possibilities To National Advertisers

Twelfth American City; second in New York State, Buffalo, with over half a million people and the surrounding trade area with three hundred thousand more, affords a rich market to national advertisers. The effective medium to capture this desirable market is the big, popular, home newspaper—A. B. C. Net paid 105,958, 80% of English-Speaking Homes.

The Buffalo Evening News
Edward H. Butler, Editor & Publisher
KELLY-SMITH COMPANY
Representatives
Marbridge Bldg. New York, N. Y.
Lytton Bldg. Chicago, Ill.

AVAILABLE
for newspaper use

Published books by
Arnold BENNETT
Charles Neville BUCK
E. Phillips OPPENHEIM
Isabel OSTRANDER
Frank L. PACKARD
Mary Roberts RINEHART
Louis Joseph VANCE
and many others.

Also published short stories, serials, and novelettes by these and other prominent authors.

SERVICE FOR AUTHORS, Inc.
Aeolian Bldg., New York

Largest
circulation of any
Maine daily!

Although a three-cent paper since increasing to that price in 1918, the "Express" has NOW attained the Largest Circulation in its History!

Portland Express

City-of-Portland circulation average first 9 months of 1922 was 16,585 net paid. U. S. Census gives Portland 16,801 families. This indicates that **"the Express is taken in 15 of every 16 homes in Portland!"**

"A Truly Remarkable Coverage!"

The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago

TIPS FOR AD MANAGERS

Advertising Service Company, Ltd., 70 McGill College avenue, Montreal. Making 560-line yearly contracts for the Canada Steamship Line.

F. Wallis Armstrong, 16th & Locust streets, Philadelphia. Making 25,000-line contracts for Victor Talking Machine Company.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Using 4½ inches, 12 times for the Charles E. Hires Company.

George Batten Company, 381 4th avenue, New York. Using 30 inches, 10 times for Goodall Worsted Company ("Palm Beach Cloth").

Thomas H. Bowers & Co., 304 South Wabash avenue, Chicago. Making trade deals for Morrison hotel, Chicago.

Critchfield & Co., 337 West Madison street, Chicago. Will use papers on a few smaller cities in the Middle West for Green Circle Chewing Gum Company.

Doremus & Co., 44 Broad street, New York. Sending out weekly orders for Hemphill, Noyes & Co.

Dunlap-Ward Advertising Company, 308 Euclid avenue, Cleveland. Making 3,000-line contracts for the Climax Cleaner Mfg. Company.

George L. Dyer Company, 42 Broadway, New York. Making 5,000-line contracts for United States Tire Company; making 12,000-line contracts for the Pollock Pen Company.

Richard A. Foley Agency, Terminal Bldg., Philadelphia. Making yearly contracts for Johnson & Johnson.

Charles H. Fuller Company, 629 South Wabash avenue, Chicago. Orders and contracts going out generally on Nuradium Company.

Gardner-Glen Buck Company, 1627 Locust street, St. Louis. Making 10,000-line contracts for Valier & Spiers Milling Company.

Charles C. Green Advertising Agency, 15 West 37th street, New York. Placing account of Tryon Stores, Inc., Lowell, Mass., "Tryon Hosiery Knitter"; placing account of the Utasal Company, New York, toilet and proprietary articles, and the Gelfand Manufacturing Company, Baltimore, food products; sending out contracts and orders for Kraeuter & Co., Newark, N. J. Using Southern newspapers for Service Sales Agency, Newark, N. J., El Food Mayonnaise and Krystal Kukes; making 1,000-line contracts for J. Wiss & Son & Affiliated Companies.

Green, Fulton Cunningham Company, 28 East Jackson boulevard, Chicago. Sending out copy in a few cities in Ohio on Federal Bond & Mortgage Company.

Green-Lucas Company, Exchange Place & South street, Baltimore. Making 2,800-line contracts for David H. Fulton & Bros.

Guenther-Bradford & Co., Tribune Building, Chicago. Issuing orders and contracts generally on Dr. Coffee.

Hanff-Metzger, Inc., 95 Madison avenue, New York. Making 1,400-line contracts for Pratt Food Company.

Hewitt, Gannon & Co., 52 Vanderbilt avenue, New York. Placing account of the Precision Castings Company, Syracuse, N. Y.

Hicks Advertising Agency, 52 Vanderbilt avenue, New York. Placing account of Parfumerie de Rameses, Cairo, Egypt.

E. T. Howard Company, 33 West 42d street, New York. Making 1,000-line contracts for L. E. Waterman.

H. W. Kastor & Sons Company, 14 East Jackson boulevard, Chicago. Handling account of Puritan Malt Extract Company, Chicago; also account of Stanley Rogers Company, 145 West 39th street, Chicago (mail order clothing) in the Southwest.

J. Roland Kay Company, 161 East Erie street, Chicago. Reported that company will handle accounts of Coleman's Mustard and Robinson's Barley from its New York office.

Lord & Thomas, 400 North Michigan avenue, Chicago. Issuing contracts on West Indies Fruit Importing Company; will start copy in April in roto sections on Palmolive. Three-time orders in black and white going out also; handling the account of Freeman Perfume Company, Cincinnati, advertising in a few cities in Ohio and nearby where they have secured distribution.

H. K. McCann Company, 61 Broadway, New York. Using 38 lines, 156 times for the French Line.

C. Henry Mason, 136 East avenue, Rochester, N. Y. Placing account for The Smallclothes Company, Geneseo, N. Y.

Herbert M. Morris Advertising Agency, North American Bldg., Philadelphia. Making 5,000-line contracts for A-1 Mfg. Company, Chase, O.

Harry Porter Company, 15 West 44th street, New York. Making yearly contracts for Richard Hellman, Inc.

Frank Presbrey Company, 456 4th avenue, New York. Placing annual statement, 489 lines for the Prudential Life Insurance Company.

William H. Rankin Company, 180 North Wabash avenue, Chicago. Issuing contracts on Wasmuth, Endicott Company, Andrews, Ind. (kitchen cabinets) to papers generally.

H. E. Remington Company, 225 East Superior street, Chicago. Issuing 800 line copy on Remington Typewriter Company, Chicago, to a number of large city papers.

Joseph Richards Company, 9 East 40th street, New York. Making 5,000-line contracts for the Nairn Linoleum Company.

Roberts & MacAvinche, 30 North Dearborn street. Chicago. Contracts and orders issuing generally on Dearborn Supply Company.

L. A. Sandlass, 217 West Saratoga street. Baltimore. Making 2,800-line contracts for the Resinol Chemical Company.

Snitzler-Warner Company, 225 North Michigan avenue, Chicago. Using papers in Illinois, Iowa, Wisconsin and Michigan for Linn Products Company, Chicago; issuing orders and contracts on R. L. Watkins company.

F. R. Steel Advertising Company, 210 East Ontario street, Chicago. Doing a little advertising in southwest territory for Charles Laboratories, 1018 South Wabash avenue, Chicago.

Tracy-Parry Company, Lafayette Bldg., Philadelphia. Making 1,000-line contracts for Dr. Jaeger Company.

Wales Advertising Agency, 141 West 36th street, New York. Making 10,000-line contracts for the Kohler Mfg. Company.

Williams & Cunnyngham, 6 North Michigan avenue, Chicago. Using rotogravure and black and white copy for Northwestern Yeast Company.

STEPHEN FARRELLY DEAD

Long Associated with American News Company in New York

Stephen Farrelly, aged 80, vice-president and general manager of the American News Company, died March 9 of influenza in the home of his niece, Miss Elizabeth Farrelly, 43 East Twenty-fifth street. He had been ill five days.

Mr. Farrelly was born in Ireland and came to this country in 1843. He founded the National News Company in 1865 and three years later became associated with the American. His home was in Harrison, N. Y., where he leaves a wife, three sons and three daughters.

Mr. Farrelly was prominent in Catholic circles. He was treasurer of the Catholic Orphan Asylum, an official of the Catholic Institute for the Blind, a member of the Catholic Club, New York Yacht Club, Chamber of Commerce and the Merchants' Association.

Requiem Mass was celebrated at St. Patrick's Cathedral by Archbishop Hayes March 13 and was attended by newspaper men from all over the metropolitan district. Frank A. Munsey, proprietor of the New York Herald and Sun, was among the pall-bearers.

Advertising Woman a Candidate

Miss Helen Hill, president of the New York League of Advertising Women, has been nominated as a candidate in the contest being conducted by the American Committee for Devastated France. As a result of this contest, seventy-five business women will go to France this summer, to carry a message of good will. Candidates will be elected on the basis of ten cents a vote, and it will require 60,000 votes or $6,000 to elect a candidate. It is expected that Miss Hill will receive the general support of the advertising fraternity in New York.

Johnstown Tribune Is Fifty

The Johnstown (Pa.) Tribune celebrated its 50th anniversary March 3, with a special section detailing its history, written by J. Campbell Murphy, managing editor. Pictures of all employes and departmental offices and machinery, with a list of long-service employes and photographs of chief executives were included, as well as pictures of the staff in years gone by.

Martinsburg (W. Va) Journal Sold

Max von Schlegell, publisher of the Martinsburg (W. Va.) Journal, has sold it to H. C. Ogden, of Wheeling, W. Va. Mr. Ogden also owns and publishes the Wheeling Evening News, Wheeling Intelligencer and the New Castle (Pa.) Herald.

A Correction

In the tabulation of the February lineage of the New York papers last week, a footnote was inadvertently omitted stating that the American's 1923 figure did not include 53,734 agate lines carried by the American weekly. This edition's lineage was a part of the February, 1922, figure.

GOSS PRESSES
Deliver the "Goods"
Do beautiful Work
Stand up under Service
[Have *many* exclusive features.]
Send for catalog
THE GOSS PRINTING PRESS CO.
1535 South Paulina Street
Chicago, Illinois

***in* MILWAUKEE**
Let your advertising *grow* with Milwaukee's fastest growing daily—
WISCONSIN NEWS
REPRESENTATIVES—
G. LOGAN PAYNE CO., Chicago, Detroit, St. Louis, Los Angeles.
PAYNE, BURNS & SMITH, New York, Boston

PAID Circulation Spells Supremacy
Let our organization put you first place in your field. A permanent organization—sixteen years of conservative service—positive results. No wild claims or questionable methods, but real service—service you will like. 60% of our present business is return contracts. Ask anyone.
THE PULTZ COMPANY
LIMITED
32 2nd Nat. Bank Bldg., Reading, Pa.
Long Distance 2410-R

From nothing—to
200,000
in seven months
DETROIT SUNDAY TIMES

Introduction to Employer and Employee

SITUATIONS WANTED

A WORD for advertisements under this classification. Cash with order. For unemployed one insertion (adv. not to ed 50 words) FREE.

rtising Manager.
wire, energetic and clean-cut, with a l of accomplishments. Age thirty, mar- unquestionable reference. Fifteen years' ience in newspaper game; thoroughly d in writing, planning and selling ad- ing. Know how to make friends for f and paper and hold them. Can de- the goods and get maximum results solicitors. Fifty dollars a week to start will earn it. A-908, Editor & Publisher.

rtising Manager
horoughly trained newspaper executive sixteen years' experience wants new ction with a live newspaper where ability hard work are necessary. At present tising manager of the best newspaper in f the largest cities, where I have again n my ability to produce and handle men. results obtained in my past and present ctions are my best recommendations. g, married and now want to locate per- atly. If you need such a man, let me go detail. Address Box A-961, Editor & lisher.

tant Manager and Advertising Manager.
ny years in newspaper business, going devil to assistant manager, capable or of display and classified departments. on paper where I've been for 12 years, y over 100,000: Reasons for changing— broader field. 35 years of age, steady dependable. Will earn every dollar paid ervices and make money for employer. ess A-968, Editor & Publisher.

lation Producer
s a man who wants to secure a situation some publisher wanting more circulation s newspaper. Records show 25% to 100% se on all papers employed upon during ast ten years. Can analyze the field, plan that will secure best results at expense. Prefer situation where entire can be given to promoting new business, an organize the department and put it systematic basis. Permanent or short propositions. Might consider position as al manager of circulation on chain of s. Have had experience in putting over circulation on new newspapers. Hard r, aggressive, wide-awake and able to e business under keen competition and the most adverse conditions. Some pub- , who wants to put his paper in the in his field, will be interested in this References show extraordinary ability to ce real, permanent subscribers. Address , Editor & Publisher.

ified Manager
s position in near future. Now em- l but wishes to advance to bigger paper; ears' experience. Have good record and urnish evidence and references to prove. r paper of 18,000 to 25,000 circulation in West or Southwest. Will go anywhere, offer is right. Box A-969, care Editor blisher.

rial Work
tant editor leading paper in Eastern city 0,000 wants editorial work in or near York on newspaper, magazine or trade . Capable executive, skilled editorial r and paragrapher. Eight years' experi- A-947, Editor & Publisher.

ative—Business, Advertising or lation
newspaper connection requiring first- man capable of organizing, selling and oting. 18 years' varied experience, large small cities. Prefer circulation in large advertising in medium city or business ction in smaller city of importance. Ad- A-958, Editor & Publisher.

rienced Man
wspaper lines, now employed, desires r experience in editorial writing with ation offering opportunity. Reference Write A-955, care Editor & Publisher.

SITUATIONS WANTED

Foreman of Newspaper Composing Room,
recovered from illness, seeks to locate. Experienced with evening (6 edition) daily, with Sunday and bulldog. Thoroughly competent, sober and industrious; union. Handled battery of 25 linos, 2 monos, and Thompson, running day, night and lobster shifts, employing 90 to 100 journeymen. A-1 references. A-971, Editor & Publisher.

Legislative Writer,
experienced in Ohio, Indiana and Michigan court work, wants job in state capital. A-1 references. Style good. $40. A-928, Editor & Publisher.

Investment Position Wanted
Publisher, who would turn over details of advertising, circulation and business departments of his paper to a competent young man willing and eager to take as much interest in the business as though he owned it, and in the habit of working to the limit, is invited to investigate my record. Willing to invest $5,000 to $8,000 as soon as demonstrated that both are agreeable. Write A-945, Editor & Publisher.

Managing Editor,
morning paper in town of 25,000, desires change to afternoon field. Address Box A-948, Editor & Publisher.

Newspaper or Advertising
Young man, 35, over fifteen years' experience in newspaper and printing business, experienced all branches, editing, proofreading, management and mechanical, seeks connection in newspaper or advertising field as understudy to busy executive. References. Box 307, Lakewood, N. J.

Newspaper Foreman,
assistant foreman and head make-up, would like to correspond with publisher needing composing room foreman. Address A-835, Editor & Publisher.

Newspaper Man Wants Position
on editorial staff. Can fill any position and make friends for the paper. Forty years experience on large and small papers. Feel fully capable of conducting an interesting religious department. Can give good references. Address A-962, Editor & Publisher.

Reporter, Assistant Business Manager,
23 years old. Six years in newspaper work. Knows every department thoroughly. Educated and intelligent. Can do any assignment. Exceptional nose for news. Desires position as reporter, assistant in business department or understudy to publisher. Reasonable salary. Box A-966, Editor & Publisher.

Sporting Writer.
Position wanted as feature sports writer or reporter on any newspaper throughout the country. I am well qualified to chirp on any sporting event, particularly boxing, being a local representative for several European sporting publications. Will gladly consider practically any proposition offered. Address V. V. D., 2157 Belmont Ave., Bronx, New York.

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order.

Wanted to Lease,
with privilege of buying in one year, small daily in good field. Have had experience on both large and small publications and can furnish references as to ability to handle and character, etc. Give full details in first letter. Box A-952, Editor & Publisher.

Would Like to Buy or Lease
the circulation on a paper that has from four to ten thousand subscribers. South preferred. Best references. Write fully what you have. Will come for interview. Box A-950, care Editor & Publisher.

Would Take Charge
of advertising department on commission, with opportunity of buying an interest in paper later. Small daily preferred in city of not over thirty thousand. Best references. Can report on short notice. Box A-951, care Editor & Publisher.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Circulation Manager,
who can secure results, wanted on suburban paper near New York. A. B. C. 12,000; growing. Must take full charge and keep A. B. C. records. State salary wanted and experience. Advance, Staten Island, New York.

Circulation Manager Wanted
by a newspaper in the Metropolitan District. Must be capable, experienced, honest and well recommended by former employers. High class job for the right man. Address Box A-959, Editor & Publisher.

Circulation Manager Wanted
for morning and evening newspaper in town of 75,000 in eastern Pennsylvania. Leaders in field. Man experienced in all branches of circulation work required. Prompt response necessary, immediate connection. Box A-963, Editor & Publisher.

Circulation Manager Wanted
Evening daily in city of over 50,000, seeks circulation manager full of pep and willing to work to the limit to build circulation. Permanent position in live organization if you make good. Send photo, state salary, experience and references. This is a real opportunity for a worker. Confidential. Address Box A-949, care Editor & Publisher.

Circulation Manager Wanted.
A morning newspaper in the Middle West, with a circulation of about 11,000, seeks circulation man to take full personal charge of all the outside circulation and supervise the city. A steady position is offered. The paper, at the present time, has the most circulation it has ever had and is fully the equal of its evening competitor. This is a real job for a producer and the position is a permanent one. Address A-909, Editor & Publisher.

Editor Wanted
Excellent future for highly qualified man to edit national monthly devoted to citizenship and discussion of political, economic and social questions. Kindly give your experience and qualifications in detail. All applications will be considered strictly confidential. Address Samuel Adams, 621 Albee Bldg., Washington, D. C.

Wanted
Reporter, unmarried, good on features and news. Must be good photographer. Address A-960, Editor & Publisher.

Wanted
High grade mechanical superintendent in first class printing establishment. Must be thoroughly experienced and give the best of references. Exceptional opportunity to man of ability. A-956, Editor & Publisher.

Wanted
First class advertising salesman for well-established Florida magazine, unique in its field, well financed and with brilliant future. Liberal commissions. Applicant must have previous successful experience and furnish references. Give full details in first letter. Address "Magazine," Box 565, Tampa, Florida.

Wanted
Young man with country newspaper experience, printer-operator preferred, to assume charge, lease or act as partner on old established county seat weekly. Capital not necessary, but man must be a hustler and absolutely honest. No windy crook need apply, as references must be gilt-edged. Apply Heavenridge, Spencer, Indiana.

SOUTHERN DAILY
(Morning and Evening Combined)
Only paper in city of 13,000 population. Wealthy trading territory; 1922 profits over $28,000. Equipment ample; no replacement needed. Price $105,000. Reasonable terms.
PALMER, DE WITT & PALMER
Newspaper Properties,
225 Fifth Avenue New York
Pacific Coast Representative:
M. C. Moore, 513 Canon Drive,
Beverly Hills, Calif.

Unusual Opportunities
Daily & Weekly
NEWSPAPERS
TRADE PAPERS
HARWELL & CANNON
Newspaper and Magazine Properties
Times Building, New York
Established 1910

WE CONNECT THE WIRES
IS YOUR SPORTS STAFF fully manned for the coming season? We can tell you about some good men who are seeking new connections. From boxing to baseball, minor to major league, cub writer to department head — your need is not likely to be outside of our ability to supply. No charge is made to employers for our service.
FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.



Talented, experienced, and highly efficient men, each a specialist in his own line, ready to solve your problems.
STARR SERVICE CORPS
UPBUILDERS of NEWSPAPERS
BROKAW BLDG···42ND and BROADWAY
NEW YORK

Wanted.
Will pay 25 cents for a copy of EDITOR & PUBLISHER of January 7, 1922. Box A-970, Editor & Publisher.

Y BEARDSLEY LOSES $500,000 SUIT

plaint That Binghamton Press used Failure of Binghamton Herald Dismissed—Court Ruled It Legal Competition

e Court of Appeals, March 8, heard ments in the appeal of Guy W. isley, former publisher of the Bing- on Herald, from the affirmance by ppellate Division, third department, decision of Justice Albert H. Sewell ssing his complaint in an action ght against Willis Sharpe Kilmer Jerome B. Hadsell, of Binghamton, cover $500,000 damages for an al- conspiracy to destroy his business. e action was instituted in October, 1914, and alleged the defendants conspired with the late Jonas M. Kilmer, father of Willis Sharpe Kilmer, to ruin him by beginning the publication of the Binghamton Press as a competing rival. Beardsley had published several articles in the Herald to which the Kilmers objected as reflecting on them and their business, that of the manufacture of "Swamp Root," and in June, 1901, they brought an action for libel against Beardsley, which was never tried. They threatened to put Beardsley and his paper out of business and incorporated the Binghamton Press Company in January, 1904, which started the Press in April.

The complaint alleged Willis Sharpe Kilmer obtained his employes, newsboys, subscribers and advertisers by special inducements and the municipal printing by under bidding with the intent of preventing him from continuing in business. The Herald had a circulation of about 13,000 at the time, had no debts and paid a ten per cent dividend, but by reason of the competition, suspended publication in 1910. After the suspension of the Herald, Kilmer turned over the publication of the Press to Hadsell.

The Appellate Division in upholding the dismissal of the complaint, held that acts of competition were not rendered unlawful by the malicious intent of the defendants to injure the plaintiff in performing them; that the acts complained of interfered with no legel rights of the plaintiff, were not oppressive or unfair and fully justified as an exercise of the lawful right of competition.

Prize Named for Veteran Editor

The $100 annual prize given to the writer of the ten best editorials appearing in the University of Washington Daily will be named in honor of Dan Cloud, veteran Washington publisher, who died January 24, according to a decision announced February 13 by Bert Brintnall and William Horshey, alumni members of Sigma Delta Chi, professional journalism fraternity. Mr. Cloud published newspapers in Washington practically all his life, and was publisher of the Montesano Vidette until shortly before his death. Alumni and associate members of Sigma Delta Chi have donated the prize, which is awarded each spring.

A Big Daily Fiction Feature

26 Weeks Series

J. S. Fletcher
DETECTIVE STORIES

The Red Book Magazine
and
New York World

Feature J. S. Fletcher Stories

Wire for Samples

The McClure Newspaper Syndicate
373 Fourth Avenue New York City

Another Good Metropolitan Serial for Newspapers

THE EVIL SHEPHERD
By
E. PHILLIPS OPPENHEIM

MELODRAMATIC ACTION
MYSTERY LOVE

METROPOLITAN
NEWSPAPER SERVICE
Maximilian Elser, Jr., Gen'l Mgr.
150 NASSAU ST. NEW YORK

Million Dollar Hearst Features

The World's Greatest Circulation Builders

International Feature Service, Inc.
New York

FIRST IN SCIENTIFIC NEWS
(By Science Service)

Since January 1, Science Service's Daily Science News Bulletin has scored these striking news beats:
Cure for dread diabetes obtained from fishes. New process for rejuvenating rubber. Discovery of new vitamin controlling reproduction. First detailed account of sending photographs by radio with radioed photo of inventor. Comet has freak tail unexplained by science. Health record for 1922. First picture of influenza germs. New vaccine for flu tried on human beings. New chemical element, hafnium, discovered. First authoritative account of fog dispersing and rain making experiments. Astronomers deny reported star flare-up. Germans discover chemical fatal to moth.
News photographs and art in matrix form now accompany the daily mailings from Washington.
Wire stories, when necessary, now supplement this general news report on science.
Ask Allied Newspapers, 52 Vanderbilt Ave., New York City, selling agents, for rates and territory still open.

SCIENCE SERVICE
1115 Conn. Ave., Washington, D. C.

HUNCHES

Managing editors and city editors are always on the lookout for news and feature ideas that can be used locally. EDITOR & PUBLISHER *will pay $1 for each hunch published under this head. The fact that the hunch is now being worked successfully in your city does not bar it from this department. Address your contributions to the* HUNCH EDITOR. *When they appear, clip them and mail them in and receive payment. Unavailable hunches will not be returned.*

WHO is the outstanding figure in your city in any of the old or new lines of craftmanship? Not the outstanding business house in that line, but the real workman, the artist who puts his whole heart in his work—the top-notch bricklayer, woodworker, printer, blacksmith? There are lots of good human interest stories in this tip, as well as a chance to refute the argument that no workman takes individual pride in real quality any more.—R. M. F.

Who is the first citizen in your city? The Atlanta Constitution recently presented a silver loving cup to Atlanta's first citizen, who settled in that city in 1873.—J. A.

To stimulate interest in their classified section, the Cedar Rapids (Ia.) Gazette put a short story at the top center of the page, telling of want ads in old time Rome. The Romans had to walk to town where the ads were written in chalk or scratched on the walls of public buildings. Why not try this in your paper? Enclose the story in a box and change it every day.—A. R. D.

For your department "Hunches," I would suggest that each year in the cities throughout the country the police departments throw into the rivers the annual collections of pistols, knives and other weapons taken from criminals. Photographs of these just before being thrown into the water, with a resumé of the crimes and sketches of the affairs in which the weapons were involved during the year, would make a feature which could be secured annually.—C. M. L.

Investigation of soldiers' relief payrolls at city halls will reveal many interesting facts if the names of those to whom aid is extended are checked. In one city, an exposé disclosed the fact that many war veterans who were working on good jobs were unlawfully receiving aid, and that in some instances men whose names appeared on fire department and other city payrolls were illegally getting aid. This story can be handled without reflection on the deserving war veterans.—M. T.

At every factory of any size, employees leave without notice and never call for the two, three, four days' pay—perhaps more—that is due them. Find out the percentage of leaving workers who do this at a prominent local industry or industries, the nationalities which do it most and least, the season of the year it is most common, whether highly paid workers or those receiving low wages are most prone to it; in how many instances the worker applies for his balance in later years. Learn what factories are legally required to do with these uncalled for pay envelopes.—J. T. B.

"Here's a new use for the phonograph that can be made into a talked-about local story most anywhere. Any pastor will tell you that he has plenty of trouble finding someone to sing at funeral services 'at the home.' When the expected singer failed to appear at a recent home service' here, the family substituted phonograph music, playing selections that were at once appropriate and loved by the 'departed one.' Struck by the common sense of the plan a prominent minister has endorsed the idea and has expressed the intention of securing a number of high class sacred records appropriate for such services. Besides providing as good, if not better music than the available talent, the plan gets around the difficulty of securing singers. Get the expressions of your local divines."—R. L. B.

Why not change the slogan of your paper every month or so, or use a new slogan every month or so in addition to your regular one? And why not offer a monthly prize to the person sending in the best slogan that month? This stunt would impress the good qualities of your publication on the folks and would arouse a lot of interest and be a good stunt generally—F. H. W.

"A Message to You!" reads the head on a double column leaded short "editorial" written daily by some different local leader, and appearing on the front page of an Ohio newspaper. The writers are permitted to select their own subjects and some real literary gems, as well as commendable suggestions, have been forthcoming.—B. A. T.

One paper gave a party for the subscribers who have taken the paper regularly since it was started. The party not only furnished a good news story, but a feature story was run each day about one of the members of the party until the series was completed and a story based around each old-timer was used. The veteran subscribers' reminiscences included many of the banner heads of twenty-five and thirty years ago.—D. R.

Who is the youngest grandfather in your city? Who is the youngest grandmother? A contest to determine the identity of these people would arouse a lot of interest and the photos of the grandparents with their grandchildren would add greatly to the interest of the contest.—F. H. W.

A young man who lives up to his boxing ring name of Knockout was found to be the teacher of a class of boys in a Sunday school, not so long ago. Investigation revealed that he was a good teacher, too. The boys all liked him. A little prowling into the hobbies of sportsmen will reveal that many of them do regularly what a good many would never dream of them doing. A series on college professors who teach in Sunday schools may not come amiss.—J. A. W.

Hobbies are always of interest and afford excellent material for a series of daily or Sunday articles. Pick out three or four of the leading men in each profession and business in your city and get a story about their favorite sport. Divide the men into groups, such as preachers, lawyers, merchants, public officials, etc. The stories may be made more attractive by having your artists illustrate them or better still by getting a lay-out of pictures of the different sports of the men interviewed.—J. H. B.

Whenever you save money for a reader, you are making his friendship firmer. Run a series of articles on how various local housewives are effecting economies through purchases of cheaper cuts of meats; making use of odds and ends, etc. —B. A. T.

Get an interview with a piano tuner on the variety of objects which he finds in pianos, such as hairpins, chewing gum, candy, and all sorts of trinkets which fall into the interior of this particular kind of musical instrument.—L. C. P.

America's Greatest BEDTIME STOR

Written and Illustrated by JOHNNY GRUELLE *Entitled*



"RAGGEDY ANN an RAGGEDY ANDY"

A Daily Feature
WRITE FOR SAMPLES
to the

UNITED FEATUR SYNDICATE
World Bldg. New Yo

Thomas W. **Briggs Company**
General Offices
Memphis, Ten

We increase your Local Display 10,000 lines Monthly *With Our* **Permanent** Weekly Business Review Page
Look us up in Dun or Bradstreet

A new three-a-week sports featu

Training for

TRACK and FIELI

by "Bob" Simpson

Head Track Coach Universit of Missouri

THE INTERNATIONAL SYNDICAT
213 Guilford Ave., Baltimore, Md.

America's Best Magazine Page
Daily and Sunday

Newspaper Feature Servic
241 WEST 58TH STREET
New York City

WIRE NEWS
For Evening and Sunday Newspapers
International News Service
21 Spruce St., New York

LIMITLESS OPPORTUNITIES IN

Southern Markets

There is no other region in the world of like area equal to the SOUTH in its possibilities or limitless opportunities for merchandising your product.

The increase in diversified agricultural production, lumber, m i n e r a l s and manufacturing in the SOUTH has opened a most fertile and profitable market for advertisers of every class.

A survey of the SOUTH shows that the value of farm products increased over 200 per cent from 1910 to 1920. In value of manufactured products the SOUTH produced, in 1880, about one-eighth of the aggregate of the United States, by 1920 it produced one-sixth of the country's total. The value of minerals taken from SOUTHERN mines has grown, in forty years, from almost nothing at all, to practically one-third of the country's mineral values. This same story of progress is true in every line of endeavor throughout the SOUTH.

Never before was there such a time to establish "good will" and buying habit for advertised merchandise. The market of the S O U T H offers vast and increasing opportunities to the American manufacturer.

The SOUTHERN market is ready and anxious to buy those products which are sold under a trade mark, and has the means to pay.

The newspapers will help you if you give them a chance. In the newspapers listed below, you will find a tried and tested class of mediums for covering the vast SOUTHERN market.

	Circulation	2,500 lines	10,000 lines
ALABAMA			
††Birmingham News .....(E)	69,381	.15	.15
††Birmingham News .....(S)	75,581	.15	.15
*Mobile News-Item .....(E)	10,392	.05	.05
**Mobile Register .....(M)	21,264	.07	.07
**Mobile Register .....(S)	32,715	.085	.086
FLORIDA			
†Jacksonville Journal .....(E)	18,080	.07	.07
**Florida Times-Union, Jacksonville (M&S)	36,172	.08(9cS)	.08(9cS)
*Pensacola News .....(E)	4,795	.03	.03
*Pensacola News .....(S)	5,291	.03	.03
†St. Petersburg Independent.....(E)	4,031	.03	.03
GEORGIA			
**Augusta Chronicle .....(M)	10,661	.045	.045
**Augusta Chronicle .....(S)	11,075	.045	.045
**Augusta Herald .....(E)	12,277	.05	.05
**Augusta Herald .....(S)	12,121	.05	.05
*Columbus Ledger .....(E&S)	8,789	.04	.04
**Macon Telegraph .....(M)	23,017	.06	.06
**Macon Telegraph .....(S)	24,395	.06	.06
*Savannah Morning News .....(M&S)	20,875	.055	.05
KENTUCKY			
*Lexington Leader .....(E)	16,760	.05	.05
*Lexington Leader .....(S)	16,663	.05	.05
†Louisville Herald .....(M)	44,303	.09	.09
†Louisville Herald .....(S)	54,159	.09	.09
NORTH CAROLINA			
†Asheville Times .....(E)	7,785	.04	.04
**Asheville Citizen .....(M)	12,693	.045	.045
**Asheville Citizen .....(S)	11,665	.045	.045
**Durham Herald .....(M)	7,083	.04	.04
**Greensboro Daily News.....(M)	19,267	.05	.05

	Circulation	2,500 lines	10,000 lines
NORTH CAROLINA			
**Greensboro Daily News.....(S)	27,250	.07	.07
**Raleigh News and Observer.....(M)	24,593	.06	.06
**Raleigh News and Observer.....(S)	29,338	.06	.06
**Raleigh Times .....(E)	8,275	.04	.03
SOUTH CAROLINA			
*Columbia State .....(M)	22,097	.06	.06
*Columbia State .....(S)	21,760	.06	.06
**Greenville News .....(M)	13,938	.055	.05
Greenwood Index Journal.....(E&S)	4,185	.025	.025
*Spartanburg Journal .....(E)	4,165	.04	.04
*Spartanburg Herald .....(M&S)	5,511	.04	.04
TENNESSEE			
**Chattanooga News .....(E)	22,814	.06	.06
**Chattanooga Times .....(M)	23,067	.07	.07
**Chattanooga Times .....(S)	23,596	.07	.07
†Memphis Commercial Appeal.....(M)	84,862	.16	.15
†Memphis Commercial Appeal.....(S)	111,176	.19	.18
*Nashville Banner .....(E)	41,700	.07	.07
*Nashville Banner .....(S)	42,931	.08	.08
VIRGINIA			
‡Bristol Herald Courier .....(M&S)	8,582	.04	.04
†Danville Register and Bee.....(M&E)	12,032	.045	.045
Newport News Times-Herald.....(E)	9,041	.05	.05
Newport News Daily Press.....(S&M)	6,051	.05	.05
*Roanoke Times & World-News....(M&E)	21,420	.07	.06
*Roanoke Times .....(S)	14,560	.07	.06

Government Statement, April 1, 1922.
*A. B. C. Publishers' Statement, April 1, 1922.
**A. B. C. Publishers' Statement, Oct. 1, 1922.
‡Includes Bristol, Tenn.
†Government Statement, October 1, 1922.
††Government Statement, December, 1922.

Advertising Is Constantly Becoming a More Exact Science

A FEW years ago the advertiser bought his space in accordance with the ability of the salesman. He had no exact measure of circulation in most cases and there was no such thing as a definite fixed rate on sound basis of costs.

The coming of the Audit Bureau of Circulations, with its thousand members and annual audits, has reduced the factor of circulation to the sane dependability of a Federal bank examination. There are still some few who doubt the accuracy of A. B. C. audits, just as some still believe the earth is flat, but even these doubting ones are willing to concede that conditions are much better than before the existence of the A. B. C.

The matter of fixed rates for definite service is gradually adjusting itself by insistence on the part of most advertisers on a clause in their contracts that no one else shall have a lower rate for a like service.

Through reports of the Audit Bureau of Circulations we know not only the exact circulation a medium has, but where it is sold, whether circulation has been produced through schemes, and the price paid by newsdealers and subscribers. The advertiser can thus buy circulation for definite cover of desired territory, and with access to abundance of industrial and commercial data he can aim his advertising guns directly at those most likely to buy his wares.

To one with over forty years' experience in the newspaper industry this wonderful progress in the science of advertising is conclusive proof that civilization advances and that those who follow us will reap substantial harvests from our efforts toward improvement.

JASON ROGERS
Publisher The New York Globe

New York, March 17, 1923

THIS ISSUE: WHO SPENDS THE DAILY NEWSPAPER DOLLAR?

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1923

SUITE 1117 WORLD BUILDING, NEW YORK

Original second class entry—The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the act of March 3, 1879. Published every Saturday.

[Copyright 1923, by The Editor & Publisher Company, James Wright Brown, president and editor.]

ol. 55. No. 43 NEW YORK, MARCH 24, 1923 By Mail in Advance $4, U. S. A.; $4.50, Canada; $5, Foreign 10c Per Copy

MAKING GOOD BUSINESS BETTER IN CHICAGO

As reflected in that infallible mirror of business in Chicago—the advertising columns of The Chicago Daily News -the "good business" of the latter half of 1922 is growing into better business in 1923.

Both in volume and in proportion of gains, advertising in The Chicago Daily News for the first two months of 923 shows a tremendous increase over the same period of 1922. This is indicative of booming business in Chicago and eveals one of its great contributing factors—liberal advertising by shrewd and experienced business getters in that iedium to which the greater part of Chicago and its suburbs looks for advertising information and guidance—The hicago Daily News.

The following statement of display advertising for the months of January and February, 1923, is striking evidence f The Daily News' leadership, among the daily newspapers of Chicago, in the following important classifications:

BOOKS
The Daily News First ..... 24,910 lines
The Post next ..... 13,744 lines

CHURCHES
The Daily News First ..... 11,563 lines
The Daily Tribune next ..... 3,904 lines

CLOTHING
The Daily News First .....317,623 lines
The Daily Tribune next .....285,474 lines

DEPARTMENT STORES
The Daily News First .....971,355 lines
The Daily Tribune next .....442,903 lines

DENTAL
The Daily News First ..... 5,288 lines
The Daily Herald-Examiner next .... 4,982 lines

EDUCATIONAL
The Daily News First ..... 15,241 lines
The Daily Tribune next ..... 14,892 lines

"OUT OF THE LOOP" STORES
The Daily News First .....148,499 lines
The American next ..... 53,411 lines

FOODSTUFFS
The Daily News First .....131,942 lines
The American next .....118,255 lines

FURNITURE
The Daily News First .....147,249 lines
The American next ..... 86,908 lines

HOUSEHOLD UTILITIES
The Daily News First ..... 30,292 lines
The American next ..... 18,772 lines

JEWELRY
The Daily News First ..... 19,385 lines
The American next ..... 15,403 lines

TOTAL DISPLAY ADVERTISING
The Daily News First .....2,345,096 lines
The Daily Tribune next .....1,794,334 lines

In these two months The Daily News gained 332,649 lines of display advertising over the same period of last year, s against a gain of 236,996 lines by The Daily Tribune, the newspaper having the next highest score.

These facts and figures confirm with emphasis the judgment of experienced advertisers in the Chicago field who oday, as for many years past, rank

THE CHICAGO DAILY NEWS

First in Chicago

Figures supplied by the Advertising Record Co., an independent audit service maintained by all the Chicago Newspapers

More Intertype Sales Records

Intertype machine sales during January and February this year exceeded all previous records for the same period.

1922 was by far the best year in Intertype history, and 1923 is starting out even better.

Here are some of the reasons:

Flexibility — All matrices, magazines, molds, etc., in Standardized Intertypes are freely interchangeable from one machine to another. "Any job on any Intertype."

Dependability — The Intertype is designed for troul free day-after-day operation on eit "straight" or display compositi under average shop conditions.

Standardization — The owner of a Standardized Intertype can at any time convert his machine from one model into another in his own composing room.

Improvements — The Intertype carries thirty major many minor improvements. Ask y machinist or operators about them send to us for literature.

Simplicity — Elimination of over 1200 unnecessary wearing parts, including 910 escapement parts on each three-magazine machine, prevents expensive delays and reduces maintenance cost.

Durability — Even the earliest Intertypes, wh have been improved upon in ma ways, have demonstrated unusua low cost of maintenance over a per of ten years.

INTERTYPE CORPORATION

General Offices, 805 Terminal Building, Brooklyn, N. Y.

548 Rand-McNally Building, Chicago
301 Glaslyn Building, Memphis

560-A Howard Street, San Francisco
Canadian Agents, Toronto Type Foundry Co., Ltd.

British Branch, Intertype Limited, 15 Britannia Street, Kings Cross, London, W C 1

During the entire year of 1922, THE PRESS published more local School and College advertising than either The News or Daily Plain Dealer combined. The figures are as follows:

THE PRESS...41,829 Lines
The News..... 8,267 Lines
Plain Dealer...32,057 Lines

These advertisers are in a position to trace enrollments. That is probably why they invest the major portion of their appropriation in the leading home newspaper of Cleveland.

Incidentally, THE PRESS stands fourth in the entire country in the matter of concentrated circulation.

79% of THE PRESS' total circulation of 182,548 is distributed in Greater Cleveland, blanketing the local merchants market like the dew.



ALLIED NEWSPAPERS, Incorporated

PUBLISHERS DIRECT REPRESENTATIVES

New York Chicago Cleveland Cincinnati St. Louis Atlanta San Francisco

MEMBER AUDIT BUREAU OF CIRCULATIONS

The Scripps-Howard Newspapers
Including the Scripps-McRae League

The CLEVELAND PRESS

DOMINATES GREATER CLEVELAND

Breezing Along



The Bulletin's circulation is larger than that of any other daily newspaper published in Philadelphia, and is one of the largest in the United

Total Circulation of This Issue: 7,000

EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten P. M. on the Thursday preceding the date of publication—by the Editor & Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Telephone Exchange, Beekman 4330
Charter Member Audit Bureau of Circulations.

Vol. 55 NEW YORK, SATURDAY, MARCH 24, 1923 No. 43

WHO SPENDS THE DAILY NEWSPAPER DOLLAR?

Publishers Are Beginning to Find Out, But Lack of Definitions Prevents Benefit of Exchanging Information—Survey Shows Paper Manufacturer Gets Largest Portion

By ARTHUR T. ROBB, JR.

AMERICAN publishers have heard so often since 1900 that they are business men that they don't listen to charge any more. They were, they it it, and many of them still are, but are reforming. They are learning. 'itness the case of the publisher of a tern group of half a dozen dailies, at the beginning of 1922 predicted in $3,000 the total profits that his ip would make during the year. That n't guess-work. It was calculation control of affairs, of the kind that Jules Verne's professor around the d in 80 days. It was engineering of kind that enables a battery of artil- to smash an unseen target ten miles y. It was scientific assaying of the me of those papers and its allotment itgo of the various departments, ac- ing to percentages determined by ex- nce and adhered to, despite pressure the men on the line for "just a little leeway" every now and then. It a triumph of budgetary control.

obably few publishers can point to a record. One New York executive ied this week at the idea that a 's profits could be definitely set aside ie budget twelve months in advance. there are few business enterprises can remain on earth without a profit, the frequent consolidations and sus- ions of the past decade are proof the newspapers are not exempt from rule.

ie basic point is that made by Mr. V. Scripps years ago that no matter good a newspaper you published, couldn't continue to do so, or to be ctor in the community unless that paper produced a profit to support after paying all its legitimate ex- es. The rule under which his many erties have operated for many years unds that 15 per cent of total re- s be set aside for profit, and that the inder be apportioned 34 per cent to editorial department, and 51 per cent ie business department. Those per- ges fitted his scheme of operation. ibly they might not apply to other shers' schemes of things, but the amental, essential part of the plan is his newspapers paid their way with thing left over for the owner, or went out of business quickly. The paper is a commercial enterprise, public service the only end it can , and if it doesn't make a profit, it serve neither its owner nor the pub-

ents of the past nine years—high- d print paper, steadily rising costs of anical labor, equal or greater in- es in the cost of gathering news— driven this home to the publishers n they have spared from destruction. es of newspapers which struggled for years before the war have met increases in costs and more than them. They are making money to- and their publishers can at last take ions that other business men have considered part of the year's routine. can install modern machinery in ef- t and handsome buildings to replace antiquated, patched equipment that they formerly housed in ancient fire-traps. A good many of them can now look an advertiser in the eye and tell him to go to Hades when unreasonable demands are made. A good many others who used to look on State and county printing as manna from Heaven, now refuse to touch it except at their own terms.

These are all developments that have come in the life of very young men in journalism. They mean that these publishers have taken their newspapers apart, found out what made them tick, thrown away useless wheels and cogs and put together an organization which will do its work better and pay them more than an employe's wages. These assertions are not made *ex cathedra*. Proof is available.

A few weeks ago EDITOR & PUBLISHER told how the Inland Daily Press Association's committee on cost-accounting presented to the annual meeting an average budget based upon three years' figures submitted by members of the association. They were illuminating, for they proved that the publishers who gave the committee the benefit of their data had at last awakened to the fact that they could not be certain of a profit until they learned what operations cost and whether or not their costs could be readjusted to produce a better working organization.

Handicapped by lack of co-operation from the entire membership and by the fact that members' figures were submitted in percentages and not in dollars and cents, the committee nevertheless has worked out the following income and expense budget for the average country daily:

INCOME

	Per Cent
Advertising	70.0
Circulation	29.0
Miscellaneous	1.0

EXPENDITURES

	Per Cent
Editorial department	15.0
Advertising	7.0
Circulation	11.0
Paper and ink	12.5
Other mechanical expense	23.5
Administration	18.5
Profit	12.5

The revenue figures need no explanation except that "Miscellaneous" includes waste paper sales and other income items not to be classed as either advertising or circulation revenue.

Job department revenues and expenses are not considered.

Editorial department expenses include payroll, news service, telegraph and telephone tolls, correspondents, feature services, art, etc.

Advertising expenditures include payroll, commissions, special representatives, promotion, carfare, supplies, art and mat services.

Circulation expenses include payroll (including carriers), agency maintenance, traveling expenses, premiums, free copies, supplies, advertising, rope and twine, wrappers, expressage, postage, automobile upkeep, etc.

Paper and Ink also includes freight, cartage and storage.

Other Mechanical Expenses include payroll, gas, power, light, metal, matrices, supplies, stereotype materials, press blankets and tympans, rollers, rags, repairs, etc.

Administration includes all business office and administrative expense, as office payroll, executive salaries, depreciation, rent, stationery, postage, advertising, donations, office telephones, traveling, bad debts, insurance, taxes (but not U. S. income tax), light and water, etc.

Possibly accountants can pick these divisions to pieces. Probably many of the items under Administration should be allocated to the operating departments. Never mind trifles like that. The main fact is that the newspaper publisher is finding out what each operation in his plant costs him and how much it ought to cost him. He can juggle his items later on according to the bookkeeping system that best suits him.

Using these same divisions, another small city daily which has long worked under a budget system can be compared with the Inland average as follows:

INCOME

	Inland Average	Budgeted Daily
Advertising	70	75
Circulation	29	25
Miscellaneous	1	..
	100.00	100.00

EXPENSE

	Inland Average	Budgeted Daily
Editorial	15.0	23.0
Advertising	7.0	7.2
Circulation	11.0	9.6
Paper and Ink	12.5	12.6
Other mechanical expenses	23.5	17.5
Administration	18.5	15.1
Profit	12.5	15.0
	100.00	100.00

These divisions, of course, are purely arbitrary for the budgeted daily, which long ago graduated from swaddling clothes. It has no budget items for "Other Mechanical Expenses" or "Administration." Those expenses are apportioned among the various departments. For purposes of the above comparison, the mechanical operations of this daily are taken out of their departmental positions and arrayed beside the Inland figures. Its control methods may be responsible for its 6 per cent advantage in mechanical costs over the Inland average, for its size and income are those which would fit a great many country dailies like a tailored suit. Its managing editor is responsible that the composing room foreman gets his money's worth. The business manager keeps a similar eagle eye on the press and stereotyping cost sheets. And half of that six per cent saved goes into editorial expense, toward making the newspaper stronger. The other part goes into the owner's profits. And, while names can't be mentioned, EDITOR & PUBLISHER gives its word that these

(*Continued on page* 24)

THEN THE STORY!

The home office had almost forgotten him. Then suddenly, unexpectedly, like being awakened from a sound sleep, he was called.

Out of the easy life of Paris, he was off again "crisis chasing" in the Balkans. Here was romance and adventure spread to meet any man's likes.

But to the "swing man" of the European staff it was only a job that had to be done. He was a modern knight of the wagonlit trail. Today it is Athens; tomorrow Prague.

He rolls in his uncomfortable bed, but makes it possible for the folks at home to read today's news today.

Next week, EDITOR & PUBLISHER will publish the second article in the series by Otis Peabody Swift on covering Europe for the American press.

It tells of the work of the "swing man," most envied—from a distance—of all men on the other side. He is the much by-lined and advertised travelling correspondent.

Every phase of American newspaper work in Europe will be covered in the series. Others that will appear in early issues will tell about chasing political ambulances and beating censorship, the foe of true journalism and the barrier to world understanding. The next will be in

EDITOR & PUBLISHER NEXT WEEK

RADIO MEETING ALLOTS 390-430 WAVE TO NEWSPAPER BROADCASTERS

Agreement at Hoover Conference General as to Value of Programs to Newspapers—Musicians and Composers Threaten Action to Protect Their Copyrights

By SAM BELL

(*Washington Correspondent of* EDITOR & PUBLISHER)

WASHINGTON, D. C., March 22.—If there remained any doubt upon the part of newspapers in general as to the vital interest of the industry, or at least a goodly portion of it, in the development and regulation of radio communication and entertainment, it was dispelled in Washington this week at the sessions of the radio conference called by Herbert Hoover. Representatives of twelve newspapers attended the conference as delegates and the newspaper viewpoint and the needs of the newspaper broadcasting station played an important role in the agreement reached by the Conference for voluntary co-operative action designed to eliminate confusion and congestion in the air.

First the conference straightened out the wave-lengths upon which the big newspaper broadcasting stations will operate and second virtual assurance was given by the Government that ancient radio law, prohibiting the reading of communications, answers and messages, would not be interpreted as applicable to communications to newspapers clearly part of the newspaper's broadcasting program or features.

The question of infringement of copyrights on the part of broadcasters, also a subject of paramount interest to the newspapers maintaining broadcasting stations, also was injected into the conference, but no action was taken as the meeting clearly was without authority to take into consideration a problem that must be solved by agreement between the broadcasters and the owners or copyrights or by the courts.

The give and take of the meeting which called for general discussion of all branches of radio development also led to the disclosure of interesting facts regarding radio as part of newspaper operation. Apparently it was the consensus of the representatives of radio departments of newspapers that radio, as an adjunct of American journals, had come to stay. Acknowledgment of those experts that they could not estimate in dollars and cents the benefit newspapers derived from the operation of broadcasting stations, did not deter them from insisting that the radio had been a great success when tackled by a newspaper on a large scale and with a definite idea back of that newspaper's activity.

Listen to Leo Fitzpatrick of the Kansas City Star, who as one of the committee of the conference, drafted the resolutions adopted:

"The Star has made a wonderful success with its radio activities in the matter of goodwill. It has made the radio a playground, and the interest of the community is apparent from the number of letters constantly received."

Mr. Fitzpatrick told the members of the conference that the response a newspaper got from its radio activities was amazing. No other phase of a newspaper apparently developed so intimate a touch. As an illustration he spoke of "The Nighthawk Club," an organization of more than 35,000 members, most of whom take part or listen in on the Star from midnight to one in the morning. It was in defense of "The Nighthawk Club" and similar organizations that Mr. Fitzpatrick and his newspaper conferees argued for a liberal interpretation of the law against reading communication and letters exchanged.

"We get between 800 and 1,000 letters a day," he said, "and we select about 70 of the cleverest. They provide good humor and the best sort of lines. It is one of our biggest features. Then at midnight we take off the cap and cut loose. When a new member is declared eligible we ring a cow bell. We indulge in horseplay. Our stunts occupy the same place on the program as a comedian on the vaudeville stage. It is as necessary to keep an invisible audience entertained as it is a visible audience."

The educational and musical programs of the newspaper broadcasting stations also was explained by the newspaper representatives as were the costs of the undertaking to the newspapers.

Howard E. Campbell of the Detroit News estimated the cost to his paper at about $85,000, but none of the men who spoke authoritatively were inclined to believe the undertaking should be abandoned where it is being carried out on a large scale and with a definite evidence of interest to the community.

In addition to Mr. Fitzpatrick and Mr. Campbell, other newspaper representatives who attended the conference were: E. E. Plummer, Radio Digest, Chicago; John V. Hanlon, Pittsburgh Press; J. C. Muse, Dallas News; Lambden Kay, Atlanta Journal; E. L. Bragdon, New York Globe; Harold Hough, Fort-Worth Star-Telegram; W. C. Artz, San Antonio Express; Ulric Bell, Louisville Courier-Journal and Stuart Rogers, New York Evening Mail.

The proposal of the government, made by Secretary Hoover, by which some of the wave lengths now held exclusively for governmental purposes, were surrendered to broadcasters, resulted in a general reallocation of bands to meet the present situation. The wave lengths observed until the conference of this week completed its work, were allocated a year or more ago when there were only 60 broadcasting stations in the United States, instead of nearly 600 as there now are.

Wave lengths for newspaper broadcasting stations, heretofore 360 to 400 meters, were changed to 390 to 430 meters as a range assuring no confusion and well adapted to the Western, Middle Western and Eastern sections of the country.

Introduction of the question of infringement copyrights particularly on music, served to present the problem which must be dealt with in the near future by all broadcasters.

J. C. Rosenthal of New York, representing the American Society of Composers and Authors, gave notice that commercial broadcasters, large and small, would be held financially liable for the use of copyrighted songs and musical numbers from now on unless they obtain the consent of the owners of the selections.

According to Mr. Rosenthal the broadcasting of musical programs, given by great artists to between 2,000,000 and 2,500,000 persons in the United States by radio is cutting down the sale of phonograph records on which composers and writers have been receiving large royalties.

Mr. Rosenthal said the copyrighted music people asked the representatives of the broadcasters to meet with them and agree on a price for their music, but they declined to meet and therefore the music writers had fixed an arbitrary schedule of charges. He said they proposed to charge small broadcasters $200 a year and the largest ones $5,000.

The newspaper broadcasting stations, Mr. Rosenthal said, amounted to commercial stations and would be included in any action taken by the composers and writers for infringement of copyrights. Unless agreement was reached he indicated that action similar to that taken by the composers and writers against hotel and motion picture theater orchestras would be instituted and he warned that the Supreme Court had upheld the position of the composers and writers in their cases against the hotels and theater orchestras.

Enlarges Radio Department

The Chicago Daily News has dispensed with the radio section in the form of a half-sheet insert and incorporated an enlarged radio topics department, in the main body of the Saturday issue.

ZONE CHARGES APPLY ON AD PROOF SHEETS

Post Office Announces Rules and Forms Under New Law to Relieve Publishers from Using Whole Copies

WASHINGTON, March 22.—Post Office regulations under the law passed at the last session of Congress to relieve publishers from sending an entire copy of a publication to prove insertion of an advertisement, were issued this week by W. Irving Glover, third assistant postmaster general. As the result of law publishers now may send single sheets or portions of a sheet carrying the advertisement at the zone rates of postage applicable under the law to advertising portions of the newspapers. The regulations follow:

"Single sheets or portions of sheets sent to advertisers to prove the insertion of advertisements for mailing at the second-class zone rates of postage shall be enclosed in unsealed envelopes or wrappers bearing in the upper left-hand corner the name and address of the publication and the printed inscription 'advertiser's proof copy,' and in the upper right-hand corner a notice of entry as second-class matter, and shall be presented for mailing separately from complete copies.

"Such matter shall be weighed separately, fractions of pounds being computed as full pounds in all cases, postage collected and the weight entered separately on the receipts of Form No. 3539 in connection with the weight of the advertising portion of complete copies. For example, if the weight of advertising portion of complete copies going to any particular zone is 100 pounds and the weight of the sheets or portions of sheets is 2 pounds, the weights should be entered in column 6 on the line for the particular zone thus —100+2—and postage at the appropriate zone rate applied to 102 pounds.

"The weights of single sheets or portion of sheets and the postage collected thereon should be accounted for as a separate item for each publication on the line below the one on which the weights and postage for the complete copies are given in the newspapers and periodical statement sent to this office at the end of each quarter."

E. T. Meredith Nominated

Edwin T. Meredith, of Des Moines, publisher of Successful Farming and former Secretary of Agriculture, has been nominated as a candidate for the executive committee of the Associated Advertising Clubs of the World. The new constitution of the A. A. C. W. provides for the election by sustaining members of one of the seven members of the executive committee.

Chapman Leaving N. Y. World

Bertrand L. Chapman, who founded the merchandising department of the New York World, has resigned and is leaving April 14 to join Barton, Durstine & Osborn, New York advertising agency, in an executive capacity.

Miss Adler Engaged

Miss Betty Adler, editor of society and women's clubs, and feature writer of The Davenport (Ia.) Times, and sister of E. P. Adler, president of the Lee Newspaper Syndicate, will be married in the early spring to Henry Waterman of Geneseo, Ill.

GALVESTON NEWS SOL TO W. L. MOODY

Plant, Equipment, Assets and Go will Transferred to Trustee by A. H. Belo & Co.—Oldest Texas Daily

(*By Telegraph to* EDITOR & PUBLISHER)

GALVESTON, Tex., March 21.—The G veston Daily News, established in 18 oldest Texas newspaper, was sold to by A. H. Belo & Co., Inc., to W. Moody, Jr., trustee. With the news per, plant, equipment and assets is cluded in the transfer the good will officers and directors of A. H. Belo Co.

The actual transfer was completed night and is of date March 1, 1923.

"It is our purpose to continue Galveston News on the high standard conservatism, accuracy and impartial so ably maintained by A. H. Belo & C said Mr. Moody tonight. "We are present a newspaper that will repres impartially all creeds, races and nati alities. We believe that Galveston l a wonderfully bright future and prop loyally, and we hope effectively, to p mote the progress and advancement our city and port. We are fully c nizant of the wonderful possibilities Texas, particularly South Texas, and will endeavor with other newspapers this section to bring to fruition th possibilities."

"We appreciate the Galveston News a medium of legitimate advertising a offer the fullness of our service to p sent and prospective advertisers. commend to advertisers and subscrib the Galveston News," said George Dealey, president and general manag of A. H. Belo & Co., who, with T Finty, Jr., and Ennis Cargill of Ho ton, directors, and Walter A. Dealey Dallas, assistant general manager of H. Belo & Co., returned to Dallas night after the formal transfer w made.

New Contract in Tri-Cities

Publishers of the Davenport (I Times, Davenport Democrat and Lead Rock Island (Ill.) Argus, and Moli (Ill.) Dispatch have signed a new wa scale agreement for the new year wi Tri-City Typographical Union No. 1 giving all printers, including machi and ad men, an increase of $2 per we The old scale, which expired March called for $38.40 per week for 48 hou with time-and-a-half for overtime. Pu lishers have paid a bonus of $1.60 p week above that scale for the past t years, making the total wage $40 p week for each man. The new sca which pays $42 per week, is made r troactive to March 1.

San Antonio Express Elects Officer

The 1923 annual meeting of the E press Publishing Company, publishers the San Antonio (Texas) Daily Expr and the Evening News, was held t week. Officers and directors were r elected as follows: Frank G. Huntre president, treasurer and general manage Mrs. Carrie S. Laprelle, first vice-pre dent; W. Dorsey Brown, vice-presider Mrs. Nannie Houver, secretary. Dire tors include, besides Mr. Huntress, M Laprelle and Mr. Brown, T. D. Anders and Thomas H. Franklin.

Publishers Off For Coast

E. H. O'Hara, publisher of the Sy cuse (N. Y.) Herald and author of "T World War and Its Climax," recen issued as a private edition from the pr of the Roycrofters, has joined Hersc V. Jones, publisher of the Minneapo (Minn.) Journal in a trip to the weste coast.

Doze Kansas Game Warden

J. B. Doze, managing editor of t Wichita (Kan.) Eagle, has been nam Kansas fish and game warden. He h been with the Eagle since 1902.

;OMAR'S PA DISCOURSES AT LENGTH ON SOFT EDITORIAL DOMES

;entary Transmigration of Mind Is Affliction that Fattens the Cheater's Bank Account and Gets His Serious-Thinking Dad's Goat

By JOHN WILBERFORCE PEABODY

PA," said Ingomar Montmorency, Jr., looking up from a copy of the ig newspaper, "What is the differ- etween an advertising agent and agent?"

ll," replied Montmorency, Sr., "if re to keep an eye on the mail that into the average newspaper office, ight be tempted to answer that n by say 'fifty-fifty.'"

w do you figure that out?" asked ar.

on't expect to figure it out to suit uvenile, but highly inquiring mind, least I can offer some justifica- r my wise crack.

i see, newspapers receive only one f advertising from press agents. ie kind that is sent with the com- its of the press agent and the strong hat it may reach an editor who soft dome. The papers are sup- o get only one kind of advertising dvertising agents—that is the kind is paid for. But recently they have getting such a surprisingly large y of purely press agent dope from mbers of this profession that we ced to speculate as to how much advertising agency business is ad- ig and how much is press agentry."

at makes these advertising agents ich you speak turn press agent? lo they get that way?"

ll was asked to describe the con- accurately in one sentence, I would ut it was a desire to kick up dust e purpose of obscuring a plan to y money."

it," commented Ingomar, "is just frilly, and you had better come h with a nickel's worth of lucid ı."

ll, my son," said his father, "I'll best.

ping nimbly to the heart of this , most national advertisers feel ed at some time for some news- advertising. Now there are a r of advertising agencies who serve dvertisers, who feel they can get very nicely without troubling the pers to accept any of their client's because these agents can make a leal more in the way of net profits nding appropriations in magazine

refore, when one of these afore- gents persuades his client to blow ole season's advertising roll against azine campaign, he feels obliged to grab something free from the pers to help the magazine adver- make good. He has two favorite

t, he writes a ballyhoo to the pers, telling them they can drag very fine piece of local business will only rush out to retailers t these retailers to spend some of money in newspaper advertising g about the fact that they handle ds which his client is advertising magazines.

nd—and this is what I had in hen you asked about advertising and press agents—they write up weet and thoughtful articles for wspaper editor, telling how their product is a boon to the human hiefly because it happens to be ad- in the magazines—and endeavor the editor to print this gush on a that it will move his readers o tears or laughter.

n't believe the advertising agents ny great hope of the success of chemes from the client's stand- Their chief object seems to be to their client with their resource- so that if the magazine campaign s to prove a wash-out, the agent makings of a pretty fair alibi."

"Do advertising agents ever work the magazines for free space to help newspaper advertising make good?" asked Ingomar.

"My son," replied his father, "that is almost what William Collier called a 'nifty,' but my reply to your question is —not so that you could observe it with the naked eye. Newspaper advertising stands upon two substantial feet all by itself. It does not need over-shoes or skid chains by way of assistance, as is so often apparently the case with magazine advertising.

"Furthermore, if these same advertising agents tried to get magazines to print a lot of free stuff in support of a newspaper campaign, they would be spanked, put to bed and shot at sunrise by the magazine gentlemen who have been known to have somewhat positive convictions in dealing with types of advertising agents."

"Well," said Ingomar, "this beats my time and then some. Why don't the newspaper do something to stop this impudent graft? Are they a lot of lumbbells?"

"Oh," replied his father, "don't misunderstand me. Newspapers have done a lot and will do a lot more to put the skids under the free publicity nuisance and don't think for one minute that all newspapers fall for it today. Every regular press agent, as well as those volunteers who are working at the advertising agency business on the side, knows quite well that he can't break into a tremendous number of newspaper offices with a shipload of jimmies and some TNT. You can't say that all newspapers are boobs on this program any more than you can class all advertising agents as free publicity chasers. I am glad to say there are many agents who never stoop to these hard-boiled tactics. These are the agents who are trying to give their clients an actual run for their money and are thinking about making good for them just as much as they think about profits for themselves.

"But the trouble is that in many newspaper shops the free publicity gems land on the desk of an editor who is trying to figure out a golf score or has his mind some place other than on his job. This editor, who happens to have one foot off first base and is suffering momentarily from transmigration of the mind, does not always see the axe that is buried in the beautifully printed article which has been mailed to him—the phoney advertising axe which is to be sharpened on the newspaper's grindstone at the publisher's expense. It is needless to say this lapse of the editorial thinking process is the delight of space grafters."

"It strikes me," was Ingomar's comment, "that you can't blame the advertising agency birds of whom you speak for grabbing something for nothing when it is lying around loose."

"Of course you can't," was his father's comment, "but you certainly can blame them for trying to make their clients believe they are doing an efficient advertising job when, as a matter of fact, they are throwing a raw bluff and have their eye chiefly upon the net coin that accrues to themselves."

"Don't the advertisers ever get wise to this situation?"

"They do, or they perish. It is usually the new advertiser who is willing to pay high for his experience who falls for press-agenting agents. Occasionally a looney advertiser tries the racket, thinking to cut down on his appropriation, but he invariably stops before the booby-hatch garners him."

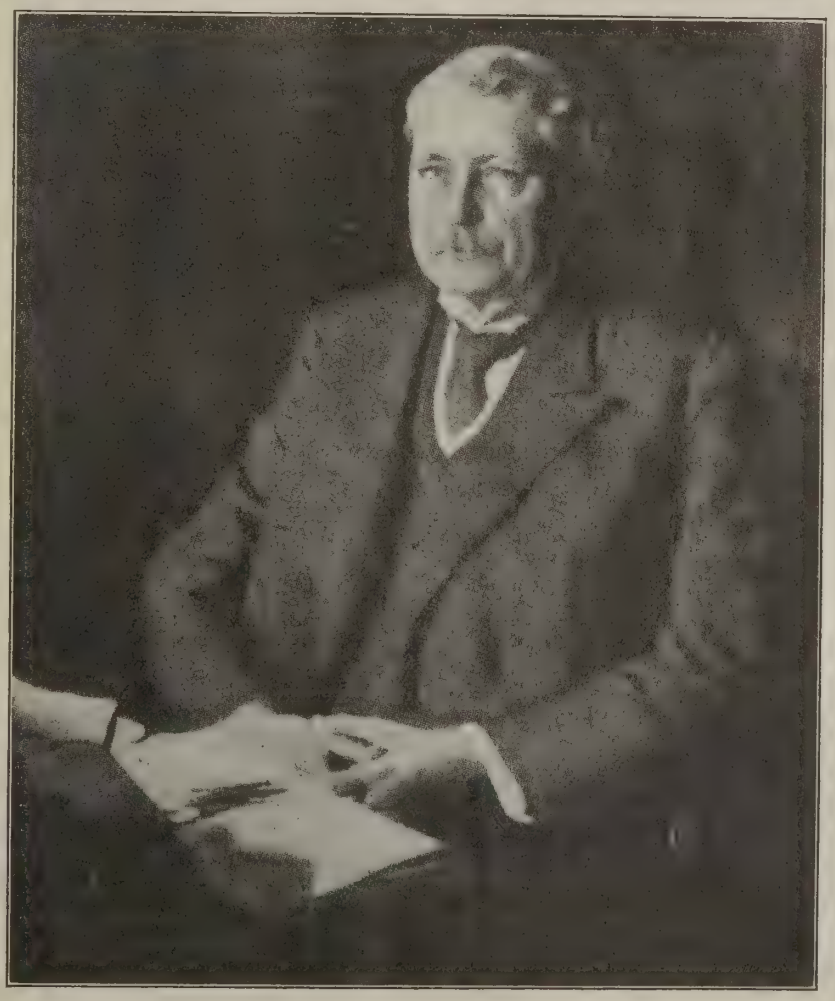
"What would happen if the advertisers who seem to like this free bunk were to learn something about advertising?"

"Why just the same thing that would happen if some editors got a little cultivation above the ears about press agentry: The advertiser would save a lot of time, the newspapers would save real money and every regular advertising agent would prosper in accordance with his abilities."

"Would the magazines then go out of business as advertising mediums?"

"Not on your life! They would become better mediums because they would saw wood in their own yard and go after the kind of advertising on which they can make good by themselves."

FATHER OF WASHINGTON LIBRARY



A LIFE size portrait of Theodore Williams Noyes, editor of the Washington Star, was recently presented to the Public Library of the District of Columbia in recognition of Mr. Noyes' public service rendered as president of the library trustees since 1896. Mr. Noyes is the father of the Public Library movement in Washington, and it seemed appropriate to a group of his friends and co-workers that a portrait of him, by a competent artist, should be painted and hung on the walls of the central library building. They carried out their plans and the picture was formally presented and accepted at public exercises in the Library Building.

EDITORS FIRST TO HEAR LORD ROBERT CECIL

Newspaper, Magazine, and Journal of Opinion Men Will Meet League of Nations Proponent Next Week

Lord Robert Cecil, generally regarded as England's foremost protagonist of the League of Nations, will be given every opportunity to meet and address moulders of American opinion before he starts on a tour of the United States April 2 to present the League's case to this country. He left England March 21 and is expected to arrive in New York March 27. During his stay in this city he will be the guest of Thomas W. Lamont, former proprietor of the New York Evening Post.

With Frank A. Munsey as host, Lord Robert will be tendered a luncheon at the Hotel Ambassador March 29, to which newspaper editors and publishers have been invited.

That evening he will be the guest of Arthur Page, editor of World's Work, at a dinner at the University Club, to which editors and publishers of national weekly and monthly periodicals have been invited.

The following day Mrs. Willard Straight has invited the visitor to a luncheon at her home, 1130 5th avenue, which will be attended by editors and publishers of journals of opinion. That night he will be entertained at dinner at the home of Mrs. Henry Goddard Leach, 174 East 64th street, by the executive committee of the Foreign Policy Association, under whose auspices his tour will be conducted. Bishop Manning will give a tea for Lord Robert on Easter Sunday.

His first public address will be delivered April 2 at the Hotel Astor at a dinner given by the Foreign Policy Association. This address will be broadcast by the American Telegraph and Telephone Company radio station.

Other organizations which will entertain Lord Robert are the Federal Council of Churches, Women's Pro-League Council, League of Nations Non-Partisan Association, New York Chamber of Commerce, and Council of Foreign Relations.

Pindell Nominated for A. P. Board

Henry M. Pindell, publisher of the Peoria (Ill.) Journal and Transcript, has been nominated for a directorship in the Associated Press in place of E. P. Adler, publisher of the Davenport (Ia.) Times, who asked that his name be withdrawn. Mr. Pindell is one of the nominees for the five vacancies to be filled.

IN DAYS WHEN A BEAT WAS THE THING, MORSE PLAYED A DOUBLE PART

Death of Andrew S. McSwigan Recalls Feats of the Days When He Was Reporter and Getting the News Regardless of Obstacles Was the Rule

By WILLIAM P. BEAZELL

HONOR has long been paid to the men who came to editorial chairs from the printer's case. Not enough by half has been said of those who were graduated from the telegrapher's key. Yet American journalism owes a great debt to these latter—a debt that ought to be acknowledged, even if it may never be paid.

Not long ago there died in Pittsburgh one of these telegrapher-editors—Andrew S. McSwigan. His death itself did not figure extensively in the news, but the filing of his will was "A" stuff, because of the touching, unaffected tribute he paid his wife in that document. It won for McSwigan's memory a country-wide recognition that he well deserved, and one that might well have come to him for other attributes.

McSwigan was a thoroughly good reporter; an even better reporter than he was an editor, for the sufficient reason that it was a reporter he wanted to be. He continued to be a thoroughly good reporter long after he left the Pittsburgh Dispatch and established one of the first of the now long line of "one man" news bureaus. It was his reporter's instinct that enabled him to make a more than substantial fortune in the ice-rink and amusement part enterprises to which he devoted his last years.

But this is not an obituary notice of McSwigan. It is an account of two conspicuous instances in which McSwigan, the reporter, would have had a luckless time of it if it had not been for McSwigan, the telegrapher.

The Johnstown Flood will long remain one of the news-gathering classics of our newspaper history, because of the immense difficulties that stood in the way of getting the news out, even after the correspondents had been able to fight their way into the city. Practically every telegraph line within five miles of Johnstown was carried out by the flood. Those that did remain were promptly reserved for the use of the relief authorities and of the Pennsylvania Railroad, without whose restored operation relief would have been impossible.

Only the barest bulletins were got out of Johnstown during the first twenty-four hours after the flood. There were not even towns nearby where service could be had, for Johnstown, it will be recalled, lay in the mountains with only wilderness to the North and South; with the barrier of the crest of the Alleghanies to the East and with the path of the flood itself to the west.

McSwigan was of the very vanguard of the correspondents in Johnstown. Because he had been a telegrapher he had an acute appreciation of the fact that getting the news would be but the smaller part of his job. The first thing he did, therefore, was to start a hunt for a "live" wire out of the city. So far as appearances went, there was but one, and that was being held strictly for the authorities. Even if there were others that were not broken no one knew whether operators could be found for them.

McSwigan found a wire, and proceeded to keep his discovery to himself. He set out then to get his news, and when he had it he didn't bother about writing it—he sat down at his own private wire and composed his story as he dot-and-dashed it off. With one exception, this was the first orderly or even partially complete story sent out from Johnstown.

The exception was that sent by Eugene L. Connelly, long with the Leader, but for the past fifteen years with the Harry Davis Amusement Enterprises. Connelly, too, had been a telegrapher. He, too, set out to find his own wire, and succeeded in a block signal tower six miles down the Conemaugh Valley. The tower stood on a little island of its own, and to reach it Connelly had to make his way through a long stretch of water, mud and debris. From this tower he sent his story, and for three or four days thereafter did the same thing.

Three years after the Johnstown flood, McSwigan achieved an even more distinctive feat. The Homestead strike was impending, and a final decision was to be reached by officials of the Carnegie Steel Company at a meeting at the Edgar Thomson plant in Braddock.

Under all possible precaution for secrecy, this meeting was held on the second floor of a frame office building. When it was over the reporters were told that anything that could be said would be given out at the general offices in Pittsburgh. "Nothing," was the announcement there, but the following morning the Dispatch declared not only that the company would fight, but it used the very language of the decision reached at the Braddock meeting.

It would be hard to say whether the rage over this beat was greater in the offices of the other Pittsburgh papers or in the offices of the Carnegie Company. An air of immense innocence marked McSwigan's face as he went again to Braddock the next day. It lasted until he reached the foot of the flight of stairs that led to the room where the momentous conference had been held.

Just as McSwigan reached the foot of these stairs Capt. "Bill" Jones (as great if not as renowned a steel man as the country ever produced) came to the top of them. With a roar he leaped to the bottom and caught McSwigan by the shoulders, crying:

"Damn it, I ought to have remembered that you used to be an operator!"

That was the secret of McSwigan's beat—standing a good thirty feet away and clear outside the building, he had "read" the report of the meeting's decision as it was telegraphed to the general offices in Pittsburgh.

Curiously enough, there is another Connelly story to set down beside this one. Working for the Leader, Connelly was also correspondent for the Boston Globe. Each afternoon at 5 o'clock during the Homestead strike he called it by telephone and turned in his report—the first systematic use of the long-distance telephone by a newspaper.

One other telegrapher-reporter of Pittsburgh comes to mind, Tensard De Wolf, now Magistrate of the Morals Court there. When Mabel McKinley, niece of President McKinley, was married at Somerset, Pa., De Wolf was sent up by the Leader. A difference of opinion with the Philadelphia reporters led them to decide to "get" the Pittsburgher, and, with many instructions to the manager of the telegraph office to protect it from their enemy, they filed a story on which the entire group had worked.

De Wolf filed his own story, and, suspecting that something was afo down by the stove. One of the P phians was told off to stand gua it should be too late for De Wol anything, even should he be able access to the copy. After three hours, De Wolf relented and said Philadelphian:

"That's a good story still for yo sent it in yesterday."

"You don't know what the st scoffed the other.

"Oh, yes, I do," returned De and proceeded to prove it. "You interested in knowing that I ca Morse even better than I can send

OHIO STATE STUDENTS ADOPT CODE FOR NEWSPAPERS AND THEIR STAFFS

STUDENTS of the department of journalism, Ohio State University, recently drafted and adopted this code of ethics for newspapers and newspaper men. It was prepared under the supervision of Prof. Joseph S. Myers, head of the department, and its text follows:

PREAMBLE—Believing that the newspaper is a molder of character and thought, rather than a mere purveyor of colorless and lifeless facts; that it is a force which influences its readers in a positive manner either for good or for evil; that the course of local, State and national affairs is determined largely by the policy adopted by the press; and believing that human progress itself is dependent upon the progress of a better journalism, we adopt this code of ethics which shall guide us in our profession.

SERVICE—The main purpose of the newspaper in the printing of facts and editorial opinions should be to render a public service by printing all news fit to print, criticism of evils and a constant advocacy of the good things of life. Fearless in its stand for good, it should never falter in its attacks on movements that are unjust or harmful to mankind.

TRUTH—Truth should characterize the newspaper in all its dealings. This quality may be attained only by unflagging diligence, eternal vigilance and the elimination of all signs of inefficiency. Newspapers should investigate carefully those statements which arouse suspicion or doubt.

INJUSTICE AND ERROR—A newspaper shall strive to exclude from its columns any matter which will cause needless suffering or anxiety. When anything unjust or erroneous is printed, adequate correction of the mistake and full acknowledgement of the error should be published immediately.

GIVING BOTH SIDES—Since the newspaper is organized to disseminate news, all essential, decent facts on both sides of any article should be printed. On the occasions when opinions may be expressed, they should be unbiased and unprejudiced. Partisanship should not be tolerated.

MALICE—A newspaper should not print anything of a malicious nature. Owing to its power in the community, the press may cause incalculable harm by printing matter tending to annoy or injure unnecessarily. It should never intentionally do harm or cause misfortune.

COLORING—Coloring the news means the injection of untruths or exaggerations into the news. Inasmuch as unbiased truth is an essential of journalism, a newspaper should not distort, exaggerate or color the news. The editorials may express the paper's policy, but the news columns should be uncolored.

KEEPING CONFIDENCE—A newspaper man should never violate a confidence. Betrayal of confidential information will result in loss of faith, loss of friends, loss of news sources. News imparted to a reporter with the injunction "don't publish" should be regarded as sacred, the reporter telling no one but a superior.

TRIVIALITY—A newspaper should avoid the practice of allotting too much space to articles of little value. Accounts of events should contain all the news without exaggeration. Feature stories and illustrations should be carefully selected and judiciously used both in consideration of material and position.

ADVERTISING AND CIRCULATION—Honesty in advertising and circulation is just as essential as honesty in the editorial and news columns. The paper which knowingly prints dishonest advertising is party to fraud. A publisher who misrepresents the circulation of his paper is guilty of obtaining money under false pretense.

INVASION OF PRIVACY—Private rights should not be needlessly invaded by newspapers in presenting news. Crime and other evil must be exposed, but it is not necessary to put into the news names that have not a direct connection with the evil.

VENALITY—The newspaper should refuse to sacrifice its independence, power and individuality in exchange for bribes or contracts which will destroy the freedom of the press. No newspaper worker should be motivated by any other influences but the desire to give his unbiased efforts to the newspaper.

EDITORS MEET APRIL 27

Standards of Editorial Practice Topic on Washington Progr

The American Society of Ne Editors, whose annual meetin scheduled to have been held th prior to the publishers convent New York, has changed the April 27 and 28 in Washington, stated this week by Erie E. H editor of the Cleveland Plain De secretary of the society. The As Press will hold its annual meetin 24, with the American Newspap lishers' Association convention o 25, 26 and 27. The former gath usually largely attended by the n of the Editors' Society, some o also take part in the A. N. P. A erations.

Standards of editorial practice, pected, will be one of the chief t the editors' program, a committe society having been at work on t ter for several months. Election members and of officers and d will also take place.

Present officers and directo President, Casper S. Yost, St Globe-Democrat; first vice-p Frank I. Cobb, New York Wor ond vice-president, Edgar B. Pipe land Oregonian; secretary, Erie wood, Cleveland Plain Dealer; tr E. S. Beck, Chicago Tribune; d the officers, and Joseph Garrets cinnati Times-Star; George E. Detroit News; C. V. Van And York Times; H. R. Galt, St. P patch; Arthur B. Krock, and Spurgeon, Washington Post.

Charles E. Harrington De

Charles E. Harrington, 78, wel newspaper man, died Thursday York following an operation. born in Syracuse and became a He came to New York about th ning of the Civil War and work typesetter on various papers, bu on the Brooklyn Daily Eagle. joined the navy and finally went ver, where he became editor of th Mountain News. He joined the the Chicago Times in the middle and then became New York cor ent for the Times and the Chic bune. In later years he was exch itor of the Wall Street Journal.

"Zit" Libel Decision April

Decision was reserved until by Magistrate Ryttenberg, Marc New York, in the criminal libe started by Edith Day, actress, a F. Zittel, publisher of Zit's Wee Paul Sweinhart, its managing Counsel was directed to file brie action is based on an article in issue, which linked the name of ress with that of Robert Warw

Kohlsaat 70, Celebrate

Herman H. Kohlsaat, former the Chicago Record-Herald, guest of the staff of the New Yor at luncheon in his honor Thu celebration of his seventieth birth

Mrs. Harrison Home

Mrs. Marguerite E. Harrison twice imprisoned by the Bolshe turned from Russia this week steamship President Monroe via and Cherbourg.

THEY ARE ALL IN THE DAY'S NEWS



wouldn't be happy? The first electrically
d ferryboat was christened the W. ' R.
and launched in New York this week.
a part of the launching party. Mrs.
who is shown at the side of Mayor
the other man of the party, acted as
.

If you were this man and one of the heirs to a couple of million dollars, what would be the first thing you would do? Jack Woodhull, known better as the "pegleg newsboy," of Powell street, San Francisco, may be heir to a part of the $2,500,000 estate left by the late Lady Frances Cook, a pioneer suffragist, his aunt.





Life, that's the sentence France meted out to Ernest Judet, French newspaper man and former editor of L'Eclair, a well-known Paris daily. He was charged with consorting with the enemy during the war and recently returned voluntarily from Switzerland and gave himself up. The penal settlement to which he will be sent has not been announced.



ssful convention. The Midwest Circula-
anagers' Association recently held one of
st successful meetings in its history at
nson, Kan., and just to prove it they all
d into the picture. Below we have, first
ft to right: Al Anderson, Wichita (Kan.)
C. B. McCauley, Wichita Beacon; M. W.
acher, Oklahoma City Oklahoman-Times;
Leggett, Joplin (Mo.) Globe & News-
; Harold Hough, Fort Worth (Tex.) Star-
um; J. J. Lynch (President, I. C. M. A.),
nd Press; Sidney D. Long (President,
st Circulation Managers' Association),
a Eagle; Will A. Butler (Secretary-Treas-
I. C. M. A.), Colorado Springs Telegraph;
Ballard, Hutchinson News; Albert Letts,
lo (Kan.) Times; W. P. Stanley, Sedalia
rat, Second row: G. O. Hagarty, A. S.
rton, Capper Publications, Topeka, Kan.;
Seacrest, Lincoln (Neb.) State Journal;
B. Reynolds, Fremont (Neb.) Tribune; H.
nald, Hutchinson News; H. O. Sonder-
Hutchinson (Kan.) Gazette; H. S. Blake,
Publications, Topeka, Kan.; Ralph See-
St. Louis Globe-Democrat. Third row:
oore, Hutchinson Gazette; W. F. Ells-
Pratt Tribune; S. Hockenhull, Capper
ations, Topeka, Kan.; G. V. Allen,
nson News; N. C. Peterson, Dodge City
Grail Fuller, Pueblo (Colo.) Chieftain;
Harvey, Denver Rocky Mountain News &
Top row: E. M. Dinius, Wichita Eagle;
t Wall, St. Louis, Mo.; E. E. Scott,
(Okla.) World; M. McCormick, Hutchin-
ews.

Electric wires went down in the recent storm that swept Michigan, and the plant of the Muskegon Chronicle went dead, but the paper came out on time. An old hand press, one page size, was found in a dark corner of the basement. Light was furnished by a lantern and all members of the staff had a hand in turning the crank. The normal circulation of the Chronicle is about 14,000. Only 150 copies were run off this issue. They were posted about the city and the people gathered around to read as in the days of ancient Rome.



CENTURY-OLD BRITISH HOUSE TUMBLES THROUGH ADVERTISING BLUNDER

Failure to Capitalize Name That Was World Famous Brings Day & Martin, Blacking Pioneers, to Verge of Ruin and Makes Advertising Reconstruction Necessary

By HERBERT C. RIDOUT

(*London Editor,* EDITOR & PUBLISHER)

AWAY back, when Charles Dickens was a boy, there stood in the southeast of London a house whose wares were known the length and breadth of the universe. In those days advertising was of a vastly different character; it was not possible to create a market by the use of the newspaper press. It was never contemplated that men and women could be induced by the printed word in argument form to establish or change a habit.

Advertising, as viewed then by the comparative few who practiced it, was almost entirely a matter of making a big noise, planting the name of the product where it could be seen by the greatest number of people, and renewing contracts each year. It was a case of the first man to get in with a shout doing the big share of the business.

Such were the principles on which was founded the century-old blacking house of Day & Martin, Ltd., and they were probably the greatest advertisers in their epoch. They appreciated the need for advertising in a fashion that was years before its time. They knew the value of legend and romance as a means of creating interest, and permitted all sorts of stories to circulate concerning their enterprise. One concerned the origin of the blacking itself—that Mr. Day or Mr. Martin befriended a crippled, starving soldier, who in gratitude presented him with the recipe for water-blacking. Another was that the company had arranged to paint an advertisement of Day & Martin's blacking on the side of the Pyramids in Egypt. They were advertisers—be sure of that.

The mention of Charles Dickens recalls the fact that the famous author as a lad actually worked in the Day & Martin factory—history says as a washer of bottles. One cannot but reflect what a wonderful advertising manager (had such individuals existed in those days) the concern overlooked in the person of the imaginative Dickens.

The Day & Martin advertising carried their product on an impregnable pinnacle well into the nineties of last century. Seemingly subject only to the revision of advertising ways and means to suit the advancing times, the house could go on forever.

But, in the words of R. O. Burlison, the managing director of the firm, a small cloud appeared on the horizon—the introduction of the present-day wax boot polish. Mr. Burlison admits that American shoe production played its part in this, for he says that the reason why polish of this kind was required was that the Americans had introduced an entire change in the tanning of leathers, viz., chrome tanning, and this, being a smooth, hard surface leather, needed a different type of cleaner from either the old rough leather for which paste blacking was used, or the high-grade calf leather for which liquid blacking was used.

The directorate of Day & Martin ignored the invader. It could never replace the old-established water blacking. It could never dim the lustre of the name Day & Martin.

But the public took another view. It found the wax polish easier to apply, cleaner to handle, and more economical in use. Gradually the sales of Day & Martin waned as the other waxed. Still it was considered that the fog would lift and nothing was done until the machinery began to slow and idle. Then it was discovered that if they were to hold any market at all, Day & Martin must produce a polish to meet the new competition.

This was done, but in the marketing a fatal mistake was made. It was not failure to advertise as such, but the failure to realize that the greatest advertisement of all was the name Day & Martin. The new polishes when launched were christened "just out"—a meaningless title that necessitated the creation of a new public from a new starting point. All the hundred years' cumulative advertising value of the name Day & Martin was thrown away. Soon this mistake was realized, and they endeavored to retrieve their position by changing the name to "Daymar." This did not help; it had no more meaning and no significance. The public had changed its habit, and in the shortness of its memory, the name of Day & Martin had faded away.

The position stands so today. This great house, a part of Britain's commercial history, its appealing to its shareholders to save it from complete wreck, to restore its ancient fortune, all that is necessary being, according to Mr. Burlison himself, efficient management, efficient distribution, and a sound advertising policy to knock out of the heads of the British public the idea that Day & Martin means "Blacking" and make them understand that it stands for "Boot Polish."

HOUSTON WANTS CONVENTION

Will Be Backed by 500 Texans at A. A. C. W. Meeting in Atlantic City

SAN ANTONIO, Tex., March 17.—Directors of the Associated Advertising Clubs of the Tenth District, comprising Texas, Arizona, New Mexico and Louisiana, met this week to formulate plans to attend the national convention at Atlantic City, N. J., June 7.

It is planned to have 500 men attend the convention with a view to bringing the 1924 convention to Texas, probably Houston. It is proposed to have the delegates at this gathering make a tour of the State, taking in San Antonio, Dallas, Waco, Fort Worth and other cities. Only one national conference has been held in Texas—at Dallas in 1912.

A special train will leave Dallas May 31. The Texas delegates will be joined by members of the national association at various points.

Free Press Denies Sale Rumor

The Detroit Free Press in its issue of March 18 printed a front-page box denying emphatically reports that it is for sale, or about to be sold. "These whole-cloth lies," it stated, "originated with and have been pushed by a Detroit newspaper, publishing afternoon and Sunday editions. Their dishonest purpose is to induce news agencies and salesmen to fall away from this paper."

NEW YORK DRY GOODS STORE STRIKE LAST MONTH KILLED 100,000 LINES

FOREIGN advertising continued increasing its monthly totals over 1922 in New York papers in February, according to detailed analysis compiled by the New York Evening Post. Want advertising also shows healthy gains. Local display advertising in morning and Sunday papers was affected to the extent of about 100,000 lines, as was expected, by the strike of eleven department stores against an increase in the Times' rates, but the evening papers showed an increase in this class of business of over 200,000 lines. The tabulated analysis follows:

	Morning and Sunday		Evening and Sunday		Sunday Only	
	1923	1922	1923	1922	1923	1922
TOTAL SPACE	5,954,722	5,632,670	5,996,912	5,704,772	3,083,278	2,901,432
Amusements	285,570	272,534	204,610	220,304	149,868	146,154
Art	38,472	32,104	5,626	10,582	21,930	19,540
Auction sales	73,470	92,336	6,812	8,216	9,630	16,966
Automobile display	144,924	121,584	208,442	101,570	174,890	86,102
Automobile undisplay	42,428	33,578	78,438	82,280	20,766	18,158
Boots and shoes	39,360	43,852	49,084	60,820	12,702	15,636
Building material	12,480	4,670	6,848	1,180	4,238	5,146
Candy and gum	11,460	12,736	17,176	23,890	2,588	3,580
Charity and religious	28,676	40,246	48,562	63,274	6,460	16,758
Dancing	19,874	12,276	8,242	8,504	6,304	4,570
Deaths, etc.	69,262	65,870	45,366	37,450	21,558	18,012
Druggist prep.	172,880	163,716	155,440	110,292	64,936	83,134
Dry goods	982,682	1,079,238	2,219,724	2,161,618	782,266	826,262
Financial	503,942	458,958	244,128	197,724	38,250	38,902
Food stuffs	104,250	86,328	337,086	303,920	27,666	31,690
Furniture	299,320	271,408	229,772	182,414	308,796	285,784
Hotels and restaurants	21,836	26,692	50,986	54,190	12,324	15,872
Jewelry	16,694	12,398	14,624	16,752	8,478	5,220
Legal	31,762	34,132	193,490	149,814	.....	.....
Men's furnishings	152,102	160,766	122,874	131,788	12,736	9,448
Musical instruction	5,492	16,796	6,962	11,202	2,890	8,884
Musical instruments	115,576	95,090	131,564	109,466	75,414	64,692
Miscellaneous display	343,550	357,586	290,752	314,094	185,190	138,830
Miscellaneous undisplay	231,180	230,238	283,758	279,778	106,790	112,898
Newspapers	54,508	39,150	19,562	23,812	2,986	3,972
Office appliances	22,044	22,082	5,286	1,620	1,372	114
Prop. medicine	95,440	82,480	158,650	143,154	35,484	40,420
Public service	15,420	20,724	17,274	20,308	236	1,606
Perodical (mag.)	61,682	39,044	25,690	16,850	7,790	10,116
Publishers	126,592	89,692	26,118	20,984	101,458	80,924
Railroads	15,090	17,844	10,086	13,006	1,580	820
Real estate	239,870	240,638	41,956	38,134	143,450	140,210
Real estate undisplay	216,210	167,676	199,428	251,462	142,580	129,386
Resorts	43,572	39,584	19,764	22,846	27,652	19,064
S. S. and travel	246,254	256,896	43,850	43,804	52,028	57,788
Schools and colleges	45,518	41,080	14,432	19,778	25,150	26,416
Tobacco	34,748	61,540	24,212	62,936	2,450	10,590
Wants	702,792	546,324	60,706	51,840	221,776	195,930
Non-intox. beverages	7,852	5,948	4,502	782	512	1,620
Women's spec. shops	279,888	236,836	365,030	332,334	260,104	210,218
Foreign adv.	1,267,222	1,095,994	1,063,578	992,045	593,338	484,476
Local display	3,345,436	3,397,934	4,051,990	3,819,713	1,965,632	1,951,408
Undisplay adv.	1,325,534	1,115,764	881,344	893,014	521,722	465,548
S. S. and travel guide	16,530	22,978	.....	.....	2,586	.....
European	2,000	3,448	516	6,648	766	1,652
Brooklyn	297,360	264,416	364,920	297,770	296,244	263,620
Harlem and Bronx	57,690	70,720	58,248	10,302	58,290	73,200
New Jersey	5,710	16,938	.....	6,208	5,710	6,232
Radio	5,644	.....	102,208	.....	2,960	.....
Graphic section	151,944	116,574	7,332	27,630	158,546	129,142
Affiliated adv.	13,512	7,524	11,400	91,622	8,996	4,488
Office adv.	107,346	109,804	56,514	77,873	38,130	39,606
Total pages	6,444	6,136	6,200	5,776	3,156	2,970

HOLLAND WILL AC[CEPT] RENOMINATION

If Associated Advertising Clubs [Ask] Him to Continue in Office, [He] Will Not Refuse—Will No[t] Make Campaign

KANSAS CITY, March 19.—[It] that Lou E. Holland of Kansa[s] would decline to serve another t[erm] president of the Associated Adv[ertising] Clubs of the World, which office [he] holds, were set at rest today wh[en] Holland authorized EDITOR & PUB[LISHER] to publish the following statement:

"The by-laws of the A. A. C. W. [pro]vide for the selection of a presi[dent] the annual convention. The delega[tes] attendance at Atlantic City in Ju[ne] know whether or not their best in[terests] have been served during my admi[nis]tion. Should they desire, I will [be] re-election and give the associati[on] best I have.

"Regarding reports to the effe[ct] I have found the presidency a [great] financial burden: It is a pleasu[re] I believe the duty of right thinkin[g] to encourage principle in busine[ss] am still discounting my bills and fi[nd] indications will continue to do [so] regret neither time nor money s[pent] serving the A. A. C. W."

Mr. Holland said he would m[ake] formal announcement of his ca[n]didacy for re-election nor will he con[duct] political campaign of any kind. I [will] go before the Atlantic City con[vention] with a report of what he has d[one] carrying out the pledge of a "b[usiness] administration" on which he was [elected] last year in Milwaukee. If, on w[hich] has been able to do, the delegates [see fit] to return him to office, Mr. Holla[nd] he will willingly accept the respo[nsibili]ties again and give his best to the [office].

When rumors that he had fou[nd] presidency of the A. A. C. W. t[oo] pensive for him to continue were b[rought] to Mr. Holland's attention he sm[iled] said: "If the presidency were t[o] me $10,000 a year, I wouldn't [have] missed it for three times that a[mount]. The experiences I have had, the [friend]ships I have made and having a [part] the good work the A. A. C. W. a[nd] ing for better business are wel[l] priceless to any man favored with [the] tion to the office I am now privile[ged] hold."

A campaign for the election of [Mr.] Wilson-Lawrenson of New York, [chair]man of the committee appointed [to] vestigate the feasibility of meeti[ng] London in 1924, has been launch[ed] friends of Mr. Wilson-Lawrenson [who] feel that his friendships overseas [can] be capitalized to the advantage [of] advertising interests of America.

Mr. Holland said he as presid[ent] the A. A. C. W., is not in a posit[ion] make any recommendation on whe[re] 1924 convention should be held. I[t] pointed a committee, of which [Mr.] Wilson-Lawrenson is chairman, t[o] vestigate possibilities of accepting [Lon]don's invitation. The report was [pub]lished in EDITOR & PUBLISHER [last] week. It will rest with the del[egates] at Atlantic City to decide what plac[e] be in the best interests of the organiz[ation].

Kohlsaat Sued for $75,000

Herman H. Kohlsaat, former Ch[icago] newspaper publisher, was named a[s de]fendant in a $75,000 damage suit fi[led] the Circuit Court at Chicago Mar[ch] by the National Bank of the Rep[ublic]. The suit, according to the declar[ation] seeks to enforce the payment of a [$75,]000 promissory note with accrued [in]est executed by Mr. Kohlsaat in 191[2]. collection of which is imperiled by [the] statute of limitations.

Mr. Kohlsaat secured the loan [from] the bank, it is alleged in the bill, [by] his promise to pay 7 per cent inter[est] year until the obligation was discha[rged]. After October, 1913, the bill conti[nued] no interest was paid and by the sa[le of] collateral the bank realized $2,000.

Buffalo the Wonder City of America



View of Part of Buffalo's Main Street Shopping District

More than Half a Million People IN BUFFALO

U. S. Government Census of 1920.
506,775

Within the A. B. C. Trading Radius of 43 Miles
825,000

Of Buffalo's 506,775 population, 76.1% are native born.

31,575 of those classified as foreign born come from England, Ireland, Scotland and Canada. This approximates 25% of the foreign born who read and speak English.

Buffalo's greatness is emphasized by the fact that the United States Government Census for 1920 shows but 4.2% illiteracy. In Buffalo 95.8% of the inhabitants are able to read.

Buffalo has 116,201 families with 73,880 dwellings.

THE BUFFALO EVENING NEWS

with 110,065 circulation of which 78,664 is within the Buffalo city limits and 97,054 within the trading territory, reaches practically all English reading families.

No more perfect coverage of the reading public of Buffalo can be had than that of the

BUFFALO EVENING NEWS

EDWARD H. BUTLER
Publisher

KELLY-SMITH COMPANY, National Representatives
Marbridge Bldg., New York, N. Y. **Lytton Bldg., Chicago, Ill.**

Dominate Buffalo by concentrating in the EVENING NEWS

THE COPY DESK DEMANDS ITS PLACE IN THE SUN

Not All Copyreaders Do Their Cutting with an Axe, Says One of Their Number—Most Important Factor in Good Newspaper Organization

By ORVILLE A. WELSH

"WHAT do you do on the Tribune?" asks the uninitiate friend of the old (in experience, anyway) newspaper man.

"Copyreader" is the brief reply, the "journalist" realizing his inability to explain his job satisfactorily to his friend.

"Ah-h!" breathes the uninitiate, in a disillusioned tone. "Reading proof, eh?"

Sometimes he only thinks this, and out of sympathy for the newspaper man remains silent.

For it is a fact that no department of a newspaper is as little known to and understood by the general public as the much-maligned copy desk. The very name seems to imply a sort of drop-light, ledger slavery. In England they do things a little better. Men who edit copy for publication are called sub-editors. In this country they suffer under the inglorious cognomen of copyreaders.

Even in a newspaper office itself, the copy desk is commonly held in scorn by the star reporters and those functionaries with various editorial handles to their titles. Nevertheless the copy desk is undoubtedly the most important unit of the editorial end of the paper, and is so regarded by most high executives.

But does anyone remember any newspaper story having been written around a copy desk? No, several thousand times no! It is the reporters who have grabbed all the fictional glory.

And yet what would the best reporter's story be without skilful handling on the copy desk? Why, if it were not attractively headlined, no one would read it at all. And if the little quirks in copy were not ironed out carefully, the reporter would get an irreparable black eye. But with good copyreading, the writer of the story gets credit. If there is anything wrong, the copyreader is at fault.

Surely the time has passed when the copy desk should be disparaged. Nowadays a man is not put on the copy desk when he has failed as a reporter, but is only given a chance to "break in" on the desk as a reward of merit. Yet the salaries of copyreaders are still miserably low as compared with those of star reporters.

As a result the standards of metropolitan newspaper copy desks have fallen, and papers are, in many cities at least, being more poorly edited than of yore. For this the newspapers have only themselves to blame.

Vive la copy desk! And doubly vive the really good, trained copyreader.

* * *

A copyreader must be above all things an expert. He is required to do a tremendously wider range of reading than a mere reporter. He must know at a glance whether the reporter is hitting the high spots or not, whether the given street number is likely to be correct, whether two given thoroughfares really do intersect, whether this or that technical term used by the reporter is correct, whether the Boer War really started in 1898 or 1899. He must be all things to all reporters.

The average blasé reporter regards the copyreader in as much the same light as the staff of a certain small city morning paper used to regard the night editor. This man, being very busy and having the job of checking up on the reporters' own headlines, used to content himself with cutting off the last paragraph of every piece of copy, every story, and letting it go at that. So the reporters used always to write one extra and exceedingly unimportant paragraph.

* * *

The old Philadelphia Press, lamented by thousands of good newspaper men who have passed through its payrolls, was a great training school for copyreaders. There the desk was given its proper dignity.

A reporter would no more have thought of going up to the Press copy desk and helping himself to shears or pastepot than he would have thought of walking clear to Broad street, six or seven blocks, to cash his pay order with a perfectly obliging saloonkeeper right across the street. No, indeed, that was a COPY DESK.

Not often did a reporter reach that eminence in which he dared to approach the desk at all without being summoned. Reporters that did that were among the élite. Nowadays reporters have no respect at all for the copyreader's tools, and woe betide him if he leave them on his desk while at lunch. For he may as well return singing "Goodby, Forever."

We knew a reporter who got properly bawled out for asking a copyreader for a match. The veteran, who was the dean of the desk, thus replied:

"You have the whole city of Philadelphia from which to get matches. This desk is right here from 6 to 2, matches or no matches."

But the dean was the most loved man in the room. When he had time, he used to call a cub reporter over and point out errors in his copy. And incidentally to give the cub a little encouragement.

The dean sat next a very silent man for months. This man had another peculiarity, besides silence. He never carried a knife, and used to sharpen his soft-lead, paper pencils with his shears. So one night the dean made him a present of a fine, pearl-handled knife.

Another old-timer on this desk was an expert on Philadelphia society. He knew the genealogies of every family living within social distance of Rittenhouse Square. No possible error of initials could get by him.

Every man on that desk was a specialist. When any cuts were to be made in stories in the composing room, the copyreader of that story was sent for, as it was assumed that only he could trim the story properly. Nowadays they just leave on the stone what they can't get into the form.

As a consequence the Press, despite its shortcomings, and they were no doubt many, was one of the best-edited papers in the Quaker City. Its passing during the war, or shortly afterward, caused repining by hundreds of newspaper men far from Philadelphia who remembered their service on the old sheet. An ex-Press banquet, held a year or so ago, was very largely attended. Traditions!

There was that Election Night in 1916 when the election of Justice Hughes to the Presidency seemed as certain as almost anything in this world, and in fact was conceded by such Democratic journals in the East as the New York World. But old Judge Wells at 11 o'clock came to the copy desk and said:

"Well, gentlemen, the Press has never gone on an election result yet, and I think we will leave this one in doubt till we hear from California."

And the veteran editor's judgment was amply vindicated.

* * *

The worst thing about the trade of a copyreader is that everywhere he goes he has to learn "style" all over again. The House of Representatives is capitalized in one paper, and not in another; the Governor in the Argus becomes Gov. Smith in the News. Also rules of headline writing vary in every office. Each paper has a different set of barred words, which the copyreader doesn't usually find out about till he has tried to use them. Words are usually barred because they have been used so often in headlines as to become bromidic. Examples are grill, nab, O.K., hit (verb), etc., all mighty handy to fit into a head with little count.

Negro in one paper becomes colored in another, on penalty of discharge. Even the word Jew is frequently banned.

A frequent ban is on the use of forms of the verb "to be," such as "is killed," while nearly all papers now dislike top lines of heads ending in prepositions.

Generally speaking the tendency on Eastern papers is to capitalize, while in the West everything goes lower case, even congress, and often the president himself.

There used to be a marked difference between East and West in headlines starting with verbs. For instance, even in the New York Times, under the headline, "Say Republicans Sure of Victory," there might be a bank, as follows, "State Chairman Predicts, etc." In the West the noun cannot be implied, but must lead the first bank, and must agree in number with the verb, for instance, "State Leaders Predict, etc."

* * *

Few Eastern newspapers have style books, and the copyreader gropes his way. The style book is a Western proposition, and the most weighty one the writer has ever seen is that used by the Cleveland Plain Dealer.

This style book tells the new copyreader almost every conceivable form preferred. Double-jointed words are cited. Style used to be adhered to religiously. In fact the writer was once thrown back a head containing the word "trolley." There was no ban against it, but the style book, compiled years before, said nothing but street-car. Traditions!

The war, though, by driving the good copyreaders into other occupations or into the service broke down these traditions, and tore a gap in the "style" of all publications. For the traditions of a paper are something that cannot be acquired by a new man overnight, or rather it used not to be so.

This probably is one of the elements entering into the trend toward standardization of American press since the war.

With the exception of the Cincinnati Enquirer, the Boston Transcript, and one or two other papers, all American dailies have the same style of headline, varied in the cases of the New York Tribune and Evening Post by the use of lower case letters throughout, a scarcely noticeable variation. The make-up of papers throughout the country is the same, their news and features almost identical. That any variation from this standardization has a great appeal is evidenced by the tremendous growth in circulation experienced by the New York Daily News.

* * *

The famous "Jerked to Jesus" headline over the story of a hanging was an example of brilliant, if suggestive copy reading. The head, however, might not be regarded as slightly editorial.

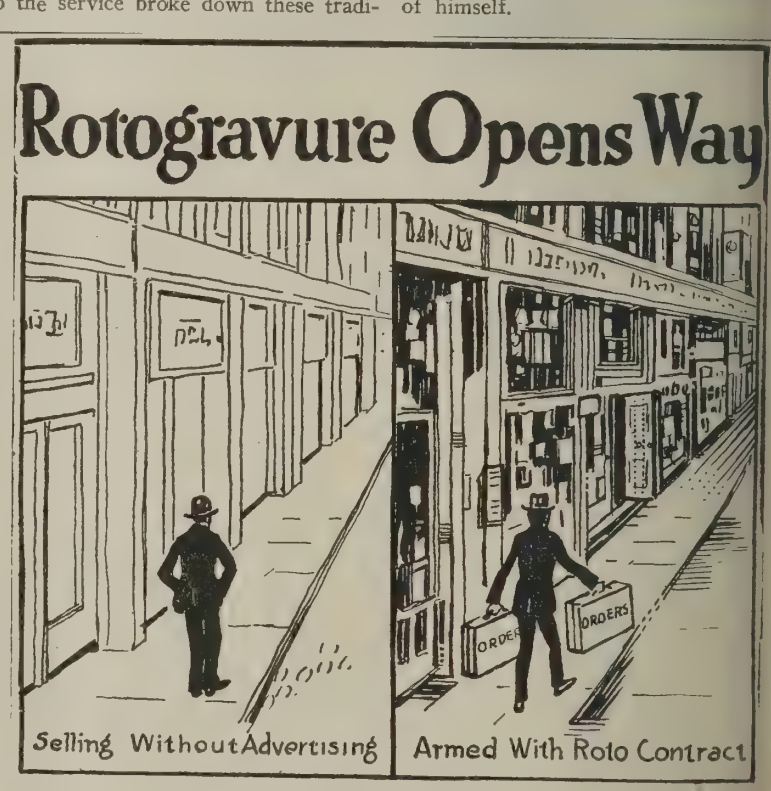
* * *

What is a copy desk without its book of horrible headline examples? There was when copyreaders used to vie with each other in putting a head over which would qualify for this book.

Mosessohn Celebrates 70th Birthday

Dr. Nehemiah Mosessohn, editor of the Jewish Tribune, New York, celebrated his 70th birthday March 21 at a dinner held in his honor. Friends presented him silverware and a life-size oil portrait of himself.

Rotogravure Opens Way



Selling Without Advertising — Armed With Roto Contract

ROTOGRAVURE appeals not only to the buying public; it sells the merchant, too. The Sales Manager of a nationally known cosmetic and toilet goods manufacturer discovered this when he sold all the department and big down town stores in three days, due to the fact that Detroit merchants realize the magnificent sales appeal of a Detroit News Rotogravure campaign. Armed with a News Rotogravure contract your dealers are half sold before the salesman even discusses the product. The Detroit Sunday News now has more than 270,000 circulation and reaches practically every home in Detroit and vicinity. The Rotogravure is largely responsible for this circulation.

The Detroit News

Greatest Weekday and Sunday Circulation in Michigan.

"Always in the Lead"

"OHIO FIRST"

—means just what it says.

The man who has studied business conditions knows that Ohio offers a rich field for those who have something worth while to sell.

It has producing farms, busy factories, splendid hardwood forests, rich petroleum, coal and natural gas fields. It has a population of 5,759,394 or 141.4 inhabitants per square mile.

Ohio's Purchasing Power Makes It the First Logical Market

Ohio has 16,125 factories or an average of one factory for every 2.5 square miles of territory. The yearly payroll of Ohio factories amounts to $944,651,000.

There are 23,515,000 acres of farm land, mostly improved. Although this is about 90% of the state's area, yet 63.8% of the population lives in incorporated towns and villages, showing the intensity of Ohio's population.

Ohio farms average 91.6 acres and are worth $3,095,666,336. Nearly 180,000 farms are owned by their operators. Think what this means to the maker of farm implements.

Ohio is fifth in electric railway mileage. It is thirty-fifth in area and fourth in population.

Your Advertising in This Group Will Bring You Big Results

The papers here named are reaching the representative people of their respective communities. Cultivate these spenders. Investigate OHIO FIRST.

	Circulation	2,500 lines	10,000 lines
**Akron Beacon Journal (E)	35,785	.10	.10
**Akron Times (E)	21,416	.06	.06
**Akron Sunday Times (S)	21,439	.07	.07
†Bellefontaine Examiner (E)	4,536	.0179	.0179
†Cincinnati Enquirer (M&S)	72,270	.17-.35	.17-.35
†Columbus Dispatch (E)	75,116	.15	.14
Columbus Dispatch (S)	74,654	.15	.14
Columbus, Ohio State Journal (M)	50,124	.12	.13
Columbus, Ohio State Journal (S)	29,206	.12	.13
Conneaut News Herald (E)	3,094	.017	.0179
†Dover Daily Reporter (E)	4,537	.02	.02
†Ironton Irontonian (M)	3,170	.0179	.0179
†Kenton Democrat (E)	2,400	.014	.014
*Lima News and Times-Democ't (E&S)	16,083	.07	.05
*Lima Republican-Gazette (M&S)	10,270	.035	.035
†Middletown Journal (E)	5,117	.025	.025
†Newark American-Tribune (E)	6,890	.025	.025
†Portsmouth Sun and Times (M&E)	16,481	.06	.06
†Portsmouth Sun-Times (S)	11,140	.04	.04
Steubenville Gazette (E)	8,437	.04	.04
**Toledo Blade (E)	100,317	.27	.25
†Toronto Tribune (E)	1,096	.011	.011
**Youngstown Vindicator (E)	24,787	.07	.07
**Youngstown Vindicator (S)	24,351	.07	.07

Government Statement, April 1, 1922.
*A. B. C. Publisher's Statement, April 1, 1922.
**A. B. C. Publisher's Statement, October 1, 1922.
†Government Statement, October 1, 1922.

CLASSIFIED CAN BE SOLD IN ONE CALL BY COMMITTING PROSPECT AT START

Salesman Whose First Question Not Only Interests His Customer, But Ties Him Up to Its Conclusion, Saves Time and Makes Lineage

By C. L. PERKINS

Executive Secretary, Association of Newspaper Classified Advertising Managers

"IT was from a talk with a salesman of securities that I gained a very valuable slant on selling classified," said one solicitor who ranks first in a group of seventeen. "I had been plodding along for months working conscientiously but not getting brilliant results, and this chap opened up vast vistas which proved to be most valuable. I'll tell you what he said:

"'I've been trained in the one-call system in selling securities and there's no reason the same principle shouldn't apply to your problem, classified space. The old idea of persistence is wrong: altogether wrong. It makes the salesman argue subconsciously, "Well, I don't suppose I'll sell him today, but I shall some time." When I enter a prospect's office I say, Mr. Jones, I am representing an enterprise which will yield its investors at least 15 per cent a year with practically no risk, I do not wish to consume your time nor my own unless you are in a position to invest at least $500. Pardon my apparent presumption, Mr. Jones, but won't you tell me frankly if you are now in a position to invest at least that sum in case I prove my proposition to your complete satisfaction. If I do, naturally you'll wish to join us. If not, you won't. But it must be settled pro and con this morning in your office. Will you invest, Mr. Jones, if, after a thorough exposition of my proposition you agree with my assertion that it will pay you at least 15 per cent annually with no risk?'

"'Some' say "No." Then I bid them good bye. Others say "Yes," believing that I can not prove my case. Those are the ones I sell in one call. No man could ever be sold any promotion project in one call, however, unless he had committed himself beforehand through the method I've sketched.'

"That was what the security man told me," continued the classified salesman, "and I promptly saw its application to my own problem. Next day I called on a real estate man whom I could never quite close. He was a born procrastinator.

"'Good morning, Mr. Belden, I've been wasting a lot of your time and a lot of mine on this question of using the Globe,' I opened. 'I have some new and interesting data to submit, but before I go into it I want to know if you'll agree to this proposal. If I convince you this morning beyond question of a doubt that for every dollar you spend in the Globe you will earn at least 15 per cent dividends, will you sign an order for a 30-time contract this morning; you're to be the doctor.' What could he say but 'Yes'?

"Then I brought all my batteries to bear. I showed him copies of sales slips from competitors. I spiked his usual defensive gun, the superiority of a competing medium, by promptly admitting it. But because the Press will pay him 25 per cent is no reason why he shouldn't also get 15 per cent from another source, I replied. Additional space in the Press will pay little or nothing. He's covering that public.

"At the end of a half hour I wound up. 'Am I right?' I demanded. 'I've got to admit it,' he replied. And he proceeded to sign up. Since then, I've worked the one-call system steadily."

* * *

IT has often been stated in these columns that the uses of Want-ads are infinite. However, they have never been advocated as a method of organizing hold-up men. Yet the following advertisement appeared in a metropolitan paper recently:

"STICKUP MAN—Experienced for barrel truck."

All reports indicate that this was a composing room error. The copy should have read "Pickup man."

WESPE ADVANCED ON STAFF OF "C.-J." AND TIMES

O. S. WESPE, who has been connected with the Courier-Journal and Louisville Times for the past two and a half years, has been appointed manager of classified advertising for those newspapers. Mr Wespe's newspaper experience started in 1908 with the Hutchinson (Kan.) News. He is well known in Texas newspaper circles, having been associated with the Houston Chronicle, Fort Worth Star-Telegram and Beaumont Journal, serving this paper as advertising manager and later business manager. In 1917 he left the latter position to become general manager of the Hutchinson Gazette.



O. S. WESPE

After serving in the army, Mr. Wespe conducted an advertising agency in Fort Worth, Tex., disposing of this business to go with the Courier-Journal and Louisville Times.

HARRY GWALTNEY, presider the Association of Newsp Classified Advertising Managers, and sified advertising manager of the Milw kee Journal, recently addressed the Moines Real Estate Board on the sub "Making Real Estate Advertising duce Better Results." While in Moines he also spoke before the newspaper division of the Iowa P Association on classified advertising, lowed by a general round table discus

* * *

MISS EDITH COVICH has b appointed classified adverti manager of the Omaha Bee. Miss Co started in classified advertising on Des Moines Register & Tribune, w she worked up to assistant want-ad m ager. During the past six months has been employed in a similar capa on the Bee.

* * *

THE Chicago Tribune is runnin series of one-page advertisem in its Sunday magazine section. T are printed in colored rotogravure, are excellent examples of attractive vertising. They are particularly in esting to and well worth following those interested in want-ad promotio

C. V. Newspaper Service Incorpor

The C-V Newspaper Service was corporated March 12 under the nam C-V Newspaper Service, Inc., with following officers: Cornelius Vander Jr., president; C. Colton Bingham, v president and general manager; Josep Daly, secretary-treasurer.

Newspaper Freight Rate Reduced

The Arkansas railroad commission issued an order, effective March 10, ducing the rate on newspaper freight the American Railway Express Comp from one cent to half a cent. This or restores the rate that was in effect bef the war.

The Year's Sporting Feature

LUIS ANGEL FIRPO'S Pugilistic Life Specially Written By Himself

The man of whom Tex Rickard has said:

"HE WILL LICK THE WORLD: HE IS ANOTHER JEFFRIES"

The Man Who Undoubtedly Will Be Jack Dempsey's Next Opponent for the Championship of the World.

Read how he crossed the Andes *on foot* (a feat in itself) to fight for the heavyweight championship of South America in Santiago, Chile. He won.

His Romantic Career; From a Drug Clerk to the Heavyweight Championship.

"THE MAN WITHOUT A SMILE"

Is a Greater Attraction in the Pugilistic World Today Than Any Other Fighter.

The first installment will be released about April 2nd and will appear daily thereafter for thirty days. Each installment will be about 500 words.

For Full Particulars: Wire, Telephone or Write to

"LA NACION" of BUENOS AIRES

Telephones: Worth 5131-Bryant 2430

51 Chambers Street, New York City

(UGHT $100,000 BALM, URY SAID "1 CENT"

agist Claimed Libel When Suns Baltimore Quoted Her As Justifying Black-and-White Marriages

s. Donald R. Hooker, whose suit st the A. S. Abell Company, pubs of the Baltimore Sun and the ing Sun, for $100,000 for alleged has been on trial for ten days, was veek awarded a verdict of one cent. s. Hooker, who has been a promiadvocate of woman suffrage for in Maryland, made a speech in Bale on February 21. In its reports r speech the Sun represented her as ying the marriage of whites and s. Mrs. Hooker maintained that her h was all directed at maintaining the ht that love was the only justificafor marriage, that the woman who ed for any other reason sold herself. llowing her speech Mrs. Hooker anered questions, and it was during this ioning, it was said, that she was if marriage between whites and s were justifiable with love as the She is reported to have said that consistent with her argument as to being the only basis for marriage, nust say "yes." She denied this, ver, and said she had declared marbetween whites and blacks unthink-

irty-five witnesses were called for laintiff, including several members organization of women suffragists ich she had been president. The number said she had been misented in the article published in un. One said that the Sun's article uoted her correctly. Fifteen witss were called for the defendant, ing Stanley Meade Reynolds, manglitor of the Sun, Mark Watson, ast managing editor and various other tives and reporters.

ULATORS WELCOME STUART

apolis Star's New Managing Editor Honor Guest at Dinner

e circulation department of the Inpolis Star tendered a dinner March James A. Stuart, newly appointed ging editor. Titled a "Hello, Jim" r, the function partook of the spirit lcome and renewed companionship, r. Stuart had long been with the prior to his appointment two years s managing editor of the Shaffer apers in Denver.

sent at the dinner, including B. F. ence, general manager; Charles , circulation manager, and W. E. , assistant circulation manager, the city district circulation mane and all State circulation representa-

Stuart took as his theme the slof the Star, recently given concrete ssion in the sentence: "Always first, s complete, always fair," a phrase i, Mr. Stuart declared, embodied art of an efficient and conscientious aper.

interesting musical program by et Payne, daughter of the Star's cation manager, and a number of her s entertained the guests.

TTONS FOR ITS VETERANS

apolis News Honors Employees Long in Its Service

loyees of the Indianapolis News eir families joined in a party last under the auspices of the manageof the News. Long service for the lation was recognized when service s were presented to employees who been with the paper five years or r. The employees receiving the servttons were divided into classes repeing each five years of service. he 45-year class are William T. W. T. Taylor, Edward A. Woelz and Charles E. Hunt. The group of those in the service 40 to 45 years included Susan E. Caylor, Hilton U. Brown, general manager, and Edwin Sulgrove. here were five in the 35 to 40-year class, eleven in the 30 to 35-year class, twelve in the 25 to 30-year class, 41 in the 20 to 25-year class, 41 in the 15 to 20-year class, 57 in the 10 to 15-year class, and 102 in the five-to-ten year class.

Tracy Ellis presided and talks were made by Mr. Brown, Lot Lee and W. T. Ellis.

FEBRUARY GAIN 10 PER CENT

One City, 22 Newspapers Show Loss Against February, 1922, Lineage

Only one city of the 29 listed by the New York Evening Post Statistical Department's newspaper lineage tabulations for February, 1923, and February, 1922, carried a smaller total in the former than in the latter period. Gains were made by 104 newspapers of 127 listed, 22 showing losses and no comparison being available in one case. The February, 1923, total was 97,692,848 lines, a gain of 9,646,182 lines over the 1922 total, or almost 10 per cent. The summary by cities follows:

	1923	1922	Gain
New York ..	11,951,634	11,337,442	614,192
Chicago	5,873,121	4,955,973	917,148
Philadelphia .	6,149,873	5,585,580	564,293
Detroit	3,870,776	3,408,776	462,000
Cleveland ...	3,279,450	2,831,475	447,975
St. Louis ..	3,606,880	3,097,800	509,080
Boston	4,181,021	4,071,096	109,925
Baltimore ...	3,576,656	3,108,921	467,735
Los Angeles .	7,074,858	6,118,098	956,760
Buffalo	2,630,370	2,477,067	153,303
San Francis.	4,212,656	3,666,530	546,126
Milwaukee ..	2,433,383	2,166,171	267,212
Washington .	3,472,710	3,451,232	21,478
Cincinnati ..	3,064,500	2,610,000	454,500
New Orleans	2,426,583	2,268,095	158,488
Minneapolis .	2,750,192	2,537,008	213,184
Seattle	2,198,476	1,981,938	216,538
Indianapolis .	2,537,412	2,342,610	194,802
Denver	1,775,060	1,848,308	73,248*
Providence .	2,148,405	2,019,148	129,257
Columbus ...	2,825,327	2,601,370	223,957
Louisville ...	2,200,915	2,037,277	163,638
St. Paul	2,049,082	1,689,030	360,052
Oakland	1,725,598	1,438,640	286,958
Omaha	1,999,137	1,485,393	513,744
Birmingham .	1,510,460	1,296,372	214,088
Richmond ..	1,795,193	1,580,146	215,047
Dayton	2,554,342	2,350,642	203,700
Houston	1,818,278	1,684,028	134,250
Totals ...	97,692,848	88,046,166	9,646,182

*Loss.

London Bookbinders' Dispute Settled

Decision in favor of the workers was given by the arbitration board on the question as to whether the London (England) Master Bookbinders' Association would abide by the national wage agreement, or the agreement made between the London Master Printers' Association and the National Union of Printing, Bookbinding, Machine-Ruling and Paper Workers in London. The board ruled in favor of the first alternative.

A Busy Spring In Prospect

One of the barometers relied upon by business men to forecast basic conditions in any territory is the real estate market. The unusually good winter enjoyed by Baltimore realtors points to a splendid spring business in all lines.

When you are ready to tell your story to this busy, growing city and many thousand families in the nearby territory, remember that

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday



The Hochi's Magnificent New Building Just Completed in the Heart of Tokyo

THE HOCHI SHIMBUN

Japan's Oldest Evening Newspaper With Large Morning Edition

TOTAL PAID CIRCULATION LARGEST IN TOKYO

The Hochi Shimbun was established in 1872 by the late Marquis Okuma, and continuously since that early date has lent all its influence to the support of its great founder's lofty ideals.

In the foreign news field the Hochi has built up a service which is unexcelled, and which has earned for it many readers who are intensely interested in persons and events abroad. This interest has been found to exert considerable influence on their taste in the purchase of imported commodities and undoubtedly has increased their consumption of products from abroad.

Advertising Rates

Per line.....Y	1.25
Per Column..Y	170.00
Per inch....Y	12.50
Per page....Y	2,000.00

The Hochi Shimbun

TOKYO, JAPAN

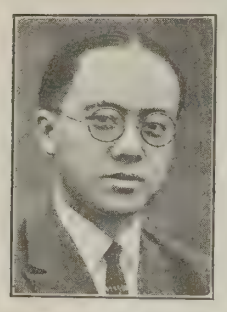
ADVERTISING YOUR WARES IN CHINA MORE THAN SPACE-BUYING JOB

Circulation Figures Mean Little but Copy Which Is Much Neglect—Today Is the Big Factor in Making Sales

By CHUNG SHU KWEI

EDITORIAL NOTE.—Mr. Kwei is editor of the Chinese Students' Monthly. He is a graduate of the University of Wisconsin and was formerly on the staff of the Milwaukee Journal and prior to that manager of the China Press Bureau, Washington.

AMERICAN firms which plan to advertise or are advertising in newspapers in China should satisfy themselves in the outset with definite answers to two fundamental questions: Which is the more effective advertising medium, the foreign press, or the native? What is the most effective way of writing the copy?



CHUNG SHU KWEI

A third question which is the most fundamental is with reference to the demand for the goods or service a particular firm expects to render or is rendering. This phase of the subject will not be touched upon, as no firm will start advertising without making sure of the existence of a particular demand.

The first question as to the effectiveness as advertising medium of the foreign press versus the native press can be answered in the same way as in America. The answer depends upon the class of people to whom the advertisements are intended to appeal. The native press undoubtedly reaches a hundred times more people than the foreign press, but the masses in China are not in great need of foreign goods and have a very small purchasing power. Most of those who have use for western articles and are able to pay can read one foreign language at least, and the rest who know nothing but Chinese are in constant touch with and sometimes dependent for the purchase of accidental products upon those who read English, or some other language.

It is also the so-called upper class of people who introduce new foreign goods into use in China. They may be compared to the society and fashion leaders in this country. On the other hand, it will be seen that those Chinese who read English naturally can read their own vernacular and that consequently advertising in the native press will be as effective as in the foreign press. Only three points are in favor of the foreign press. The psychological element of pride which comes to those who know foreign languages prompts them to talk about foreign products of which others may have no knowledge, and the fact that in the foreign press there are fewer native advertisements makes that medium the better field for concentrated advertising. Lastly, the foreign press goes to the foreign population which cannot be otherwise reached, through newspapers.

The matter of circulation is not a serious factor in advertising in both native and foreign presses. Newspapers in China are literally passed from door to door, and the numerical report of circulation is no test of the value of a paper as an advertising medium. This is especially true of the foreign press which in the nature of things can have but a limited circulation.

This point is well illustrated in The North China Star, Tientsin, one of the two American newspapers in China. In 1919 the paper had a circulation of 2,200 and was then a financial burden upon the Star publishing company. Today its circulation has increased only by a few hundred, but it has become a well paying concern. Despite its limited circulation, its advertising value is many-fold greater. The financial success of the Star is made the more surprising, because its price of of 1 cent (Mex.) a copy is only one-tenth of the price of most foreign newspapers in China. All this bears out the fact that newspapers in China are essentially commercial enterprises and not political organs like those in France, for instance. It is advertising that is paying the largest share of cost of the newspapers in China as it is here in America.

The second question regarding the writing of copy is probably much more important than the first question. At present advertising in newspapers in China is as crude as the newspapers themselves. All advertisements are necessarily of the pure-selling kind, but the copy is poorly written.

First in the foreign press, the advertisements are written by those who know little about the psychology of the Chinese people. They are based largely upon the market conditions in the Occident, and in many cases the advertisements are reproduced from mats sent over from America and prepared by Americans, who may have never seen China! Except possessing an appeal to the small number of foreigners in China, such advertisements are practically useless.

Second in the native press, the advertisements for American and other foreign firms are still worse, except in cases where they are prepared by the advertising departments of the newspapers. In most cases, the advertisements are direct translations from those used in America, and the translations are in some cases ridiculous and in others almost unintelligible or vulgar. It is indeed surprising to see that the firms, while willing to buy space in newspapers, are not willing to spend money to secure good copy. A large part of writing the copy is done by some young men who speak "pigeon" English and are half-baked in Chinese, and the copy each writes is intended to produce results!

The best course for American firms to take is to have copies prepared in America by some Chinese who understands the products or service to be advertised and also the psychology of their own people. In this wise, the home office of each firm will not only know what points of the products or service are emphasized but also how they are emphasized. The copies may be made into mats to be sent to China, or for fear of shrinkage the copies may be written as they are to appear in print and then sent across. In no case should an advertisement be written for the Chinese press by one who does not have a good command of the language. A poorly written copy is not only sure to be ridiculous but may even be offensive because out of good taste.

American firms which plan to advertise in newspapers in China should disown themselves of the idea that a space in the newspapers will bring the desired results. There should be something more than space. Indeed it is infinitely better to reduce the money for purchasing space in order to pay for better copy than to fill a whole page with nothing but worthless trash.

In this connection it may be of interest to mention that American products, such as toilet articles, etc., intended for Chinese consumption, had better be sold in wrappers prepared expressly for this purpose by some Chinese in this country. The reason is simple: American workmanship insures better appearance and attractiveness. A good wrapper in Chinese is an advertisement in itself. It is both economical and effective. It is at least worth trying.

FORD A SWEDISH NEWSBO

Detroit Engine Covers 300 Km. Over Railroad Tracks

A Ford on tracks delivers one o leading Swedish newspapers to its ers. The Göteborgs Handel Sjöfartstidning, in order to serv readers in western and southern Sw with copies on the day of issue, las tumn adapted "a common automobi a well-known Detroit make" for op ing on the railroad between Göte and Malmö, a distance of 300 kilom The scheme was successful to suc extent that a larger car was require

Two Swedish engineers thereupon structed a motor car to meet the bu of increased traffic—in this instance paid circulation—and equipped it the motor from the disembodied The new car recently was put into o tion and, according to a report Walter H. Sholes, the American sul at Göteborg, it makes a speed kilometers an hour. The chass mounted on ordinary railroad car wh

Jail for St. Louis Paper Thieve

ST. LOUIS, March 19.—The the 1,300 copies of the Sunday Post-Dis from a loading platform at 913 N Jefferson avenue on February 17 wa of three charges of petit larceny which three negroes were sentence three years in the city workhouse by Judge Calvin Miller in the Cou Criminal Correction. The other ch were based on the theft of two lo used automobile tires from a tire pany.



CLARENCE
by CRAWFORD YOUNG

The Albany (Ore.) Democrat is the new paper this week.

Furnished full page matrices, black alone, black and red, and black and three colors; or, as part of a printed comic section.

HERALD-SUN SYNDICATE, 280 B'way, New York City

To those who Sell in Cincinnati a those who Want to

IN 1922 THE TIMES-STAR carried the selling messages of local and national advertisers into eight out of every ten of the 141,000 homes in Greater Cincinnati. Twenty-eight per cent of these homes are owned by the families that live in them.

Cincinnati department and clothing stores alone used almost four million lines of display advertising in the Times-Star, and of the national advertisers who used it, one hundred and fifty used no other paper in this territory.

The total lineage of display advertising in the Times-Star last year, with only six issues per week, was one-fifth greater than the largest amount ever published in any year by any other paper in Cincinnati, including Sundays.

But this unrivaled supremacy of the leading newspaper in Cincinnati is not a matter of one year only. It has been maintained without interruption for fifteen consecutive years, increasing year by year. For a decade and a half the Times-Star has published an average of more than 27% of display advertising in excess of its nearest competitor. For the last ten years this excess has been more than 30%. Last year, with 10,459,407 lines of display advertising, the Times-Star led the second paper by 1,921,038 lines and distanced the third paper by 3,949,463 lines.

NO CONSPICUOUSLY SUCCESSFUL SELLING RECORD HAS BEEN MADE IN CINCINNATI IN THE LAST FIFTEEN YEARS WITHOUT THE ASSISTANCE OF THE TIMES-STAR. NO CONSPICUOUS AND CONSISTENT ADVERTISING CAMPAIGN IN THE TIMES-STAR HAS FAILED TO MAKE A SUCCESSFUL SELLNG RECORD.

CINCINNATI TIMES-STAR

CHARLES P. TAFT, *Publisher* C. H. REMBOLD, *Manager*

Member of Audit Bureau of Circulations

W MUNSEY BUILDING OON IN BALTIMORE

struction to Start When Site Is Cleared—Ample Delivery Space Provided for News and American

ans are going ahead for the erection handsome new building as the future e of the Munsey papers, the Balti- e News and the Baltimore American. ne new building is to be at Courtland Center streets, several squares to the h of the business center of Baltimore. reason for moving is that the present isey Building, at Fayette and Calvert ts, a 17-story building, does not offer best opportunities for the distribution he paper. Fayette street, on which delivery rooms open, is one of the crowded of the downtown business ts, and the trucks loading papers in morning and the afternoon are ham- d by the street car and automobile ic. Since Mr. Munsey acquired the rican, the building of that paper has used to some extent. That is at h and Baltimore streets in the same town business neighborhood.

"But even this," the News said recently, not satisfactorily solved the prob- for the operation of two separate luction plants is necessarily accom- ed by delays and handicaps which a e site of operation will serve to over- e."

he new building is planned to consist wo stories, sub-basement and base- t to occupy a lot 200 by 100 feet on w wide automobile driveway with ts on all sides, which will provide le space for loading the papers on ks without interference from street ic. The building will occupy 60,000 re feet of floor space devoted ex- vely to the newspapers.

ey stone will be the material from h the building will be constructed. entrance in the center will be of a efully curved design.

he sub-basement will contain the sroom, stereotype room, boiler room machine shop. Foundations have provided for five sextuple presses motor pits.

the basement, level with the street, be a part of the pressroom, the mail n, quarters for newsboys, a lunch- n, locker room, shower baths, paper ge place.

he entire northern end of the first will be devoted to the composing n and the photo-engraving depart- t. The south end will be devoted to ting room, business office and circu- n department. There will be a spa- s lobby, with stairways leading to econd floor. The entire second floor be devoted to the editorial depart- ts of the News and the American.

ate for beginning construction of the ling has not been announced, but it pected that it will be soon, since Mr. sey has said that it will start as soon he site can be cleared.

O SPEED ELECTION NEWS

Law Would Compel Complete Returns Day After Balloting

wspapers of Ohio will be able to get plete election reports the day fol- ng the election, following provisions isions of a bill passed March 12 by House in the Ohio Legislature. The the Bender-Spidel act, requires local ion officers to remain on duty until count is completed and to make pt report to the board of elections. board, in turn, must report imme- ly by telegraph or telephone, to the tary of state.

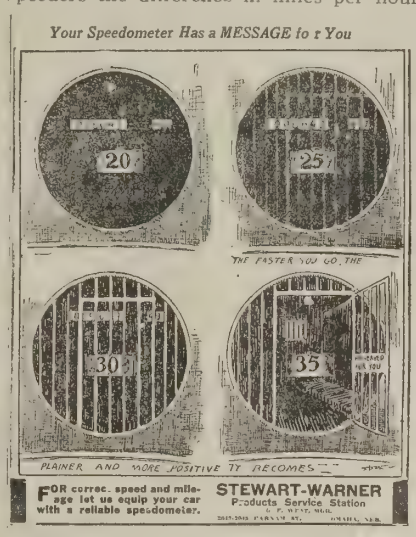
l reports of elections must be in not than noon following the election provision is made for the summary val of any election officials who to do his duty in accelerating elec- returns. Under the old system com- returns could not be ascertained un- e end of the week after election day. he bill is now up for signature by Governor Donahey. Credit for passage of the bill goes to the newspapers and publishers of the state and to Secretary of State Thad H. Brown, who was very active in sponsoring the matter. It was introduced at the instigation of newspapers and has been actively sponsored by them during its discussion in the legislature.

REFORM FOR OMAHA SPEEDERS

World-Herald Artist Pointed to Jail, But Speedometer Man Knew Better

A novel advertising stunt has just been effected by the Stewart-Warner Company of Omaha. A few days ago, Judge Holmes of Omaha started to sentence speeders to from one to 90 days in jail at labor instead of fining them. Then a cartoon by Spencer appeared in the World-Herald.

The cartoon in itself was to show speeders the difference in miles per hour



between a safe rate of speed and a speeder's rate. It showed a speedometer at 20 miles; then at 25, with the bars of a cell getting plainer; at thirty the cell appeared with the door closed; and at 35, the cell door was open, with a sign reading, "Reserved for you."

The cartoon quickly caught the eye of the local Stewart-Warner Speedometer manager, and now he is using it in a newspaper advertising campaign to equip cars that are not now using his instrument.

H. F. Hohlt Retires in Brenham

Stockholders of the Brenham (Tex.) Daily Banner, have elected the following directors: George Neu, W. W. Searcy, C. L. Wilkins, F. C. Winkelmann, Ed. Schmid, F. W. S. Zachappell, H. A. Kelling, Theodore Schirmacher and Edwin Hohlt. Directors have elected the following officers: Edwin Hohlt, president; Theodore Schirmacher, vice-president; George Neu, secretary and treasurer. H. F. Hohlt, who had been president of the company for years, retired and his son, Edwin Hohlt, succeeded him at the head of the business. George Neu was retained as general manager.

Directory of Catholic Press

Joseph H. Meier, for 17 years with Catholic publications, will soon publish the Catholic Press Directory, a volume which will contain names and addresses of all Catholic papers and periodicals. The Directory will explain the purpose, nature and object of the publications, subscription price, page size, width and depth of column, frequency of issue, home addresses, publishers, advertising rate per line and per page, as well as the agency discount and cash discount.

Paper Exhibit April 9-14

The Paper Industries exposition will be held at the Grand Central Palace, New York, April 9-14. Three main exhibits will be arranged as part of the general story telling the public the history of paper from forest to final destination.

If You Want to Know

Whether your sales message is good—whether it is the kind of copy that will appeal to people in every walk of life—place your try-out campaign in

The Providence Journal

(Morning and Sunday)

and

The Evening Bulletin

Rhode Island's Great and Influential Newspapers

THE Rhode Island market is a field of strong concentration. The compact area, diversified industries, well paid wage earners, ample transportation facilities and excellent distributors make it the logical place for try-out campaigns.

Reader confidence and influence make The Providence Journal and The Evening Bulletin valuable mediums for manufacturers who seek good company, and insure a friendly welcome in nearly every worthwhile home in the State.

National advertisers may now buy space in the weekday issues of these papers on a special combination rate which offers a decided saving to those who desire to thoroughly cover Rhode Island with the least expenditure.

Write for Rates and Information Regarding This Productive Territory

Providence Journal Co.

Providence, R. I.

Representatives

CHAS. H. EDDY CO.

Boston NEW YORK Chicago

R. J. BIDWELL CO.

San Francisco Los Angeles

NEW WOODS TAX PLAN URGED BY BAKER

Plan Now Followed Causes Cutting of Timber Before It Is Ripe—Sees Ever-Present Menace of Canadian Embargo

WASHINGTON, D. C., March 21.—The paper and pulp industry of the United States is facing lean years if a policy of reforestation which will permit the commercial growth of timber is not adopted. Hugh P. Baker, executive secretary of the American Paper & Pulp Association, recently told the Senate Committee on Reforestation now investigating the forest resources of the country.

"The timber has been cut away from the paper mills in the Eastern section of the United States," said Mr. Baker, "and we are paying a heavy penalty in freight and haulage, to bring paper from the West to the East and on Canadian wood. We are threatened with an embargo on wood from Canada, and we are turning to reforestation—to the practice of forestry to see if, in part, we cannot supply the paper industry with raw materials."

Although not more than 14 per cent of the wood or pulp made into paper by American mills comes from Canada at the present time, the shipments are not to be ignored, Mr. Baker explained. An embargo, he told the committee, was only a matter of time with propagandists broadcasting Canada with circulars and conducting a ceaseless campaign in behalf of prohibiting shipment of raw materials of the paper industry outside the Dominion.

"Here in the United States," said Mr. Baker, "is enough idle forest land, east of the Mississippi River and north of the Ohio, if it were producing half a cord an acre per year, to make the country independent of importations. One-third of New England is not being farmed. In New York there are millions of idle acres. In Pennsylvania, out of 28,000,000 acres, we are farming only 10,000,000 acres. In Ohio there are 3,000,000 acres. In other words, we have plenty of forest land on which to grow the forest to take care of our needs."

Experiments in forestry undertaken by the paper manufacturers, Mr. Baker explained, are being conducted in the Adirondacks, where spruce timber grows readily.

"The large paper companies are planting their own forests as fast as they can," continued Mr. Baker. "The period of depression stopped them for a time, but we are getting back to activity now, and we are looking forward to the time when, with the assistance of the Government and the States, private owners will become interested and make it possible for us to maintain our paper industry. But the paper industry is facing a period of lean years between this time and the time when the planted forests begin to give us a return."

If reforestation is to be successful in the United States, Mr. Baker asserted, the tax laws must be changed. In Sweden and other countries where a satisfactory system of reforestation is carried out, timber is grown virtually tax-free and a severance tax is levied when the timber is cut. This tax in Sweden, in many instances, is as high as 45 per cent of the value of the cut timber, but during the growth of the timber the owner pays no more than a nominal land tax. The American system of taxing standing timber at its value as such virtually excludes private enterprise from raising timber or forces the owners to remove their stands with no thought of developing forests.

"The difficulty with us," he told the Senate investigators, "is we tax upon what we consider the value of the standing timber each year. So the lumberman will say, I have to cut that timber if I get out on it at all, and he cuts it before it is ready, sometimes. I am not sure that a change in our tax laws in the timber-yielding States is not more vital than fire protection."

N. Y. FOREST BILL DISAPPROVED

Paper Makers Demand State Survey Before Legislation Is Passed

A definite forestry policy for the State of New York was advocated in resolutions adopted March 20 by the executive committee of the American Paper and Pulp Association. The resolutions oppose legislation now pending in Albany, which would specify cutting regulations not in accord with unanimous recommendations of the association of technical foresters of the State.

The resolution said that passage of such legislation before the State has defined a practical forest policy would so confuse forest officials and forest owners that no reasonable forestry progress would be made, and urged that any further legislation be delayed until the State had conducted an effective, economic survey and worked out a reasonable forest policy applicable to both State-owned and privately owned lands.

The association, which is co-operating with the American Newspaper Publishers' Association and other similar organizations in the effort to get Federal legislation fixing a national forestry policy, decided to make forestry a chief subject of discussion at the convention in the week of April 9, in New York.

WATER LACK STOPS PAPERS

Newfoundland Lakes Frozen, St. Johns Press Can't Get Power

Daily newspapers in St. Johns, N. F., announced a temporary suspension of publication March 19, owing to lack of power to operate the presses. The company, which supplies the electric power shut down because of shortage of water in the interior lakes. Operation of street cars was abandoned last week. The city lighting system also will have to shut down, it is feared, unless a thaw relieves the situation soon.

PAPERS WILL CUT SIZE HOPWOOD THINKS

They'll Have to Some Day, Says Cleveland Editor, to Meet Scarcity of Print Paper

Erie C. Hopwood, editor-in-chief of the Cleveland Plain Dealer, predicts that metropolitan newspapers will be forced to cut their size. Faced with the shrinkage of forest tracts and the steady diminution of the white paper supply, newspapers of the United States, he thinks, "must make a complete readjustment of their methods."

Mr. Hopwood made this statement of the Cleveland Advertising Club in a talk before the members at Hotel Statler, March 16. He predicted that future daily newspapers will tell "news in fewer words," and said that "advertising space will be rationed among advertisers."

"I do not mean that there is any immediate prospect of this readjustment," Mr. Hopwood said, "but there is already a tendency in that direction."

Discussing the effect of particular types of news on circulation, he said that a world's series of baseball games or a Presidential election increased sales of the Plain Dealer about 10 per cent, "but ordinary stories have very little effect."

"Circulation," he said, "receives no continuing advantage from such news as originates with local news sensations of a criminal type. There is an initial advantage, but in the long run you as much as you gain, because pe sicken of the constant competition o The job of any newspaper is to su leadership in its own community, bu doesn't do anybody any good if you so far in the lead of the parade that are clear out of sight around the cor If the newspaper is to lead, it must main close to its readers by supply the news and entertainment desired."

MILLION PROFITS IN 1922

Union Bag & Paper Shows Big G Over Previous Year

The Union Bag and Paper Comp reports for 1922 net profits of $1,029, after depreciation and interest, but bef Federal taxes, or the equivalent of $ a share earned on its $14,977,850 of c tal stock, compared with a net loss the end of 1921 amounting to $723, The report for the year, compared w the two preceding years, follows:

	1922	1921	192
Net earnings..	$1,744,389	$797,192	$5,046
Total income..	1,303,145	530,215	2,127
Net profits ...	1,029,865	*723,397	3,474
Sur. after div.	162,031	*1,888,263	2,393

*Loss.

The profit and loss surplus, as of D cember 31, was $1,228,073, against $1,1 042 in 1921 and $1,874,305 in 1920.

This company is a fairly large produ of newsprint, its subsidiary, the Maurice Paper Company, having a da capacity of 116 tons.

The St. Regis Paper Company

and the

Hanna Paper Corporation

NEWSPRINT

Daily Capacity 425 Tons

WE SOLICIT YOUR INQUIRIES

GENERAL SALES OFFICE

30 East 42nd St., New York City, N. Y.

Chicago
643 McCormick Bldg.

Pittsburgh
1117 Farmers Bank Bldg.

CIRCULATION

Goes UP and Stays UP

When You Use
WORLD COLOR

Action-art Tabloid Mats

REFRESHINGLY DIFFERENT

Colored Poster Cover Pages

Russell True-To-Life Sketches

Action Toy Cut-outs

Annabelle Doll Cut-outs

Famous Bingville Puzzle Pages

"To-be-Colored" Crayon Pictures

and Other Fascinating Tabloid Pages Teeming with Strong Home Folk Appeal.

IDEAL FOR YOUR MAGAZINE OR COMIC SECTION

in Colors
4 - 3 or 2
or Black Only

AT "YOU'D BE SURPRISED" PRICES

Write or Wire for Proofs Today

THE WORLD COLOR PRINTING CO.

Est. 1900 R. S. Grable, Pres. St. Louis, Mo.

PROVIDENCE NEWS WINS IN LIBEL ACTION

Grand Jury Refuses to Indict on Story Charging Collection of Money Under False Pretenses in Last Senatorial Campaign

PROVIDENCE, March 22.—The Providence County grand jury has reported no indictments in the cases of John A. Hennessy of New York, president and editor of the Providence Journal G Providence News, and Henry DeWitt Hamilton, its secretary and treasurer, who were charged with criminal libel by former Governor Robert Livingston Beeckman in connection with matter published in the newspaper ing the Senate and state campaign last



JOHN A. HENNESSY

lso in the case of Herve J. Lagace Woonsocket, who was charged with luining money from Beeckman under e pretenses, the jury refused to in-. The matter published in the Provi-ce News, on which Former Governor ckman based his complaint, had to do n the alleged payment to Lagace in rovidence Hotel of $1,500 by J. Henry ter, manager of Mr. Beeckman's cam-gn as Republican candidate for United tes senator against Senator Gerry, nocrat.

mmediately following the publication the News of the article and an edi-al commenting on the Reuter-Lagace ident, Mr. eckman en-d complaints criminal ges against Hope Pub-ng Company, sident Hen-y, Secretary milton, Luke Keenan, a kholder of News, and ace. Charges criminal libel e laid against company and srs, Hennessy Hamilton, while Mr. Beeckman rged Messrs. Hennessy, Hamilton, man, and Lagace with conspiracy to mit criminal libel.



JAMES E. GARRISON

n December 16 the District Court nd no probable cause in the con-acy charges against Messrs. Hen-sy, Keenan, and Lagace, and shortly reafter a similar ruling was made in conspiracy charge against Mr. Ham-n. Probable cause was found in the minal libel charges against Messrs. nessy and Hamilton and in the case inst Lagace for obtaining money un-false pretenses. It was on the lat-three cases that the grand jury re-ted.

ccording to the articles published in News, Lagace, known as a Demo-, and unsuccessful candidate, was roached by Reuter, manager of the ckman campaign, and a meeting was anged at the Providence-Biltmore tel in a bedroom of the Beeckman e, where three $500 bills were paid Lagace. It was represented, accord-to the newspaper, that the payment made on the understanding that the ey would be used to influence Demo-tic votes in Mr. Beeckman's favor.

acsimile engravings of the $500 bills e published on the front page of the vidence News, with several affida-. The state was electrified by the elations made, which were shortly be-the balloting in the November elec-n.

Following the Providence News' exposure Mr. Beeckman was beaten for the United States Senate by 15,000 votes majority given to Senator Gerry, and the Democrats elected nearly all their state ticket, including the governor.

Before the change of administration in Rhode Island last year an indictment was returned against the Hope Publishing Company, the corporation publishing the Providence News, alleging criminal libel. This has not been disposed of but Vice-President James E. Garrison assures EDITOR & PUBLISHER that the company would welcome an early trial of this case with the opportunity to show the newspaper's complete justification of what it published.

Also, there is pending a suit at Newport by Private Secretary Reuter claiming $250,000 damages because he was called the tool of Beeckman. The Providence News publishers say they are quite ready to go to the bat on this issue, which involves the same facts upon which the Grand Jury failed to indict, but they do not expect Beeckman's secretary to meet them in court.

COUNTRY PRESS NEEDS EDITORS

Freedom from Print Shop Cares Is Necessary to Success

SYRACUSE, N. Y., March 20.—The time has come when the most successful country editor is the one who can divorce himself from the printing plant and devote his energies to the front office, the business and editorial end of the paper, Lee W. McHenry, editor of the Oneida (N. Y.) Democratic Union, made this statement to students in the department of journalism at Syracuse University in an address recently.

Mr. McHenry, a college man who started out to be a lawyer, followed in the footsteps of his father, who was editor of the Democratic Union for 35 years. After ten years as a country editor Mr. McHenry says he has nothing to regret and he forsees a great future for the country press "if college trained men and women go out from our schools of journalism and infuse young blood and enthusiasm into the papers."

"The day when the country editor had to be a printer, is past," said Mr. McHenry. The editor is worth more in the front office, outside the office and attending to the editorial end of his publication. The printing end of the business can be handled by a good printer, who may be a part of the firm.

"It is also true that there are too many country papers. It is a good thing some of them are dying out. The ones that survive will become better and make a more prosperous country press with larger circulations. But don't forget that the newspaper is the greatest medium to promote good will, successful advertising and a big job printing business."

Mr. McHenry spoke on the subject, "Publishing a Weekly in a Small City." He said that advertising ought to cost 40 cent an inch in a paper of about 1,500 circulation and that the sooner the country press learned to charge enough for its product the sooner it would be returning dividends on a par with other business enterprises.

Champaign Herald in Receiver's Hands

E. S. Swigart, of Champaign, Ill., has been appointed receiver of the Champaign Evening Herald Publishing Company. The appointment rose out of a bill filed March 15, by C. T. Vaughn, lately president of the publishing concern. The paper, which made its appearance January 1, 1923, has just ended a subscription contest, in which $7,000 was offered in prizes. Charles H. Anderson, former president of the company, has disappeared.

Special Edition of 246 Pages

The San Francisco Chronicle issued its annual edition March 14, consisting of 246 pages in 13 sections.

HOUSE HUNTING

On May the first this year
Thousands of Renters will seek new homes.
But—
On every day of every year
Every National Advertiser does the same.

One home will satisfy the House Hunter
But nothing short of every home will
Satisfy the National Advertiser.

Because the NEWS LEADER occupies
A rather unusual position
This statement is being published.

Homes in Richmond, Virginia 34,811
News Leaders sold daily in Richmond 38,300
News Leader total Circulation 47,950

For the National Advertiser who is
House Hunting in Richmond
Complete Saturation is given by

THE NEWS LEADER

Richmond, Virginia

Kelly-Smith Co.

Marbridge Bldg. N. Y. City — **J. B. Keough Atlanta, Ga.** — **Lytton Bldg. Chicago, Ill.**

H. E. KREHBIEL, CRITIC OF MUSIC, DEAD

With New York Tribune 43 Years—Known Nationally as Authority and the Author of Many Books

Henry E. Krehbiel, for 43 years musical editor of the New York Tribune, known the country over as an authority on composition and performance, died suddenly March 20 in New York after an illness of a few days. He was born March 10, 1854, at Ann Arbor, Mich., of the sturdy German stock that settled in the Middle West in the last century. In his boyhood his parents moved to Ohio and he was educated in the public



HENRY E. KREHBIEL

schools of that state. Natural love of and aptitude for music led him to study that art privately, with the purpose of being not only a performer, but still more, an authoritative critic. At the age of 20, in 1874, he became the musical editor and critic of the Cincinnati Gazette, among the foremost newspapers in the West for literary, artistic and critical culture.

It was as a member of the staff of the Gazette that Whitelaw Reid first attained eminence as a journalist, and from it that he came to the Tribune, and though he had left that paper several years before Mr. Krehbiel became connected with it, his interest in it had by no means waned. When, therefore, in 1879, the Tribune's musical critic, John R. G. Hassard, failed in health and was compelled to relinquish most of his work, Mr. Reid summoned the young man whose work in Cincinnati was attracting favorable attention among musicians and journalists.

For a few months he assisted Mr. Hassard and did other work as a reporter. Then at the beginning of the musical season in the fall of 1880, he was installed as musical critic of the Tribune, replacing Mr. Hassard, who devoted his time to travel and literary criticism. Thereafter, for more than 40 years, Mr. Krehbiel was a power in the musical life of America. Down to within ten days of his death he was still conducting his department in the Tribune. A fitting tribute was paid to him less than a year ago when, on the evening of May 6, 1922, a testimonal dinner was given at the Harvard Club in New York in honor of his 50th anniversary of newspaper work. More than 100 friends were present, including many of the most prominent members of the journalistic, musical and dramatic professions, while appreciative messages came from Marcella Sembrich, Ignace Jan Paderewski and others. In addition to his work for the Tribune, Mr. Krehbiel taught music to private pupils for some years and was a lecturer on musical appreciation at the Institute of Musical Art, ever since its foundation in 1904.

His published books comprise more than 25 volumes on musical subjects. He served on the music section of the International Jury at the Paris Exposition in 1900, and was a Chevalier of the Legion of Honor. Yale University gave him an M. A. degree in 1909. Mr. Krehbiel's researches into American folk song, both Indian and negro, as well as compositions of other origin, are considered the most intelligent and authoritative that have ever been made.

Mr. Krehbiel was twice married—first in 1887 to Miss Helen Virginia Osborne, of Birmingham, Conn., who died some years later, leaving him a daughter, Helen, who now lives in Waterbury, Conn. He was married the second time, in 1896, to Miss Marie Van, an accomplished singer, of Brooklyn, who survives him.

Royal Cortissoz, art critic of the Tribune, when he heard of the death of Mr. Krehbiel, paid him the following tribute:

"My heart is heavy at saying good-bye to so staunch and lovable a comrade. He was a good friend and I am sorry for our profession. Krehbiel was a great type of critical journalist, like George W. Smalley and William Winter. He told the truth about things of the moment, recognizing the value of news as news. And he stated it with unfailing reverence to enduring standards of knowledge and good taste. He lived to furnish right thinking about music."

Deems Taylor of the World voiced his appreciation of the Tribune's critic in part as follows:

"There may be some debate as to what man in the world has known the most about music as an art and a science, but no one, I believe, not even Philip Hale, had Krehbiel's stock of first hand and documentary information about musical happenings. This reviewer once wrote that all a music critic needed today was Grove's Dictionary, Who's Who in Music, and Henry Krehbiel's telephone number. And on second thought, granted the third, I think one could dispense with the first item. For he was a walking encyclopedia.

"Did you want the date of the first American performance of Siegfried? Pop Krehbiel knew it—offhand, probably, for he had been there. Or was it the name of Rossini's cook you needed? He would get it for you or could tell you that the cook had no name. No need to ransack libraries for data concerning some resusticated concerto grosso of Bach and Haendel. The lazy critic had but to ask Krehbiel. And we all did, time and again. And he never failed us.

"I think the best clue to the man as a whole lies in the fact that he was so cordially detested by so many musicians who had never seen him, and that most of the people who knew him loved him, and called him 'Pop.'"

Mr. Krehbiel is the fourth renowned New York critic who has passed on during the last few months, the others being James G. Huneker and Henry Tyrrell of the New York Morning World, and Sylvester Rawlings of the New York Evening World.

GEORGE U. PIPER DEAD AT 57

Former Owner Seattle Post-Intelligencer and Press-Union

George U. Piper, at one time publisher of the Seattle Post-Intelligencer and brother of Edgar B. Piper, editor of the Portland Oregonian, died on March 10 in Portland. He was collector of customs for Oregon.

Mr. Piper's life was closely allied with the newspaper industry in the Pacific Northwest. He was born in Warsaw, Ind., May 2, 1866, and the family came to the Pacific Coast when he was a boy. As a young man he was a reporter on the Post-Intelligencer under his brother, Edgar B. Piper, then city editor. In 1891 the two Pipers bought the Seattle Press-Times, but sold it a year later and both went to work within a short time for the Oregonian.

George Piper bought the Seattle Post-Intelligencer in 1897, the day that the steamer Portland arrived in Seattle with the first news of the Klondike gold discovery. He retained the property five years, and Edgar B. Piper was editor. During the later years of his life he was prominent in politics, first in Washington and later in Oregon. His death came after a brief illness. He was unmarried.

Obituary

JOHN BELL SMALLWOOD, aged 41, new manager of the Washington Star, and an employee of the Star since 19 died in a Washington hospital Ma 19, after an operation for intesti trouble. Mr. Smallwood began his ne paper career on the Buffalo Enqui went to Washington within a year two and joined the staff of the Star, which he advanced through vari grades, including city editor, to his pr ent position. He had been ailing several months, but recently returned his desk apparently recovered.

FREDERICK O. DICKENSHEETS, financ editor of the Rocky Mountain News a Denver Times, died March 16, of co plication of diseases following influen He had served for 40 years on the D ver Republican and the News and Tim

MRS. EVAIRE C. WITKER, club a church editor of the Toledo (O Blade, a native of Cambridge, Ma died in St. Vincent's hospital, Tole March 12, following an operation.

AMOS C. HETHERINGTON, for over years employed by the Boston Reco

GET KENDALL

To handle your next

SUBSCRIPTION CAMPAIGN

Invariably, that's the advice one receives from a fellow publisher who has used Kendall's services.

One crew available April 1st. Wire or write.

W. S. KENDALL

(Winfield S. Kendall)

104 N. BAILEY AVE. LOUISVILLE, KY.

Washington Post

Now on All-Slug Basis

THIS great daily is one more that has now changed from the sorts caster system for display to the Ludlow System. Two Ludlow Typographs are being used to handle, on slugs, work for which sorts casters and foundry types were formerly used. Now the compositors do the whole job, no other experts being required.

Greater Expansion Now Possible

Mr. A. D. Marks, the manager, decided upon the all-slug system in November, and the Ludlow installation was completed in time to be of service for the holiday rush.

This installation included four series of Caslon, seven of Cheltenham, one of Century Bold and three of Gothic. The outfit of auxiliary characters for advertising effects was particularly complete, and included superior figures, fractions, percent marks, leaders, braces, brackets, fists, etc.

Mr. Marks was highly pleased with the excellent results obtained during the Christmas rush. It was one of the heaviest they have ever experienced. Distribution of used forms has been eliminated.

For big special editions or other rush periods, advertisements can be set far in advance and held without embarrassing the cases. The floor space required is greatly reduced. The quantity of composition in any one font is practically unlimited. Make-up is rapid with the all-slug system and work-ups and pull-outs are things of the past.



THE LUDLOW

Ludlow Typograph Company

2032 Clybourn Avenue, Chicago

Eastern Office: World Building, New York City

LUDLOW QUALITY SLUG COMPOSITION ABOVE 10 PT.

Advertiser, died March 12 of pneumonia. He has a son Roy, who is night man of the Boston Telegram, and other son, Arthur, employed in the Telegram composing room.

JAMES W. HENDERSON, aged 83, formerly employed on the old Boston Journal and Dover (N. H.) newspapers, died at his home in the latter city, March 15.

MRS. JULIA M. MERRILL, widow of William Henry Merrill, former city editor of the New York World and later of the Boston Herald, died March 16 in Brookline, Mass. A stepdaughter, Miss Ruth J. Merrill, is connected with the Brooklyn Daily Eagle.

MATTHEW P. CALLANAN, aged 70, for many years a newspaper advertising man, died March 16 at St. Elizabeth's Hospital, Boston. He was formerly connected with papers in Boston, Fitchburg and Waltham.

MAURICE BARRIS, for 13 years printing salesman for the pioneer firm of Sherwood-Robinson, Denver, died March 16 following four months' illness. For a time head of the job printing department of Collier's, Mr. Barris went to Denver to do in 1909. He was a member of the Y. M. C. A. Optimists Club and the Advertising Club.

THOMAS F. MCQUADE, aged 78, for many years with the American Type Founders Company, Jersey City, died March 20.

CHARLES B. COOK, aged 72, for many years a circus publicity man, and early connected with the Kalamazoo (Mich.) Telegraph, died in Newark, N. J., March 20.

LEDGE GARDNER, aged 33, a member of the New York American's editorial staff, died March 18 of pneumonia. He had been connected with Baltimore American, Philadelphia Public Ledger, Philadelphia North American, Los Angeles Examiner, and other papers.

THOMAS C. BRADLEY, aged 41, editor of the Canandaigua (N. Y.) Daily Messenger for many years, and since last year associate editor of the Ontario County Times of Canandaigua, died in Rochester on March 12.

MRS. EOLA SMITH THORN, mother of Wilbur Thorn, news editor of the Buffalo Evening News, died after an illness which was caused by a fall.

MRS. ANNIE L. BAILEY, aged 63, well-known Texas newspaper woman, died in Houston (Tex.) recently. Mrs. Bailey was the husband, G. H. Bailey, had long been prominently identified with newspaper work in Houston. Mr. Bailey was connected with the old Morning Chronicle, which after being merged with the Evening Journal, formed the basis of the present Houston Post. He later founded the Houston Herald.

CHARLES F. CHETHAM, who is said to have been St. Louis' first photo-engraver, died recently at the age of 65. He established the Mound City Engraving Company in 1887, and later established the St. Louis Photo Engraving Company which he conducted until about five years ago.

MRS. C. WITKER, church and club woman of the Toledo Blade, succumbed March 13, following an operation. She had done political writing for the Blade.

MRS. LYDIA KREAMER, mother of Cora Kreamer, formerly in the newspaper business at Lake Charles, La., and now with the Eugene (Ore.) Morning Register, died March 13 at Eugene.

Roosevelt and Taft Join N. Y. Times

Jonas Roosevelt, editorial writer on the New York Tribune, will join the editorial staff of the New York Times, it was announced March 19. Mr. Roosevelt is a cousin of the late Theodore Roosevelt. William Howard Taft, son of Henry Walbrudge Taft, brother of Chief Justice Taft of the United States Supreme Court of the United States, becomes assistant to the advertising manager, T. Butterworth, March 19.

ANN ARBOR STUDYING GOOD MUSIC

Newspaper of University Town Stages First "Music Memory" Contest, With Free Concerts and $1,600 in Prizes

Ann Arbor's first "music memory" contest closed March 17, the date of the final concert. Commencing January 29 the contest, sponsored by the Ann Arbor Times-News, has created enthusiasm for good music in homes where before only apathy existed.

Thirty compositions were selected and from day to day a short history of the composition, together with a condensed history of the composer, was carried by the paper. In order to become a prize winner it was necessary for every contestant to familiarize himself with the composition so that he could recognize it upon hearing it played. He had also to know the name of the composer, the date of his birth and death, and his nationality. At the final concert examination papers will be given out and upon these the contestants will write their answers. The compositions will be played without any information concerning their identity being given out.

Through the contest editor, free concerts have been given in every school in the city. New news sources have been cultivated and influential friends gained.

More than 1,300 contestants have entered. On an average 2,000 have attended the weekly concerts, without taking into account visited private recitals and radio broadcasting. The Times-News installed a broadcasting station (WJAQ) for the duration of the contest.

Prizes offered amount to more than $1,600. In less than three weeks devoted to formation of the prize list, over 40 merchants donated prizes. The music dealers being the most interested, subscribed, with the exception of the paper itself, the most. There are five music dealers in the city; three of these contributed $200, one $125 and the remaining one $100. The prizes ranged between $200 and $1.50 and represented every type of merchant. One $150 phonograph, one ton of coke, a spring hat, book of music, theater tickets, wearing apparel and records were included.

Concerts were given in churches, theaters, halls, schools, before the Rotary, Kiwanis and Exchange clubs; the American Legion, a farmers' gathering and a funeral directors' convention was also entertained. Visitors made their appearance at the office of the paper daily and even on Sundays to have the records played over to them. The rural schools, in spite of snow drifts, icy roads and grippe epidemics, all had concerts. Box socials were suggested in the rural schools as a means of raising enough funds to purchase a phonograph.

The committee in charge was drawn from every organization in the city. Primarily a contest promoted to popularize good music and to gain good will for the paper, it has succeeded beyond the hopes of even the most optimistic. It is estimated that it will cost the paper less than $500.

Children in the schools have been enthusiastic and have interested their parents. The information which alone could win a prize was given solely in the Times-News and possibly two inside columns daily were devoted entirely to details. No extra help was engaged.

The music memory contest will become an annual event.

Little Is Kansans' Secretary

TOPEKA, Kan., March 19.—O. W. Little, editor and publisher of the Alma (Kan.) Enterprise, was elected field secretary of the Kansas Editorial Association at a meeting of the Executive Committee of the association. He assumes his new duties April 1. Wichita will be the next regular meeting place in 1924, with a special meeting at Manhattan in October, 1924.

In Homes Like This



Where Japanese culture is blended with the customs and habits of America.

THE JIJI SHIMPO

時事新報

is the favorite newspaper. The Jiji commands the respect and holds the confidence of the Nation's men of affairs. It fills an important place in their lives which only a great newspaper can take.

The JIJI'S Circulation 248,877 copies: June 1, 1922

is chiefly among the leaders of Japan's social, commercial and political life. They are the men, and their wives are the women, who have learned what the West has to give the East.

That is why the Jiji's readers are the best customers of imported goods in Japan.

For reliable market information address:

FOREIGN SERVICE BUREAU

THE JIJI SHIMPO

Cables:
"Jiji Tokyo," Tokyo, Japan
Bentley Code

Morning and Evening Editions

AMERICAN HEADQUARTERS
Equitable Building, 120 Broadway, New York
Joseph P. Barry, Representative

"In Japan, the Buyers Read THE JIJI"

THREE MISSOURI NEWSPAPER EDITORS RUN STATE UNIVERSITY

P. E. Burton of Joplin, E. Lansing Ray of St. Louis and H. J. Blanton of Paris Comprise Entire Executive Committee—Only One a College Graduate

By MABEL CLARKE SIMMONS

IN Missouri, newspaper men aren't satisfied with merely running their papers and their communities. They also run such things as the state university.



E. Lansing Ray

The executive board of three members, which directly controls the University of Missouri, is comprised of newspaper men. They are elected by the nine members of the board of curators from that body, which is appointed by the governor.

These three men represent distinct types of journalism. P. E. Burton, chairman of the board, has very recently sold his small western city daily. He still has newspaper interests. E. Lansing Ray, when he isn't managing one of the state's largest schools, is managing one of the state's largest metropolitan dailies. H. J. Blanton, third member of the board, owns and edits a county weekly.

When Simeon E. Ray, father of E. Lansing Ray, died he was secretary of the St. Louis Globe-Democrat. Although the son was only six years old at that time, he declared that some day he wanted to fill his father's position. As a boy, he frequented the offices of the Globe-Democrat. He knew practically all of the workers on the staff and acquainted himself with all of the phases of the paper's activities. Before he was twenty, he was on the Globe-Democrat staff.

E. Lansing Ray is a graduate of Smith Academy at St. Louis. His mother wanted him to go to Princeton, but, despite the fact that he wanted a college education, he was more anxious to get started in newspaper work. Beginning in 1903, he served as advertising manager, secretary, director and vice-president of the Globe - Democrat and in 1918 he was elected president, editor and general manager, which position he now holds.



H. J. Blanton

H. J. Blanton is known throughout his native state as the "Horse Editor" because of a column of wit and philosophy called "Hints from the Horse Editor," which he runs in his weekly paper, the Monroe County Appeal, published at Paris, Mo. This column has given his paper one of the widest circulations of any weekly paper in the state. The "Horse Editor" comes from a family of journalists. His father, with whom he was associated for many years on the Monroe County Appeal, is one of the pioneer newspaper men of the state. Although his father has retired, the paper is still edited by father and son. Edgar P. Blanton, son of H. J. Blanton, is associated with his father on the paper. Mr. Blanton has a brother who edits another Missouri paper. He has been active in newspaper association activities for many years, serving as president of the Missouri Press Association and also as president of the Democratic Press Association of Missouri. Mr. Blanton was at one time a member of the state board of pardons.

Mr. Blanton is active in educational work in his county and each year brings high school students to the state university's Journalism Week exercises, and to the Farmers' Week program, given by the College of Agriculture, which is a part of the university. In 1918 Mr. Blanton's paper was awarded the cup offered by the School of Journalism to the Missouri newspapers whose files for the preceding year gave evidence of the "most constructive work in journalism on behalf of good citizenship."



P. E. Burton

Though these three men control a[t] versity, P. E. Burton is the only [m]ber of the board who is a college [g]uate. He received his degree fro[m] College of Emporia (Kansas), in [1]. His first position on a newspaper [was] on the Emporia Gazette, William [Allen] White's paper. Later he was on [the] staff of the St. Louis Globe-Dem[ocrat] and was political reporter on the St. Louis Republic.

It has been said that every city [ed]paperman has the dream that he [will] some day own a paper of his own. [Mr.] Burton is one who made the dream [come] true. In 1905 he bought the [Joplin] News-Herald, which he edited until [a] very short time ago. Mr. Burton [has] served longer than his associates on [the] board of curators. He was first [ap]pointed by Governor Folk from 1[907] 1912. Governor Gardner appointed [him] again in 1920 and he was reappointed [by] Arthur M. Hyde, present governor, [this] year.

A Fifty-Years-Age Edition

The Louisville (Ky.) Herald issued [a] special "Fifty Years Ago" edition, [March] 9. It contained stories of firms [and] heads of firms who have been in bu[siness] for fifty years and over.

The Arizona Daily Star

TUCSON'S BIGGEST AND BEST BUY

First in city, suburban and total net paid circulation, first in lineage, THE ARIZONA DAILY STAR, Tucson, Arizona, a member of the A. B. C., published Sundays and daily mornings except Monday, is Tucson's biggest and best buy.

AS TO CIRCULATION

A.B.C. figures, six months ending Sept. 30, 1922:

Daily	City	3,131	Sunday	City	3,310
	Suburban	921		Suburban	932
	Country	198		Country	217
	TOTAL	4,250		TOTAL	4,459

AS TO LINEAGE

For the year 1922, the agate lineage of THE ARIZONA DAILY STAR and the other paper were:

STAR.....3,622,682 Citizen 3,107,426

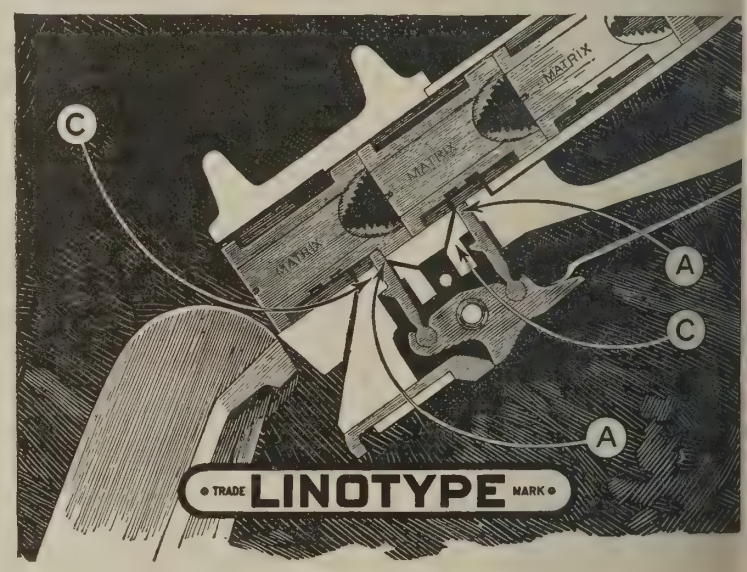
Lead of Star.....511,256 lines

NATIONAL REPRESENTATIVES

W. H. Stockwell, Peoples Gas Building, Chicago

Charles E. Miller, 225 Fifth Avenue, New York

THE BIG SCHEME OF SIMPLE OPERATION



THE LINOTYPE ESCAPEMENT MECHANISM

It Insures Clean Proofs

IT would have been easy to devise a comparatively crude mechanism which would have served after a fashion to transmit the motion of the key to the magazine and release the matrix. But while a simple escapement would have been cheaper to build, its parts would soon become worn and it would be inaccurate. An inaccurate escapement means dirty proofs. This is another place where simple construction leads to difficult operation.

In the Linotype Escapement the motion is transferred to *six moving parts* so that the pawls (A-A) will move parallel to each other, and the load will all come on the supporting shoulders (C-C).

That is why a Linotype even many years old in service runs as fast, operates as accurately, and sets as clean proofs as a new one.

Composed entirely on the LINOTYPE *in the Benedictine Series*

.NK PRESIDENT WITH ADVERTISING PUNCH

n Poole, Head of the Federal-Ameri- n National, Washington, D. C., roves that Advertising Pays and Offers Suggestions to Others

By Everett C. Watkins

his is a story of an advertising sales- who dropped in on John Poole, presi- of the Federal-American National c of Washington, D. C., to sell his s, only to find that the bank presi- is no mean salesman and advertising himself.

he advertising salesman had some- to sell the banker, but instead of g he became a buyer. Mr. Poole is thing more than a bank president— s a combination banker-advertising and salesman.

he salesman called to sell Poole ad- sing "copy"—ready prepared bank for insertion in the advertising col- of the local newspapers.

t Mr. Poole was already "sold" on rtising. He long ago found it good ess for a bank to advertise its serv- the newspapers. He didn't need to an advertising service, for he had writing "pulling" copy for his bank. nty-three ads written by Mr. Poole un in local newspapers had attracted attention among Washington news- readers. He showed the advertis- nan copies of the ads of his own rship.

e advertising salesman was immedi- "sold" on the Poole ads. Instead of ing a sale of his firm's advertising e, he negotiated with Poole for the ase of the twenty-three ads he had n. The result was that the sales- instead of selling the bank presi- dent, became purchaser and left Poole a check for $1,500 for the use, outside of the District of Columbia, of the Poole copyright ads. It was the first time the advertising service company ever bought "copy" prepared outside of its own office. "You'll be glad you saved," is an impressive line in each of the Poole ads.

While banking is Mr. Poole's business, he believes every business man should study advertising and learn of its power to promote and advance business. He reads everything he can find on the subject of advertising. He believes a knowledge of advertising is essential to a business man, and, of course, he recognizes that the newspaper is the strong medium with which to reach the public.

Mr. Poole first became interested in advertising through reading the ads in the newspapers. As a reader he thought some of the ads could be improved on. He read the advertisement of a nationally known candy company of New York. Reading it from the point of view of a prospective buyer, he thought there was something lacking in the "copy" to give it pulling power.

He dared to make changes in the ad and send his suggestion to the New York candy manufacturer. The candy manufacturer was impressed; he not only wrote the Washington banker "thanks for his interest," but incorporated the Poole ideas in the next batch of copy advertising the candy.

This encouraged Poole to try his hand again. He began writing the ads for his own bank, but he never dreamed that a representative of a bank advertising service would come along and write him a check for a goodly sum for the privilege of selling the "copy" to other banks of the country. Banker Poole is well known to the Rotarians of the country, by reason of having served as the international president of the Rotary Clubs' organization.

UNDS LONDON CALL IN WEST

n-Lawrenson Tells Chicago Men y England Wants A. A. C. W. Convention in 1924 and of Plans Now Under Way

Telegraph to Editor & Publisher)

ICAGO, March 22.—F. W. Wilson- enson, chairman of the "On-to- n" committee of the Associated tising Clubs of the World, spoke Making More Profits By Reducing g Costs" today before the Adver- Council, Chicago Association of erce.

I was not on my own behalf, but in rsuance of my duty as chairman : 'On-to-London' committee that I ny recent visit to Great Britain," d in part. "At the Milwaukee con- n last year an invitation was pre- by Sir Charles Higham, who had over as a special envoy backed by Northcliffe, and by the Thirty Club ndon, to hold the advertising con- n of 1924 in London.

special committee was appointed stigate the matter and of this com- I was made chairman with instruc- to proceed to London, investigate port favorably or unfavorably to lantic City convention in June, 1923. just completed my official report ch I have strongly represented to low members of my committee that ommend the acceptance of this in- n and that a body of representative sing men, business men who are sers, publishers and so forth, at 000 strong, go to London in 1924, s friendly visit.

y things have moved to this nendation, but chief of all, I am the need, that I have been made of a wider, clearer, more sympa- nderstanding, by us of the British the British of ourselves, that is result from such a visit. We eard a good deal from friendly from England about the superi- f our American advertising and methods. I noted the difference od, but hardly the superiority.

"If England has something to learn from us in the way of expediting business and in advertising, we, on the other hand, may well take a lesson from her in stolid conservatism, in dealing with foreign markets and in the matter of adjusting credits to the needs and demands of our customers. If it is decided that we pay Great Britain such a visit in 1924, and I sincerely hope it will be so decided, it will not be anything like a condescension on our part. It will be a mutual help and mutual advantage.

"Great Britain is earnestly desirous of such a visit.

"Already in England committees have been formed, looking to our arrival. Lord Rothermere, of the Daily Mail, has voluntarily subscribed $25,000 towards the entertainment of the American visitors; Sir Edward Hulton, proprietor of the Daily Sketch, and other newspapers, has subscribed an additional $25,000, and the Newspaper Proprietors' Association of London has subscribed $10,000. All this before a penny has been asked for. There is no doubt but that if, or when the invitation is formally accepted, London will raise at least $250,000 for entertainment purposes in London.

"At the time it is proposed to hold the advertising convention in London, England will be holding the biggest exposition ever held in the world. It will be British Empire Exposition, at which will be displayed products and manufactures from every part of the Imperial domain.

"In June of this year a committee of 100 of England's leading business men, advertising men and publishers, is coming to the United States to repeat the invitations to London in 1924 and to tell in detail what London proposes to do. I have the highest hope that this invitation will be accepted in fine spirit in which it is tendered, and that this 'friendly visit' will result in a drawing together in closer bonds of business and brotherhood the two great nations in whose hands lie the destinies of civilization. I believe the World at large and especially every European country will be benefited by the world advertising convention in London in 1924, and I believe we Americans will learn a great deal from such a visit."

FIRST
in
Automobile Lineage

The NEWARK EVENING NEWS, during the year 1922, outranked every other morning or evening six-day newspaper in the United States in volume of paid Automobile Advertising.

1,208,915 Agate Lines
Is the Record

The Newark Evening News published a greater volume of Automobile lineage during the same period than was published by all other Newark newspapers combined.

First in Automobile Advertising
Second in National Advertising
Fourth in Classified Advertising
Fourth in Total Advertising
—among all morning or evening six-day newspapers in the United States during the year 1922.

For the effective and economical coverage of Newark and Northern New Jersey, concentrate in New Jersey's dominant newspaper.

Hundreds of unsolicited testimonials on file attest the pulling power of the Newark Evening News.

Our Rate Card MEANS EXACTLY What It Says

Circulation Records Open to All

Newark Evening News
(*Always Reaches Home*)
Newark, New Jersey

EUGENE W. FARRELL
Business and Advertising Manager

O'MARA & ORMSBEE, Inc.
General Advertising Representatives
Chicago New York San Francisco

FRANK C. TAYLOR
New York Local Representative, 320 Fifth Ave.

No contests or artificial means are employed in stimulating the circulation of the Newark Evening News.

Guaranteed daily average net paid circulation..... **108,040**

WHO SPENDS THE DAILY NEWSPAPER DOLLAR?

(*Continued from page* 5)

figures were drawn up by a successful business executive of a highly profitable property.

Available also are figures for two of the country's well-known metropolitan dailies, one on the Atlantic seaboard and one in the Middle West. Both operate on a budget system and both are profitable to their owners, how profitable they do not care to have stated in this comparison. The Eastern newspaper supplied the following data as to its expenditures, in percentages:

Editorial	26.0
Publication	8.0
Circulation	10.5
General	10.5
Mechanical	15.0
Paper and Ink	30.0
Total	100.00

Paper and Ink is, of course, the outstanding expense of any newspaper which prints daily and Sunday issues with paid circulations numbered well into six figures.

Editorial expense on this paper includes just about what it includes in the Inland budget, plus, of course, cables from its own correspondents in all parts of the world.

Publication expense is largely made up of the cost of securing and handling advertising, this item averaging about 6 per cent. The remaining 2 per cent covers office maintenance in the advertising, accounting and business office departments.

Circulation includes very much the same items as the Inland publishers note, and it is curious that the proportion is almost equal.

General expense covers approximately the items of the above small-city publications, with the additional information that salaries of administrative officers run about 2 per cent. Fields considered, the disparity in expense is not marked in the departments of advertising and circulation. Neither is there a wide gap between this Atlantic Coast paper and the small daily noted above in their editorial expenditures. Naturally, the overhead represented in administrative expense diminishes with increase in the size of the property, and, just as naturally, the amount spent for print paper increases, the greater the expansion of the property.

The Middle Western paper has a larger advertising patronage and considerably larger circulation than its Eastern contemporary, which will be found sharply reflected in its paper and ink percentage in the following table, the other items being reduced as this one grows:

Editorial	12.16
Advertising	5.49
Paper and Ink	43.38
Mechanical	10.09
Circulation	15.25

These percentages do not total 100, as they cover only operating costs and do not refer to administration. Passing the paper and ink item as not needing further explanation, the striking part of the above budget is its comparatively low editorial expense and its comparatively high circulation cost. Its editorial cost is one-eighth of its total expense, and is slightly more than half of that of the small-city paper called above the "Budgeted Daily." It is less than half of the Atlantic Coast paper's editorial expense. Analysis is difficult without the actual figures, which most publishers like to keep close to their vests.

Its circulation cost is between 40 and 50 per cent above that of the other papers we have examined. It is divided 8.1 per cent for promotion, 7.15 per cent for distribution. That might indicate plenty of healthy competition. The "Budgeted Daily" allotted 5.4 per cent of expense for promotion and an equal amount for maintenance and distribution.

Our "Budgeted Daily" and the Middle Western paper present some interesting comparisons in mechanical expense also:

	Middle Western	Budgeted Daily
Composition	5.90	14.0
Stereotype	1.39	1.1
Pressroom	2.80	2.8

That, again, is interesting, but hardly illuminative without the actual money figures.

Also of interest is a tabulation which came to hand this week of statistics of the Tokyo Hochi Shimbun, a daily of large circulation, but of small advertising lineage in comparison with the metropolitan papers noted above. The figures, forwarded by Commercial Attache J. F. Abbott, of the Department of Commerce, were presented by the Hochi Shimbun when it opened its new building a short time ago. They follow:

Editorial	8.72 per cent
Advertising	7.22
Circulation	14.98
Office	5.41
Composition and Pressroom	8.92
Paper	53.10
Miscellaneous	1.65
	100.00

Figures which the American publishers have not placed at the analyst's disposal were furnished by Mr. Abbott on division of expenditures, as follows:

Wages	65.6
Stereotyping	4.4
Casting	1.9
Zinc	4.2
Printing	3.9
Ink	17.5
Power	1.1
Miscellaneous	1.4
	100.00

The first table is entirely comprehensible, but the second evidently needs more explanation than is at hand in Mr. Abbott's report. "Stereotyping" can be translated as "steam-table operation"; "zinc" is evidently "stereotype metal," in which there is no zinc. Machine composition is not yet a major factor in Japan. "Printing" can probably be put into American as "press-work." The "ink" item is totally out of line with American budgets and is probably an error, as the second tabulation does not provide for newsprint, which is carried in the first at 53.10 per cent of the total operating expense.

But leaving the second table aside, note that this Japanese daily, one of the leaders in its country, spends six times as much for print paper as it does for the editorial matter with which to cover it. Editorial expenses of the Hochi Shimbun are about one-twelfth of its total cost of operation.

The Atlantic Coast paper spends one-quarter of its outgo on the editorial department; almost as much is put out by the "budgeted daily" referred to above. More than one-seventh of the Inland average budget goes into purely editorial department expense; one-eighth of the Middle Western paper's outgo is in editorial maintenance and production.

In advertising departmental expense, practically all of the systems compared are in agreement. The lowest is 5.49 per cent. The highest is the Japanese 7.22 per cent. It seems to be settled that advertising departments can be maintained efficiently on about one-sixteenth of the total budget.

Circulation departmental expense varies between 10 and 15 per cent roughly, depending upon character of territory and nature of competition.

Paper and Ink, usually paired, as has been shown, varies widely, according to the volume of advertising and the size of circulation. It is one-eighth of the Inland dailies' expense. It is more than half of that for the Japanese daily, which brings its raw materials from overseas at tremendous carrying charges. It is two-fifths and more of the Middle Western paper's outgo. It is three-tenths of the Atlantic Coast paper's budget. That is one budget item that cannot be held down, except slightly, by elimination of waste. The healthy newspaper, like the lusty schoolboy, must have a new suit every year to replace outgrown everyday garments.

But while an increasing newsprint budget is a sign of growth, or should be, that isn't true of administrative expenses. They should form a progressively smaller proportion of the total as the newspaper grows. A great newspaper puts its waxing force into the departments that will keep on growing, rewarding the executives whose direction has insured and will insure success, but not overloading its payroll with an "army of generals." Salaries to directing general, not departmental, executives, it was pointed out above, form only two per cent of the Atlantic Coast daily's budget. They will run considerably higher on publications of smaller dimensions, but will not increase proportionately as these dimensions are enlarged, but will rather decrease, granted that the compensation was equitable at the start.

All of this is vital. It is news for EDITOR & PUBLISHER readers. This comparison could not have been made ten years ago, probably not five years ago, but it will appear painfully inadequate ten years hence when the majority of publishers learn what has been accomplished by the progressive handful whose co-operation made it possible for EDITOR & PUBLISHER to present these data. Hard economic pressure is making publishers look on their newspapers as business enterprises and not as mechanical playthings that get themselves run somehow, with the help of Providence.

The day when a hatful of type and a mule-driven press enabled a man to call himself "Ye Editor" are gone forever. Gone are the days of the politician or pawnbroking banker as publisher. With the facts about his business before him, with standard cost-accounting methods established permitting comparison of results among publishers, the newspaper owner won't have to hock his property when he needs a few thousand dollars for improvements, he won't have to grovel before 100,000-line-contract advertisers, won't use his newspaper as a key to political offices, or secure political advertising, and he won't be afraid to share business facts with his neighbors in the town. He'll be able to face such changes in the business weather with disaster. He can put out a better newspaper than his city ever thought possible by hiring qualified editorial men and paying enough to hold them. And he can make money for himself, so that Europe, Florida, California, and South America will become more than names on the map for him and his family.

Or, he can go on as many of his friends are now going and watch his competitors knock him into a cocked hat before March 24, 1930.

Baltimore Times Plant Brings $32,

The final chapter in the Baltimore Times was written when the entire plant equipment was sold at auction for $3[illegible] to J. A. Herman, head of the Danville (Va.) Publishing Company. The equipment included a printing press, linotype machines, desks, typewriters and photographers' supplies. It is said that the plant originally cost $115,000.

Bridgeport Times Building Sold

The building of the Times Publishing Company, issuing daily the Bridgeport (Conn.) Times, formerly the Evening Farmer, the oldest paper in Bridgeport, has been sold for $125,000 to a real estate firm. The paper must move in six months after which the plant will be remodeled for offices and stores.

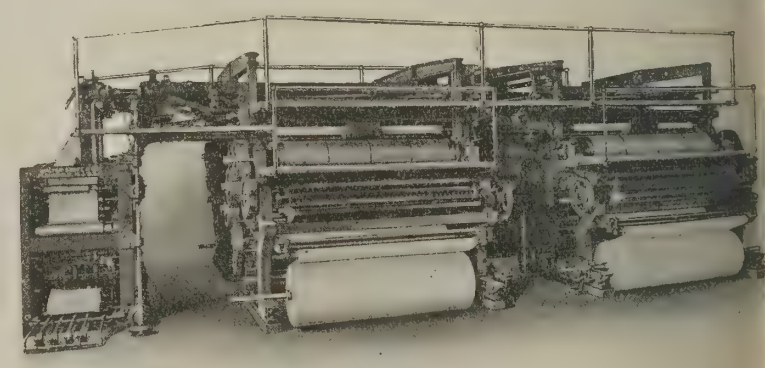
in **MILWAUKEE**

Let your advertising *grow* with Milwaukee's fastest growing daily—

WISCONSIN NEWS

REPRESENTATIVES—
G. LOGAN PAYNE CO., Chicago, Detroit, St. Louis, Los Angeles.
PAYNE, BURNS & SMITH, New York, Boston.

The SCOTT MULTI-UNIT DOUBLE-QUADRUPLE **Press**



The Providence (R. I.) Journal

JOHN R. RATHOM, Editor and Manager

has used this type of press for many years and every day it turns out its full quota of newspapers and has never missed an edition.

BUY A SCOTT AND HAVE THE BEST

WALTER SCOTT & CO.

PLAINFIELD, NEW JERSEY, U. S. A.

CHICAGO
Monadnock Block

NEW YORK
1457 Broadway, at 42d Street

PENNSYLVANIA

Pennsylvania ranking 32d in area is second in population with 8,720,017 people.

Pennsylvania leads all states in mine[illegible]l and industrial production. Latest reports show anthracite coal output at 86,200,000 tons; bituminous output at 145,300,000 tons, worth together, about $900,000,000.

Pennsylvania has more than 20,000 industrial establishments, employing 1,523,000 workers, paying $1,864,000,000 in wages, $312,000,000 in salaries, using $5,075,000,000 of capital and producing over $8,500,000,000 of manufactured products.

Added to these enormous figures in Pennsylvania's wealth, is an investment of more than $2,250,000,000 represented in her farms, producing more than $500,000,000 in crops. All this may seem exaggerated, but nevertheless it is true.

Prosperity is permanently planted in Pennsylvania.

Consider this tremendous purchasing power. Pennsylvania is a profitable advertising center for National Advertisers.

THESE LISTED DAILIES WILL GIVE YOU LEADERSHIP

	Circulation	2,500 lines	10,000 lines
***Allentown Call ..... (M)	28,009	.09	.09
***Allentown Call ..... (S)	15,118	.09	.09
†Bloomsburg Press ..... (M)	6,507	.029	.029
***Chester Times & Republican. (M&E)	14,331	.065	.05
†Coatesville Record ..... (E)	5,369	.0214	.0214
†Connellsville Courier ..... (E)	6,103	.0179	.0179
***Easton Express ..... (E)	17,241	.05	.05
*Easton Free Press ..... (E)	12,147	.05	.05
***Erie Times ..... (E)	27,648	.08	.08
***Harrisburg Telegraph..... (E)	39,478	.095	.095
†Johnstown Ledger ..... (M)	12,096	.05	.05
***Oil City Derrick ..... (M)	6,686	.04	.035
Pottsville Republican and Morning Paper ..... (E&M)	14,500	.07	.06
Scranton Republican ..... (M)	32,180	.12	.10
†Scranton Times ..... (E)	37,148	.12	.10
***Sharon Herald ..... (E)	5,002	.021	.021
†Sunbury Daily Item ..... (E)	4,109	.021	.018
***Warren Times-Mirror ..... (E&M)	8,056	.036	.036
***Washington Observer and Reporter ..... (M&E)	15,553	.06	.05
†West Chester Local News..... (E)	10,768	.03	.03
**Wilkes-Barre Times-Leader .... (E)	22,061	.08	.05
†York Dispatch ..... (E)	16,726	.045	.045
†York Gazette and Daily..... (M)	16,452	.045	.045

*A. B. C. Publishers' Statement, April 1, 1922.
***A. B. C. Publishers' Statement, October 1, 1922.
†Government Statement, October 1, 1922.
**A. B. C. Statement, 3 mos. to Sept. 30, 1922.

Jane Hill Will Help You Get Corset Copy This Spring, Now

Fashion says "Corsets"—which means more corset advertising this spring.

To encourage correct corsetry is your part of the job—let the shops attend to selling their particular brands.

In this creational work Jane Hill's series of eight articles on correct corsetry will do their part. These articles mention no brand or kind of corset, but devote all their attention to helping women to a better knowledge of corsetry principles.

Jane Hill writes from her long experience in helping women dress more attractively. What she says will interest any woman who wants to look well.

The only drawback is that there is only one series of articles—so it is "first come, first served".

The articles will, of course, be sent on approval. The only cost is to agree to solicit your local corset shops energetically. That's fair enough, isn't it?

Irvin F. Paschall, Inc.
McCORMICK BUILDING
Chicago

BRILLIANT DANCE GIVEN BY AD WOMEN

Affair at Pennsylvania Hotel Attended by 650 Guests—Two Orchestras Play—Many Souvenirs—Program Is Broadcasted

The New York League of Advertising Women added to its laurels again on March 20, when its eleventh annual ball, the most brilliant in its history, was given at the Pennsylvania Hotel. Termed as "The Awakening of Spring," the decorations carried out that idea with a profusion of spring flowers. An elaborate dinner was served and at each place was an exquisite booklet, containing a brief history of the League, and a roster of the members, also the program for the evening's entertainment. Each guest received a bag filled with souvenirs, including face powder, sachet, cigarettes and many other things, all gifts from national advertisers. In addition, a silver basket, a beaded bag, a ribbon corsage, a string of pearls, a gentleman's wallet, a sterling silver razor set and a tourist kit were given as prizes, and drawn for by the guests.

Following the dinner, a program was given, which was greatly enjoyed. Ruth Blackman Rodgers, well-known concert singer, gave a group of songs, followed by Eugenia Jones, "The California Nightingale," who whistled a number of selections. Kenneth Clark led the guests in community songs. At exactly midnight, Miss Adrienne Lachamp gave an exquisite dance, "The Spirit of Spring," which was most appropriate, as the first day of spring was being heralded in.

Two orchestras furnished music and dancing was enjoyed until two o'clock. Vincent Lopez, conductor of the Pennsylvania Hotel Orchestra, gave some special numbers which were broadcasted from WJZ station at Newark, N. J., with the statement that the orchestra was furnishing the music for the annual ball of the New York League of Advertising Women.

Six hundred and fifty guests were present, and the advertising and publishing profession were widely represented. Among those taking tables were B. T. Butterworth and Hugh O'Donnell, of the New York Times; William H. Rankin, W. L. Mullally, Charles Denhard, John B. Woodward, James Wright Brown, Powers Reproduction Corporation, Morse International Agency, Allied Newspapers, and the Sun-Herald Company.

PULP WOOD CONSUMPTION UP

Figures Indicate 1922 Increase Over 1921 Will Reach 17 Per Cent

The total quantity of wood pulp consumed by 172 mills in 1922 was 3,726,963 cords, as compared with 3,196,846 cords for the same mills in 1921, according to preliminary statistics compiled by the Census Bureau and the Department of Agriculture. The plants consumed nearly 70 per cent of the total of pulp used in 1921 and 72 per cent of the total used in 1922.

The mills, situated in 21 states, include two-thirds of the active mills in the country. The returns thus far compiled indicate that the total figures for 1922 consumption of pulp wood will exceed that of 1921 by 17 per cent, or a total consumption of approximately 5,300,000 cords.

Lancaster Job Business Renamed

The book and job department of the New Era Printing Company, Lancaster, Pa., became known as the Lancaster Press, Inc. The change in name was thought advisable to prevent confusion in the public mind following the separation of the Lancaster New Era newspaper and this department of the New Era Printing Company. The Lancaster Press, Inc., is owned by the stockholders of the company and will continue to be operated under the direction of the same executives: J. R. Gilbert, president; J. Nungesser, vice-president and gen manager; S. C. Slaymaker, treasu R. P. Rohrer, secretary. J. M. N gesser and Oliver J. Smith have di supervision.

NO MICHIGAN JOURNALISM BL

Press Divided, Legislature Unlikely Vote Appropriation

It seems certain that the Michi legislature will not provide an appro tion this year for the construction journalism building at the Universit Michigan. The newspapers themse are divided on the question, and n of them editorially have stated that do not believe the appropriation sh be requested at this time, when so m other buildings are required at the versity.

The action of E. J. Ottaway, presi of the Michigan Press Club, and J L. Brumm, director of the departmen journalism at the university, in app ing before the legislative committee behalf of the club and urging the ap priation, has elicited statements that club was not on record in favor of building program.

Members of the club say at the an meeting at Ann Arbor of the Press last Fall the recommendation of the c mittee urging action was not ado Ralph H. Booth, of Detroit, opposed recommendation which was made committee of which his brother, Edm W. Booth, of Grand Rapids, was ch man. Ralph Booth contended that club should adopt no action which w not leave the newspapers free to their own course in such a matter.

Thomas Plans Stamford (Tex.) D

R. C. Thomas will begin publicatio a daily newspaper in Stamford, T within six weeks, he declares. The p will be issued six week-day after with a Sunday morning issue. Full le wire service of the Associated Press be carried, he says. Prior to goin Stamford and establishing a job prin office some time ago, Mr. Thomas connected with the Sweetwater (T Daily Reporter, and before that had connected with various weekly and newspapers in Oklahoma.

Muriel Cigars to Advertise

Muriel Cigars, on the market for years without advertising, have d oped steadily increasing sales, du sheer merit, but they have now rea that if they could do so well without vertising, they might do twice as we they did advertise. They will use n papers extensively throughout the c try. The Blackman Company, York, is placing the account.

Richardson Leaves Life

George B. Richardson, famil known as Gee. Bee. Are., advert manager of Life, has resigned aft service of fifteen years, because of longed family illness. He has been ceeded by B. F. Provandie, We manager, for the last fourteen years.

Shown N. Y. Sun-Herald Plan

The New York Herald and Sun fices were open to a number of ge and district passenger agents of t line railroads March 20. They shown through every department these newspapers.

Where Freckles Bring Wealth

The St. Paul Daily News offer give $100 in prizes to the girl or under 15 years of age having the freckles—$50 to the freckledest girl $50 to the freckledest boy.

London Printers' Union Prospero

The London Society of Composi which this year celebrates its 75th of continuous existence, reported rec that its funds totalled approxim £100,000 on January 1, 1923.

NEWS OF ASSOCIATIONS AND CLUBS

W officers of the Denver Press Club re Edward C. Day, city editor of Denver Times, president; Raymond irds, Post, vice-president; Warren yer, Denver Tourist Bureau, sec- and house manager; C. MacAllis- illcox, treasurer.

Northeast Missouri Publishers' and rs' Association are meeting at n, Mo., March 24, for their regular am. The association is expected to the Greater Missouri movement am which the state association is to at a meeting in Jefferson City, 6 and 7.

mbers of the staff of the Watertown .) Daily Times have organized the Social Club, with David F. Lane, d court reporter as president, and e C. Lee, secretary and treasurer. linners of the new club have already neld, the first being a farewell for S. Ellison, who left the Times to e staff of the Paper Trade Journal.

rspapermen of Ogdensburg, N. ve organized a press club with officers: President, Colbert R. Ben- vice-president, Frank P. Devinne; ry, Clarence Houseman; treasurer, nce McCarthy; executive commit- harles Cantwell, Joseph Richards, Fontaine and Charles H. Clark.

spapers of Skamania, Clarke and lat counties in Southern Washing- hich recently formed a separate f the Washington Editorial Asso- , have elected these officers: W. Hopp, Camas Post, chair- nd Jerry D. Riordan, Vancouver .) Sun, secretary.

he contest among the state vice- nts of the National Editorial As- n in the work of drumming up embers, William J. Smith, vice- nt for Illinois, now stands first, ,700 points. Erwin Funk, of Ar- is second, and O. W. Little, of third, with 3,400 and 3,000 points, ively. The three prizes contended 25, $15 and $10) were offered by nt J. C. Brimblecom. This is the point allowances: For every $100 ing membership, 10,000; $50 sus- membership, 5,000; $25 sustain- 00; state affiliation, 2,500; every order, 400; every new member, he contest will close March 31.

annual meeting of the British Col- Institute of Journalists resulted in lowing election of officers: Presi- A. Sutherland, Vancouver Prov- ice-president, E. B. Mahon, Van- World; secretary, W. A. Munday, er of Commerce Record; treas- I. E. Kidd, Vancouver World; e committee, Alex Shaw, Van- Province; Vic E. Andrew, New nster British Columbian; Miss cGaw, Vancouver World; Lukin , Vancouver Province; Miss Davenport, Vancouver Sun; Young, Vancouver World; Noel n, Vancouver World; R. M. Es- ific Coast Lumberman, and James ld, Vancouver Province.

ions of newspaper ethics and how ve generally the standard of the were generally discussed at a of the Michigan Press Associa- d Friday afternoon and evening, Park-American Hotel. The ses- s called by James B. Haskins, retary. The officers of the or- n are: President, Lew W. Fei- shville News; vice-president, D. ell, Crowell Jeffersonian; secre- surer, Sim R. Wilson, Saline ; executive committee, the offi- Fred D. Keister, Ionia County . L. Marshall, Ingham County Herbert A. Wood, Bangor Ad-

anhandle Press Association will nnual convention in Amarillo on and 21. An invitation has also nded to the Texas Press Asso- o hold its 1924 convention in

The Texas Press Association has selected Galveston for its annual meeting in June. The program committee includes Sam Fore, Jr., Floresville; C. W. Warwick, Canyon; Mrs. Hugh Nugent Fitzgerald, Wichita Falls; Carles C. Cantrell, Greenville, and W. M. Hamilton, Palestine.

ADVERTISING

ADVERTISING men composing the St. Paul Town Criers' Club have completed their second municipal advertising campaign on behalf of "Child Health Day." President Douglas K. Baldwin directed the work. The first project executed by the club since the adoption of the Criers' St. Paul Advertising program was preparation of the publicity for the school bond campaign.

The Advertising Association of Houston is staging a new member drive this month. This is the first step in their campaign to secure the 1924 convention of the Associated Advertising Clubs.

Plans are being completed for the first exhibit of business paper advertising ever held in Chicago, scheduled for March 28, 29 and 30. It will be held in the Camexo Room of the Morrison Hotel, under the joint auspices of the Advertising Council of the Chicago Association of Commerce and the Chicago Business Papers.

The Girls' Junior Advertising Club of Tacoma, Wash., has elected officers as follows: President, Mrs. Gladys H. Dickey; vice-president, Mrs. Avis Dorr; secretary, Miss Elinda Olson; treasurer, Miss Cecilia Roscoe.

PLAYING WITH RATES AGAIN

One Minnesota Legislator Would Quit Printing "Legals" in Newspapers

Some members of the Minnesota legislature seem bent upon putting newspapers out of business. One bill has been introduced cutting the present rate of legal notices from 90 cents for first and 45 cents for subsequent publications to 75 and 35 cents. Another bill fixes the rates at 50 and 25 cents. It is proposed also to reduce the number of insertions of financial statements from three to two and one bill goes so far as to authorize only one publication.

Finally, one statesman proposes that newspaper publication be dispensed with entirely and the statements published in pamphlet form. One of these bills would base compensation for legal publications entirely upon each 1,000 of circulation.

CIRCULATION DEMANDED

Montana Governor Vetoes Bill to Give Lowest Bidder State Copy

Asserting that circulation of a newspaper is the basis upon which the price of advertising is to be computed, Gov. Joseph M. Dixon, of Montana, has vetoed an act by the recent State Assembly, which provided that publication of the quarterly report of the State Treasurer should go to the newspaper making the lowest bid.

The governor expressed himself in favor of such a measure, providing circulation were considered. He pointed out, however, that the bill before him did not take circulation into consideration, and was contrary to good business and opposed to the public policy involved, that of giving the report the greatest possible publicity. Publication of the treasurer's report is required by the constitution.

Deluge in Mayfield

The office and composing room of the Mayfield (Ky.) Daily Messenger were flooded March 18 when a storm struck the entire county. About $250 damage was done to the machinery and many thousands of envelopes were drenched by the water.

IOWA

Area exceeds New Jersey, Connecticut, Rhode Island, Vermont, New Hampshire, Delaware and Maryland combined.

Iowa has 219,439 farms, valued at over $8,000,000,000.

That is seven times the value of the farms in the six new England States, and twice the value of the famous orchards and farms of the three Pacific States.

The average value of lands and buildings exceeds $227 per acre.

Iowa has the largest ratio of automobiles per capita of all States, the farmer owned prevailing.

Iowa leads all States in literacy. Only 1.1 per cent are illiterate. The State has a large percentage of native-born whites —89.8.

A State offering such a great potential market should be the first choice of every National Advertiser.

USE THESE DAILY NEWSPAPERS

	Circulation	Rate for 5,000 lines
**Burlington Hawk-Eye ..... (M)	10,387	.04
**Burlington Hawk-Eye ..... (S)	13,163	.04
†Cedar Rapids Gazette ..... (E)	21,131	.06
**Council Bluffs Nonpareil ..... (E&S)	15,521	.05
**Davenport Democrat & Leader .... (E)	14,361	.06
**Davenport Democrat & Leader .... (S)	17,401	.06
†Davenport Times ..... (E)	23,896	.07
**Des Moines Capital ..... (E)	60,696	.14
**Des Moines Sunday Capital ..... (S)	28,858	.14
*Iowa City Press-Citizen ..... (E)	6,320	.035
†Mason City Globe Gazette ..... (E)	11,096	.035
**Muscatine Journal ..... (E)	7,863	.035
*Ottumwa Courier ..... (E)	13,186	.05
**Waterloo Evening Courier ..... (E)	15,080	.05

*A. B. C. Statement, April 1, 1922.

**A. B. C. Statement, October 1, 1922.

†Government Statement, October 1, 1922.

EDITORIAL



KNOWLEDGE IS PROFIT

WHY should newspaper publishers and fair profits be such strangers to each other that the ordinary newspaper owner greets with a doubting smile a true story that one of his brethren in a large city had tripled the profits of his newspaper in one year without any abnormal increases in circulation or advertising revenue?

Why are newspapers the country over engaged in battles with department store advertisers whenever they decide that they must charge the advertiser more for the space that he uses daily?

Why do press agents who don't dare to approach magazines with their shoddy stuff consider the newspapers fair prey, even going so far as to offer as vendible features the same kind of copy that other publications accept only as advertising at regular rates?

The same answer goes for all three questions.

Newspaper publishers are only beginning to learn that they are conducting commercial enterprises, not subsidized charitable institutions, and that their profits should be regulated by their own efforts and abilities and not by the funds or favor of individuals or groups in their communities, or elsewhere.

Here and there throughout the United States newspaper publishers, who are business men as well, are looking past the old rules and actually learning how the money that their diligence and character brings to their enterprises is spent and how it may be spent more efficaciously. That they are finding it well worth while is indicated by the number of weak and mismanaged newspapers which have been eliminated since the United States went into the World War.

These newspapers were not serious competitors in most instances, but they made it impossible for a newspaper only little better managed than themselves to eke out more than a living. They kept the newspaper wage low.

They couldn't stand against another publisher who knew how much he was spending on his editorial staff, for wire service and for features, how much his advertising staff was drawing in salaries, commissions and office maintenance, whether it paid him better to add two pages to take care of a late advertisement, or to refuse the copy. This man knew how much it cost him to put a copy of his paper on the subscriber's doorstep, how much it cost to set a ten by two advertisement, and gradually he strengthened the weak places and eliminated the unnecessary expenses.

In a sentence, he had learned the things about his business that the merchant has long known who makes every square inch of its floor space pay a certain profit, or changes the goods or the manager who occupies the unprofitable inches.

That lesson has been driven home by hard pressure in the last five years, but it seems to be only half the real lesson. The benefits are individual. In these days of newspaper organization ideas of one soon become known to all, which is easy enough in departmental affairs, where the language spoken by executives is more or less common. In general management of newspapers, there is no common language, no definitions that apply to all branches of this publishers' problems, and the regional associations which have been working on it have made relatively little progress toward establishing these common cost definitions or simple standards of accounting.

It is important, because it is all-inclusive. Therefore, it is highly difficult of approach or solution. The ideas that a number of newspaper executives have evolved are set forth in this issue, but they are admittedly only a scratch on the surface of the bigger question of educating newspaper owners to the need of understanding their business and of placing it on a footing where it can turn a broad shoulder toward parasite press agents, rate-cutting agents, note-shaving bankers, and strong well-managed chain newspapers.

The newspaper business, thank Heaven, is still one of the most individualistic in the country, but it can act nevertheless co-operatively in many ways and in none of much greater importance than in inculcating throughout its ranks principles of good business management.

AN AMERICAN'S CREED

Compiled by Charles W. Miller,
Vicksburg (Miss.) Herald

BEHOLD, I am against the prophets, saith the Lord, that use their tongues, and say He saith. Behold, I am against them that phophesy false dreams, saith the Lord, and do tell them, and cause My people to err by their lies, and by their lightness; yet I sent them not, nor commanded them: therefore they shall not profit these people at all, saith the Lord.—(Jer. xxiii: 31, 32.) *Do ye look on things after the outward appearance? If any man trust to himself that he is Christ's, let him of himself think this again, that, as he is Christ's, even so are we Christ's. For we stretch not ourselves beyond our measure, as though we reached not unto you: for we are come as far as to you also in preaching the gospel of Christ. But he that glorieth, let him glory in the Lord. For not he that commendeth himself is approved, but whom the Lord commendeth.—(II. Cor.* 7, 14, 17, 18.)

A JOB FOR EDITORS

TO date the drive against the press agent has not made great progress in the daily newspaper, particularly because the men responsible for the editorial content have not taken any action in the matter.

Within the last few weeks the Inland Daily Press Association and the Georgia Press Association, among others, have followed the example of the American Newspaper Publishers' Association in passing more stringent rules for curbing the evil. It is doubtful, however, if much good will come from their action. They are the business office men; the editorial people are the only ones who can control this growing problem.

Likewise, it is the editorial department that is suffering today because of a growth of this evil. The news bunk of the press agent has sapped the editorial department of American journalism as a whole of its initiative and has robbed it of its just compensation by giving the individual two masters—the newspapers, and the outside agencies they have chosen to serve in the field of publicity. There is no question that the press agent has seriously injured the business interest of the newspaper by getting for nothing the advertising that should have been paid for and decreased the revenue and newspaper's ability to pay for the thing that it needs.

Resolutions by business office organizations will unquestionably have a good effect, but they will be worthless unless they are followed by determined editorial action to kill the thing that is fast robbing journalism of every right it ever had to qualify for honors for militant public services.

It is true that until the present the editorial department has had no organization that could speak out boldly for it. That obstacle has been overcome within the last two years by the organization of the American Society of Newspaper Editors. The first big duty of that organization will be to clean the ranks of journalism, so far as it is in their power, of the parasites who hang on its outer edges and earn their livelihood by rendering publicity service to individuals and organizations whose motives are selfish and greedy. The press agent should have a place of first importance on the agenda of the first convention of this new society to be held in Washington in April.

The cure of the press agent evil is the first step towards cleansing newspaper columns of propaganda and is entirely in the hands of honest editorial men. Editor & Publisher expects the American Society of Newspaper Editors to assume leadership in bringing it about.

DOES RADIO BUILD GOODWILL?

THERE is probably no topic of wider inte newspaper men than radio, both from a point of good will as a business investme its commercial possibilities for news transm

This week at a radio conference held in W ton by Secretary Hoover, wave lengths were c to prevent confusion as a result of the nu broadcasting stations that have been esta within the last year principally by newspapers.

To some persons, probably old-fashioned look upon the newspaper as an agency for t semination of authentic information, it woul that in the present movement, journalism, inst fulfilling its true mission, is entering into the ment business on a gigantic scale.

It developed at the Washington conferen one newspaper is spending $85,000 annually o broadcasting. Another is giving a nightly sho includes everything known to modern vaudev

The fact that radio broadcasting has been largely an amusement enterprise is clearly in by the action of the American Society of Com and Authors in serving notice at Secretary H conference that it would put newspaper broad upon the same basis as motion picture theat others who used its copyrighted products. announced that $200 annually had been th decided upon for the use of these products t radio broadcasting stations, and $5,000 annu the larger.

Editor & Publisher believes that radio i to play an increasingly important part in the of the modern newspaper. Likewise, it believ will to be the greatest asset and the only tru of a newspaper's worth. Newspaper goo however, is not built on side-shows put f competition with legitimate amusements, but honestly and helpfulness in their own column

It is almost one year since Editor & Pu held an experimental demonstration for ne publishers at the Waldorf-Astoria Hotel. great deal of progress has been made since th radio has not built any tangible reader goo with one newspaper exception, it has bro adequate advertising revenue.

The radio mania has now reached the poin newspaper publishers should take stock and whether they want to embark in the amuseme ness on a scale never before attempted, or they wish to spend their money in putting i columns the kind of material that will creat interest and build good will.

HENRY E. KREHBIEL

MANY high tributes were paid one of A great journalists after he died this w of them all we rather liked that of H in the New York World the best:

"A great newspaper man was Henry E. H To the last, his was the great curiosity; he a new job every day. For the eight years on the same staff with him, he never, so fa know, had a desk of his own. So he used in and write on ours, or the adjacent one. to come in from a recital or a concert and story as though his job and reputation entirely on the honesty and excellence of tha ment. He had a fervid anxiety about his w in a beginner and rarer in a veteran. H come in with 'I just heard the worst singer t tried to get a New York notice,' or 'I nev anybody play so magically as he did.' He most unbored newspaper man we ever knew.

"Yesterday morning a woman report 'Think of Krehbiel doing the same job fo years! I get tired of mine in forty-three Krehbiel didn't do the same job forty-thre He had a new job every day. And that High Success and Greatness."

Krehbiel of the Tribune did not need bring him honor. He had honor and the r work well done while he lived, but better th he kept youth—the master of enthusia idealism, tempered with desire—through years that he helped lay the foundation musician's better tomorrow. He was a j

PERSONALS

.. BAKER, president of the Cleve-
nd Plain Dealer Publishing Com-
y made a hurried trip home from
r Fla., where he and Mrs. Baker
s nding the winter, last week to at-
ne funeral of F. H. Goff, former
i nt of the Cleveland Trust Com-
y nd founder of the Cleveland Foun-
o Mr. Goff was a director in the
n Dealer.

loyd Bixler, general manager of
les (Ohio) Evening Register, ar-
n New York March 16, returning
trip to Bermuda.

ert L. Bridgman, business mana-
o the Brooklyn Standard Union, is
y that paper his "Westward Ho!
y Leaves from a Freight Clerk's
ook," based on his experiences as
nger on the steamer "Haleakala,"
its maiden voyage from Phila-
to Honolulu.

n F. Gay, president of the New
vening Post, and formerly dean
Harvard Business School, deliv-
lecture on newspaper work as a
on before Harvard undergradu-
rch 19.

lin A. Merriam, publisher of the
Vernon (N. Y.) Argus, returned
ays ago from a stay at Daytona
Petersburg, Fla.

Palmer, of Palmer, DeWitt &
and Robert H. Davis, editor of
s Magazine, are spending a short
at Hot Springs, Va.

dwin Turner, newspaper special-
now in charge of the Reading
erald-Telegram, published by the
the late William McCormick.

nd Mrs. John C. Shaffer, of the
Evening Post, are in Los An-
r a two months' stay. They
ned there by their son, Carroll,
remain two weeks.

nd W. Booth, editor and manager
rand Rapids Press, who is re-
from a recent illness, will leave
pe with Mrs. Booth and their
April 25.

D. Buckley, of New York, has
his duties as publisher of the
ublishing & Printing Company,
g the Chicago Herald and Ex-
He succeeds George Wheeler
resigned, who announces he will
l of his time to writing. Until
Mr. Buckley was president of
ell Publishing Company. John
remains with the company as
dent.

O'Hara, general manager of the
(N. Y.) Herald, is on a busi-
to Chicago.

F. Martin, owner of the Union
J.) Hudson Dispatch and Secre-
tate for New Jersey, has won
aign for consolidation of the
West New York, North Ber-
hawken, Guttenberg and Union
er a bill which became law this

errick, of Olean, N. Y., writer
pics and former editor of the
N. Y.) Breeze, is on a trip
ompanied by his daughter Vir-
Ir. Herrick was recently be-
the death of his wife, a daugh-
fayette Young, publisher of the
ies Capital.

elson, at one time manager of
ria Times and more recently
of the Vancouver World, vis-
ria recently, gathering material
es of articles which he is writ-
facLean's Magazine.

romie, publisher of the Van-
n, and Mrs. Cromie, have re-
m a two months' tour of the
Islands and Southern Cali-

HE EDITORIAL ROOMS

S. BAKER, legislative cor-
dent of the Philadelphia North
on April 1 will become editor of the Stroudsburg (Pa.) Record. Mr. Baker first went to Harrisburg as correspondent for the Tri-State News Bureau of Pittsburgh in 1913. Since 1918 he has represented the North American. He will be succeeded by Edward J. Hunter of the North American staff.

Al Warden, sports editor of the Ogden (Utah) Standard-Examiner, has been appointed secretary of the Utah state baseball league.

Oliver G. Gregory, former newspaper man of Ogden, Utah, and Boise, has left the west for Lowell, Mass.

Parke Brown, political writer for the Chicago Tribune, has returned to work after an illness for several weeks. Harvey Woodruff, editor of "In the Wake of the News Column," of the same paper, is recovering from an attack of the flu.

John Imrie, publisher of the Edmonton (Alta.) Bulletin, has been visiting the Pacific Coast, spending several days in Victoria and Vancouver.

Peter Salloway has joined the editorial staff of the Victoria Times.

Eric Lloyd Young is a new reporter on the staff of the Victoria Colonist.

Silas B. Ragsdale, news editor of the Galveston Daily News, and Miss Sadie Jones, will be married in Galveston early in April.

Thomas L. Haskell, known as "Captain" along the Portland (Me.) waterfront beat, will celebrate his 66th year as a reporter April 1. He was 80 years old Christmas Day and started newspaper work on the old Daily Eastern Argus in 1857. He joined the Herald when the latter took over the Argus and continued with the Press-Herald, the present scion of the old Argus lineage. He received 60 cents a week when he was first a reporter, but sometimes the cashier took sick on payday and the editor's cast-off clothes paid his debt to the young reporter.

George Jeffreys Adam, of the New York Herald foreign staff, was seriously injured March 19 in an automobile accident near Cologne, Germany. He suffered severe scalp wounds and several bruises and was removed to a hospital.

Mr. and Mrs. Ican Denton, both of the Vancouver (B. C.) Sun staff, have gone to California.

Clifford Baker, city editor of the Montreal Herald, will shortly join the staff of the Montreal Star as assistant city editor.

Bernard McEvoy, writer for the Vancouver Province, was tendered a reception by the B. C. Institute of Journalists on his 70th birthday.

Vic E. Andrew, legislative reporter for the New Westminster (B. C.) British Columbian, and secretary of the Press Gallery of the B. C. Legislature at Victoria, has resumed his duties on the sport desk in place of C. D. Taylor.

Victor Harbord-Harbord, formerly on the Vancouver (B. C.) World, who switched over to free lance work some months ago, is again with the New Westminster Bureau of the World.

Amy Leslie, dramatic critic of the Chicago Daily News for the last thirty years, has recovered from her recent illness and will soon go to California for an indefinite leave of absence. A group of her friends, including some of the players now in Chicago, gave a farewell dinner Tuesday evening. Margaret Mann Crolius, "Mollie Morris," who has been Miss Leslie's assistant for ten years, will fill her place.

William M. Schuffman, formerly of the New York Daily News, has joined the Chester (Pa.) Times.

Claude W. Kewley, formerly of the Hamilton (Ont.) Spectator, and who recently was with the Oshawa (Ont.) Reformer, is now sports editor of the Brantford Expositor. He succeeds J. A. M. Cook, now city editor of the Stratford Herald.

J. Cuthbert Rowan, formerly of Windsor (Ont.) Telegram, is now covering the municipal beat for the Brantford Expositor.

FOLKS WORTH KNOWING

JAMES A. STUART, whose appointment as managing editor of the Indianapolis Star was announced in EDITOR & PUBLISHER of March 10, has taken over the desk of the late Ernest Bross, for twenty years managing editor of that paper. Advancement came to Mr. Stuart in line with the policy of the Shaffer publications to advance into principal positions men who have proved their ability in the organization.



JAMES A. STUART

Mr. Stuart, a Hoosier by birth, has been continuously with the Shaffer papers since his graduation from Indiana University in 1901, starting with the Muncie (Ind.) Star, then going to the Indianapolis Star, where he filled practically every position in the news department, including state, Sunday, city and assistant managing editor. From the latter position he was sent to Denver, where he was editorial director of the Rocky Mountain News and Denver Times.

William T. Shoemaker, of the Chester (Pa.) Times and Chester correspondent of the Philadelphia Evening Ledger, has relinquished newspaper work on account of illness.

F. D. Reville, former owner of the Brantford (Ont.) Courier, is now city editor of the Brantford Expositor, with which is incorporated the Courier.

Ilse Forster, who in private life is the wife of Paul T. Gilbert, feature writer for the Chicago Evening Post, has returned from an extended concert tour of the Middle Western States. Miss Foster renders a program of children's songs.

Harvey Duell, who has been associated with the Chicago Tribune for a number of years, has recently returned to the paper as day city editor.

E. B. Wines is a new member of the copy desk of the Chicago Journal of Commerce. John A. Mirt, formerly financial writer in Cleveland and Toledo, has been added to the financial staff of the Journal and W. S. Jenkins has been appointed Chicago stock reporter.

Llewellyn Jones, literary critic for the Chicago Evening Post, has returned from an extended trip in the East.

Miss Georgiana Ingersoll, of the St. Paul Daily News editorial staff, who is now in Austria, is furnishing her paper with an illustrated account of her adventures and observations.

Alfred A. Ball, who went to work on the New York Tribune in 1885 and has been there practically ever since, is spending his vacation on the Pacific Coast.

C. C. Berg, formerly city editor of the Livingston (Mont.) Enterprise, has joined the news staff of the Great Falls Tribune.

Donald Stetson has left the service of the Minneapolis Daily News for the rewrite desk of the St. Paul Daily News.

Mrs. Betty Dishon, society editor for the Helena (Mont.) Record-Herald, has returned from South Dakota and Minneapolis where she spent several weeks on business.

George Milton, Jr., managing editor of the Chattanooga News, is in New York.

Miss Myrtle Patterson, who has been handling the Vancouver (B. C.) Sun Bureau in New Westminster for the past year, has been transferred to her home city.

Mr. and Mrs. Russell Walker, the former on the staff of the Vancouver (B. C.) Province, have returned from a belated honeymoon tour spent in California.

Will Aiken, who has been secretary to a succession of Montana governors for 17 years, has returned to newspaper work with the Billings Gazette, whose editor, P. B. Snelson, introduced him to the city with a column and a half of reminiscences of the newspaper days before Aiken entered the governor's mansion.

Will T. Kirk, former Salem correspondent for the Portland (Ore.) Journal, who was appointed four years ago to a place on the state industrial accident commission, has resigned to assume management of the Industrial Hospital Association of Portland and Astoria.

A. M. Dalrymple, former editor of the Salem-Oregon Messenger, has been put in charge of the commissary department at the Oregon state prison.

William B. Smith has resigned as city

(*Continued on page* 30)

VISITORS TO NEW YORK

John Cowles—Des Moines Register and Tribune.

William F. Metten — Wilmington (Del.) Every Evening.

George F. Milton—Chattanooga News.

Parker R. Anderson — Alexandria (Va.) Gazette.

C. Godwin Turner—Reading (Pa.) Herald-Telegram.

Frederic J. Haskin answers more questions than any other person in the world. Here is one he would like to answer for you. "Will you give me full information about the Haskin Service?"

Address Frederic J. Haskin, Washington, D. C.

PERSONAL

(*Continued from page 29*)

editor of the Richmond (Va.) Evening Dispatch to become general manager of Danville's new afternoon paper, soon to be launched. He is now in the North buying equipment for the paper. Zach. E. Woodall, news editor of the Evening Dispatch, succeeds him on the city desk.

Joe Baker, formerly of the Washington staff of the New York Daily News Record, has left active newspaper work to engage in publicity.

W. C. Jarnagin has resigned as managing editor of the Des Moines Capital, effective April 14. Mr. Jarnagin has been with the Capital for 18 years. His successor has not yet been chosen.

William Porter, court house reporter on the Bellingham (Wash.) Herald, has resigned and returned to Indiana.

Bob Jenkins, until lately with the Vancouver (B. C.) Sun, has joined the Bellingham (Wash.) Herald. His father, D. C. Jenkins, is Sunday editor of the Sun.

Carl E. Sours, for nine years on the editorial staff of the Syracuse (N. Y.) Post-Standard, is now on the Syracuse (N. Y.) Herald.

Egbert S. Turner, until recently of the Albany Knickerbocker Press, has been made news editor of the Syracuse (N. Y.) Herald, succeeding Allen Eddy, resigned.

Harry Lannigan, formerly head of the copy desk on the Syracuse (N. Y.) Telegram, has joined the New York American.

George O'Hara, Sunday editor of the Syracuse (N. Y.) Herald, has returned from a trip to New York, Atlantic City and Washington, D. C.

THE BUSINESS OFFICE

T. M. DARLINGTON, manager of national advertising for the San Antonio Express and San Antonio Evening News, left March 18, on a business tour of the North and East.

J. Browning has resigned from the Wichita Eagle's advertising department.

A. Lenow, formerly with the Memphis Commericial Appeal, is now on the advertising staff of the San Antonio Express and the Evening News.

Miss Alice Long, in the advertising department of the Wichita (Kan.) Eagle, has announced her engagement to Walter Gordan, of the Derby Oil Company, Wichita, Kan.

Merle Richardson, of Harper, Kan., has joined the advertising department of the Wichita (Kan.) Beacon.

C. H. Penn, general auditor of the Syracuse (N. Y.) Telegram, is now with the New York American.

E. J. Atherton, of New York, and Paul Bacjus, of Cleveland, have joined the auditing department of the Syracuse (N. Y.) Telegram.

A. J. Horn, of the Detroit News, is now advertising director of the Syracuse (N. Y.) Telegram.

Claude C. Smith, recently with Henry Decker, Ltd., New York advertising agency, has joined the New York sales organization of the Capper Farm Press.

T. G. Devaney has joined the advertising staff of the Omaha Bee.

Miss Sylvia Turman, for the past three years executive head of the office of Thomas Seltzer, Inc., has joined the publishers' office of The Day, New York Jewish daily.

H. M. Wheeler, formerly circulation manager of the Hartford (Conn.) Times and later director of circulation of the Worcester (Mass.) Telegram-Gazette, recently resigned from the Butterick organization, and, after a complete rest in Westerly, R. I., his home, expects to again engage in the newspaper circulation field.

Charles F. Dodd, recently general manager of the Brooklyn Standard Union, has become associated with the Childs-Brown Motors Company, Newark, N. J., as secretary-treasurer.

WITH THE AD FOLKS

JOSEPH EMERSON SMITH, for the last three years advertising manager of the Lewis & Son Dry Goods Company, Denver, has been promoted to assistant to the president. Mr. Smith was formerly a feature writer on the Denver Post and the old Denver Republican. He is succeeded as advertising manager by Robert A. Turner, former member of the advertising firm of Condon, Montrose, Inc., and for the last two years free lance advertising writer handling railroad and resort publicity.

Edward J. Rose, display advertising manager of Foley Brothers Dry Goods Company, Houston, Tex., is instructor in the show card writing course offered in the Houston School of Technology.

Oliver A. Life has resigned as sales and advertising manager of the Multiplex Display Fixture Company, to take charge of advertising and sales promotion work of the Moon Motor Car Company, St. Louis, succeeding N. E. Darby, promoted to be assistant sales manager.

Eric W. Gibberd, an associate of the Federal Advertising Agency, Ltd., London, Ont., will join Abraham & Straus, Brooklyn department store, as advertising manager and assistant to W. R. Hotchkin, publicity director, April 1. Ralph Jones, who has been with Abraham & Straus, has been appointed assistant advertising manager.

Bert Clause, formerly connected with the advertising department of the Wichita (Kan.) Beacon and more recently with the Atlanta Georgian, is the new advertising manager for Spines Clothing Company, Wichita.

G. O. MacConachie has been appointed advertising manager of the Dunlop Tire & Rubber Corporation of America, Buffalo, N. Y. He was formerly assistant to the president of the U. S. Shipping Board at Washington.

Joseph V. Freitag has resigned as advertising manager of Norris, Inc., Atlanta candy manufacturer, and will engage in an advertising and merchandising business of his own in Atlanta.

WITH THE SPECIALS

THE Minneapolis Tribune has appointed C. George Krogness, Phelan Bldg., San Francisco, its Pacific Coast representative. He was for many years its representative in Chicago.

The West Chester (Pa.) Daily Local News has appointed Howland & Howland, New York and Chicago, its advertising representatives.

Cone, Hunton & Woodman, Inc., have become national advertising representatives for the Reading (Pa.) Times. On April 1, they will take over the representation of the Charleston (S. C.) American.

Franklin P. Alcorn, president of the Alcorn-Seymour Company, newspaper representatives, Chicago and St. Louis, is the proud father of a seven-pound son, Franklin Strickland Alcorn.

Frank A. Haskins, formerly with the Chicago Daily News, has joined the staff of John B. Woodward, New York.

NOTES OF THE NEWS SERVICES AND SYNDICATES

CORNELIUS VANDERBILT, JR., president of the C-V Newspaper Service, Inc., accompanied by C. Colton Bingham, general manager, have gone on a three months' tour of the Southern and Western states.

Mrs. John P. Boughan, wife of the financial editor of the Central Division of the Associated Press, was struck by a speeding automobile and seriously injured. She sustained internal injuries.

F. J. Markey, of the Chicago Tribune Syndicate, was in Galveston a few days ago on his way to New Orleans and North for the publishers' conventions.

Kirke L. Simpson, of the Washington Bureau of the Associated Press, has been given a leave of absence for two months during time he will be connected with the United States Chamber of Commerce.

The Chatham Syndicate has been organized in New York, with offices in the Singer Building, to supply Sunday features to newspapers. It is understood that it will offer, among other features, human-interest stories of crime and criminals. John C. Klein, well-known newspaper and syndicate executive, is general manager.

MARRIED

ARTHUR J. JONES, city editor of the Little Rock (Ark.) Daily News, and Miss Nell Marie Ingram, daughter of Mr. and Mrs. W. E. Ingram, of Lewisville, Ark., were recently married in Texarkana, Tex., and spent their honeymoon in Shreveport, La.

Miss Beatrice Johnson, of Evanston, Ill., and Emmett Swisshelm, a newspaperman of Lima, Ohio, students of the Medill School, of Northwestern University, were married March 21.

King Cady, of the Wichita (Kan.) Beacon staff, and Miss Bertha Paula Poe, of Wichita, are to be married in the spring.

THE MECHANICAL SIDE

RICHARD BUSCH, pressman at the Roseburg (Ore.) News-Review, is recovering from a severe attack of influenza.

T. Burr Catlin, of the day side proof room, of the Chicago Tribune, recently celebrated his 73d birthday. He has been with the Tribune for 48 years.

Harry N. Robbins has been appointed assistant typographic manager of the Lanston Monotype Machine Company.

Daniel Baker, in charge of sales promotion for the Lanston Monotype Co is convalescent after an attack o enza.

The Lanston Monotype Com adding to its specimen book this Monotype Garamont (No. 248) for both machine and hand comp It was designed by Frederic W.

Walter Masters, former mec superintendent of the Chicago Post, has gone to the Journal in City.

NOTES OF THE AD AGEN

WILLIAM WATHALL, art of the retail advertising dep of Marshall Field & Co., Chica resigned to join the eastern staff rance, Sullivan & Co., New Yor cago and South Bend.

The Campbell-Ewald Compa added three new men to the Detr Robert A. Wallace and Dougla have been added to the copy dep and Frank Brodbeck to the re partment.

A. E. Archibald, formerly c with the production departments J. Walter Thompson Company George Batten Company, has joi Charles C. Green Advertising Inc., New York, as production m

Col. E. L. LeRoy Bourne, appointed a member of the Utah Memorial Commission, is manage Salt Lake office of the Gillham tising Company.

Norman M. Markwell has resi advertising manager of the A Molasses Company, New York, sociated companies, to establish

The Man on the Outside

There are more men outside the churc than inside, although the latter exercise th most influence.

How can the churches of your city u your columns to help get inside the church the men now outside?

Many papers canvass local dealers to fi the demand for a new washing powde boxed bacon or toilet water.

Much more important is it for the goo of the town that someone in your city fi how to take the message of the church the man outside. Why not help?

Many publishers and pastors believe th copy known as Series 3 issued by the Chur Advertising Department will appeal to th man outside. Can't you find some way sell the space for its use in your town?

A request will bring proofs. Price f use of the 52 ads is very small. Addre Herbert H. Smith, 518 Witherspoon Bld Philadelphia, Pa.

CHURCH ADVERTISING DEPARTMEN

A. A. C. W.

Editor and Publisher is on the side lines cheering this department and offers this space free to help you sell your space.

rtising service specializing in the con-tionery and allied fields. Temporary adquarters are at 498 West End ave-re, New York.

Walz-Weinstock, Inc., Buffalo adver-ting agency, is moving from the fayette Square building to the Par-is building, 360 Delaware avenue, ffalo.

Roger Jewell has joined the Chicago ff of the Albert Frank & Co. Mr. Jwell was formerly with Lord & omas, Erwin, Wasey & Co., Libby, Neil & Libby, Morris & Co., and the dressograph Company.

The Donald E. Forker Advertising ency of Los Angeles, Cal., has joined ces with Hammell, Sutphen & Co., the siness being continued under the latter me with enlarged offices in the Det-er building.

Lynn B. Dudley, for seven years ad-rtising manager of the Federal Motor ck Company, is now secretary of Campbell, Trump & Co., Detroit.

William P. Tuttle has been appointed e-president and general manager of the ralds Press & Advertising Agency, ., Montreal. Mr. Tuttle has been a ner in Morgan, Tuttle & Jennings, ch recently was changed to Wylie & ton, Inc.

oldman, Darrigan & Co., Inc., New k, has opened a branch office at Bing-pton, N. Y., under the direction of es G. Brownlow.

Maurice L. Hirsch, formerly with the ring-Oseasohn Company, Inc., New k, has joined Irwin Jordan Rose, also New York.

. M. Beach, formerly advertising ager of St. Nicholas Magazine, has ed Carr & Columbia, Inc., New York.

hn McDonald, Jr., and Norton Mat-s have incorporated the Mattocks-Donald Company at Duluth, Minn., onduct an advertising business. Mr. tocks has been advertising manager ne Klearflax Linen Looms, Inc., for last three years and previously had ated his own advertising business at th. Mr. MacDonald has been as-nt sales manager of F. A. Patrick o., Duluth.

Thomas A. Baggs has resigned as vice-dent of Arthur M. Crumrine Com-, Columbus, Ohio. He had charge s New York office.

rthur T. Smith has joined Groesbeck, n & Hindle, Inc., as an associate. was at one time with the Harry er Company. Frank A. Saunders, tly with the Class Journal Company, has joined this agency.

he name of Morgan, Tuttle & Jen-, New York, has been changed to e & Sutton, Inc. Thomas Wylie sident of the new organization, Rus-Benedict is vice-president, and F. M. n, Jr., secretary-treasurer.

he agency conducted under his own by Leonard S. Friedman, of New , will hereafter be known as the our Company.

Carles X. Mercer, formerly with the department of N. W. Ayer & Son, oined the Philadelphia office of the ock Payne Advertising Organization ad of the plan department.

ester Haring, now connected with & Smith, Cleveland, will join n, Durstine & Osborn, New York, executive capacity.

n T. McKay has joined the copy of the Dave Bloch Company. He ecently been with the Blackman any, New York.

Green-Lucas Company, Baltimore, hanged its name to H. B. Green Inc., and is now located at South ombard streets. Officers of the mpany are Harry B. Green, presi-E. Lyell Gunts, vice-president; H. s Dugdale, treasurer; W. Curtis Jr., secretary; Miss A. M. Engers, nt treasurer; M. Paul Roche, art r; Julian Watkins, chief of copy.

rles A. Smith, formerly in charge department of stove and furnace sing with Montgomery-Ward, Chicago, has joined the Lamport-McDonald Company, South Bend, Ind. Miss E. B. Gemberling, for the past four years office manager, is now space buyer and supervisor of the department of information for this agency.

The A. H. Domedion Advertising Agency has moved from 164 Harvard place to the Naylon Building, Buffalo, N. Y.

S. L. Meulendyke, who has been general manager of the James Advertising Agency, has joined Marshal & Pratt, 49 West 45th street, New York.

Lynn B. Dudley, recently advertising manager of the Federal Motor Truck Company, Detroit, has been appointed secretary of Campbell, Trump & Co., Detroit. Before joining the Federal Company seven years ago as advertising manager, he was with the Campbell-Ewald Company in Detroit.

R. L. Cary, former merchandising manager of the Buffalo Times, has joined the copy and service staff of the E. P. Remington Advertising Agency, Buffalo.

A. K. Higgins has become general manager of the United States Advertising Corporation, Toledo, Ohio, succeeding Willard G. Myers. Mr. Higgins was formerly with N. W. Ayer & Son.

J. O. Pingry, advertising manager of the Conklin Pen Company, Toledo, has resigned to join MacManus, Inc., Detroit advertising agency.

G. P. Hebard, at one time with the New York Tribune, has joined Wortman, Corey & Potter, Utica advertising agency. Hugh McVey, of the Hugh McVey Advertising Company, Wichita, Kan., has been elected president of the International Wheat and Farm Products Exposition to be held in that city next September.

Jones B. Frankel has joined Zura, Inc., Chicago manufacturer of cosmetics, as sales manager. Mr. Frankel was until recently manager of the New York office of W. B. Ziff Company, publishers' representatives.

Louis H. Frohman has reopened his agency in New York, which he closed in May, 1917, when he entered the army. At the close of the war, he returned to advertising work, assuming management of the advertising and printing of the Inter-Allied Games at Paris in June and July, 1919. After two years in Paris, he returned to New York as advertising manager of the Durant Motors, Inc. More recently he has been in charge of production of the Lyddon & Hanford Company, Rochester advertising agency.

D. Frank Marcus, recently advertising manager of the Frederick Pearce Company, industrial engineers, New York, has joined the advertising agency of Joseph E. Baer, Inc., of New York.

R. Fullerton Place has been appointed associate manager of the St. Louis office of the H. W. Kastor & Sons Company, Inc. Mr. Place was formerly editor and manager of the Mid-Continent Banker, St. Louis, financial monthly.

Roger Jewell has joined the Chicago office of Albert Frank & Co. He was formerly with Lord & Tgomas, and with Erwin, Wasey & Co.

S. A. de Baer, who has been with the Frederick N. Somner Advertising Agency, Newark, N. J., for the last eight years as copy chief, is now engaged in a free lance advertising service at New York.

Harry J. Wendland, who conducted an advertising agency under his own name at Los Angeles, has consolidated his interests with the Morse-MacLean Service Agency of that city. Mr. Wendland becomes chief of the copy department under the new arrangement.

Dr. V. A. P. McMahon, recently with Van Patten, Inc., has joined the Capital Advertising Company, of New York, Inc., as copy chief.

Ralph Foote, recently with Lever Brothers, Boston, and previously with the Frank Seaman Company, New York, has returned to the service department of the Seaman Company.

NINTH IN INDUSTRIAL VALUES

INDIANA

must be considered an important factor in any advertising campaign, worthy of your attention and pretty certain to return results.

Still another reason Indiana is a state worth while for you to market your merchandise is that many natural resources, especially sands and clay, furnish bases of profitable industries for her people. Other natural resources such as timber, oil, gas and coal have greatly contributed to the buying power of the people of the state.

Advertisers owe it to themselves to carefully scan the Indiana field and its great possibilities. This field can be judiciously covered by use of Indiana newspapers.

TRY THEM OUT ON YOUR NEXT CAMPAIGN

		Circulation	Rate for 5,000 lines
†Decatur Democrat	(E)	3,165	.025
**Evansville Courier	(M)	24,668	.06
**Evansville Courier	(S)	22,571	.06
†Fort Wayne Journal-Gazette	(M)	23,490	.07
†Fort Wayne Journal-Gazette	(S)	26,080	.07
†Fort Wayne News-Sentinel	(E)	32,492	.09
†††Gary Evening Post and Tribune	(E)	10,013	.05
*Indianapolis News	(E)	115,634	.20
†La Porte Herald	(E)	4,019	.025
***South Bend News-Times (M) 9,702 (E) 10,669		20,371	.06
***South Bend News-Times	(S)	18,464	.06
††South Bend Tribune (S) 19,472	(E)	20,200	.055
**Terre Haute Tribune	(E&S)	22,818	.06
**Vincennes Commercial	(M&S)	5,453	.03

†Government Statements, October 1, 1922.
*A. B. C. Publishers' Statement, April 1, 1922.
**A. B. C. Publishers' Statements, October 1, 1922.
***A. B. C. Publishers' Statements, 3 mos. ending Sept. 30.
††Publishers' Statement.
†††A. B. C. Publishers' Statements, 3 mos. ending Dec. 31, 1922.

Announcing the

CHATHAM SYNDICATE

Singer Bldg.
149 Broadway
New York

Features for Newspapers and Class Publications.

The

Pittsburgh Press

Daily and Sunday

Has the Largest

CIRCULATION IN PITTSBURGH

MEMBER A. B. C.

Foreign Advertising Representatives:
I. A. KLEIN
50 East 42nd St., New York
76 West Monroe St., Chicago
A. J. NORRIS HILL, Hearst Bldg., San Francisco

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.

BURRELLE

145 Lafayette St., N. Y. City

Established a Quarter of a Century

"The African World"

AND

"Cape-to-Cairo Express"

Published every Saturday in London.

The Atlanta Journal

ATLANTA, GA.

A New York News Bureau for The Atlanta Journal has been opened in

Room 107
HOTEL ASTOR
Phone Bryant 2100

Ward Morehouse, one time star reporter on The Journal, who has since won his spurs in New York, is in charge. Friends are invited to call any time during the day.

The Journal Covers Dixie Like the Dew

WHAT OUR READERS SAY

L. V. Ashbaugh

ST. PAUL, Minn.,
March 15, 1923.

To EDITOR & PUBLISHER: The more we study the character and business career of Mr. Ashbaugh, the more forcibly is driven home to us the simple, literal truth that Love is a far wiser and more powerful ruler than Fear. Not only did he generate in those in his pay the utmost zeal and loyalty, but he won the strong personal affection of every man of them. The new, delicious atmosphere thus brought about permanently captivated and inspired every grade of employee, from managing editor to galley boy.

Mr. Ashbaugh introduced paying innovations. For example, being the first to inaugurate daily editorial councils here, when editor or reporter advanced an idea worthy of the chief's adoption he was promptly paid for it in cash or its equivalent.

When Mr. Ashbaugh died, every eye in the Daily News office moistened if it did not overflow.

The late Torris Z. ("Tod") Cowles, afterward editor of the American Economist of New York, came here long ago from the Chicago Tribune to be managing editor of the paper of which I was night editor by title and assistant managing editor in fact. We were brothers from the start. By giving me a free hand on the editorial page as paragrapher and writer of signed jingles, Mr. Cowles provided the best chance I had ever had to prove capable of something better than drudgery.

I could have died for that man without a murmur and with a smile upon my lips.

JOHN TALMAN,
Newspaper Librarian, Minnesota Historical Society.

Well Done, Mr. Kline

HOMESTEAD, Pa.,
March 15, 1923.

To EDITOR & PUBLISHER: I have before me "copy" from the Jason News Feature Service, 244 Madison avenue, New York. The "copy" is nothing more nor less than a half page free advertisement for Colgate & Co.

It begins to appear to me that only concerted action on the part of publishers is going to put an end to this pernicious habit of getting something for nothing under one guise or another.

Colgate & Co. are big enough to pay for advertising if they want it. They advertise very regularly in the magazines and we believe they pay when their bills are due. Why, in the name of fairness, should they hire an agent to try to filch from the newspapers what they pay for in the magazines?

The rank and file of newspaper men are slow in coming to the realization that, by accepting such stuff and nonsense as is being sent out "gratis" in the shape of half-page ads that don't bring in a cent they are doing their own profession the greatest harm they could possibly do.

Sincerely yours,
BERT F. KLINE,
Managing Editor, Daily Messenger, Homestead, Pa.

EDITORIAL NOTE—The "feature" offered to the Messenger by the Jason News Feature Service, as "exclusive in its territory," tells the story of the manufacture of perfumes and their fitness as Easter gifts. It is attractively put together, with the Colgate trade-mark "Florient" cunningly woven into the middle of the story, followed closely by an account of Colgate experiments to determine whether American women prefer domestic or imported perfumery, with the domestic brand getting the decision, of course. The illustration which consumes considerably more than half the space is a line-cut of a hoop-skirted belle of Dixie, emerging from the well known magnolias, the "reproduction by Courtesy of Colgate & Co." As one piece of copy in 10,000-line newspaper campaign in the dailies which the Jason Service thinks like to give their space away, it would probably sell all the perfumery that Colgate & Co. cared to put on the Eastern market. It would decorate the advertising columns of any newspaper, but it marks the editor who prints it as a feature as one who likes sucker bait.

A Space Saver

ONTARIO, Calif.,
March 14, 1923.

To EDITOR & PUBLISHER: Sometime ago, in one of your editorials, it was stated in effect, that every time that a large newspaper used a superfluous line, a spruce tree was needlessly sacrificed.

For a number of years, the Daily Report has been practicing an economy, which I believe could be practiced by every newspaper without any cost whatever, but making a tremendous saving in, not only paper, but also time and labor.

The writer has long held that the publication of date lines preceding every telegraphic news dispatch is superfluous. That the reader of every afternoon paper takes it for granted that the dispatch date is of that date and every reader of a morning newspaper assumes that the dispatch date is of the day before. During the war as a matter of conservation the Daily Report eliminated date lines, and they have been eliminated ever since.

That my contention has been correct is evidenced by the fact that it has been put to the test a number of times before newspaper gatherings, classes in journalism, individual readers, and clubs of readers, and none of them has noticed the absence of the date line until the omission was called to their attention.

The elimination of date lines saves the time of the original writer, telegraph sender, telegraph reader, telegraph editor, linotype operator, proofreader, make-up, and most important of all the reader. There is an enormous saving all along the line, of labor, time, material and money.

This may seem a small matter, but in view of the fact, that it costs absolutely nothing to introduce it, and effects enormous economies, should certainly warrant consideration for the suggestion from all desirous of rendering enlightened public service. In the interest of the public as well as the craft, may I not ask you to bring this before the publishers of America through the EDITOR & PUBLISHER.

CROMBIE ALLEN,
President,
President, Southern California Associated Dailies.

No Mats

EL RENO, Okla.,
March 6, 1923.

To EDITOR & PUBLISHER: Your Year Book for the year 1923 credits the Democrat with using mats, which is not the case.

We trust you will make the necessary corrections on your records and advise anyone who may inquire that so far we are unable to use mats. We trust it will not be long until we are able to be equipped to handle mats and will advise you when this is done.

Thanking you to make the above corrections and assuring you we are pleased with the EDITOR & PUBLISHER, we are,

THE EL RENO DAILY DEMOCRAT,
J. R. Maher.

Simmons Ad Office Stays in Chicago

CHICAGO, Ill.,
March 17, 1923.

To EDITOR & PUBLISHER: Reports of the approaching transfer of the executive offices of the Simmons Company from Kenosha to New York have given rise to some misunderstanding as to the location of the company's advertising department. Permit me to state that, while the executive offices will be at 110 East 42d street, New York, the advertising organization of the company will continue, as in the past, in Chicago, at 1347 South Michigan avenue.

Very truly yours,
A. G. SIMMONS.

Congratulations

BUFFALO, N. Y.
February 2, 1923.

To EDITOR & PUBLISHER: Permit me to congratulate you on your International Year Book Number for 1923. Never has so much solid information been packed in 246 pages. It is invaluable to every newspaperman in United States.

BURROWS MATTHEWS,
Managing Editor, Buffalo Express.

Sixty Cents an Inch

NEW YORK,
February 1st, 1923.

To EDITOR & PUBLISHER: We note in your International Year Book Number for 1923 that you are quoting the rate of "El Automovil En Mexico" at $0.60 (Sixty cents) an inch, instead of Sixty Dollars ($60.00) per *page*, as we advised you under date of January 4th.

RODRIGO DE LLANO,
New York Representative.

WANTS QUICK AMENDS FOR ERROR

Dallas Ad Secretary Says Business Would Improve by That Plan

"The character and stability of all kinds of business in Dallas would be enhanced through the employment of a system of advertising suggested to the Better Business Bureau in a meeting of the merchandising group," according to Hugo Swan, manager-counsel of the bureau. In substance the plan, as outlined by Mr. Swan, would require an advertiser who carries an incorrect or false statement in an advertisement in one of the Dallas daily newspapers, to make a statement in the same paper in which his advertising appeared explaining the error and offering to make up for any dissatisfaction occurring directly from the advertisement.

Commerce Chamber Gives Town Paper

The Chamber of Commerce of Wallis, Tex., has launched a weekly newspaper to fill the want of a publication in Wallis. The paper will be printed by the Richmond Printing Company, Richmond.

In January

The Washington Times Gained More Advertising Than All the Other Washington Newspapers Put Together

That's Significant

The Washington Times

G. Logan Payne
Publisher and General Manager

National Advertising Representative
G. LOGAN PAYNE COMPANY
Chicago, Detroit, St. Louis, Los Angeles

PAYNE, BURNS AND SMITH
New York and Boston

KANSAS IS A RICH, RESPONSIVE FIELD—TOPEKA, ITS CAPITAL A GOOD "TRY OUT" CITY

They are best covered by the

Topeka Daily Capital

TOPEKA, KANSAS

Only Kansas Daily with a General Kansas Circulation

Dominates its field in circulation, classes of advertising, news, prestige and reader confidence.

Supplies market data—does service work—gives real co-operation.

Arthur Capper

PUBLISHER

MEMBER A. B. C.—A. N. P. A.

In the compact, rich territory of the Indianapolis Radius you can merchandise effectively with only ONE advertising cost —space in The Indianapolis News.

The Indianapolis NEWS

The Daily News

Leads the second paper in Passaic in Advertising Lineage for the year 1922, as follows:

Local Advertising	1,669,956
National Advertising	25,008
Classified Advertising	68,514
Total Advertising	1,732,478

Lineage Figures by De Lisser Brothers.

DAILY NEWS
Passaic, New Jersey

An Accounting and Federal Tax Service for Publishers

References on Application

CLIFFORD YEWDALL
33 West 42nd Street
New York City

Announcing

THE AFFILIATION OF

The Incomparable Publicist

Dr. Alexander Irvine

WITH

EV Newspaper Service, Inc.
Borden Bldg. N. Y. C.

MILWAUKEE

is the ideal try-out market. Representative in size—not too large nor too small. First city in diversified industries. Located in world's richest dairying section. Covered at one cost by the sole use of—

The Milwaukee JOURNAL
FIRST—by Merit

GATHERED AT RANDOM

A Word to the Youngsters

THERE is a sort of something like wisdom which comes to a fellow with his gray hairs.

You young chaps will experience it some day. It may be, let us hope, that you will be of the few who realize the dreams of their youth.

But you will probably find, as most of us have found, that youthful dreams, or many of them at least, are better unrealized.

The price of dreams realized is high and often bitter. But good, driving dreams—dreams which before they come to pass fade into other dreams of deeds yet to be done in days yet to come—are a blessed thing.

When the dreams no longer fade into other dreams—good night.

The veteran thinks back. This fact will indicate to you, perhaps, that he is down and out. Such is not necessarily the case. He may be down, if failure to acquire a fortune in money or a place in the journalistic sun may be termed down, but he is not out. It may be, indeed, that he is further from being out than when he pursued with two sturdy legs and an undentable belief in a large gilt destiny the elusive news story or imparted editorial pabulum to the largest circulation of hicks (he called 'em so in those days) in the county—sixteen hundred forty-one bona fide subscribers—count 'em—yes, sir!

He has come to know now that a majority of those hicks were his superiors, and that they endured him because of the goodness of their hearts. Solid folks they were, with solid families, who read the Bible and the New York Tribune and reasoned things out.

The veteran was not especially keen for the Bible. He had a feeling that to read it would cramp his style, and he felt perfectly well qualified to frame up his own heavy stuff without assistance from Solomon or David or Isaiah or any of the other stars of that publication.

A mistake that was a pretty serious one, for he wasted a lot of golden moments trying to do that which had already been done and was his to take. Of course, he made a fizzle of it. The fruit, ripe and ready for the picking, he passed by, growing his own little apples and marketing them green.

Every fizzle in the days of a man must be unfizzled if he is to be saved. Such is the law. And the unfizzling process is long and arduous, mighty near as long as the span of earthly life.

Give heed, young man, you with the newspaper motor in your bosom popping, to these words:

Sit at the feet of your paper's friends and supporters and listen to their talk, and of their talk make flavor for the writing you do for them.

Listen only to the counsel of men who have earned by proven sincerity the places they occupy, for the mouthings of false prophets are not sage but rue and consume much time and cause divers troubles, whereas the words of the truly knowing are few and precious and divert you not from the course of your own development.

Devote your time and strength to a live field. The laborer is worthy of his hire, and there is more weariness of the flesh in pursuit of emolument in places where it is not than in places where it is. Money is not an end, but an essential means to an end, not the flame of the lamp, but the oil in the bowl.

Be faithful to your own ideals and fear not.

Be simple in your writing and plain and straightforward, for your average reader is no lover of the ornate. Know that the greatest of beauty in diction is the honest word that carries its meaning direct to the reader's mind.

Beware of the gossip who gives out half truths, for the half truth is less respectable than the lie, being garbed in deceit.

A dealer in half truths once met a young writer of news and spake unto him saying that an announcement of the engagement of a prominent citizen and a certain woman had been announced at a social meeting. Wherefore, the young writer of news made copy therefrom—yea, much copy with screaming headlines—and the same went through. And the town was rocked to its foundations, for the citizen was high and of great wealth, while the certain woman was low and of tarnished repute. And it came about in the morning of the first day, which was the day the story was published, that hell was to pay, for much advertising space was involved, and the young writer of news sought his informant, who grinned, saying verily the announcement was made as he had said, but not by the certain woman nor by the prominent citizen nor by any who knew. So the young writer of news went in meekness to the boss and spake of a departure he contemplated making from out that locality.

And the boss was gruff, saying that he should make the departure exceedingly snappy, for murder was in his heart and the limit of his endurance was 3:40 P. M. And the young writer of news went forth on the 3:20 train.

Yea, it is a sad world, but from the sadness thereof springeth that which is called wisdom.—DAVID H. TALMADGE.

* * *

Militant Journalism

W. G. Naylor, who travels for the NEA Service, Inc., tells this one on Texas journalism:

"When I was in the San Benito Light office March 16, word came in of Mexican thieves coming across the Rio Grande, stealing harness from several farmers west of town and shooting a 14-year-old boy through the leg when he attempted to stop them. Paul Cottrell, city editor of the Light, immediately left his typewriter, threw three repeating rifles into his Ford, called in two others and hit the trail. In the gun fight that followed they captured one of the thieves and the harness, the others getting across the Rio Grande and away to their well-known roads.

"Then Cottrell returned to his desk (6 miles) and proceeded to write the story and get through the other copy. It was like covering a fire to these fellows."

* * *

Tactics

The war brought a number of military phrases into civilian usage, as everybody knows.

In a newspaper office recently the city editor looked wearily at the bright young reporter who had submitted a big bundle of copy in a description of some trivial incident.

"Deploy that!" he snapt.

"Deploy it?" repeated the new man. "I don't understand."

"Turn that column into a line."—*Dry Goods Economist.*

* * *

Shades of Benjamin Franklin and Charles Emory Smith

Harry S. New, who has just gone from the United States Senate and become head of the postoffice department, is the first thoroughly trained newspaper man to occupy the latter office. For 25 years he was connected with the Indianapolis Journal as reporter, editor, part owner and publisher.—The Ohio Newspaper and Our Own EDITOR & PUBLISHER.

OVER
64,000

LARGEST EVENING CIRCULATION IN IOWA

The Des Moines Capital

PAID
Circulation
Spells
Supremacy

Let our organization put you in first place in your field. A permanent organization—sixteen years old—conservative service—positive results. No wild claims or questionable methods, but real service—service you will like. 60% of our present business is return contracts. Ask anyone.

THE PULTZ COMPANY
LIMITED
32 2nd Nat. Bank Bldg., Reading, Pa.
Long Distance 2410-R

From nothing—to

200,000

in seven months

DETROIT
SUNDAY
TIMES

DON'T YOU REALIZE
THAT AN ABSORBING FICTION PAGE IS THE SUREST AND CHEAPEST CIRCULATION BUILDER?

Try ONE book—and watch the results—for instance,

ABOVE SUSPICION
by
Robert Orr Chipperfield

A thrilling mystery-love story, full of melodramatic suspense—just published.

We can supply you regularly with short stories, novelettes or novels—any type, any length—by prominent authors—at most reasonable rates.

SERVICE FOR AUTHORS, Inc.
Aeolian Bldg., New York

Features by
Irvin S. Cobb
Fontaine Fox
Rube Goldberg
Ed Hughes
T. L. Masson
O. O. McIntyre
Frederick Palmer
Will Rogers
Chas. Hanson Towne
H. J. Tuthill
and others
The McNaught Syndicate, Inc.
Times Building, New York

THE
NEW ORLEANS STATES
In two years has *increased*
Daily over 17,000
Sunday over 41,000
Present averages are
Daily over 54,000
Sunday over 77,000
Rate 12c flat Daily
15c flat Sunday
Advertising gain for 1922
1,025,432—Greatest in the South
Represented by
THE S. C. BECKWITH SPECIAL AGENCY
NEW YORK
JOHN M. BRANHAM CO.
CHICAGO

The
NEW YORK EVENING JOURNAL
has the largest circulation of any daily newspaper in America.

The Pittsburgh Post
A newspaper of character, integrity and enterprise which has earned the confidence of the people of the world's greatest industrial district.
DAILY and SUNDAY

In New Orleans it's
THE ITEM

TIPS FOR THE AD MANAGER

Advertising Industries, Ellicott Square, Buffalo, N. Y. Making 2,000-line contracts for the Great Lakes Transit Corporation, Buffalo (Great Lakes Cruise).

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Placing orders with some Pennsylvania newspapers for Atlantic Refining Co., "Parowax," Philadelphia; now placing account of Cheramy, Inc., "Cappi" perfume, New York; placing orders with some New York newspapers for E. F. Hodgson Company, portable houses, New York.

George Batten Company, 381 4th avenue, New York. Renewing some newspaper contracts for Goodall Worsted Company, "Palm Beach Cloth," Sanford, Me.; making 3,000-line contracts for Clicquot Club Company (Ginger Ale).

Blackman Company, 119 West 42d street, New York. Now placing account of North American Dye Corp., "Sun Set Dye," Mount Vernon, N. Y.

Calkins & Holden, 250 5th avenue, New York. Reported will shortly place orders with newspapers in New York and vicinity for New Jersey Zinc Company, "Mapaz," New York; placing contracts with some Southern newspapers for Southern Cotton Oil Company, "Wesson Salad Oil" and "Snowdrift" shortening, New York; placing orders with some New England newspapers for Washburn Crosby Company, "Gold Medal Flour," Minneapolis.

Capehart-Carey Corporation, Times Building, New York. Placing account for Slendaform Corp., reducing liquid, New York.

Chambers Agency, Maison Blanche Bldg., New Orleans. Using local newspapers and national magazines for Watson, Williams & Co., investment brokers, New Orleans; will conduct campaign for Ewing, Inc., commercial photographers, Baton Rouge, La.

Nelson, Chesman & Co., 130 West 42d Street, New York. Placing orders with some New York newspapers for Whiteland Mfg. Corp., radio, Long Island City, N. Y.

Corman Company, 19 West 44th street, New York. Now placing account of Lever Bros., "Lifebuoy Soap," Cambridge, Mass.

D'Arcy Advertising Company, International Life Bldg., St. Louis. Placing orders with some New York newspapers for Fulton Iron Works Company, St. Louis and New York.

Dorland Agency, 244 Madison avenue, New York. Using 420-line 4 times in rotogravure newspapers for Vivaudou, Inc.

Dunlap-Ward Advertising Company, Union National Bank Bldg., Cleveland. Renewing some newspaper contracts for Climax Cleaner Manufacturing Company, Cleveland.

George L. Dyer Company, 42 Broadway, New York. Renewing some newspaper contracts for U. S. Rubber Company, New York.

Erickson Company, 381 4th avenue, New York. Placing orders with newspapers in cities where they have branch offices for Bonded Floors Company, New York; placing contracts with some New York Newspapers for E. P. Reed & Co., "Matrix Shoe," Rochester, N. Y.; renewing some newspaper contracts for Valentine & Co., "Valspar" varnish, New York.

Freeman Advertising Agency, Mutual Bldg., Richmond, Va. Using Southern newspapers for the Aragon Coffee Company, Richmond, Va.; using 28 lines display advertising for the Chesapeake & Ohio Railway; making 5,000-line contracts with California newspapers for the Peanut Growers' Association.

Charles C. Green Advertising Agency, 15 West 37th street, New York. This agency has secured the following accounts: Tyorn Stores, Inc., Hosiery Knitter, Lowell, Mass.; Gelfand Mfg. Co., Food Products, Baltimore, Md., and Utasal Co., Toilet Articles.

Guenther-Bradford Company, Tribune Bldg., Chicago. Has sent out copy on the George H. Mayer Company.

Hicks Advertising Agency, 52 Vanderbilt avenue, New York. Placing account for London and North Eastern Railway of England and Scotland.

W. S. Hill Company, 8 West 40th street, New York. Now handling account for Overman Cushion Tire Company, New York, and Belleville, N. J.

E. T. Howard Company, 33 West 42d street, New York. Placing orders with some Pennsylvania newspapers for George Kern, Inc., cooked meats, New York.

Hoyts Service, Inc., 116 West 32d street, New York. Placing orders with some New York newspapers for Fairfacts Company (bathroom fixtures) New York.

Johnson-Reed Company, 202 South State street, Chicago. Has sent orders on the Tourists' Protective Guide to metropolitan cities.

H. W. Kastor & Sons Advertising Company, Lytton Bldg., Chicago. Reported placing account for Joseph & Feiss Company, "Clothcraft" clothes, Cleveland; has issued contracts on Premier Malt Extract Company; asking newspapers for information regarding Bioford Corporation.

Philip Kobbe Company, 208 5th avenue, New York. Using 14 lines, 27 times for Talcum Puff Company (Air Float Talcum).

Walter B. Snow & Staff, 60 High street, Boston. Placing account for India Alkali Works, Boston, manufacturers of cleaning compounds.

Lambert & Feasley, Inc., 17 East 49th street, New York. Now placing account for Vanity Laboratories, "Winning Hand Lotion" and "Lemon Flush," New York.

Lord & Thomas, Wrigley Building, Chicago. Sending out copy on Holeproof Hosiery to a large number of papers; making 5,000 line contracts for Quaker Oats.

Marschalk & Pratt, Inc., 49 West 45th street, New York. Placing orders for Globe Automatic Sprinkler Co., Philadelphia.

Miller Advertising Service, 26 East 42nd street, New York. Placing orders with some newspapers in a few selected sections for A. V. W. Setley Prairie Window Ventilator, New York.

Mitchell-Faust Advertising Company, 7 South Dearborn street, Chicago. Placing orders with some New York newspapers for Berkey & Gay Furniture Company, Grand Rapids, Mich., and New York.

Harry Porter Company, 15 West 44th street, New York. Now placing account for Richard Hellman, "Blue Ribbon Mayonnaise," Long Island City, N. Y., and Brooklyn, N. Y.

Frank Presbrey Company, 456 4th avenue, New York. Preparing quarter page display advertisements for the Cunard and Anchor Lines; placing 100-line 12-time orders with newspapers in selected sections for Copper & Brass Research Association, New York; reported to be now placing orders with some newspapers for Omega Match Co., New York.

William H. Rankin Company, 1 West 37th street, New York. Making 1,000-line contracts for the National Carbon Company.

Charles Ravett Advertising Agency, 2010 Broadway, New York. Now placing account for Arral Tika Tea Company, New York.

E. P. Remington Agency, 1280 Main street, Buffalo, N. Y. Renewing some newspaper contracts for Foster Milburn Co., "Doan's Kidney Pills," Buffalo, N. Y.

Joseph Richards Company, 9 East 40th street, New York. Now placing orders with some New York newspapers for Nairn Linoleum Company, Kearney, N. J.

Irwin L. Rosenberg Company, Wrigley Bldg., Chicago. Preparing copy for a campaign to be used on papers in the Middle West on Larvex, a moth proofing process for clothing.

Ruthruff & Ryan, 410 4th avenue, New York. Placing orders for Dr. R. H. Kline, Medical, Red Bank, N. J., with newspapers in various sections.

Snitzler-Warner Company, 225 North Michigan avenue, Chicago. Has sent out copy to papers in Omaha only on the Linn Products Company.

Suedhoff-Ross Company, Schoaff Bldg., Fort Wayne, Ind. Making 1,000-line contracts for Rub-No-More Company.

Sweeney & James Company, Reliance Savings & Loan Bldg., Cleveland. Renewing newspaper contracts for Jordan Motor Car Company, Cleveland, Ohio.

J. Walter Thompson Company, 14 East Jackson Blvd., Chicago. Adding a new list of towns on advertising for Scholl Manufacturing Company.

V-C Advertisers Service Corporation, 220 West 42d street, New York. Now placing account for American Ammone Company, Buffalo, and New York City.

S. Wald Advertising Agency, World Bldg., New York. Making up list for Jewelers Arts School, Inc.; Engler's Orthopedic Institute and Eksip.

Wood, Putnam & Wood, Lexington Bldg., Baltimore. Making 4,025-line contracts for McCormack & Co., "Bee Brand" insect powder.

Can't Call Shoddy Wool in Utah

SALT LAKE CITY, March 18.—The Pembroke advertising bill, an extension of the Salt Lake City ordinance on the subject, has passed the State Legislature and received the Governor's approval. It was originally copied from the ordinance in force in Richmond, Va. An amendment, however, incorporated at the last moment, makes it unlawful to offer goods as all wool unless this is literally true.

Conferences On Church Advertising

Special conferences devoted to a specific phase of practical church advertising will be held at the Advertising Club of New York, every Monday at noon, beginning March 25 and extending through May 27.

Rebuilds in Byron

The Byron (Cal.) Times, recently burned out, announces that it will be in a new home by June 1.

Issues Afternoon Edition

The Pensacola Journal, a morning and Sunday paper, this week put out an afternoon edition.

GOSS PRESSES
Deliver the "Goods"
Do beautiful Work
Stand up under Service
[Have *many* exclusive features.]
Send for catalog
THE GOSS PRINTING PRESS CO.
1535 South Paulina Street
Chicago, Illinois

THE
KNICKERBOCKER PRESS
(Morning and Sunday)
and
ALBANY EVENING NEWS
COVERS
ONE BIG MARKET
Albany, Troy, Schenectady
AND
The Capitol District
NATIONAL REPRESENTATIVE
John M. Branham Co.

New Haven Register
is New Haven's Dominant Paper
Circulation over 35,000 Average
Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.
New Haven Register
The Julius Mathews Special Agency
Boston — New York — Detroit — Chicago

Few Papers — (if any) — surpass the
TRENTON NEW JERSEY TIMES
AS
A Food Medium
A recent reader survey indicates that among the housewives of the city our Thursday Food Feature Department—upward of four pages devoted to food recipes and news and food advertising—is the best feature carried by the Times
Circulation 30,237 Member A. B. C.
KELLY-SMITH CO.
Marbridge Bldg. New York
Lytton Bldg. Chicago

LOS ANGELES EVENING HERALD
Leads All daily newspapers in Weste America in Circulation.
Led All Newspapers in The World Advertising Gains 1922 over 1921.
January, 1923 over 1922 gained 199,206 lin of advertising.
February, 1923 over 1922 gained 478,(lines of advertising.
REPRESENTATIVES
H. W. Moloney, 604 Times Bldg., New York; Logan Payne Co., 401 Tower Bldg., 6 No. Michi Ave., Chicago; A. J. Norris Hill, 710 Hearst Bld San Francisco, Calif.

CIRCULATION
BUILDING
SUPREMACY
Employed by Best
Ask Any of These
E LOS ANGELES TIMES (3)
E PHILADELPHIA INQUIRER (2)
THE CLEVELAND PLAIN DEALER
HE WASHINGTON POST (2)
THE INDIANAPOLIS NEWS
THE ATLANTA JOURNAL
IE MEMPHIS COMMERCIAL APPEAL
ite or Wire Care Atlanta Journal
HOLLISTER'S CIRCULATION ORGANIZATION
Largest in the United States
300 MERRITT BLDG., LOS ANGELES, CAL.

FINANCIAL
ADVERTISING
LEAD
lie New York Times
January and Febru-
published 491,248
ate lines of financial
vertising, an excess
er the second New
rk newspaper of
5,096 lines.

UATION WANTED
s Assistant to Live-Wire
Circulation Manager
work for Circulation Manager with
ll list of 1,000 to 5,000 subscribers.
experience. Worked for Circulation
s of papers like the Chicago Tribune,
rk Times, Superior Telegram, etc.
on the job and I'll make your work
Will make it easy for you to have
ll list corrected daily. Will make
directly imprinted addresses. With
he job, subscriber complaints will
ly be eliminated. Your mail list will
your sole control. I can do all
ngs—many more—for less than 65c
Chances are I can save you more
salary. Let me tell you my whole
Write The Multi-Mailer System, in
the Speedaumatic Company
MANUFACTURING
E MULTI-MAILER SYSTEM
817-825 WASHINGTON BLVD.
CHICAGO
Vashington Blvd. CHICAGO

E BOSTON
AMERICAN
owing two gratifying re-
of its three-cent price:
the Largest Circulation in
England at that price.
aking on a Higher Grade
dvertising every month.
ITY and QUANTITY
Hand in Hand.
UNDER AMERICAN

DOLLAR PULLERS

Advertising and circulation managers are always on the lookout for new ideas that will increase advertising receipts and win new circulation. Your idea for increasing advertising or circulation may not appeal to your manager, but it may be just the thing that some other manager wants. EDITOR & PUBLISHER *will pay $1 for each idea printed under this head. The fact that the idea is now being used in your city does not bar it from the department. Address your communication to the* DOLLAR PULLER EDITOR. *When they appear clip them and mail them in and receive payment. Unavailable ideas will not be returned.*

EDITOR & PUBLISHER receives a great many requests for the names and addresses of contributors to the Hunch and Dollar Puller departments from newspapers anxious to get in immediate touch with them. Under the system of using only initials of contributors it has in some cases taken us six weeks or more to connect the wires. For this reason better service will be rendered in the future if the following form is followed in the case of each contribution to the departments:—Name of contributor, name of newspaper, employer or home address, name of city, abbreviation of State name.

IN the spring the peoples' fancy lightly turns to thoughts of strawberries, garden truck and so on. Consequently it would be a good stunt for the newspaper in the Spring time to run a page of ads of folks handling Spring foods. An appropriate heading over such a page should make it easy to sell space on the page.—F. H. W.

Suggest to your leading dealers in wall paper the publication of an advertisement at the proper season on wall paper to be issued as a supplement. One or more of them will fall for it hard and pay the bill cheerfully. If the reading matter to fill out the sheet is of the clean-up, paper-up sort, so much the better and so much the easier.—D. H. T.

From March to mid-Summer is a comparatively short time, and it is none too early now to arrange for the advertiser of Summer commodities. The Buffalo News had five items one day last week under its clasifications Summer Homes.—R. E. Downer, Buffalo Express, Buffalo, N. Y.

Get behind some worthy charity or money raising proposition. Announce that every subscription brought in until a certain date will be credited to that cause. Give the cause a ratio of the money brought in.—S. M. R.

A Texas druggist recently had an advertisement of thermometers headed "Buy a Thermometer Now; They will be Higher Next Summer." This is a good suggestion that any advertisement salesman might use to advantage.—W. H. M.

An Austin, Tex., department store drew an unusually large crowd to its Monday sale of toilet articles by announcing that 1,000 bags of samples would be given away with each purchase amounting to one dollar. The samples had been furnished free to the store, of course, by the manufacturers. Cloth bags made of a cheap colored goods were used for the packages.—J. T.

The Omaha (Nebr.) World-Herald, on January 21, came out with a five column, full page deep ad on advertising, using a part of the speech of D. Bradlee Rich, who addressed the Boston Advertising Club. The speech in part was reprinted from a recent issue of THE EDITOR & PUBLISHER.—A. R. D.

"One of the leading florists of Topeka, Kan., boosted the sale of cut flowers by adding a little line to the famous nation-wide slogan of florists. He advertised. 'If you say it with flowers, say it with ours.' This, together with his signature cut was all the ad contained. It was snappy and attractive and got results. This could be used by any florist in any town."—J. W. H.

Spring time is tonic time, so when spring is just around the corner, it would be good business for the paper to get up a page of ads of drug stores handling various spring tonics in each of which ads the stores would tell about the tonics they were handling and would urge the folks to tone themselves up by taking the tonics. The heading over the page might be something like this: "These Tonics Will Banish Your Spring Fever."—F. H. W.

In each advertisement appearing on a double page in the Columbus (Ohio) Citizen, a familiar quotation was given incorrectly. To the persons sending in the most complete and correct set of the quotations, prizes aggregating $50 were awarded. The following week, the advertisements were repeated with the quotations given correctly.—B. A. T.

With every subscription brought into the office until a certain date, each new subscriber received a reduced rate ticket to some point of interest. Arrangements are made with an excusion boat line to honor these tickets, as full excursion rate fares. The cost to the periodical or newspaper is the added advertising to put the idea across. There is no comeback, as in most other circulation schemes, and all parties profit all around.—S. N. R.

A general advance in tire prices is being announced by some manufacturers. Encourage your local tire dealers to give the public a chance to lay in a supply of tires at the existing low prices by announcing the date the advanced prices will go into effect ten days or aweek previous to the day.—R. B. M.

One of Cleveland's largest department stores—the William Taylor Son & Co.—carries almost daily in its display newspaper advertising a column headed "Ann Sawyer Says." This column is one of the most widely read by women in Cleveland. It is more popular than any "colyum" conducted in the city's papers by professional jokesmiths or poet-humorists, because "Ann" always has something to tell women about what's what in fashion's circles and where they can find novelties in the Taylor store. Often "Ann" quotes poets, dramatists and refers to world events, if their application is proper. The "sayings" are crisp, well said and even interest men. The "Ann Sawyer" column is really contributed by the advertising and publicity department of the Taylor store, but the mythical personality of "Ann" appeals to readers, because she's chatty and gets close to people she wants to tell something in a confidential way. "I shop with you and for you" she reminds her readers. For instance, she starts off her "sayings" one day by saying, "I raved over a swagger young sweater on the fourth floor." Then she drops into a chatty line of conversation, telling all about the sweater, what it "looks well with" and its cost. This column feature is an outgrowth of the store personal service bureau.—J. H. WEBB, Cleveland Plain Dealer, Cleveland, Ohio.

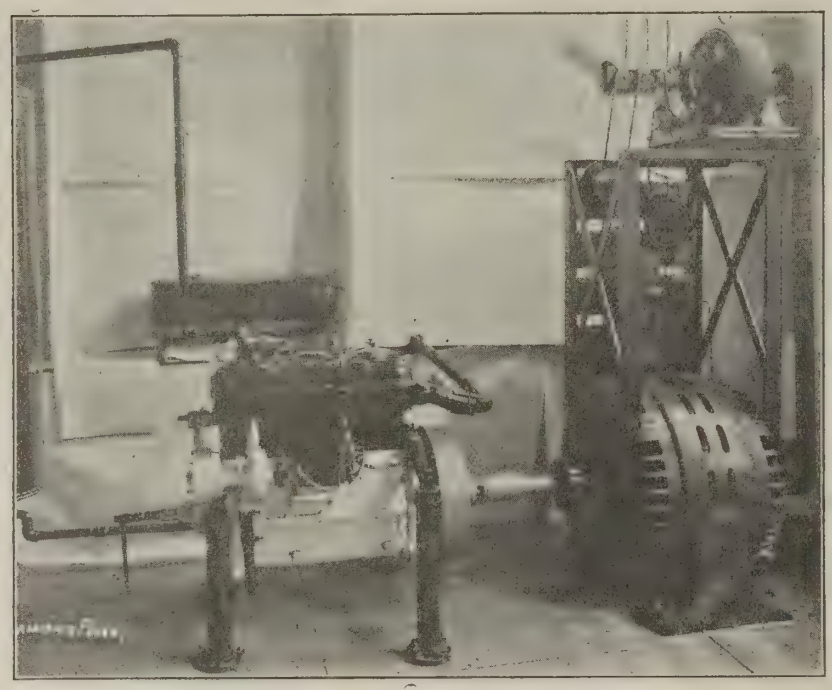
FIRST IN PUBLIC SERVICE
The World.
MORNING EDITION
The World and the Evening World have a combined circulation, daily, of 650,000 for $1.20 per agate line gross, subject to contract discounts. They carry more high class dry goods advertising; are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.
Advertise in Newspapers by the Year
The Evening World
Pulitzer Building, New York
Maller's Building, Chicago
Ford Building, Detroit

"In Boston It's the Post"
Circulation Averages for 1922
BOSTON DAILY POST
396,902
Copies Per Day
BOSTON SUNDAY POST
401,643
Copies Per Sunday
First in Local, General and Total Display Advertising

Westchester County's Greatest Advertising Medium
THE
DAILY ARGUS
Mount Vernon, N. Y.
Carried
Over 7,000,000
Lines in 1922
This is the Greatest Amount of Advertising Carried by Any Paper in This Important County.

NEA
Another NEA Full Service Client Writes:
"NEA has struck a high note in its release of the Oppenheim series, the Talmadge articles and 'The Tangle' story within a brief period.
NEA is hitting on all cylinders in all departments these days."
Send for Samples and Rates.
NEA Service, Inc.,
1200 W. Third St., Cleveland, O.

POWER AND LIGHTS CAN'T GO DOWN IN MERIDIAN STAR PLANT



TO guard against shutdowns due to electric power failure, the Meridian (Miss.) Star has installed a 50-horse power automobile engine directly connected to a 30-horsepower alternating current generator, as illustrated above. The generator produces alternating current of three phase 220 volts 60 cycles for the linotypes, stereotype machinery, and 28-page combination Hoe-Scott press. For the lights there is an oil transformer which reduces the voltage from 220 to 110. The illustration shows an old Stoddard-Dayton four-cylinder automobile motor purchased from a concern that specializes in dismantling old automobiles.

The engine is mounted on four posts of 2½-inch iron pipe which are bolted to the concrete floor. The regular automobile clutch slides about one-fourth of an inch on the connecting sleeve which is attached to the generator. To save space, the direct current generator, which is used to excite the fields of the alternating generator, is on the platform above the alternating generator. All of the instruments are on the same platform.

Cooling is accomplished by pumping water through a large tank, like that on a kitchen range. A speedometer (not shown in the picture) indicates a speed of 18 miles an hour when the generator is turning 1,200 revolutions per minute. The governor, which was taken from a Fairbanks-Morse stationary engine, is attached to the throttle of a new style Stromberg carburetor so that the speed of the engine remains constant regardless of how much load there is on it. Whenever the emergency outfit is needed, a double throw switch is turned from the central power station wires over to contact with the emergency wires. This outfit was installed in the extreme rear of the first floor, which houses all the mechanical plant. It occupies a space of about six feet by ten. The total cost, including the rebuilt generator, was about $900.

NEW INCORPORATIONS

New York. Nuidea Fashion Publishing Company, Inc.; capital, $20,000; directors, Salvatore Fragale, 4604 Eleventh avenue, Brooklyn; Angelo Fragale, 3717 Dellevale avenue, New York; Joseph Fragale, 287 Empire Boulevard, Brooklyn.

Wall Street Facts, Inc.; capital, $500; directors, William Lindberg, 30 Vesey street, New York; William A. Deverall, 396 Westminster road, Brooklyn; Henry Thrush, 60 Wall street, New York.

Crown Printing Company, Inc.; capital, $3,000; directors, Edward Braunhut, 64 East 3rd street, New York; Hyman Wigodsky, 1509 Mermaid avenue, Coney Island; Joseph Tobia, 350 West 47th street, New York.

Garage Protective Review, Inc.; capital, $25,000; directors, James J. Cotter, M. A. Cotter and M. A. Scagne, 51 Greenwich street, New York.

Travel Guide Company, Inc.; capital, $5,000; directors, M. A. Goldhill, 261 Broadway, New York; J. I. Sugarman and I. C. Sugarman, 1529 47th street, Brooklyn.

Trade Mark Association of America, Inc.; capital, $5,000; directors, Bella Finkelstein, 1547 Commonwealth avenue, New York; J. A. Sheridan, 129 Macon street, Brooklyn; S. Joseph Oxenberg, 1239 Boston road, New York.

Studios of Worden, Inc.; capital, $5,000; directors, Charles Worden, 190 Claremont avenue, Jersey City, N. J.; H. A. Rabin, 796 Washington avenue, New York; Dorothy Knable, 210 South 9th street, Brooklyn.

British & Colonial Press, Inc.; capital, $10,000; directors, E. C. Digby, 340 West 57th street, New York; Richard Tomkinson and Marjorie Tomkinson, 737 Warburton avenue, Yonkers, N. Y.

Garden City Publishing Company, Garden City; capital, $10,000; directors, S. A. Everett, N. Doubleday, A. Page.

Aetna Paper Mill Supplies Company, Brooklyn; capital, $10,000; directors, F. Lepre, P. Brancalo.

American Officer Publishing Co., Inc.; capital, $50,000; directors, William J. Dunn, 24 Jackson place; D. Rothkrug, 840 Bay Parkway; P. Simon, 53 Bay 25th street, Brooklyn.

School Aids Company, Inc., Brooklyn; capital, $10,000; directors, A. A. Feller, 179 South 2d street, Brooklyn; Joseph A. Callano, 1725 Fulton avenue, Bronx; P. Haas, 300 Haven avenue, New York.

Pandick Press, Inc.; capital, $500; directors, C. H. Adams, S. D. Stockton, Jr., George A. Wilson, 32 Liberty street, New York.

Athletic News Publishing Company, Inc.; capital, $500; directors, J. J. Barriskill, James Cunningham, M. Rodriguez, 504 1st avenue, New York.

Social Guide Publications, Inc.; capital, $20,000; directors, Herman Cowan, 196 Prospect avenue, Bronx; Freda Spivack, 66 East 111th street, New York; N. N. Dorfman, 1299 Grand Concourse, Bronx.

C. V. Newspaper Service Corporation; capital, $500; directors, L. H. Coleman, H. M. Robertson, George A. Bronnell, 15 Broad street, New York.

Federated Labor Press, Inc.; capital, $100,000; directors, George R. Fuller and E. M. Stearne, 104 West 49th street; H. E. Freshman, 400 Riverside Drive, New York.

The News Pictures Corporation; capital, $500; directors, J. G. Pembleton, L. C. Wells, R. C. Richter, 130 West 42d street, New York.

Roosevelt Press, Inc., capital, $5,000; directors, J. Greenberg, 139 West 119th street; L. M. Schachter, 1454 Grand Concourse; L. Greenberg, 132 Sherman avenue.

The Foto Press, Inc., capital, $25,000; directors, A. L. Davis, 405 West 45th street; George Coleman, 615 West 162d street; H. G. Coleman, 580 West 172d street.

New Metropolitan Fiction, Inc., capital, $10,000; directors, E. E. Zoty, 500 West 122d street; F. Oursler, 148 Wallace avenue, Mt. Vernon; J. R. Coryell, 1453 avenue G, Brooklyn.

M. B. Sleeper, Inc., capital, $5,000; directors, J. E. Whiting, George O. Castell and E. Webster, 5 Nassau street.

W. W. Griffith, Inc., capital, $5,000; directors, Moses Altmann, 839 West End avenue; I. F. Vogel, 1180 Jackson avenue; J. A. Tarlowsky, Jersey City, N. J.

Bosart Display, Inc., capital, $10,000; directors, H. Schonhaus, B. Cooper and F. S. Booduer 152 West 42d street.

Greater Ridgewood News Inc., capital $100,000; directors, H. Abramson, 909 Willoughby avenue; William Weiler, 177 Stanhope street; Howard Bryan, 1394 Greene avenue, Brooklyn.

Buffalo, N. Y. Riverside Herald Printing Company, Inc.; capital, $500; directors, Edward J. Carson, F. J. Snell and H. W. Hutt, Buffalo, N. Y.

DeForest Porter Advertising Service, Inc., capital $25,000; directors, DeForest Porter, 12 Root Bldg.; L. D. Porter, 395 Elmwood avenue; H. E. Bredemier, 12 Root Bldg.

Local News Publishing Company, Inc.; capital, $500; directors, F. H. Butchorn, R. A. MacLean and H. B. Holland, 37 Wall street, New York.

Boston. New England Hotels Publishing Company; capital, $100,000; directors, James E. Farley, Peabody; and Albert B. Carey and Frederick F. Powers, Dorchester.

Garden City—Garden City Publishing Company, Inc., capital, $10,000; directors S. Everitt, Nelson Doubleday and Arthu

Rochester, N. Y. Il Popolo Publishing Company, Inc.; capital, $10,000; director Cardone, Cosimo Cilano, Peter Roncon ester, N. Y.

"SETS" PLATES ON LINOT

Hagerstown Printer Invents Det Shallow Mold

Howard M. Dudley, a Hag (Md.) printer, has patented a mold to be attached to any slug machine to set slugs plate high, of type high. The plate-high sl put on a metal tray, with flange which lock, making a plate ready press.

Type is set in the usual way, a device is removable so that ty slugs can be set again, Mr. Dud clares. He estimates that the dev save 80 per cent of printing costs

Printing Plants Combine

Edward S. Paret and the Biddl both of Philadelphia, have been dated under the name of the Biddl Press. Edward S. Paret is presi the new company; George B. I vice-president; S. Clayton Wicks tary-treasurer, and Weston C. Bo sistant secretary-treasurer.

Printers' Outfitters

Printing Plants and business bought and sold, American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

N. Y. DAILY NEWS

HALF-TONES

Best in the World

Made by

POWERS

NEW PROCESS

NEWSPAPER BROKERS

If you want to buy a newspaper—daily, weekly or semi-weekly—send for

"LISTINGS"

Our official publication. Last issue contains information concerning over 50 newspapers requiring from $200 to $50,000 cash to handle. Some are for lease. We have papers from coast to coast and from Canada to the Gulf. No matter where you want to locate, secure "LISTINGS"—it's free.

100 MORE PAPERS NEEDED

Demand for papers is great, just now. Now is the time to sell. Our aggressive, persistent efforts will bring results. Perhaps you are listed with others; it makes no difference—list with us. We will give quick action. Act promptly and your paper will appear in next issue of "LISTINGS" under a key number and thus no publicity is given that you want to sell.

SEND FOR BLANKS TODAY

and you will be surprised at how quickly we will dispose of your paper.

PUBLISHERS' SERVICE BUREAU

(Established 1916)

119 N. Bowman St., Mansfield, Ohio

Owned and Managed by Experienced NEWSPAPER MEN

SUPPLIES & EQUIPMEN

For Newspaper Making

R. HOE & C

For One Hundred Years the Le Designers and Manufacturers of N paper Presses and Printing Mach of All Kinds

Quality First— Progress Alway

We always carry a full line of and Stereo-room supplies, inch blankets of all kinds, knives, rul cheek woods, matrix paper, imp and domestic tissue, brushes, c icals, counters, paper roll trucks, all at the lowest prices consistent Hoe high quality.

504-520 GRAND STREE NEW YORK CITY

No. 7 Water Street Boston, Mass. | Tribune Bui Chicago, Ill

STEREOTYPE MACHIN FOR SALI

Metal Pot, Pump & Pyrometer (3 ton)
1 double Steam Table-Gas Heat...
1 plate finisher
1 Drose Refining Pot
1 Cast box
1 Goss rocker casting box
1 Goss 15-in. single cutter tail saw with 3 H.P. 2 phase 60 cyc. General Electric Motor 220 volt
1 Goss Shaver with 3 H.P. 2 phase 60 cyc. motor
1 Goss Chipping Block
1 Hoe Equipoise Casting Box
1 Hoe 14½ in. Double cutter tail saw belt drive
1 Hoe Shaver-Belt drive
1 Hoe Chipping Block

4 curved pieces of plate making ma for 14½" cylinders. Casting box, ta shaves and chipping block.

4 curved pieces of plate making ma for 15" cylinders, casting box, ta shaver and chipping block.

OBSERVER-DISPATCH, I Utica, N. Y.

Introduction to Employer and Employee

SITUATIONS WANTED

A WORD for advertisements under this classification. Cash with order. For ose unemployed one insertion (adv. not to eed 50 words) FREE.

dvertising Solicitor
ig experience, wide connection, national ad- tisers, magazine, trade papers, special ctions, desires a recognized high grade con- tion. Unquestionable credentials. Not a ice, floater or boozer. Native American. ristian. Box A-997, Editor & Publisher.

Opportunity to Strengthen Your Business ganization.
wspaper Business Executive, seeks con- tion on daily in Metropolitan city. A man o knows every phase of newspaper oper- ng; how to build up the revenues; increase ertising lineage; experienced in handling ge and complexed circulation problems; to- her with a knowledge of accounting hods, machinery and equipment. Primar- an advertising man,—not a scheme or nt promoter, but a man who can assume hority and responsibility and exercise sdiction over the business departments of daily newspaper and produce results. An rview in New York at any time or during N. P. A. convention. Correspondence, fidential of course. Address A-975, care tor & Publisher.

distant Manager and Advertising Manager.
teen years in newspaper business, going n devil to assistant manager, capable ctor of display and classified departments. w on paper where I've been for 12 years, city over 100,000. Reasons for changing— ire broader field. 35 years of age, steady dependable. Will earn every dollar paid services and make money for employer. ress A-968, Editor & Publisher.

toonist
young man with natural ability and art ining, well educated, is right where "a er needs a friend." Desires connection on rspaper or syndicate with opportunity to k hard on the "better and better" prin- e. Absolute confidence in ability to make d. Will go anywhere. Send for samples. 88, Editor & Publisher.

culation Manager,
ord of 4,000 increase in the past 9 months. teen years' experience. Available at once. man you are looking for. References. ress Box A-986, care Editor & Publisher.

culation Manager
ires connection where initiative and capa- ty is demanded. I am thoroughly ex- ienced in all branches of circulation work. k A-996, care Editor & Publisher.

culation Promotion
ve crew, get the business by house to house vass with or without premiums. Can liver the goods. Write A-987, Editor & blisher.

y Editor, Reporter
ks position on daily in town 50,000 popu- on up, preferably in Middle West. Capa- energetic newspaperman. Thoroughly miliar with editorial end. Conscientious, endable. Now employed, but available hin ten days after receipt of right offer. correspondence will be answered. Ad- ss Box A-985, care Editor & Publisher.

ssified Manager.
th 5 years' experience as Classified Mana- , 26 years of age, married, now employed daily of 14,000 circulation, desires change larger daily in the South or middle West. furnish best of reference as to results, character. What have you to offer. ress A-974, care Editor & Publisher.

oposing Room Foreman.
iable and qualified to produce results. A rough printer with varied experience and anizing ability. Address A-978, Editor & blisher.

nposing Room Foreman
hes to locate in Middle West; fully ex- ienced, efficient and capable; for a num- of years in charge of composing room in re city; can give best of references. Box 95 Editor & Publisher.

tor
ng man, now employed, wants opportunity build up newspaper in field needing ex- sion. Ready to prove ability by results. A-980, Editor & Publisher.

tor-Business Manager
thousand, organize and head corporation blish daily, weekly, job and publishing nt. Midwest university town 18,000. De- vigorous city man, vision and broad mpathies, harmony with good citizenship organized labor. Lodge monthly 100,000 ulation open to contract. A-998, Editor & blisher.

erienced Man
newspaper lines, now employed, desires her experience in editorial writing with lication offering opportunity. Reference ired. Write A-955, care Editor & Publisher.

SITUATIONS WANTED

Editor & Publisher
since 18 years old, now 35 and married, would entertain suitable connection with Iowa or Missouri daily in city of 12,000 to 15,000 where an interest in business might be obtained, if relations proved mutually desirable. Weekly and daily experience as editor and publisher, but desire eventually part interest in larger daily field. A-983, Editor & Publisher.

Experienced Reporter
who is always on the spot when news breaks, and writes quickly and effectively, seeks position with newspaper in city over 200,000. Graduate of School of Journalism. Can furnish references. Address Box A-982, care Editor & Publisher.

Foreman of Newspaper Composing Room,
recovered from illness, seeks to locate. Experienced with evening (6 edition) daily, with Sunday and bulldog. Thoroughly competent, sober and industrious; union. Handled battery of 25 linos, 2 monos, and Thompson, running day, night and lobster shifts, employing 90 to 100 journeymen. A-1 references. A-971, Editor & Publisher.

Legislative Writer,
experienced in Ohio, Indiana and Michigan court work, wants job in state capital. A-1 references. Style good. $40. A-928, Editor & Publisher.

Newspaper Foreman,
assistant foreman and head make-up, would like to correspond with publisher needing composing room foreman. Address A-835, Editor & Publisher.

Newspaper Man Wants Position
on editorial staff. Can fill any position and make friends for the paper. Forty years experience on large and small papers. Feel fully capable of conducting an interesting religious department. Can give good references. Address A-962, Editor & Publisher.

Position Wanted
as assistant to advertising manager. Capable, ambitious and thorough; anxious to prove ability on paper where hard work wins recognition. For references and particulars write Box A-994, Editor & Publisher.

Reporter and Feature Writer,
20 years' experience, wants position in Manhattan on daily, trade journal or publicity; $40 to start. A-989, Editor & Publisher.

Wanted
Position by feature writer, 10 years' experience. References. State terms. Box A-976, Editor & Publisher.

Who'll Pay $35
for a man, 27, married, Protestant, who is particularly adapted for country newspaper work? Can handle advertising copy, layouts, soliciting, editing county, covering locals, etc. I. C. S. ad student. Want to understudy retiring publisher in progressive community of 6-10,000. City editor here. Available on notice. Harry Aldrich, Ellsworth, Maine.

Young Man
with three years' experience in newspaper work would like to connect with a daily paper in Michigan, Ohio or Indiana. Advertising or reportorial staff. Employed at present. Address A-972, Editor & Publisher.

$25 Reward
to anyone putting me next to desk job paying $50 up that I obtain. Address "Big Leaguer," 2727 No. 10th St., Kansas City, Kans.

FEATURE ARTICLES

6c A WORD for advertisements under this classification. Cash with order.

Mr. Editor:
A column of brisk, pointed comment upon world happenings daily will be an asset to your paper. Try "Today in World News" for one month. If it is not worth the money, it will cost you nothing. Special provisions made for the small daily or weekly. Address A-973, Editor & Publisher.

'BACCY ADS NOT WHOLLY BANNED

Utah Permits Them in Press, But Not for Cigarettes—Latter May Be Sold

The new Utah tobacco law makes it unlawful to advertise tobacco in any form on billboards and in any other way, except in periodicals. The ban on cigarette advertising is as absolute as before; this form of tobacco must not even be displayed in store windows. Under the new law, however, cigarettes may be sold under a high license tax. The license is $100 in cities of the first class and $25 in communities ranking lower than third class. In addition a $500 bond must be procured and a stamp tax placed on the sale of cigarettes, to be collected at time of sale. This tax is as high as two mills on large cigarettes.

The new law is the result of a bitter fight for the repeal of the now famous Southwick law, which prohibited the sale and advertising of cigarettes and smoking in certain enclosed public places. The latter section of the law was also slightly changed. Friends of tobacco had a hard struggle to get an amendment permitting the advertising of tobacco other than cigarettes in newspapers. It was contended that without this privilege all the Utah tobacco manufacturing companies would go out of business. This law aroused more interest on the part of the public than all the rest of the legislation put together!

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Editor Wanted
Excellent future for highly qualified man to edit national monthly devoted to citizenship and discussion of political, economic and social questions. Kindly give your experience and qualifications in detail. All applications will be considered strictly confidential. Address Samuel Adams, 621 Albee Bldg., Washington, D. C.

Editorial Writer
on evening daily, inland city, 100,000 population, Pennsylvania, who can furnish two to three columns per day, current events, political, local, follow policy, and special work. Give age, references, habits. Address A-992, Editor & Publisher.

Wanted.
Advertising solicitor and service man for newspaper. Youth, energy and vision and knowledge of the game required. State salary and experience. Advance, Staten Island, New York.

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order.

For Sale
Complete I. C. S. advertising Writing Course. Four cloth volumes, $20. V. H. Wiseman, Lawrenceville, Ill.

For Sale
controlling interest in old established Eastern daily with fully equipped job department in city of 25,000. Twenty thousand dollars will handle. Address A-999, Editor & Publisher.

For Sale
Half control in old established New York State daily with finely-equipped job department. Will sacrifice on account of ill-health. $12,000 cash will swing the deal. Address A-981, Editor & Publisher.

Opening for Daily Newspaper
Middle West town of 15,000. Merchants and citizens in general will support right man. Only $25,000 investment required. $10,000 cash. Terms for balance if desired. A-931, Editor & Publisher.

Partner Wanted
There is an unusual opportunity right now for accountant or advertising man, who is ready for a bigger job, to join an established advertising agency as a partner. An investment of $8,500 will secure third interest in agency doing over $18,000 gross business in 1921, more than $26,000 in 1922 and $8,100 the first two months of 1923. Give your qualifications in full in first letter. Address Box A-984, Editor & Publisher.

Want to Buy or Lease
Small daily or weekly paper in Middle West offering opportunity for development. Send details to Box A-993, care Editor & Publisher.

CUTS OUT BANNER LINES

Change Made to Be Honest, Says Portland News

The Portland (Ore.) News a few weeks ago discarded the big headlines from all of its six daily editions except the last. The experiment seemed a somewhat hazardous one. The street boys howled—said they couldn't sell a first edition without a screaming headline. But gain instead of loss in circulation, both street and otherwise, have resulted. Editor Fred Boalt says: "We have put on an additional 1,500 since we made the change. Perhaps we would have made this growth, anyway; I don't know. We didn't make the change, primarily, to gain circulation. We made it to be honest in our measuring of news values—to work up to a real climax instead of down from a fake one."

New Linotype in Tonopah

The Tonopah (Nev.) Times has installed a Model 14 linotype.

SOUTHERN DAILY
(Morning and Evening Combined)
Only paper in city of 13,000 population. Wealthy trading territory; 1922 profits over $28,000. Equipment ample; no replacement needed. Price $105,000. Reasonable terms.
PALMER, DE WITT & PALMER
Newspaper Properties,
225 Fifth Avenue New York
Pacific Coast Representative:
M. C. Moore, 513 Canon Drive,
Beverly Hills, Calif.

Unusual Opportunities
Daily & Weekly
NEWSPAPERS
TRADE PAPERS
HARWELL & CANNON
Newspaper and Magazine Properties
Times Building, New York
Established 1910

WE CONNECT THE WIRES
IS YOUR SPORTS STAFF fully manned for the coming season? We can tell you about some good men who are seeking new connections. From boxing to baseball, minor to major league, cub writer to department head — your need is not likely to be outside of our ability to supply. No charge is made to employers for our service.
FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

STARR SERVICE CORPS
Pierre C. Starr
Furnishes successful practices and co-operative systems pertaining to any phase of
NEWSPAPER MANAGEMENT AND DEVELOPMENT
Increasing Advertising Earnings, Circulation, Etc.
Service limited to daily newspapers with not less than 15,000 circulation.
STARR SERVICE CORPS
Upbuilders of Newspapers
42d St. & B'way New York City

Wanted.
Will pay 25 cents for a copy of EDITOR & PUBLISHER of January 7, 1922. Box A-970, Editor & Publisher.

"League or War"
by
IRVING FISHER
Professor of Economics at Yale
10 Articles of 2500 Words
They are able, authentic and readable.
Released weekly beginning April 1st.
Your Serious Readers Will Enjoy Them.
The McClure Newspaper Syndicate
373 Fourth Avenue, New York City

?Do You Know?
Science Service

Interesting shorts, making a daily feature, appear under the above heading in our general news report.
The Daily Science News Bulletin also contains:
NEWS stories telling what is happening on the frontiers of science.
Authoritative, vital and striking signed articles.
News of the Stars.
"Chats on Science" by Dr. Edwin E. Slosson.
Photographs and Drawings in mat form.

Some territory is still open.
Wire Allied Newspapers, Inc., 52 Vanderbilt Ave., New York City, selling agents.

SCIENCE SERVICE
1115 Conn. Ave., Washington, D. C.

Thomas W.
Briggs Company
Headquarters
Memphis, - Tenn.
We serve Publishers in U. S. and Canada
Write for particulars of our
Permanent
Weekly Business Review Page

Million Dollar Hearst Features
The World's Greatest Circulation Builders
International Feature Service, Inc.
New York

HUNCHES

Managing editors and city editors are always on the lookout for news and feature ideas that can be used locally. Editor & Publisher *will pay $1 for each hunch published under this head. The fact that the hunch is now being worked successfully in your city does not bar it from this department. Address your contributions to the* Hunch Editor. *When they appear, clip them and mail them in and receive payment. Unavailable hunches will not be returned.*

EDITOR & PUBLISHER receives a great many requests for the names and addresses of contributors to the Hunch and Dollar Puller departments from newspapers anxious to get in immediate touch with them. Under the system of using only initials of contributors it has in some cases taken us six weeks or more to connect the wires. For this reason better service will be rendered in the future if the following form is followed in the case of each contribution to the departments:—Name of contributor, name of newspaper, employer or home address, name of city, abbreviation of State name.

HOW many people are there in your city of over 30 years of age who have never had anything done to their teeth in the way of repairs and whose teeth are perfectly good? There probably are very few such people and those folks who have such teeth are, unquestionably, mighty proud of them. So it would be a good stunt for you to offer a prize of a couple of tickets to some movie theater to every local person over 30 years who has perfect teeth and who is willing to prove the fact by having teeth examined by a dentist, who would volunteer his services for the examinations for the publicity he'd get out of the stunt. The movie theater would, of course, donate the tickets in view of the advertising it would get for its current play—a picture which might be designated as being full of meat and the kind the folks can sink their teeth into and know they've got a bite of something good. All the names of the winners should be published, of course. All this would be different and decidedly interesting and so would make a big hit with the paper's readers—F. H. W.

An interesting feature of a local newspaper is a column usually found on the second or third page, headed "The Reporter's Notebook." In this column we find short paragraphs commenting on unusual occurrences and surprising facts discovered within the past week. These articles deal wholly with local subjects and are always of interest to practically every public spirited citizen.—R. W. S.

Dorothy Deane, the Williamsport Sun's woman editor, has opened the columns of her page to youthful readers, children 6, 7, 8, up to 12 years of age, to tell what they want to be when they become men and women.—P. T. B.

Offer a small prize for the simplest and shortest poem containing all the letters in the alphabet. The experience obtained in writing such verses as these should be of benefit to school children in all grades.—B. F. C.

A bill has recently been introduced into the Ohio legislature requiring men to prove their ability to support a wife and family before they will be granted a license to marry. The author of the bill says, "Most unsuccessful marriages result from financial difficulties." Here's a good chance to get some interesting opinions from various people, particularly women, as to whether this man has the right idea. What constitutes "ability to support a wife and family" anyway? You will probably get just as many different opinions as the number of persons you interview. It might make an interesting feature to run some sort of contest, with small prizes for the most interesting letters submitted.—C. E. L.

Interview some of the more prominent business men in your city and find out what some of the big opportunities were which presented themselves but which this particular man failed to grasp. Get him to tell why he did not take it and what probably would have been the ultimate outcome had he taken hold of the opportunity. Perhaps someone has had the chance to buy stock at a small figure but was a little too hesitant and lost out altogether and today the stock is worth many times what it sold for. Many other similar instances will probably be found.—James W. Hesse, Topeka State Journal, Topeka, Kans.

An interesting feature can be secured by giving an assignment each week to the more advanced students of a local art school, to sketch some scene about town such as scene in library reading room, police court, theater lobby, depot, outdoor scenes, etc. Offer prizes of, say, 5, 10 and 15 dollars for three best pictures and a few at $1 each. This is good experience for the students and is often productive of good illustrations for feature articles.—T. R., Minneapolis, Minn.

The old ordinances of any city will furnish material for a good feature story. The San Antonio (Tex.) Light recently published such a story. If the city ordinances have not been recodified for some time, it is likely that the enforcement of many of those on the books would create considerable amusement as well as indignation. If the ordinances have been revised, then the old book of ordinances will furnish a wealth of historical data concerning the early-day life in the city. —J. T.

What is the present general physical condition of the young men of your community? Try getting a line on this from the army and navy recruiting stations in your district. We found that the navy rejections were mainly due to defective teeth and the army ruled them out because of underweight, mostly. Get figures on applications and rejections and work them up into a readable little story. If there's a marine corps recruiting station in your vicinity, don't neglect it.—W. A. M.

Is the drama coming to be used more and more in the churches of your locality? One of the Detroit churches has just announced the appointment of a paid dramatic director as a member of the regular staff of the church. We seem to be getting back to dramatizing the teachings of the church as was done in the early days of Christianity. A good story can be worked up here, bringing in the opinions of various ministers as to the wisdom or unwisdom of this tendency.—C. E. L.

Grant Overton's Weekly Diversified Copy on the Reading and Writing of Books Is Used by Some as a Complete Department —By others to Supplement or Round Out Staff Material.
Know his stuff?
METROPOLITAN NEWSPAPER SERVICE
Maximilian Elser, Jr., Gen'l Mgr.
150 NASSAU ST. NEW YORK

"How to Read People"
by
KATHERINE M. H. BLACKFORD, M. D.

An entertaining and instructive daily feature with Questions and Answers Service.
Dr. Blackford is the originator of Character Analysis and its application to business.
If you want a novel daily article of 400 words for editorial, woman's or feature pages, write for samples to
UNITED FEATURE SYNDICATE
NORRIS A. HUSE, Gen. Mgr.
World Building New Yor

America's Best Magazine Pages
Daily and Sunday
Newspaper Feature Service
241 WEST 58TH STREET
New York City

WIRE NEWS
For Evening and Sunday Newspapers
International News Service
21 Spruce St., New York

The Providence Sunday Journal
has taken on our
RADIO
THE INTERNATIONAL SYNDICATE
213 Guilford Ave., Baltimore, Md.

NEW ENGLAND

MASSACHUSETTS—Population, 3,852,356

	Circulation	2,500 lines	10,000 lines
**Attleboro Sun .....(E)	4,805	.0275	.0175
†Boston Sunday Advertiser(S)	424,104	.55	.55
†Boston Globe .....(M&E)	274,607	.45	.45
†Boston Globe .....(S)	321,871	.55	.55
Boston Telegram .....(E)	145,113	.20	.20
†Boston Transcript .....(E)	36,423	.20	.20
**Fall River Herald.....(E)	13,405	.035	.035
*Fitchburg Sentinel .....(E)	10,739	.05	.035
Greenfield Recorder .....(E)	3,025	.0175	.0175
**Haverhill Gazette .....(E)	15,216	.055	.04
**Lynn Item .....(E)	16,132	.06	.04
*Lynn Telegram News.(E&S)	16,886	.05	.05
†Lowell Courier-Citizen and Evening Leader(M&E)	20,635	.06	.06
**New Bedford Standard-Mercury .....(M&E)	31,489	.08	.08
**New Bedford Sunday Standard (S)	25,006	.08	.08
†North Adams Transcript.(E)	9,334	.0375	.03
**Salem News .....(E)	20,879	.09	.07
**Taunton Gazette .....(E)	8,268	.04	.03
†Worcester Telegram-Gazette (M&E)	72,733	.24	.21
*Worcester Sunday Telegram (S)	42,741	.18	.15

MAINE—Population, 768,014

†Bangor Daily Commercial(E)	14,703	.05	.04
†Portland Press Herald(M&S)	22,208	.07	.06
**Portland Express .....(E)	26,294	.10	.07
**Portland Telegram .....(S)	28,658	.10	.07
†Waterville Sentinel .....(M)	5,886	.035	.025

NEW HAMPSHIRE—Population, 443,683

†Keene Sentinel .....(E)	3,316	.03	.02

RHODE ISLAND—Population 604,397

	Circulation	2,500 lines	10,000 lines
Newport Daily News....(E)	6,171	.035	.03
Pawtucket Times .....(E)	24,401	.07	.06
**Providence Bulletin .....(E)	58,738	.135	.135
†Providence Journal ....(M)	32,837	.08	.08
**Providence Journal .....(S)	54,568	.12	.12
**Providence Tribune .....(E)	21,364	.10	.09
Westerley Sun .....(E&S)	4,561	.025	.025
†Woonsocket Call .....(E)	12,959	.04	.04

VERMONT—Population, 352,428

*Barre Times .....(E)	6,532	.03	.02
Bennington Banner .....(E)	3,021	.0125	.0125
Burlington Daily News...(E)	7,183	.04	.04
**Burlington Free Press..(M)	11,441	.05	.05
Rutland Herald .....(M)	9,437	.04	.04
†St. Johnsbury Caledonian-Record .....(E)	3,360	.0214	.015

CONNECTICUT—Population, 1,380,631

*Bridgeport Post-Telegram (E&M)	43,033	.145	.14
*Bridgeport Post .....(S)	18,395	.085	.08
*Hartford Courant .....(D)	29,780	.08	.07
*Hartford Courant .....(S)	48,600	.10	.09
**Hartford Times .....(E)	43,672	.12	.12
**Meriden Record .....(M)	6,699	.045	.025
†Middletown Press .....(E)	7,561	.03	.025
†New Haven Register..(E&S)	34,427	.10	.09
**New London Day.....(E)	10,687	.06	.045
†Norwich Bulletin .....(M)	11,663	.07	.05
**Norwalk Hour .....(E)	4,953	.03	.03
*Stamford Advocate .....(E)	8,351	.0375	.03

Government Statement, April 1, 1922.
*A. B. C. Statement, April 1, 1922.

**A. B. C. Statement, October 1, 1922.
†Government Statement, October 1, 1922.

Absorb to yourself a fair share of New England's orders by familiarizing its two million readers that buy daily newspapers with your name and your merits.

The New England market has a stupendous aggregate buying power. The families are spending millions of dollars today. They will spend millions more tomorrow.

Think of the power in the thought and repetition of thought of these two millions.

Think of the weight even a small percentage of their inquiries will have on the trade.

Concentrate your efforts in the most effective and yet economical way by advertising in this list of daily New England newspapers.

The result-getting power of these dailies has been proven time and time again. These papers are at your service, to assist you to open up the local market for your merchandise. Use the dailies intensively and you will get your goods called for by name all over New England.

Greater Service Is Demanded In Advertising To-Day

There was a time when an advertising agency did little more than prepare copy and select mediums on a quantity basis.

There are some agencies who do this to-day. But the real agencies that are building for the future have abandoned such careless methods.

Advertising is no longer merely a matter of cost per line per thousand. The vital consideration is "Will it sell the goods?" There was a time when the general mediums were preferred because of their ease of use and largest profits to the agencies. To-day these same buyers of space have been brought to realize that to hold customers they must produce results. They are therefore turning more and more to the daily newspapers.

There are still some who believe that a national campaign means throwing money blindly at the map through use of heavily duplicated magazine space.

There are still some who think that intelligent service to their clients means the purchase of space in the largest circulation medium in a territory.

But there is a growing number of those who painstakingly study the use of all mediums for the most advantageous appeal to people most likely to buy the goods advertised and, except in the case of cheaper goods, shun the gutter sheets consistently.

Effective space buying can often save the client much money that is ordinarily wasted by the careless dispenser of advertiser's dollars in mediums maintained on forced draught basis to pander to the unthinking.

JASON ROGERS,
Publisher The New York Globe.

New York, March 22, 1923.

THIS ISSUE: CORRESPONDENTS BLUFF WAY BY FRONTIERS

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1923

SUITE 1117 WORLD BUILDING, NEW YORK

Original second class entry—The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the act of March 3, 1879. Published every Saturday

[Copyright 1923, by The Editor & Publisher Company, James Wright Brown, president and editor.]

Vol. 55. No. 46 NEW YORK, APRIL 14, 1923 By Mail in Advance $4, U. S. A.; $4.50, Canada; $5, Foreign 10c Per Copy

FOR THE DIVERSION of the
Honored Gentry
Attending the Convention of the American Newspaper Publishers Association
THE
CHICAGO
TRIBUNE
has prepared a remarkable
DOUBLE HEADER
PROGRAM
Which may be Viewed at Leisure in the commodious Men's Lounge of the Waldorf-Astoria, New York
Tu, Tityre, sub tegmine fagi—VIRGIL

AT THE
A.N.P.A.
CONVENTION
SEE THE DOUBLE
HEADER EXHIBIT
OF THE CHICAGO
TRIBUNE
AT THE
OLD WALDORF BAR

Exhibition of
DESIGNS
FOR
The Tribune Tower
in Chicago
IN which are shown a number of elegant Drawings submitted in The Tribune's world-wide $100,000 Competition, announced on June 10, 1922 in commemoration of its Diamond Jubilee

From Trees to
Tribunes
A 5-Reel Motion Picture

THE compleat story of the Production of The Chicago Tribune. The second edition of this Work, shewing, in swift succession [so as to be not Wasteful of your time] how the various Departments operate,—and how the Efforts of more than thirty hundred Ladyes and Gentlemen co-ordinate to produce 4 Million Tribunes each week

THE SCENES INCLUDE:
The Tribune's TIMBERLANDS, at Shelter Bay and Franquelin, Quebec, The Tribune's PAPER MILL at Thorold, Ontario, The Tribune PLANT at Chicago, together with scenes from THE DAILY NEWS, New York's Picture Newspaper.

(The Chicago Tribune and The Daily News between them possess the Two Largest (or the largest Two whichever you prefer) morning daily Circulations in America. A motion Picture portraying the Organizations which Built up these Circulations is surely worth Viewing.)

MONDAY APR 23
TO FRIDAY APR 27 INC
EDUCATIONAL
INSPIRATIONAL
THE CHICAGO TRIBUNE
THE WORLD'S GREATEST
NEWSPAPER

THOSE DESIRING to view The Chicago Tribune's Exhibit will Easily Find it at the
Waldorf-Astoria
[Men's Lounge]
The Movies, *as they are quaintly termed*, will be Projected three times each Day, at 11:00 a. m., 2:00 p.m. and 4:30 p.m. from Monday, April 23 to Friday, April 27, inclusive....

NEW YORK STATE

AMERICA'S GREATEST MARKET

Supreme Not Alone in Business and Commerce, But As a Producer From the Soil

New York State is *fifth* agriculturally with a total value of $466,000,000 of which $270,000,000 stands for crops and $196,000,000 for livestock at the first of this year.

In crops alone New York was fourth last year, in livestock New York was seventh.

It is estimated that there are 1,488,000 dairy cows in New York State valued at over $123,000,000 with the dairy revenue around $200,000,000 yearly.

A territory that *produces* can *consume* equally well.

Use this list of daily newspapers to cover this territory for you. They can sell your merchandise. Results count. These papers get results for their advertisers.

	Circulation	2,500 Lines	10,000 Lines
***Albany Knickerbocker Press .....(M)	33,394	.09	.09
***Albany Knickerbocker Press .....(S)	47,496	.11	.11
†Auburn Citizen .....(E)	6,433	.04	.035
*Brooklyn Daily Eagle .....(E)	61,561	.20	.20
*Brooklyn Daily Eagle .....(S)	75,566	.20	.20
*Buffalo Courier and Enquirer...(M&E)	85,857	.18	.18
*Buffalo Courier .....(S)	120,554	.27	.22
*Buffalo Evening News .....(E)	104,958	.21	.21
*Buffalo Evening Times .....(E)	85,006	.15	.15
*Buffalo Sunday Times .....(S)	102,809	.15	.15
Corning Evening Leader .....(E)	7,260	.04	.04
***Elmira Star-Gazette .....(E)	23,754	.09	.07
Geneva Daily Times .....(E)	6,415	.04	.04
***Glens Falls Post-Star .....(M)	7,419	.03	.03
***Gloversville Leader Republican .....(E)	6,247	.03	.03
Gloversville Morning Herald .....(M)	5,717	.035	.035
*Ithaca Journal-News .....(E)	7,454	.04	.04
*Jamestown Morning Post .....(M)	9,525	.05	.03
***Middletown Times-Press .....(E)	6,335	.03	.03
***Mount Vernon Daily Argus.....(E)	7,976	.04	.04
***Newburgh Daily News .....(E)	10,283	.05	.05
†New York Globe .....(E)	166,196	.36	.34
†New York Evening Mail .....(E)	161,215	.41	.40

	Circulation	2,500 Lines	10,000 Lines
††The New York Herald.....(M)	170,257	.49	.45
††The New York Herald.....(S)	170,257	.49	.45
††The Sun, New York.....(E)	177,290	.50	.45
†New York Times.....(M)	356,671	.65	.6305
†New York Times.....(S)		.75	.7275
*New York Tribune.....(M)	137,011	.40	.36
*New York Tribune.....(S)	141,973	.40	.36
**New York World.....(M)	351,260	.595	.58
**New York World.....(S)	576,778	.595	.58
**New York World.....(E)	272,479	.595	.58
***Niagara Falls Gazette.....(E)	14,614	.06	.05
***Olean Times .....(E)	6,423	.03	.03
***Poughkeepsie Star and Enterprise..(E)	11,553	.05	.05
†Rochester Times-Union .....(E)	65,240	.20	.18
***Saratoga Springs Saratogian.....(E)	7,921	.04	.04
***Staten Island Daily Advance.....(E)	10,168	.05	.05
Syracuse Journal .....(E)	45,014	.12	.12
***Troy Record .....(M&E)	23,921	.05	.05

Government Statements, April 1, 1922.
*A. B. C. Publishers' Statement, April 1, 1922.
†Government Statement, October 1, 1922.
***A. B. C. Publishers' Statement, October 1, 1922.
**A. B. C. Annual Audit, Sept. 30, 1922.
††Government Statements, April 1, 1923.

The Cleveland PRESS

has the largest circulation of any daily newspaper in Cleveland!

189,397

being an INCREASE of 6849 over the last Federal statement, October 1, 1922. THE PRESS has the largest "city and suburban" circulation and the largest TOTAL circulation of any daily newspaper in Cleveland. THE PRESS is the ONLY Cleveland newspaper to show a circulation INCREASE over the last Federal statement, October 1, 1922. This is discerning Cleveland's endorsement of "The Truth—Quick!" as the editorial keynote of its favorite home newspaper!

OTHER CLEVELAND NEWSPAPER CIRCULATIONS FOR SAME PERIOD

The Daily Plain Dealer	The Times and Commercial	The Evening News
189,174	**15,529**	**150,473**
being a LOSS of 3967 from the last Federal statement, October 1, 1922.	being the FIRST Federal statement issued by this sprightly newspaper.	being a LOSS of 4785 from the last Federal statement, October 1, 1922.

162,712 of THE PRESS' circulation is in "The Cleveland Market" as defined by the Audit Bureau of Circulation.

The Press

First in Cleveland

CIRCULATION—HOME INFLUENCE—ADVERTISING

National Representatives:

ALLIED NEWSPAPERS, Inc.

52 Vanderbilt Avenue, New York

CHICAGO CLEVELAND CINCINNATI
ST. LOUIS ATLANTA SAN FRANCISCO

Selling your brand of cement to contractors and builders of

Philadelphia

Philadelphia, last year, started work on 108 manufactories, 52 office buildings, 62 warehouses, 18 schools, 2 hotels, 5 hospital buildings, 6 banks, 1909 garages of all sizes, in addition to many other structures provided for in the $115,000,000 building program.

You can profit from the big market offered by Philadelphia's building p l a n s if you teach the buyers and users of cement and other materials to ask for your products by trade name or brand, through The Philadelphia Bulletin.

Practically all builders, architects, engineers and business men and their superintendents and other employes, read The Bulletin daily.

Every day The Bulletin goes into nearly every home, office and workshop in Philadelphia, Camden and their suburbs.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

PHILADELPHIA'S NEWSPAPER

"In Philadelphia nearly everybody reads The Bulletin"

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania and is one of the largest in America.

Net paid average circulation for March, 1923—517,332 copies a day.

NEW YORK
Dan A. Carroll,
150 Nassau Street

DETROIT
C. L. Weaver,
Verree & Conklin, Inc.
117 Lafayette Blvd.

CHICAGO
Verree & Conklin, Inc.
28 East Jackson Blvd.

SAN FRANCISCO
Allen Hofmann,
Verree & Conklin, Inc.
681 Market Street.

LONDON
M. Bryans,
125 Pall Mall, S. W. 1.

PARIS
Ray A. Washburn,
5 rue Lamartine (9)

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Total Circulation of This Issue: 6,700

EDITOR & PUBLISHER

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Charter Member Audit Bureau of Circulations.

.55 NEW YORK, SATURDAY, APRIL 14, 1923 No. 46

ORRESPONDENTS BLUFF WAY BY FRONTIERS

American Used League of Nations Letterhead to Pass Guards of Three Nations; Story of the Man Who Overslept and Thereby Got a Big Scoop

By OTIS PEABODY SWIFT

EDITORIAL NOTE.—Even among newspaper men the way in which news is gathered for the cables is little understood. Mr. Swift has served as a member of the foreign staffs of the Chicago Tribune and the New York Tribune. In the last year crisis-chasing has carried him into twenty countries. This is the third of a series of articles on covering Europe, the next of which will appear in an early issue.

AMERICAN FOREIGN COR-ESPONDENT, looping the loop crisis to crisis across the map of , faces three problems.
as to get to where the news is.
there, he has to get the news.
ing got it, he has to get it out.

* * *

n the newspaper gang drops in of ernoon at the "New York Bar" is, strange stories are told of how ne. Take, for example, the job of there.
rrespondent of a big syndicate was ng the Lausanne conference when eived orders to jump to Constanti- War threatened. It was a rush The orders came at 4 p. m., too the day to get passport visaes.
left, visaeless, on the Simplon- express that night. Fortunately, er, he had in his baggage some e of Nations stationery, picked up writing room of a Geneva hotel.
Domodosolla, the Italian frontier, army officers came through the lit, checking up visaes. Of course son without a visa could get across order.
ave no visa," the correspondent told "But I am a League of Nations r. Here, you see, is a letter, ad- d to Premier Mussolini. You will the League of Nations address ll in the upper left hand corner. I go through to present this. No, I know what is in it. Yes, you have ght to arrest me, put me off the f you want to. If you, a miserable r officer, feel yourself qualified to re in League of Nations affairs, ad—arrest me if you dare. If you that this letter is genuine—go a—open up Premier Mussolini's per- mail, and read it. But if you want vice, stop bothering me and let me rough, quick."
officers thought it over, and the pondent passed.
ingely enough, he had a League of ns letter to Premier Pashitch when ched the Jugo-Slav border. At the rian frontier he had a letter for oulinsky. At Tchataldja he was ng League communications to pha Kemal and General Harring- Passport officers doubted, but none to interfere. Without a single vise, rived in Stamboul in record time. d what if they'd opened the let- someone asked when he told the

n, that was all right," he answered. ust written personal notes to Mus- Pashitch, Stamboulinsky, et cetera, g for an interview."

* * *

other correspondent lost his pass- He visited a consulate, and got an l letter testifying that his passport been lost. Whenever he came to a er thereafter, he would present this y valueless piece of paper, and or- e officers to visa it. The remark- document carried the visaes of half Europe before his original pass- was finally found.
ut the time this story was going the rounds, one of the newspaper gang was held up at the Polish frontier. Officials claimed his visa was useless, and told him to go back to Berlin and get a new one. The reporter had no time to waste. He intended to get through.

Among his personal papers were two official looking documents. One was his birth certificate, signed by the City Clerk of Poughkeepsie, N. Y., and carrying a huge red seal. The other was his high school sheepskin, also elaborately sealed.

He flourished these under the noses of the Polish guards.

"Visa or no visa, I defy you to halt me," he said in German. "Read these documents. They will prove that I am an important American diplomat, on a high mission to Warsaw. If you hold me up for two minutes more I shall have my friend Paderewski discharge you the moment I reach Warsaw."

The Poles, knowing no English, took the papers, studied them, upside down, looked at the seals, and then, all politeness, O. K.'ed his visa, begged his pardon, and told him to proceed.

* * *

Once the newspaperman has got there, there is more than one way of getting the news. A group of correspondents had hustled to a mid-Europe capital on some seething crisis. One night it was announced that the Premier would give important news in a speech the next morning at a town some 75 miles away. The only way to reach the accursed place was by a 4 a. m. combination train.

Some set their alarm clocks for three.

Some stayed up all night. Cold, hungry, and miserable they gathered in the train's smoking compartments as, at 4 a. m., they pulled out of the capital through driving rain.

All except one man.

He had been a failure on the job. He had consistently fallen down on every point of the story. He faced being fired. This morning he had completed his record of error by oversleeping, and missing the train.

It was not until 10 a. m. that he awoke. A vast cheering crowd was outside his hotel windows. The Premier, having changed his mind at the last moment, was making his speech in the main square of the capital. It was a sensational speech. It reeked of war and a shattered balance of power. It was Page One.

With every other correspondent kicking his heels in a deserted village 75 miles away, the blue envelope candidate scored a twelve hour beat that won him a bonus.

* * *

One European correspondent has his own little system for getting news. He maintains a secret service all his own, paid out of his own pocket. His "reporters" are civil servants in strategic government offices, clerks of big hotels, and government spies. This correspondent sits in his office and has his agents telephone in to him.

"This is No. 16," comes a voice, "I've just learned that—"

Another trick way of getting news developed when a stranger walked into a correspondent's hotel room in a Balkan capital.

"I have some very important news," he said, "I will sell it for seven American dollars."

"What is it?," asked the American.

"If I told you, it wouldn't be news," was the reasonable answer. "It is very important, as you can see by the price. I bought it for $4 from a telegraph operator who picked it off a government line. I'm only making $3 profit on it. If you don't want it, I'll sell it to your opposition."

Intrigued, the newspaperman paid over $7, and got the news, which concerned a mobilization order. While this system of selling news, unseen, is popular in Balkan newspaper circles, it was a new one on the Yankee.

* * *

The reporter has to watch his step, and his neck. When the black shirt Fascisti legions rose overnight in Italy and Mussolini delivered his ultimatum to the throne, one American correspondent filed heavily with uncomplimentary comment on the movement.

The moment the Fascisti triumphed, their representatives in the city where the correspondent was stationed announced their intention of forcibly treating the correspondent to a pint of castor oil. Friends of the journalist argued for hours with black shirts before convincing them that the projected cure might start trouble with the American government.

In Belfast, again, while riots were rife, a young American arrived from a London office to cover the excitement. Visiting the saloons where the civilian clad members of the Third Northern Division I. R. A. (the secret Republican army) hung out, he found himself forcibly evicted on sight. The rebels refused to listen to him: they just kicked him out. Returning to his hotel he chanced to look in a mirror. A short, bristly, close-cropped mustache, his particular pride, gave him the exact appearance of a young British army officer in "cits." The man was a true reporter. Ruthlessly he shaved off the mustache, returned to the saloons—and got his story.

And speaking of mistaken identity——

Charlie Chaplin came to London. London went wild. Waterloo station was jammed with 20,000 joymad people when he stepped from the boat train. Five thousand more waited at the Ritz.

Charlie had been in town two days when it was announced he would appear in person at the Beckett-Boy McCormack prize fight at Covent Garden.

One of the American correspondents covering the fight was a slim youngster about Chaplin's build. He sported a neat mustache. He wore a derby hat and a light grey overcoat. For two days the London papers had printed pictures of Charlie (mustacheless, of course), wearing a similar hat and overcoat.

The correspondent taxied to the fight. At Leicester Square he was stopped by the outskirts of a mob of 5,000 people, surrounding Covent Garden, hoping to glimpse the hero. With one shout they acclaimed the correspondent. "Here's

(*Continued on page 29*)

MEETING THE OTHER FELLOW

THAT is the most helpful thing about conventions. We get a chance to forget our own troubles and think about those of the other fellow's. Incidentally the contact helps us solve our own. When we stack our own up against those of the other fellows we find they don't amount to much anyway.

We are pretty certain to find the "other fellow" who labored over like problems and solved them, in any gathering where a few hundred men meet and casting aside reserve get down to brass-tacks. That is why conventions are valuable to the individual.

Newspaper men coming to New York for the annual meeting of the Associated Press and the American Newspaper Publishers Association or to Washington for the meeting of the American Society of Newspaper Editors, during the week of April 22, are going to be pretty busy. That is the reason that we want to remind you that EDITOR & PUBLISHER will be at your service in both places. EDITOR & PUBLISHER offices at 1115 World Building is YOUR service station. Call upon it any time. For your convenience, headquarters will also be maintained during Convention Week, at Suite 116 Waldorf-Astoria Hotel.

MRS. HARRISON REPLIES TO CHARGES OF MRS. STAN HARDING

American Newspaper Woman Makes First Detailed Statement on Her Relations with British Writer in Russia—Break Result of Imprisonment of Both by Soviet

Mrs. Marguerite E. Harrison, well known American newspaper woman who recently returned from the Far East and Russia, has prepared a detailed statement that follows of her activities in Germany and Russia in 1919-20 as a newspaper reporter and observer for the United States Government for EDITOR & PUBLISHER.

Mrs. Stan Harding, backed by the National Union of Journalists, Great Britain, is now attempting to collect damages from the United States Government because of her imprisonment in Russia.

It will be noted that Mrs. Harrison refutes all the charges that Mrs. Harding has set up as a basis for her claims for damage, and which have been reported in detail in EDITOR & PUBLISHER from time to time during the last six months.

Mrs. Harrison's statement follows:

"Since my return to New York I have learned in detail of the charges made against me by Mrs. Stan Harding, in which she accuses me of being the cause of her arrest and imprisonment by the Soviet Government in Moscow in June, 1920, although I was informed of their general nature from articles appearing in the Chinese and Japanese press during my stay in the Far East last summer. At that time there were reasons why I felt that I could do nothing but make a categorical denial which would not have helped to clear the matter in the least, and I preferred to remain silent on the subject. Since the statement to Mrs. Harding a few weeks ago in London by Major O. N. Solbert, Military attache of the American Embassy, to whom she was referred by the American Ambassador, in which he was quoted as saying that Mrs. Harrison had rendered valuable services to the American Government, I feel that I am at liberty to explain the circumstances leading both to my arrest and to that of Mrs. Harding in Russia.

"I first met Mrs. Harding in Berlin in January, 1919 where I was collecting material for a series of articles later published in the Baltimore Sun, on post-war conditions in Germany, and sending reports on social, political and economic conditions through the Military Intelligence Division of the A. E. F. to Paris, for the use of the American experts who collected data for President Wilson during the Versailles Conference.

"Mrs. Harding had been in Germany since the summer of 1918. Although by birth an Englishwoman, she was a German subject, having been married to a German, and owing to this fact she was asked by the British Intelligence to go to Germany and report on the imminent breakdown in that country. She sent reports to her government until the Armistice, when the necessity for such work having ceased, her services were discontinued, and she acted for a time as correspondent of the London Daily News, meanwhile giving voluntary information intermittently to the British Military Mission in Berlin, of which General Ewart was the head. I learned the facts above stated from Mrs. Harding after we had known each other for a few weeks.

"When her work with the Daily News came to an end, and she was temporarily out of employment, I invited her to share my room with me at the Hotel Adlon, and we lived together for several months, until my departure from Germany after the signing of the Versailles Treaty. During this period Mrs. Harding from time to time supplied me with valuable information regarding parties and movements in Germany for which I paid her according to mutual agreement, and she was the means of securing many introductions for me to important persons, as well as the entree to meetings of various party organizations. This fact had an important bearing on what happened later in Russia. When I left Germany at the end of June, 1919 Mrs. Harding told me that she intended to remain until she had secured her divorce, then claim British citizenship, return to London and enter the interior decorating business.

"I heard no more of her until June, 1920, when I learned through the Moscow Foreign Office that she had applied for permission to enter Soviet Russia as the correspondent of the New York World. I had, during the interval returned to the United States in September, 1919, leaving again at the end of October for Poland as special correspondent of the Baltimore Sun and occasional travelling correspondent of the New York Evening Post, with Russia as my objective. While in London en route for Poland I made a tentative arangement with Mr. Collins, European Manager of Associated Press, whereby he consented to accept me as Moscow correspondent provided I succeeded in entering Russia. I had also agreed to observe conditions and furnish confidential reports on Russia for the information of the American Military Intelligence.

"I entered Russia through the Polish Front, without documents or papers on February 8, 1920, and was arrested in Moscow six weeks later. The evidence leading to my arrest was partly obtained from Germany and was of such character as to furnish incontrovertible proof of my activities. This evidence of course involved knowledge on the part of the Soviet authorities of my connection with Mrs. Harding in Berlin, including her assistance to me in meeting certain groups, so it was inevitable that if Mrs. Harding should ever come to Russia, she would be arrested, if not because of her former affiliations, at any rate for the sake of obtaining further information about me. The fact caused me no concern at the moment however, as I was convinced that Mrs. Harding was in England and engaged in work of quite another character.

"I was released on parole on April 4, 1920, with the obligation of appearing in person each week before the Soviet police. Subsequently pressure was brought on me to agree to work for the Soviet government. For certain imperative reasons I did not reject the offer but temporized with the Soviet authorities, always refusing to come to a definite agreement, and furnishing them with worthless information, thus affording ample justification for my subsequent arrest in October, 1920, and for trial and condemnation to the death penalty had the Soviet government seen fit to impose it.

"When I heard that Mrs. Harding wished to come to Russia, I was horrified, knowing her danger, and did the only two things in my power to prevent her coming. I advised the Russian Foreign Office not to admit her, stating that as they were only admitting a limited number of correspondents, they would find it more advantageous to give permission to someone with more newspaper experience, and I sent her a message not to come to Russia by a British correspondent then leaving the country. I presume that she never received this message. I was later informed that Mrs. Harding had received the necessary permission and was en route for Moscow, and that she had the highest recommendations from Socialists in other countries.

"Knowing as I did, that the police authorities had incontrovertible proof of our relations in Berlin, and access to still further sources of information, I was perfectly frank in speaking of them when questioned directly, believing that a single prevarication or misstatement would lead the Soviet authorities to believe that there was still some connection between us, and I made it quite clear that I had no knowledge of her movements for an entire year, and no idea of her motives or object in coming to Russia. I also stated that she had great sympathy with the Socialist movement in Germany, and I hoped against hope that she might still escape arrest until she had made her position clear.

"Evidently the Soviet police had some doubts as well, for Moghilevsky, the chief of the Foreign Espionage Section, was sent to Reval to meet her and to accompany her to Moscow. On her arrival she was brought to the house where I was staying and placed in my room, where I saw her for a few moments. I was unable to say anything of a confidential character to her as I knew that anything we might say would be overheard, and I was afraid of implicating her. She was accompanied by Moghilevsky, and feeling that something was wrong, I went into the hall and asked him what he intended to do with her. He told me that she was to be arrested immediately, and although I pleaded for her he refused to allow her to remain at liberty.

"From the time of her arrest in June 1920, until my own arrest the following October, I sent Mrs. Harding weekly food packages, the only ones she received during that period, and I sent word out of the country of her arrest. I only saw her once after that — in August. I had been myself called to the Checka to answer an accusation of having given certain information to a fellow-American, and had been under arrest for three hours, finally managing to persuade my juge d'instruction of my innocence. As I was leaving I was informed by the juge d'instruction that I would pass Mrs. Harding in the hall, and that I was to give her no sign of recognition. Knowing that it would be worse for both of us if I failed to ob-

(*Continued on page* 33)

"BLONDE," CITED IN AD, SUES AND GETS $1,500

"Don't Flirt With Glove Counter Girl," Is "Snappy Saying" of Canadian Store, but Joke Fails to Register

A libel action of unusual interest was tried in Hamilton, Ont., recently. On June 16, 1922, Stanley Mills & Co., Ltd., ran a page department store advertisement in the Hamilton Spectator and the Hamilton Herald. The advertisement said: "When you're told to go into a department store to match some ribbon, don't feel so abused you feel justified in flirting with the blonde behind the glove counter to cheer yourself up."

On the basis of this statement, Miss Edith Emma Garland, an employe, brought action against the company for $5,000, claiming she had been libelled.

Miss Garland contended that she was the "blonde" referred to; that there was an innuendo that she was of questionable character, and that the advertisement had exposed her to ridicule and insult.

For the company it was claimed that the statement was "snappy advertising" and that, along with other "smart sayings," it had been clipped from an advertising book.

The Judge ruled that the statement was actionable. The jury found for Miss Garland and awarded her $1,500 and costs. The case will be appealed by the company.

MANAGING EDITOR QUITS

Garretson Laves Cincinnati Times-Star on Account of Illness

Joseph Garretson, who has been managing editor of the Cincinnati Times-Star for 24 years, has resigned because of ill health. His place will be taken by Moses Strauss, who has been city editor of the Times-Star many years.

Mr. Garretson expects to rest quietly for a few months at his summer home at Terrace Park, on the Little Miami river. He has also resigned as president of the Ohio Associated Press, a position to which he was elected three weeks ago.

HERALD BOILS STO[RY] FOR BUSY NEW Y[ORK]

Miniature Five-Column Page o[n] of Second Section Introduced [last] Week—Other Features Being Changed

The New York Herald gave[s] paper readers something new [in] journalism of the metropolis A[s] in the form of a miniature ne[ws] which occupied the center of th[e] page of the second section. Th[e] news of the world, the nation, st[ate] city was digested into brief par[a]graphs under space-saving headings and [set] agate on six-point on a nine-pic[a] Surrounding the miniature ne[ws] are the daily calendar, classified [ad]tising, army and navy orders, fire [and] and death notices.

In his introductory announ[ce]ment Frank A. Munsey stated that it w[as] possible for the busy man to giv[e] more than a few moments to his n[ew]spaper, although the reading [of] in the ordinary daily issue of the [Herald] could not be read from beginning [to] in less than 20 hours. The idea [of] new miniature is to give the h[ighlights] the news in a compass that can [be] ered while the business man is [on] way to the office.

Public reception of the idea ha[s been] favorable, Herald officials say. [The] circulation of the first day was [materially] rally increased through the c[uriosity] aroused by Mr. Munsey's preli[minary] anonuncements. It was expecte[d] part of this increase would be lost [in] the two succeeding days, but it is [said] that there has been no falling [off] dealers' orders from the opening [day].

Against the mass of favorable [com]ment that the Herald staff says [has] received are two criticisms — [one] the size of type used in the mi[niature] and one of the apparent disadvan[tage] advertisers in putting the gist [of] news on one page. So far as is [known] no advertiser has raised this co[mplaint].

The small-type criticism was [met] Friday by dropping the agate for [the] pareil face set solid. Numerous [other] changes in the paper's scope and tre[atment] of news are in process and unde[r con]sideration, it is reported, among [them] some experiments with the Herald [pic]toric ship news department.

NOYES SAILS FOR HOM[E]

President of A. P. Will End [Eu]rope Tour in Time for Conventi[on]

PARIS, March 31.—Mr. Fra[nk] Noyes, president of the Associated [Press] with Mrs. Noyes and their daughte[r] Thomas Blagden, reached Paris [on] around the world tour March 28. [Mr.] Noyes told a representative of EDITOR & PUBLISHER that he had greatly e[n]joyed what he described as an interesting [and] instructive trip. In Japan and [China] where he spent three months, the [re] so much to assimilate and so many [new] situations and conditions to study [that] the trip has been one of business [as well] as pleasure—that Mr. Noyes was able to take advantage of the relaxation afforded by the fourteen days sea-voyage between Colombo and Marseilles. Mr. Noyes looking particularly fit, and is leaving England on the third of April. He will sail from Southampton on the *M.[aure]* April 11, and reach New York [on] for the Associated.

During his brief stay in Paris [Mr.] Noyes was received by M. Poinc[aré].

Strike at State Printing

A bill has passed the Ohio Ho[use] abolish the printing of automobile [reg]istrations and would save the State [of] thousand dollars annually. Secretary of State Thad H. Brown has asked the Legislature to take another step by authorizing a constitutional amendment [to] away with the so-called "publicity pamphlets" which have heretofore been sent to all the State's voters, more than [a] 000. The cost has been over $300,000 year. Secretary of State Brown [has] substitute publication in the newspapers

)RES INJECT A SHOPPING NEWS INTO NEW HAVEN RATE FIGHT

hants Say Weekly Circular Will Not Compete With Daily Press, but the Store Combine Still Refuses to Deal With Two Papers Which Have Defied It

E/ HAVEN department store
oprietors have entered the pub-
r business. Unable to compel the
ers of two evening newspapers to
heir advertising at a rate covering
an half the cost of producing it,
ig Five" store owners last Satur-
ued "Vol 1, No. 1," of the Shop-
News. It is similar in plan and
ance to the circular of the same
which has been appearing in Cleve-
or the past two years. It is not a
per—on that point all are agreed.
partment stores which fathered it
e other stores whose advertising
ed in the initial number are par-
to call it a circular, not a news-
They also disclaim any intention
it as a substitute for newspaper
sing.

rding to William F. Hamblen, who
naging it for the Merchants' Pub-
Company, a Connecticut corpora-
will be issued weekly on Saturday
g and will be distributed free. At
rt the distribution is 35,000 copies,
ed, covering the homes of the city
is planned to increase the run to
copies to reach all homes in the
ng territory as soon as organization
can be ironed out. Mr. Hamblen
es the cost of a year's production
,000, which will be apportioned
the merchants participating in the
e. The estimated cost per inch of
sing is 85 cents per issue.

re is nothing to be hidden regard-
ts advertising," Mr. Hamblen told
EDITOR & PUBLISHER representative.
enerchants of New Haven have not
pending the proportion of their sales
vertising that has been their prac-
r years, and they are advertising
Shopping News chiefly to build up
y business, which is the lowest of
ek. The amount spent upon the
ition of Shopping News is only a
the bucket compared to their total
riation for publicity, and they have
more to spend in other media
offer satisfactory conditions."

e it might be recalled that two and
lf years ago the "Big Five" de-
nnt stores, acting as usual in con-
net a concerted resistance from
ay Jackson, publisher of the Eve-
egister, and William A. Hendrick,
er of the Times-Leader. For
he store combine had played one
er against the other, holding down
o such an extent that it is esti-
the stores saved $1,500,000 between
d 1920 on their newspaper adver-
g In September, 1920, the Register
e Times-Leader, after individual
tempts to secure an increased rate
dry goods advertising, restricted
y to four columns. The follow-
nth the Register threw it all out
columns. Then the stores' com-
approached Hendrick, of the
Leader, with a proposition that his
ould be increased if the four-col-
striction was taken off and un-
space granted to offset the loss of
y through the Register.

drick refused to raise the restric-
d also to carry any further adver-
until the merchants adjusted their
with the Register. Then the
tee made a similar proposition to
n, who refused to talk business un-
Times-Leader also secured a sat-
ry settlement of its rates.

last advertising of these stores in
wo papers appeared in the Times-
October 8, 1920. Since then the
nts have been using space in the
g Union and in the Morning Jour-
Curier. Six months after the dis-
arted, D. S. Gamble, head of the
b-Desmond Company, one of the
ld Charles Grant Miller, who de-
the situation for EDITOR & PUB-
in February, 1921, that "he was
ed to find out through actual ex-
perience that advertising in only two papers is bringing better results than they had been getting in four."

Whether or not that was true then, it is not true now, according to Mr. Hamblen, who states that the results from the limited advertising of the past thirty months have not been satisfactory, almost negligible, in fact. "It is impossible to cover the city of New Haven with only one morning and one evening paper," he stated.



Guaranteed Values

SHOPPING NEWS OF NEW HAVEN

VOL. 1. No. 1 NEW HAVEN, CONN., APRIL 7, 1923 DISTRIBUTED FREE

AT MALLEY'S
For Monday Only
Radium Silk Petticoats
3.15
Second Floor

AT MENDEL'S
For Monday Only
Full Size Imported Beaded Bags
1.49
Mendel's—Main Floor

AT HALL'S
466 to 470 State Street
For Monday Only
WHITNEY STROLLERS
9.48

AT GAMBLE-DESMOND'S
For Monday Only
Cretonnes and Chintzes
24c yard
Second Floor

AT MALLEY'S
For Monday Only
"Pequot" Sheets
1.55
Main Floor

AT HADLEY'S
For Monday Only
A Full-Size Cabinet Phonograph
49.50

THE CHAS. MONSON CO.
For Monday Only
David and John Anderson Ginghams
1.10 a yard

AT SHARTENBERG'S
For Monday Only
Women's "Lion" Brand Full-Fashioned Silk Stockings
1.39
Shartenberg's—Main Floor

A Weekly Bargain Bulletin
For the Women of New Haven

With this first number of SHOPPING NEWS we dedicate to the women of New Haven and the shopping area near by a publication issued solely in the interests of women. A publication designed to save money, time, patience

Have you ever thought how closely the leading stores of a city represent the city itself? First the city makes place for the stores, but the development of the stores has a big effect on the city's growth and welfare.

A stranger, considering New Haven as her future home, asks three important questions about the city before deciding to locate here:
(1) Are the schools as good or better than elsewhere?
(2) Are the churches up to the standards of her former home?
(3) Are the stores large, up-to-date and fair dealing?

Many reverse the order of this inquiry. Some omit churches and ask about the theatres and other places of amusement. If there are no children they don't care about the schools; but we have never known of a woman who was indifferent to the shopping facilities.

Honest merchandise, honest prices, good taste, variety, services, convenience and personal choice seem to be the main points of interest when considering the grade of stores in a city.

There is still another prime requisite—the advertising with which a store extends itself to its public. The advertising must be truly representative of the ideals and intentions of the store. Otherwise it will fall short of its aim.

Right there is the chief reason for printing and circulating SHOPPING NEWS. To cultivate truthful, careful, accurate statement regarding merchandise and impress our New Haven Shoppers with the reliability of our offerings.

To that end the stores which have formed the company to publish this paper have drawn up a code of rules and regulations to govern their advertising in SHOPPING NEWS. We print this code below for all to see and appreciate. Every one of our incorporators have signed an agreement to faithfully keep this code, and one of New Haven's leading law firms has executed a hard and fast contract between the stores to make it binding.

EXTRACTS FROM
THE NEW HAVEN SHOPPING NEWS
ADVERTISING REGULATIONS

FRONT-PAGE SPECIALS:

A. No item will be offered for a front-page special unless the merchant has a good supply of the merchandise to reasonably be expected to last throughout Monday. The special cannot be taken off sale before Tuesday.

B. Not two advertisers to be permitted to use the advantage of the New Haven Shopping News "Extra" on the same day. Identical items are not permitted to be featured on the front page special on two successive days.

C. No implied merchandise even though of a similar character and grade as such may be offered as a front-page special.

COMPARATIVE PRICES:

A. No comparative prices or reduced values shall be used.

B. The expressions "Specially Priced" or "Special Reduction" shall be used only when the merchandise they relate to is being offered for sale at a special sale in the regular way.

UNQUALIFIED STATEMENTS:

A. Such statements as "The Greatest Sale in New Haven," "The Greatest Sale in America," "Biggest Bargains Ever Shown," "Unmatchable Value," "Ever Been Opportunity" or other unqualified statements shall not be used.

B. The word "free" shall not be used in connection with the offering as a gift of an article of merchandise which is only obtainable when another article has to be purchased in a stated price at the same time.

DESCRIPTIONS:

A. Fabrics, whether silk, all wool, part wool, cotton, linen, mixed or other materials, shall be described in such a manner as to clearly convey to the reader the exact composition of the fabric.

B. Fabrics which are dyed, or in any way colored, shall be described as to the color.

C. The word "pure" shall not be used in connection with the offering as a gift of an article of merchandise which is only obtainable when another article has to be purchased in a stated price at the same time.

D. The word "silk" shall not be used to describe fabrics containing cotton, wool, linen, mercerized cotton or other substitutes for silk.

E. The word "pure" shall not be used in connection with the offering as a gift of an article of merchandise which is only obtainable when another article has to be purchased in a stated price at the same time.

F. The word "silk" shall not be used to describe fabrics containing cotton, wool, linen, mercerized cotton or other substitutes for silk.

G. The word "pure" shall not be used in connection with the offering as a gift of an article of merchandise which is only obtainable when another article has to be purchased in a stated price at the same time.

H. The word "silk" shall not be used to describe fabrics containing cotton, wool, linen, mercerized cotton or other substitutes for silk.

I. The word "pure" shall not be used in connection with the offering as a gift of an article of merchandise which is only obtainable when another article has to be purchased in a stated price at the same time.

J. The word "silk" shall not be used to describe fabrics containing cotton, wool, linen, mercerized cotton or other substitutes for silk.

K. The word "pure" shall not be used in connection with the offering as a gift of an article of merchandise which is only obtainable when another article has to be purchased in a stated price at the same time.

L. The word "silk" shall not be used to describe fabrics containing cotton, wool, linen, mercerized cotton or other substitutes for silk.

M. The word "pure" shall not be used in connection with the offering as a gift of an article of merchandise which is only obtainable when another article has to be purchased in a stated price at the same time.

N. The word "silk" shall not be used to describe fabrics containing cotton, wool, linen, mercerized cotton or other substitutes for silk.

O. The word "pure" shall not be used in connection with the offering as a gift of an article of merchandise which is only obtainable when another article has to be purchased in a stated price at the same time.

P. The word "silk" shall not be used to describe fabrics containing cotton, wool, linen, mercerized cotton or other substitutes for silk.

Q. The word "pure" shall not be used in connection with the offering as a gift of an article of merchandise which is only obtainable when another article has to be purchased in a stated price at the same time.

R. The word "silk" shall not be used to describe fabrics containing cotton, wool, linen, mercerized cotton or other substitutes for silk.

S. The word "pure" shall not be used in connection with the offering as a gift of an article of merchandise which is only obtainable when another article has to be purchased in a stated price at the same time.

T. The word "silk" shall not be used to describe fabrics containing cotton, wool, linen, mercerized cotton or other substitutes for silk.

U. The word "pure" shall not be used in connection with the offering as a gift of an article of merchandise which is only obtainable when another article has to be purchased in a stated price at the same time.

V. The word "silk" shall not be used to describe fabrics containing cotton, wool, linen, mercerized cotton or other substitutes for silk.

W. The word "pure" shall not be used in connection with the offering as a gift of an article of merchandise which is only obtainable when another article has to be purchased in a stated price at the same time.

X. The word "silk" shall not be used to describe fabrics containing cotton, wool, linen, mercerized cotton or other substitutes for silk.

Y. The word "pure" shall not be used in connection with the offering as a gift of an article of merchandise which is only obtainable when another article has to be purchased in a stated price at the same time.

Z. The word "silk" shall not be used to describe fabrics containing cotton, wool, linen, mercerized cotton or other substitutes for silk.

AT SHARTENBERG'S
For Monday Only
English "Rockingham" Brown Earthenware Tea Pots
50c
Shartenberg's—Basement

THE CHAS. MONSON CO.
For Monday Only
Colored Silk Umbrellas
4.50 each

AT HADLEY'S
For Monday Only
Axminster Rugs
2.98

AT HALL'S
466 to 470 State Street
For Monday Only
ALL COTTON MATTRESSES
8.85

AT GAMBLE-DESMOND'S
For Monday Only
"North Shore" Porch and House Dresses
2.25
Second Floor

AT C. M. BRADFORD, Inc.
400 Crown Street
For Monday Only
AN OVERLAND AUTOMOBILE
595

AT THE THOMAS MOTOR CO.
264-266 Crown Street
For Monday Only
A STUDEBAKER CAR
975 each

AT MENDEL'S
For Monday Only
Ladies' Knitted Silk Bodice Vests for
98c
Mendel's—Main Floor

Cleveland's Shopping News supplied the model and the inspiration for the New Haven circular, whose initial front page appears above.

Thus the Shopping News is brought into the city at a time when the merchants realize that their policy of bulldozing publishers has resulted disastrously for themselves. It is not a weapon, however, to fight the two publishers who are holding out for a just reward for their ability to produce results for advertisers, Mr. Hamblen declares. The stores are willing to resume advertising at any time in the Register and the Times-Leader, he stated, but not on the basis of taking both papers on in the same agreement. The right of joint action is reserved to themselves by the merchants, it appears, although Mr. Hamblen disclaimed any knowledge of a dry goods association and said that he had come into contact with no such organization in his work with the Shopping News.

The cost of advertising per inch in the Shopping News, Mr. Hamblen stated, is less than half that of the combined rates quoted by the Register and Times-Leader. He estimated the latter combination at $1.80 per inch, which one of the publishers admitted was not far from the truth. This publisher also pointed out that this rate covered 50,000 circulation daily, which works out at $2.60 approximately per line per million circulation, considerable below that secured on local dry goods business by newspapers in other New England cities. There is still considerable bitterness on both sides of the controversy, frankly avowed by the publishers, but dissembled by the store officers.

A curious turn of events occurred several weeks ago when the Merchants Publishing Company's representative asked the Times-Leader to bid on the printing of the Shopping News. Mr. Hendrick figured on the job and the stores were willing to pay the price he quoted, which, according to Mr. Hamblen, would have netted the Times-Leader a weekly profit of from $200 to $300. After consideration, however, the Times-Leader decided to have nothing to do with the circular, holding that it was hostile to the interests of the Register and of itself and designed to assist the stores in carrying on the fight against them. The printing is now being placed with a New Haven job shop, which has no facilities for handling it and has the type set and the press work done in two different out-of-town offices, it was learned. Printing difficulties have not yet been solved, but the store managements consider them less important than the securing of complete distribution.

This was not secured on the first issue, Mr. Hamblen admitted, due to inexperience of the boy carriers employed. Some sections were not covered completely. Others were covered to complete saturation when a gust of wind saved one carrier the trouble of a house-to-house call. It is planned to put one hundred boys on the job of distributing the circulars, with a staff of inspectors covering each carrier's trail and rectifying complaints. It appears that the Cleveland plan of distribution will be followed to a great extent and it was stated that Sam B. Anson, who has managed the Cleveland Shopping News since its establishment, has been free with advice for the New Haven enterprise.

Questions as to the results of the Monday bargain advertising were parried by the advertising manager of the Shartenberg store as being "premature." Mr. Hamblen cited one instance in which an advertiser had secured four times the results on a bargain advertised in the Shopping News that had been secured from advertising of the same article in all four of the daily papers several weeks ago. He stated that the article advertised and its price were "substantially the same." He added that the article had been displayed in the store's windows for a week while the newspaper advertising was appearing. This store is not one of the "five" and is a regular advertiser in all four newspapers. Mr. Hamblen did not mention any other instances of unusual results from the bargain page, nor did checkers sent out by the newspapers on Monday find any unusual activity in the stores.

It is stated by one publisher that the dry goods business has been comparativtly dull since the two papers declined to carry the advertising. This statement was borne out by a casual stroll by the EDITOR & PUBLISHER representative through each of the five stores. Two of them had a fair complement of shoppers, but there appeared to be little actual buying going on. Most of the women—less than ten men were seen—seemed to be walking up one aisle and down another, looking for eye-catchers on the counters rather than in the newspaper columns where they had been accustomed to find the luring descriptions. In the other three stores many clerks were sitting idle behind the counters. In one store only thirteen possible customers were counted on the ground floor. These observations were made between one and five o'clock on Wednesday afternoon, which the stores consider their second best shopping day, second to Saturday.

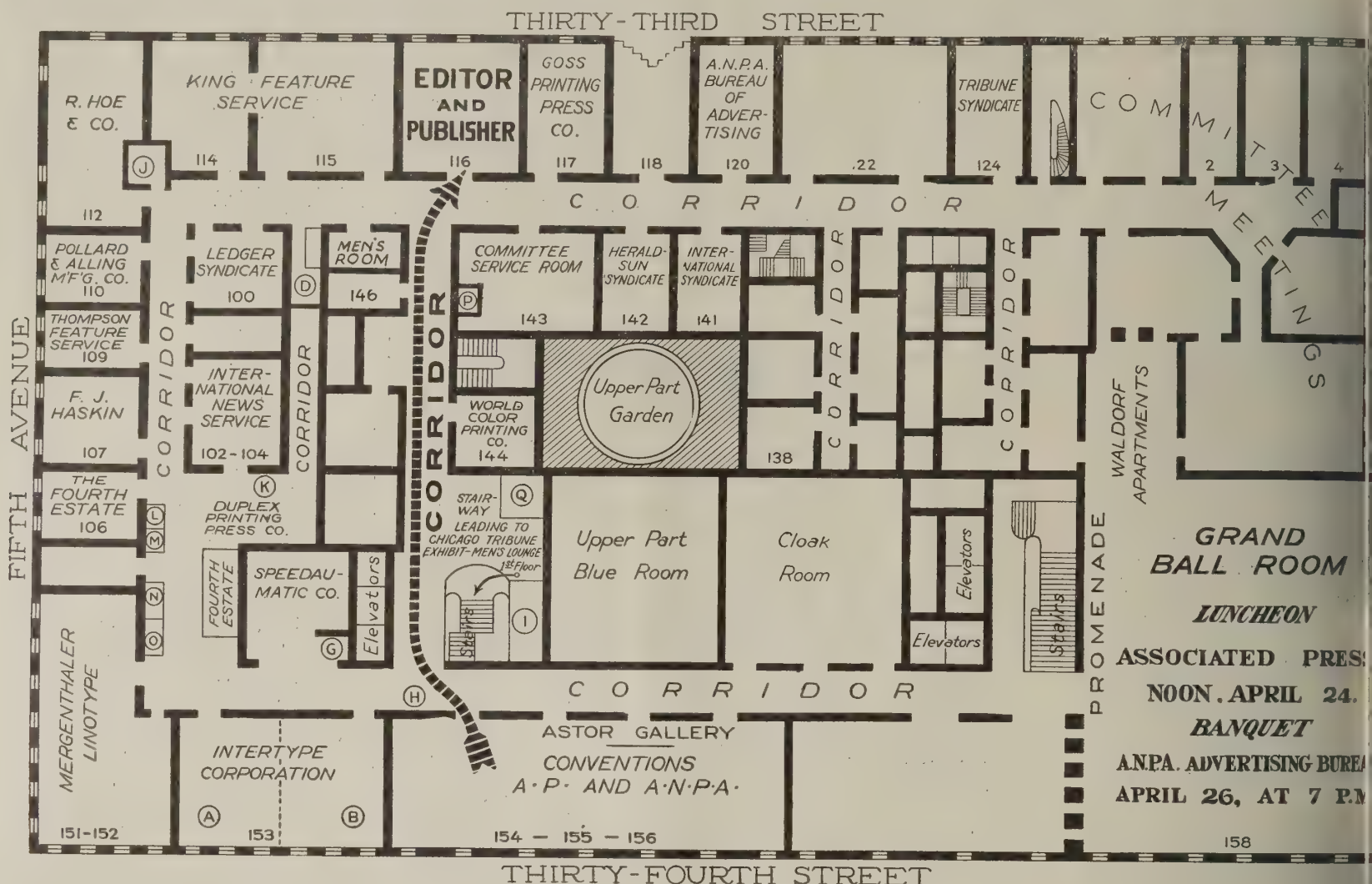
None of the most enthusiastic proponents of the Shopping News idea have claimed that Wednesday business can be traced to the circular. It is generally admitted that results, if any, must show in the Monday business. What the latter prospects are can be gathered from the experience of one newspaper man who tried to secure several copies in his home neighborhood Monday morning. He called on seven neighbors without a sign of success—the paper had been delivered Saturday morning, as per schedule, but had found its way to the rubbish receptacle or the fireplace over the week-end. That, of course, may not be typical, but it is one straw in the wind.

Reports received by the publishers indicate that the number and names of Shopping News advertisers will show considerable turnover until the circular plan either becomes permanent or is abandoned. Those now using its columns include the "Big Five"—Edward Malley Company, whose president, Walter Malley, is also president of the Merchants Publishing Company; Gamble-Desmond Company, Shartenberg's, Mendel & Harris, and the Charles Monson Company; and also the following: Hadley's, a furniture store; W. B. Hall; C. M. Bradford, an automobile dealer; Thomas Motor Company, another automobile firm; Fritz & Hawley Company, opticians; the New Haven Bank, the Mechanics National Bank and the First National Bank.

It was stated by Mr. Hamblen that all the above are members of the Merchants Publishing Company and are under contract to carry their advertising in the Shopping News for one year. This was denied by two of the advertisers. It is said that one advertiser has already withdrawn from the proposition, with the claim that he had agreed verbally to only one insertion of his copy. He is not one of the five large merchants. Personal friendship and business associations are believed to have played a part in lining up merchants outside of the department store group as advertisers in the first issue and it is also believed that some of this class will find no profit in paying 80 cents an inch for advertising that will probably have no influence in getting

(*Continued on page* 21)

A. P. AND A. N. P. A. CONVENTIONS FLOOR DIRECTORY—APRIL 24-27



AMERICAN NEWSPAPER PUBLISHERS' ASSOCIATION
- Convention, Astor Gallery, Rooms 154, 155, 156
- Headquarters, Room 153, Space B
- Committee meetings, Rooms 1, 2, 3, 4
- Committee service, Room 143
- Bureau of Advertising headquarters, Room 120
- Bureau of Advertising banquet, Grand Ballroom
- General offices, 63 Park Row

ASSOCIATED PRESS
- Convention, Astor Gallery, Rooms 154-156
- Annual luncheon, Grand Ballroom
- Committee meetings, Rooms 1, 2, 3, 4
- Committee service, Room 143
- General offices, 151 Chambers street

ARTGRAVURE CORPORATION, Space H, in corridor

BELL SYNDICATE, Space D, in corridor

BENJAMIN ADVERTISING CORPORATION, Space G in corridor

BUREAU OF ADVERTISING A. N. P. A., Room 120

CHICAGO TRIBUNE, Men's Lounge, main floor

CLINE ELECTRIC & MANUFACTURING COMPANY, Space O in corridor

CUTLER-HAMMER MFG. CO., Space K in corridor

DUPLEX PRINTING PRESS COMPANY, Space K in corridor

EDITOR & PUBLISHER, Room 116

ELROD CASTER COMPANY, Space M, corridor

FOURTH ESTATE, Room 106

GOSS PRINTING PRESS COMPANY, Room 117

FREDERICK J. HASKIN, Room 107

HERALD-SUN SYNDICATE, Room 142

R. HOE & CO., Room 112

J. M. HUBER, Room 144

INTERNATIONAL FEATURES SERVICE, Rooms, 114-115

INTERNATIONAL NEWS SERVICE Rooms 114-115

INTERNATIONAL SYNDICATE, Room 141

INTERTYPE CORPORATION, Room 153

KING FEATURES SYNDICATE, Rooms 114, 115

LANSTON MONOTYPE COMPANY, Space Q in corridor

LEDGER SYNDICATE, Room 100

LUDLOW TYPOGRAPH COMPANY, Space L, in corridor

McNAUGHT SYNDICATE, Space E, Room 146

MERGENTHALER LINOTYPE COMPANY, Room 151-152

METROPOLITAN NEWSPAPER SERVICE, Room 146

NEA SERVICE, INC., Space I, in corridor

NEWSPAPER FEATURE SERVICE 114-115

POLLARD-ALLING MFG. COMPAN 110

SPEEDAUMATIC COMPANY, Spac corridor.

STAR ADCRAFT SERVICE, Rooms

THOMPSON FEATURE SERVICE 109

TRIBUNE SYNDICATE, Room 124

UNITED FEATURE SYNDICATE, R second floor

UNIVERSAL SERVICE, Rooms 144-

CHRISTY WALSH SYNDICATE, Sp corridor

WESTON, SAMUEL P., Space in cor

WOOD NEWSPAPER MACHINERY PANY, Space N, in corridor

WORLD COLOR PRINTING CO Room 144

SUIT AGAINST KELLOGG DROPPED

Conklin Withdraws Charge Anaheim Herald Was Mismanaged

Suit filed last week by S. S. Conklin, business manager of the Long Beach (Cal.) Telegram and a stockholder and former business manager of the Anaheim Herald, charging that F. W. Kellogg, part owner of the Los Angeles Express and other newspapers, including the Anaheim Herald, had mismanaged the latter paper to Conklin's detriment, was withdrawn by Mr. Conklin this week with apologies to Mr. Kellogg. Nine charges were set forth by Mr. Conklin in his suit and a court order was issued citing Mr. Kellogg and his associates to show cause why a preliminary injunction should not be issued to prevent their performance of the acts complained of.

Immediately after the issuance of the order, Mr. Conklin withdrew his action and wrote to Mr. Kellogg as follows:

"I have instructed my attorneys, McComb & Hall, to withdraw the suit which was filed in my name against you and others in the Superior Court of Orange County last Wednesday. After my talk with you last night, I decided to dismiss the suit for the reason that I am convinced that you honestly believe that you are doing the big thing for Orange County and your associates in the Anaheim Printing & Publishing Company. Consequently I now regret that the suit was filed and particularly that my complaint was construed by newspapers as a reflection on the honesty of your dealing with the corporation. I did not expect that my complaint would be exploited in the newspapers to your detriment."

Mr. Kellogg denied the truth of the charges to EDITOR & PUBLISHER.

New Minneapolis News Editor

Laurence C. Hodgson, otherwise "Larry Ho," former mayor of St. Paul, has been appointed editor of the Minneapolis Daily News, succeeding W. A. Frisbie.

AWARDED "D. S." MEDALS

Col. McCormick and Col. Palmer Cited for World War Services

Distinguished Service Medals for exceptionally meritorious service rendered the military forces of the United States during the World War were awarded this week to Col. R. R. McCormick, co-editor of the Chicago Tribune, and to Col. Frederick Palmer, writer and war correspondent who acted as official observer with the American Expeditionary Forces.

Col. McCormick was commander of a battalion of the 5th Field Artillery, and later a Lieutenant Colonel and Colonel commanding respectively the 122nd and the 61st Field Artillery. The citation said Col. McCormick "displayed rare leadership and organizing ability, unusual executive ability and sound technical judgment, contributing materially to successful operations of the American Expeditionary Forces."

Service in the formulation of regulations for the guidance of press spondents in France earned the for Col. Palmer. His citation fo

"For exceptionally meritorious and guished services. Charged with the bility of drafting regulations covering r press censorship, as well as formulatir for the guidance of press correspondei the American forces in France, he rende spicuously valuable service. Having se all zones occupied by the allied forces, formation, of far reaching value, was at the disposal of our government. Hi experience with many armies, his out skill as an observer, his untiring ene devotion to duty contributed markedly successful operations of the American tionary Forces."

Ohio Election Count Speede

The Bender-Spidel bill requirir cials in Ohio elections to remain a posts until all votes are counted, certify the results to the Secret State by telephone or telegrap been approved by Governor Vic hey. The measure was sponsor newspaper editors and publishers ested in getting quicker results State-wide elections.

THEY ARE ALL IN THE DAY'S NEWS



Where's John H. Perry?" has been an everyday question around the office of the erican Press Association for a number of weeks. Here's the answer. Others in the ure, to Mr. Perry's right, who found Tampa just the place when those March winds r, are: Miss Marion Dixon, Albert Shaw, Jr., and Dr. Albert Shaw, Sr., editor of Review of Reviews. Judging from the smile, J. H. is very happy over the growth the Perry-Lloyd Jones string of newspapers.



Swinging throughout the South and spreading his business gospel of progress that can be achieved through taking the 1924 convention of the Associated Advertising Clubs of the World to London, F. A. Wilson-Lawrenson, chairman of the On-To-London committee, has been well received. In Chattanooga he was entertained by Mr. and Mrs. George F. Milton, Jr. Mr. Milton, who is managing editor of the Chattanooga News, is the man on the porch. Mr. Wilson-Lawrenson stepped to the front by invitation.

political cartoonists find time to go South r. J. H. Donahey (below) of the Cleve- din Dealer picked Miami again this year. ther, Vic, is governor of Ohio.



Clare toots his own. Incidentally, Mrs. Briggs keeps him in tune. This is a fine way for a cartoonist to enjoy a winter vacation in Bermuda. We'll all say it was.

Rumor says: Over in Paris it is generally believed Madame Colette (below), wife of Senator Henri de Jouvenal, editor of Le Matin, will be elected a member of the French Academy. She is the author of one of the most successful plays running in the French capitol, La Vagabonde, and a number of successful novels. Georges Sand was elected, but refused a seat. That has always been the way in the case of women, but now we may have a change.





351,718,763 LINES CLASSIFIED IN 202 NEWSPAPE

Only Thirty-five Publications Reported Losses for 1922—Average Gain Nine Per Cent—Per Ca Average Lineage for All Papers was Ten and Number of Ads 1.1.

By C. L. PERKINS

Executive Secretary National Association of Newspaper Classified Managers.

CLASSIFIED advertising is growing. The 1922 Want-ad statistics of 202 newspapers show that they printed a total of 351,718,763 lines of classified advertising—a gain of 30,944,639 lines. Of the 202 publications listed in the figures printed in this issue all but 35 made gains in classified volume last year.

The total number of Want-ads printed by 127 of these papers was 36,132,064—a gain of 2,962,738 lines over the preceding twelve months. Of the 202 papers reporting lineage only 127 count the number of advertisements printed.

The 127 newspapers reporting both lineage and number of advertisements printed 248,681,883 lines or an average of 6.1 lines per advertisement. Of the 127 newspapers giving number of advertisements only 19 registered a loss over last year.

The average gain over the preceding year in both ads and lines was about 9 per cent. The average number of lines per capita for all the papers was 10 and the average number of ads per capita was 1.1.

In the statistics herewith the losses are indicated with an asterisk.

Those publications printing morning and evening issues, but selling Want-ads in combination, were requested to give only the figures for their morning edition in order to make the comparison fair with other newspapers.

A few newspapers printing appreciable amounts of classified advertising did not report their classified statistics.

The reason a few of these gave was the fact that they lost.

It is not the writer's purpose in compiling these statistics to either advertise the gains or losses of any newspapers. In nearly every case losses can be explained by unavoidable local conditions, rate raises, etc.

The writer's purpose in compiling these statistics is to give a view of the Want-ad field—to create in classified managers an ambition to make their papers appear higher in the list—to show classified managers what other newspapers are doing and therefore what they can do—to produce a directory of the papers of your type and size whose methods you should watch because of their classified progress.

The writer wishes to thank those who have aided in this work and to affirm his realization that it is impossible to compile statistics that are absolutely comparable in that newspapers do not have a standard system of measurement.

* * *

AT the recent meeting of the board of directors of the Association of Newspaper Classified Advertising Managers, held in Chicago, arrangements were made for the fourth annual convention at Atlantic City and the publishing of a monthly magazine to be known as the Classified Journal.

Harry Gwaltney, of the Milwaukee Journal, was appointed editor of the new publication, and C. L. Perkins, of the Chicago Herald and Examiner, was appointed business manager. The new magazine will have a page size of 8½ by 11 inches, with three columns to the page. The first issue will be dated April. The subscription price will be $1 per and the subscriptions limited to me of the association and their empl

The program committee, of Frank L. Tate, of the Toronto S chairman, has presented an outline June convention program. It is bu the idea that there are three dime to all want-ad development—more tisers, more lines per ad, and more tions per ad.

The Breakers was selected as th cial hotel. All sessions will be h one of their assembly halls. The c attending the convention will be less before, as the Breakers has made e tionally low rates. Reservations c made now by addressing C. L. Pe 326 West Madison street, Chicago.

* * *

H. G. BURRINGER, classifie manager of the Indianapolis and H. C. McDonald, holding do similar job on the Cleveland Plain D are waging a campaign to see newspaper can land the most cla business during April. "The H Hicks" and the "Cleveland Battlers port much new business.

STATISTICS OF CLASSIFIED ADVERTISING CARRIED BY LEADING DAILIES IN 1922

City	Newspaper	Issued	1922 Classified Lineage	Gain or Loss	% Gain or Loss	1922 No. of Advs.	Gain or Loss	% Gain or Loss	Av. Lines Per Ad	Av. Lines Per Capita	Av. Ads Per Capita	Population	Largest Type Used	Column Rules Broken	Cuts Permitted	Lin Inc.
Los Angeles	Times	ms	9,126,782	762,678	9.1	1,483,286	91,699	6.6	6.5	12.	1.95	760,000	5	no	no	
Chicago	Tribune	ms	7,799,290	1,108,869	16.6	1,360,689	159,874	13.3	5.7	2.83	.49	2,835,000	24	no	no	
Los Angeles	Examiner	ms	7,097,622	1,036,419	17.1	1,204,088	154,018	14.7	5.9	8.9	1.5	760,000	30	yes	no	
Baltimore	Sun	ms	6,125,725	328,492	5.7	878,078	34,419	4.1	7.0	8.3	1.2	733,826	72	no	no	
Brooklyn	Eagle	es	5,516,380	998,383	22.1	859,298	178,172	26.2	6.1	2.2	.3	2,500,000	5½	no	no	
Pittsburgh	Press	es	5,500,088	463,196	9.2	601,893	65,937	12.3	9.1	7.9	.9	588,343	42	yes	yes	
Detroit	News	es	5,477,738	602,714	12.4	1,072,999	87,563	8.9	5.1	4.6	.9	1,184,425	5½	no	no	
San Francisco	Examiner	ms	5,306,686	377,874	7.7					10.5		506,676	30	no	no	
Portland, Ore.	Oregonian	ms	5,273,310	85,750	1.6	753,726	17,400	2.4	7.	20.4	2.91	258,288	5½	no	no	
Cleveland	Plain Dealer	ms	4,893,910	351,876	7.7	816,380	5,859	.7	6.	6.1	1.	796,836	24	yes	yes	
New York	Times	ms	4,802,755	544,141	12.8	808,980	64,533	8.7	5.9	.8	.1	5,620,048	5½	no	no	
Oakland	Tribune	es	4,564,000	351,022	8.3	563,832	24,870	4.6	8.	12.	1.6	380,000	72	yes	yes	
New Orleans	Times Picayune	ms	4,433,819	27,494	.6	510,981	36,478	7.7	8.7	11.5	1.3	387,219	5½	no	no	
Boston	Globe	ms	4,395,307	171,666	4.6	575,082	37,041	6.9	7.6	5.9	.7	748,065		yes	yes	
Washington	Star	es	4,353,685	354,990	8.88					9.95		437,571	10	yes	yes	
Rochester, N. Y.	Democrat & Chronicle	ms	4,323,649	510,625	13.4					14.6		295,750	6	no	no	
Chicago	Daily News	e	4,248,204	251,070	6.3	909,920	47,396	5.5	4.7	1.5	.3	2,835,000	36	no	no	
St. Louis	Post-Dispatch	es	4,187,960	318,920	8.2	777,323	24,408	3.2	5.4	5.4	1.	772,897	48	yes	yes	
Los Angeles	Herald	e	4,096,708	374,542	10.1	646,929	52,491	8.8	6.3	5.1	.8	760,000	14	no	no	
Newark, N. J.	News	e	3,970,236	222,773	5.9					9.6		414,524	5½	no	no	
Columbus, O.	Dispatch	es	3,832,375	378,625	10.9	422,134	29,877	7.6	9.1	16.2	1.8	237,031	48	yes	yes	
Philadelphia	Bulletin	e	3,645,114	370,497	11.3					2.0		1,823,779	5½	no	no	
Minneapolis	Tribune	es	3,414,407	287,942	9.2	649,175	85,087	15.1	5.3	9.0	1.7	380,582	24	no	no	
Philadelphia	Public Ledger	ms	3,354,506	361,799	12.1	225,878			14.8	1.8	.1	1,823,779	36	yes	yes	
Seattle	Times	es	3,310,286	64,596	2.					10.5		315,562	5½	no	no	
Buffalo	News	e	3,292,220	389,129	13.4	624,711	73,840	13.4	5.3	6.5	1.2	506,775	12	no	no	
Portland, Ore.	Journal	es	3,218,992	172,200	5.7	477,217			6.7	12.5	1.8	258,288	12	no	yes	
St. Louis	Globe Democrat	ms	3,188,469	282,221	9.7	442,886	36,358	8.9	7.2	4.1	.6	772,897	30	yes	yes	
Indianapolis	News	e	3,164,277	227,367	7.7	513,672	19,551	3.9	6.15	10.0	1.6	315,000	10	no	no	
Milwaukee	Journal	es	3,145,433	530,819	20.3	647,816	102,669	18.8	4.9	6.9	1.4	457,147	18	yes	yes	
Boston	Transcript	e	3,116,284	109,407	3.6					4.2		748,065		yes	yes	
San Diego	Union	ms	3,092,250	66,766	2.2					41.4		74,683				
Cincinnati	Enquirer	ms	3,007,130	402,850	15.5	313,079	31,315	11.1	9.6	7.5	.5	401,247			yes	
Philadelphia	North American	ms	2,983,800	478,800	18.1					1.6		1,823,779				
Dallas	News	ms	2,940,582	153,748	5.5					14.7		200,000	5½	no	no	
New York	Telegram	es	2,919,024	*125,747	*4.1	872,300	*56,670	*.6	3.3	.5	.15	5,620,048	5½	no	no	
Indianapolis	Star	ms	2,859,360	143,817	5.3	341,582	*2,734	*.8	8.3	8.8	1.	315,000	36	yes	yes	
Worcester	Telegram Gazette	ms	2,836,159	184,266	6.9	296,968	*5,286	*1.7	9.6	15.8	1.7	179,754	72	yes	yes	
San Antonio	Express	ms	2,806,846	*86,604	*3.					5.	17.4	161,379	30	yes	yes	
Baltimore	News & American	ms	2,783,943	*358,803	*11.41	386,913	*31,276	*7.48	7.	3.79	.52	733,826	36	no	no	
Denver	Post	es	2,772,084	91,534	3.41	576,029	31,961	5.87	4.81	10.81	2.25	256,491	5½	no	no	
Long Beach	Telegram	es	2,713,256	619,472	29.6	330,744			8.2	31.9	3.89	85,000	14	yes	no	
Cleveland	Press	e	2,705,458	*53,228	*1.9	512,655	*26,257	5.12	5.1	3.4	.64	796,836	36	yes	yes	
Providence, R. I.	Bulletin	e	2,687,842	341,732	14.6					11.3		237,595				
Toronto, Canada	Star	es	2,595,880	52,220	2.1					5.		519,290				
Houston	Chronicle	es	2,568,384	283,540	12.5	376,804	45,635	13.8	6.8	15.1	2.2	170,000	18	yes	no	
Minneapolis	Journal	es	2,515,744	186,224	8.	383,980	2,429	.6	6.6	6.6	.9	380,582	24	no	no	
Memphis	Commercial Appeal	ms	2,452,072	262,722	12.	299,386	14,261	5.	8.2	14.0	1.7	162,351	5½	no	no	
Boston	Herald-Traveler	ms	2,447,670	815,916	50.0					3.3		748,065	72			
Omaha	World-Herald	ms	2,435,496	208,362	9.4	359,321	12,558	3.7	6.7	12.2	1.8	200,000	5½	no	no	
Sacramento	Bee	e	2,349,032	286,902	13.9					35.7		65,857				
Springfield	Union	ms	2,319,128	*30,786	*1.3	434,054	14,894	3.5	5.6	17.9	3.3	129,614	6½	no	yes	
Spokane	Spokesman Review	ms	2,277,744	*227,774	*10.	326,864	*26,149	*8.	7.0	21.9	3.1	104,204	5½	no	no	
Los Angeles	Express	e	2,231,278	702,198	45.9	222,376	60,734	37.6	10.0	2.9	.3	760,000	36	no	yes	
St. Paul	Pioneer Press	ms	2,180,724	212,870	10.8	400,285	40,371	11.2	5.4	9.3	1.7	234,595	36	no	no	
Atlanta	Journal	es	2,151,940	173,502	8.8	295,457	18,221	6.6	7.3	10.7	1.5	200,616	24	yes	no	
Wichita	Eagle	ms	2,137,955	73,806	3.6	399,358	47,753	13.3	5.3	26.	4.9	82,000	36	yes	yes	
Philadelphia	Record	ms	2,110,275	212,630	11.2					1.2		1,823,779		yes	yes	
Des Moines	Register & Tribune	ms	2,042,460	28,060	1.4					16.2		126,468				
Cincinnati	Post	e	1,969,730	517,132	35.6	324,267	58,266	21.9	6.1	4.9	.8	401,247	36	yes	yes	
Toledo	Blade	e	1,923,824	84,630	4.4	266,705	4,499	1.7	8.	7.6	1.16	250,000	14	no	no	
Akron	Beacon Journal	e	1,911,007	56,170	2.9					9.2		208,435				
Dayton	News	ms	1,899,060	582,452	44.2	221,580	15,534	7.5	8.6	12.5	1.5	152,000	24	yes	yes	
Tampa	Tribune	ms	1,876,112	46,354	2.4					36.4		51,608	10	no	no	
Fort Wayne	Journal Gazette	ms	1,827,070	320,070	21.2					21.0		87,000	72	yes	yes	
Fresno	Republican	ms	1,786,550	24,245	1.4	290.758			6.1	39.5	6.5	44,616	5	no	no	
New York	Herald	ms	1,777,420	355,827	16.7					.3		5,620,048	12	no	no	
Louisville	Courier-Journal	ms	1,768,674	68,136	4.0	224,089	1,254	.6	8.	6.36	.8	278,000	24	no	no	
Tacoma	News Tribune	e	1,677,088	35,588	2.2					17.3		96,965	12	yes	yes	
Canton	Repository	es	1,669,968	*71,604	*4.1	140,519	1,609	1.2	11.9	18.6	1.6	90,000	72	yes	yes	
Toledo	News Bee	e	1,668,922	29,480	1.8	276,363	*3,539	1.2	6.0	6.7	1.1	250,000	36	yes	yes	
Knoxville	Journal & Tribune	ms	1,651,056	406,631	32.7	88,364	23,196	35.6	18.7	21.2	1.1	77,818	12	no	no	
San Diego	Sun	e	1,646,918	20,356	1.2					22.1		74,683	48	yes	no	
Atlantic City	Press-Union	me	1,642,340	309,792	22.5	308,679	48,423	18.6	5.3	32.4	6.1	50,707	5½	yes	yes	
Springfield	Republican-News	ms	1,608,488	*8,862	*.5	236,985	1,115	.5	7.	11.5	1.7	140,000	36	no	no	
Pittsburgh	Post	ms	1,603,434	415,099	34.9	150,848	45,362	43.0	10.6	2.7	.3	588,343	72	yes	yes	
Grand Rapids	Press	e	1,596,994	240,716	17.8	232,429	19,929	9.4	6.87	11.6	1.7	137,634	10	no	no	
Reading	Eagle	es	1,580,152	164,892	11.6	190,892	25,595	15.5	8.3	12.0	1.4	132,000		no	no	

*Loss.

STATISTICS OF CLASSIFIED ADVERTISING CARRIED BY LEADING DAILIES IN 1922

Newspaper	Issued	1922 Classified Lineage	Gain or Loss	% Gain or Loss	1922 No. of Advs.	Gain or Loss	% Gain or Loss	Av. Lines Per Ad	Av. Lines Per Capita	Av. Ads Per Capita	Population	Largest Type Used	Column Rules Broken	Cuts Permitted	Lineage, Inc. Heads, Rules, Etc.
Republican	ms	1,570,268	70,770	*4.3	229,022	*10,306	*4.3	6.8	44.9	6.5	35,000	36	no	no	yes
Knickerbocker Press	ms	1,554,546	428,526	38.1	262,117	75,642	41.0	5.89	13.7	2.3	113,344	10	no	no	yes
Vindicator	es	1,549,044	*94,613	*5.8	128,776	*769	*.6	12.0	11.1	.9	140,000	36	no	yes	no
American	ms	1,547,914	267,374	20.9					.3		5,620,048	36	yes	yes	yes
Item	es	1,544,084	107,189	7.5	174,589	24,811	16.6	8.8	4.0	.4	387,219	10	yes	yes	yes
Standard Union	es	1,540,382	157,812	11.3					.6		2,500,000				
Times-Advertiser	es	1,529,570	257,418	20.1	228,981	42,496	22.8	6.7	12.7	1.9	120,000	5½	no	no	no
Register	es	1,488,367	40,956	2.8	322,131	14,815	4.6	4.6	9.1	1.9	164,000	5½	no	no	no
Citizen	e	1,481,354	129,710	9.6	149,614	4,388	3.1	9.9	6.2	.6	237,031	72	yes	yes	yes
Herald	es	1,467,494	*6,986	*.5	180,454	*19,108	*9.6	8.1	8.5	1.1	171,717	72	no	yes	yes
Journal	e	1,476,902	212,870	16.8	126,300	1,500	1.2	11.7	13.4	1.1	110,000	5½	no	no	yes
Gazette Review	ms	1,475,982	600,046	68.5	320,997	102,103	46.6	4.6	29.1	6.3	50,707	72	yes	yes	no
Gazette Times	ms	1,459,528	151,966	11.6					2.5		588,343	30	yes	yes	yes
Morning Journal	ms	1,412,082	52,956	3.9	128,020	4,072	3.3	11.0	9.3	.8	152,559	48	yes	yes	yes
News	es	1,409,327	*34,902	*2.4	78,875	8,259	11.7	17.9	16.2	.9	87,091		yes	yes	yes
Capitol	ms	1,397,137	45,619	3.4	227,185	39,424	21.0	6.1	25.1	4.1	55,680	72	yes	yes	no
Post-Standard	ms	1,386,658	*93,599	*6.7					8.1		171,171	24	yes	yes	no
Star Telegram	es	1,363,716	*111,896	*7.6	163,543			8.3	9.3	1.1	147,000	24	no	no	no
Star	es	1,340,220	360,094	36.7	157,407			8.5	16.8	2.0	80,000	36	yes	yes	yes
News	es	1,339,072	*76,986	*5.4	174,910	*21,993	*11.2	7.7	7.5	.8	178,270	5½	no	no	yes
Mercury Herald	ms	1,334,172	40,866	3.2					33.7		39,604		no	no	yes
Journal Transcript	ms	1,324,008	283,416	27.2	158,060	17,062	12.1	8.38	16.6	2.0	80,000	6	yes	yes	yes
Herald and Examiner	ms	1,314,013	502,459	61.9	195,037	77,592	66.1	6.7	2.2	.07	2,835,000	24	no	no	no
Ledger Dispatch	e	1,287,510	18,046	1.4	188,849	2,426	4.1	6.0	11.2	1.6	115,000	5½	no	no	yes
Courant	ms	1,279,560	*121,867	*8.7	186,950	*7,295	*3.8	6.8	8.8	1.3	145,000	5½	no	no	
Tennessean	ms	1,270,906	46,186	3.8	146,105	6,207	4.4	8.7	10.8	1.2	118,000	10	no	no	yes
Times	es	1,240,831	*272,821	*18.0					3.1		400,000	30	yes	yes	no
Dispatch-Herald	es	1,233,988	249,536	25.3	115,083	12,489	12.2	10.7	10.3	1.0	120,000	24	yes	yes	yes
News-Times	ms	1,215,326	355,488	41.3	116,204	24,284	26.4	10.5	14.1	1.3	86,178	6	yes	no	yes
Gazette	m	1,214,444	20,894	1.75	196,705	61,950	3.25	6.2	13.5	2.2	90,000	12	no	no	no
Herald	ms	1,201,375	*214,276	*15.1					4.1		295,750	6	no	no	yes
News Leader	e	1,150,324	91,804	8.7	168,175	5,616	3.5	6.9	6.7	1.0	171,667	12	no	no	yes
Star	ms	1,134,868	169,064	17.5					17.5		65,000	18	yes	yes	no
Herald	ms	1,127,024	315,734	38.9	187,504	52,289	38.7	6.0	25.0	4.0	45,000	6	no	no	no
Courier	e	1,109,359	29,151	2.7	149,915	22,096	17.3	7.4	9.5	1.3	116,309	20	yes	no	yes
States	es	1,088,034	399,566	58.0					2.8		387,219				
Times	e	1,059,783	136,218	14.7	140,990	16,794	13.5	7.5	10.4	1.4	102,093	14	no	yes	yes
Star	es	1,044,914	205,688	24.5	184,695	30,270	19.6	5.7	18.0	3.2	58,000	48	no	yes	yes
Register-Gazette	e	1,036,826	370,706	55.7	85,708	10,216	13.5	12.1	15.8	1.3	65,000	24	yes	yes	yes
News	e	1,010,044	409,794	68.2					6.3		161,379	16			
Herald	e	997,794	46,128	4.8	95,529	1,977	2.1	10.4	6.5	.6	152,559	48	yes	yes	yes
Express-Telegram	es	997,318	33,558	3.5	182,175	11,489	6.7	5.5	14.4	2.6	69,300	30	yes	yes	yes
Rocky Mt. News & Times	ms	993,130	69,982	7.5	177,264	18,940	12.0	5.6	3.9	.7	256,491	5½	no	no	yes
Post	e	992,570	868,376	*46.7					.18		5,620,048				
Journal	e	985,121	126,828	14.8					3.3		297,864	6	no	no	no
Post-Telegram	ms	964,046	*129,047	*11.8					6.7		143,000	36	yes	yes	yes
Press & Leader	e	963,327	514,133	114.5					14.8		65,000	6	no	no	yes
State Register	es	952,178	*100,848	*9.6	135,153	4,787	3.4	7.0	16.4	2.3	58,000	5½	no	yes	yes
Times	e	924,192	*135,636	*12.8					18.1		51,000	18	no	no	no
Bee	ms	914,186	65,074	7.7	105,167	18,126	20.8	8.7	4.6	.5	200,000	12	no	yes	yes
Observer	ms	912,576	221,914	32.1					18.3		50,000	14	yes	no	yes
Times	es	901,042	5,494	.6					.4		2,500,000				
Times	e	899,609	17,960	2.0					6.4		140,000		no	no	no
Sentinel	ms	899,065	38,756	4.1	106,282	14,790	12.2	8.5	2.0	.2	457,147	24	yes	yes	no
Times	e	880,642	6,188	.007	107,629	7,068	.070	8.18	15.52	1.89	56,727	48	yes	no	yes
Beacon-News	es	879,760	28,000	3.3	123,294	5,000	4.2	7.1	23.2	3.2	38,000	24	yes	no	yes
Journal	ma	874,748	66,066	8.2					12.5		58,000	5½	no	no	no
Courier-Citizen Leader	me	868,826	59,304	6.4	101,495	5,394	5.0	8.6	7.7	.9	112,759	14	no	no	yes
Georgian-American	es	865,592	*43,750	*4.8					4.3		200,036	24	yes	no	yes
Easton Express	e	860,482	311,962	56.9	79,959	25,317	46.3	10.7	14.5	1.3	59,430	6	no	no	yes
News	es	847,910	138,614	19.5					4.2		200,000	6	yes	yes	yes
Herald	ms	831,978	179,256	27.5					19.0		43,818	24	yes	yes	yes
Telegram	es	826,419	*17,508	2.0	119,607	*6,926	*5.5	6.9	7.0	1.0	118,110	12	no	no	no
News Tribune	ms	819,243	9,243	1.1	115,485	3,084	2.7	7.1	8.4	1.2	98,000	18	no	no	yes
Review	es	800,912	57,512	7.7	88,445	6,158	6.5	9.1	18.5	2.0	43,818		no	no	yes
News	e	785,776	161,616	25.7					19.8		39,604	7	no	yes	yes
Examiner-New Era	e	770,304	191,064	33.0	81,862	27,022	49.3	9.4	14.5	1.5	53,100	6	yes	yes	yes
Globe	ms	743,148	37,408	5.3	128,423	17,907	16.2	5.8	24.8	4.3	30,000	72	yes	yes	yes
Tribune	es	738,304	51,576	7.5					10.9		68,000	72	yes	yes	no
Free Press	e	729,120	243,040	50.0	235,236	78,412	50.0	3.1	18.2	5.9	59,430	6	no	no	yes
News	es	716,030	111,244	22.5					14.3		50,000	10	no	no	yes
Southwest American	ms	701,400	85,398	13.9					24.3		28,870	24	yes	yes	no
Gazette	es	695,478	27,790	4.2					11.9		50,000	14	yes	yes	yes
Times	e	681,793	*41,909	*5.8	111,486	2,205	2.0	6.1	4.9	.8	137,783	5½	no	no	yes
Call	s	681,734	48,701	7.7					1.6		414,524	12	no	no	
Sun	m	676,382	199,122	41.7					10.4		65,000	7	no	no	
Citizen-Patriot	e	675,820	83,771	14.1	110,432	8,951	8.8	6.1	14.0	2.3	48,374	12	no	no	no
Enterprise	ms	675,198	33,885	5.3	79,217	7,524	10.5	8.5	14.3	1.7	47,252	36	yes	yes	yes
Times	e	667,827	131,811	24.6	62,786	11,544	22.5	10.64	2.1	.20	315,000	42	yes	yes	yes
Standard & Mercury	ms	658,504	109,298	19 9	107,543	9,834	10.1	6.1	5.0	.8	126,000	7	no	no	yes
Commercial Tribune	ms	654,511	93,048	16.6					1.63		401,247	36	yes	yes	yes
Star-Gazette	e	652,540	33,698	5.4	87,013	*2,075	*2.3	7.5	13.6	1.8	48,000	12	no	no	yes
News	e	638,134	77,280	11.7	79,768	2,562	3.3	8.0	5.8	.7	110,000	12	no	no	yes
News-Scimitar	es	636,636	169,956	36.4					3.9		162,351	6	no	no	yes
Press Guardian & Chronicle	es	632,103	69,423	12.3	66,488	66,410	.1	9.5	4.7	.5	135,866	6	no	no	yes
News-Press	e	628,446	*6,202	*9.8	114,379	1,891	1.7	5.5	8.1	1.5	77,939	72	yes	yes	no
News	e	621,499	*82,572	*11.7	98,397	*5,421	*5.2	6.3	9.7	1.5	63,824	6	no	no	yes
Telegraph	e	619,008	57,960	10.3	66,398	1,670	2.6	9.3	8.2	.9	75,917	6	no	no	yes
Herald-Dispatch	ms	616,238	163,716	36.2					10.3		60,000	6	no	no	yes
Tribune	e	612,668	33,264	5.8					9.1		67,327	24	yes	no	no
Eagle-Tribune	me	588,632	162,824	38.2	78,984	17,042	27.5	7.5	6.2	.8	94,270	11	no	no	yes
Journal	e	585,028	997	.2	64,139	6,276	10.8	9.1	12.3	1.4	47,252	36	yes	yes	yes
Journal	es	567,812	122,528	27.5					6.3		89,500	12	yes	yes	yes
Free Press	m	537,043	133,737	33.2					23.6		22,779	10	yes	no	yes
Every Evening	e	535,178	*14,966	*2.7	72,670	*6,227	*7.9	7.4	4.9	.7	108,000	10	no	no	yes
Record	me	491,249	23,157	4.9	109,797	5,092	4.9	4.5	6.8	1.5	72,013	24	no	no	no
Journal-Courier	m	470,740	99,513	26.8					2.9		164,000	6	no	no	no
Journal-Courier	me	459,620	60,200	15.1					17.5		26,316	14	no	yes	yes
Dispatch	e	458,192	*89,516	*16.3					14.9		30,709	12	yes	yes	yes
Tribune	ms	446,138	*70,712	*13.6					18.6		21,000	30	yes	no	no
State	ms	429,830	46,720	12.2					11.3		38,000	7	no	no	yes
Deseret News	e	419,003	*28,289	*6.3					3.6		118,110	10	no	no	yes
Day	e	414,864	*1,402	*3.9	57,837	*688	*1.2	7.2	16.1	2.3	25,688	18	no	no	yes
American	ms	404,530	18,018	4.6	35,176	1,479	4.4	11.5	3.9	.3	103,078	12	no	no	yes
Times News	e	397,306	124,759	45.8	78,000	52,510	232.0	5.1	19.9	3.9	20,000	10	no	no	no
Republican	es	394,984	*84,959	*17.7					7.9		50,000	11	no	no	no
Post	e	378,238	191,786	102.9					2.1		178,270		yes	yes	yes
Herald	e	360,000	266,400	284.6	89,600	66,200	282.9	5.5	6.0	1.1	60,000	6	no	no	no
American	e	358,881	7,441	2.1					.5		748,065				
Times Call	e	346,472	*44,272	*11.3					5.9		58,593	18	no	no	yes
Telegraph-Herald	es	307,482	*7,560	*2.4					7.9		33,141	36	no	yes	yes
Sun	e	273,994	66,159	31.8					11.0		25,000	14	no	no	yes
Times	e	254,916	128,356	101.4	48,923	31,553	181.7	5.2	3.2	.6	80,000	7	no	no	yes
Sun	m	251,448	*16,344	*6.5	53,707	*831	*1.5	4.7	5.2	1.1	48,692	5½	no	no	no
Telegram	es	242,262	38,296	18.8					8.7		27,869	10	no	no	yes
Gazette	ms	239,187	81,145	51.3	51,108	7,223	16.5	4.7	3.1	.7	77,939	24	yes	yes	no
Times	e	224,664	58,740	35.3					2.3		96,965	36	yes	yes	no
Times Journal	es	223,550	25,950	13.1	32,968	4,740	16.8	6.8	5.7	.8	39,141	36	no	yes	yes
Progress & Index-Appeal	ms	201,600	*10,080	*5.0	32,000	2,909	10.0	6.3	6.3	1.0	32,000	6	no	no	no
Advance	e	174,421	32,040	22.5					1.5		116,000	8	no	no	yes
Press	e	166,992	55,706	50.1					1.6		104,204	24	yes	no	no
Press	e	143,323	16,612	13.1	71,770	*9,111	*11.3	2.0	.9	.4	162,351	12	no	no	yes
Commonwealth	e	90,036	2,799	3.2					3.2		28,000	18	yes	yes	yes
Star-Eagle	e	70,210	14,882	26.9					.2		414,524	14	yes	no	yes
Register	ms	53,872	6,118	12.8	7,966	1,058	15.3	6.8	.9	.1	60,777	8	no	yes	yes
Total		351,718,763	30,944,639		36,132,064	2,962,738		6.1	10.0	1.1	34,950,933				

NOTE—The Kansas City Star and the New York World did not supply their data according to the rules followed by the other 202 papers, and their information does not appear above. For information of EDITOR & PUBLISHER readers, their figures are stated as supplied, as follows:

World	ms	6,826,452	1,607,621	30.8					1.2		5,620,048				
Star	ms	4,332,024	501,062	13.1					13.3		324,410	36	no	no	no

BUDGET CAN CRIPPLE A NEWSPAPER FACING REAL COMPETITION—ROGERS

Other Fellow's Rules Not Binding on Publishers Who Won Success, He Says—Make Income Pay Cost Plus Profit, Rather Than Set Tight Expense Limits

"MODERN refinement in the effective operation of newspapers seems clearly to indicate the acceptance and general practice of basing the whole program upon the cost of manufacturing a line or an inch of advertising," declared Jason Rogers, publisher of the New York Globe, commenting to an EDITOR & PUBLISHER representative this week on the recent series of stories on newspaper administration.

"Until our newspapers are ready to put into force a standard system of accounting through which the same items will appear under the same departments in all offices, no comparison of departmental percentages of expense will be of much use," he continued.

'The Inland Daily Press Association plan for producing figures for comparison of departmental expense among its members was suggested by me, growing out of an exchange of such information among a group of newspapers which I brought off in 1912, and which I described in 'Newspaper Efficiency' in 1917, and 'Newspaper Building' in 1918.

"While the averages produced through such an exchange of information are very interesting, I had hoped they would publish, for the use of members co-operating, a detailed summary so that through the secretary it would be possible for any member to investigate the methods of another able to conduct a department for a much lower percentage.

"I still hold to the theory that the item covering print paper should be eliminated from the calculation. It may be valuable to ascertain the percentage of total operating expenses represented by print paper, but in many cases the inclusion of this large item is apt to hide irregularities in other departmental percentages.

"I am not half as much concerned regarding a method by which a publisher claims to be able to predict the exact amount of business he is going to do for the next year and at what profit, as to be able to know what average rate he must get in order to produce a stated reasonable margin of profit.

"A business slump, a serious labor controversy, or absolutely necessary extra effort for business expansion may upset any plan, and all are more important considerations than insistent operation in accordance with any budget system. Too many are inclined to worship false gods while a competitor by disregarding arbitrary rules is cutting the ground from beneath their feet.

"I believe that to put a newspaper on a cost basis of operations is to provide the best sort of insurance against earthquakes or other contingencies. Over 100 newspapers have adopted the home-spun plan I have advocated since 1913 and every one of them is prosperous and has assured me that I provided means for giving them peace of mind through troublous times.

"For this simple cost system, to cover a month or a year, all that is required is a figure showing total operating expenses: the sum total of collections for sale of papers or subscriptions; and a record of the number of lines or inches of paid advertising printed.

"From the total expense subtract the circulation earnings. Divide the remainder by the number of lines or inches of advertising printed, and we get the cost per unit.

"To ascertain the net rate earned, take the net advertising charges (deducting agency commission and special representative's commission, if any) and divide by the number of lines printed.

"If the rate earned per line or per inch does not show a profit of 10 to 15 per cent, it is comparatively easy to determine what average rate must be produced in order to get upon a sound basis.

"I realize that in the case of a few very large newspapers, the advertising rate probably has no relation to cost, for the enomous traffic exercises an influence which makes it easier to reconcile rates with what the traffic will bear and take resulting large profits.

"For the average newspaper doing an average business, the basis of operating on a reasonable percentage basis over cost enables the publisher instantly to meet changing conditions, to offset some item of expense, and is a system easily explained and understood by business men.

"By setting up a very moderate reserve account from earnings over and above the amount of profit desired, to cover slight variations in operating costs, no change in rates is necessary until it is essential to go up or down a worthwhile unit per line or per inch.

"While many advertisers will pretend to refuse to recognize the fairness of basing rates on cost, it should be quite easy to show them that such a process will work more to their advantage than the basing of rates on quantity of circulation or arbitrarily putting them as high as traffic will bear.

"In my experience with advertisers all over the country, I have found them quite as human and more wideawake as to business advantage than the newspaper publisher. The merchant knows his business and makes money or goes out of business. The newspaper manager frequently does not know his business and is easily induced into water beyond his depth.

"Even in New York today we find leading merchants who think they are the important factor in newspaper production, czars and dictators in walled cities, who forget that if it were not for newspaper advertising, their business would soon shrink to the proportions of non-advertising stores.

"The best way to beat off the attack of those who would buy our advertising below what it costs to make it, and who keep so many newspapers in red ink, is accurate cost-finding. It will help to steel the nerve of the newspaper publisher to insist upon being paid at least the cost of production.

"In order to go forward and keep going forward, our newspapers must be able to take advantage of opportunities as they arise, regardless of arbitrary budgets or immediate profits. The accountancy-conducted newspapers are as sadly handicapped as one I was once on whose owner would not let us accept more advertising than filled 14 columns of a four-page sheet.

"The old New York Sun had been made a success as a four-page sheet; that was all the matter the people wonted to read; and we must get enough money for those fourteen columns to meet expenses and show a profit. Such was my paper's management's conclusion. It was a case of lifting ourselves by our bootstraps.

"A budget based on past expenditure, with liberal allowances for a promotional fund, to be apportioned by the management as occasion arises, is much more effective for conducting a real constructive building campaign.

"Arbitrary limits on sums to be spent by any department may have worked very well a few years ago; but in i competitive fields, the other fellow get away with everything exce office safe while the budgeted pap worrying about holding expenses the allowance.

"I hold that any community rather support with profit a worth creditable newspaper, in accordanc the quality of service rendered, miserable half-baked inferior p made by those fundamentally o with the theory of fixed budge inflexible regulation.

"According to my observations successful newspapers in many citi of them deserve even the meas support that they receive. The largely the product of men who ar stantly seeking a substitute for th thing and devoid of that degree o fidence and sincerity that wins and large enough recognition to get the corner.

"Nearly every big worth-while that has been done in the newspape iness for thirty years has been a plished by some individual of visio of great determination to put over conception of his inspiration.

"To adhere to fixed rules laid do those who have already arrived handicap oneself severely in the c fight. Real men prefer catch-as-can, no holds barred, in a life-and struggle. Those who already have are often inclined to *half-tell* how swear newcomers to rules which p them from doing things which really count.

"Joseph Pulitzer did not permit self to be snaffled when he entere newspaper arena in 1883, nor Adol Ochs in 1896. When we renamed t Commercial Advertiser the New Globe we sold papers to the newsb four for a cent.

"When William R. Hearst rushe New York Journal to 200,000 in a he gave papers to newsboys in as quantities as they would take aw sell. Pulitzer sold advertising fo cents a line. These giants made own rules. If they had not, they never have arrived.

"To be tied down by rules and lations which dwarf genuine news enterprise and competition is highl desirable. The average appearan the heavily-budgeted journal mak look inferior to a real newspaper of pose, and it is very poorly equippe a real fight. Cost-finding, like arbi budgeting, can be carried to extr which are painful and extremely e sive. I have no sympathy for the grown book-keeper who charges a thousand dollars to install a sy which enormously increases cost fo future time, and yet that is what of us buy.

"A real effective system based on ple, fundamental ideas can be establ and operated without an added doll expense. The figures that tell the for each month or each year ca carried in a book that fits the vest po With those figures covering two, t five or a dozen years the publisher k when circulation income is due for a sonal drop. He can apply ideas th the city and the season to overcom He's over the soft spot before his petitor knows there is one. His exp is subject to instant control in all partments.

"While reading the articles EDITO PUBLISHER has printed on this sub in the last few issues I jotted dow few figures on the Globe's income expense percentages. I took them the little vest pocket book I menti and they tell an interesting story changes in the newspaper business ing the past eight years. Notice the reader is now paying a larger s of the income than he was before war, while the advertiser's share is lo Note that editorial expense has incre from 15 to 18 per cent of the total pense. Also that print paper, w should not be included in a table of kind for reasons I spoke of before. 28 per cent of total expense in the cl paper days of 1914 that it was 34

(Continued on page 34)

"NEXT TO MARGIN" NOT FULL POSITION PUBLISHERS' JURY DECIDES

PUBLISHERS are always finding out something new about the newspaper business. Now and then one of the discoveries proves valuable, for instance, when a publisher learns that his paper is far more essential to advertisers than the business of any one or two of them is to his newspaper. But now and then the discoveries are just ingenious, like perpetual motion machines. They won't work in the face of established customs.

Take, for example, the claim of one publisher that he was giving an advertiser full position, all that an extra rate called for, when he placed the copy next to the margin of the page and told the advertiser that the margin in his case was equivalent to reading matter. The advertiser disagreed. The amount involved was trifling, but the principle was far-reaching and the publisher asked EDITOR & PUBLISHER to cite examples to back up his claim. None were found in the files and none in the collective memory of the staff, so the case went to a jury of experienced executives selected by EDITOR & PUBLISHER. Almost unanimously the jury agreed that the publisher's ruling was not in accord with established newspaper practice as they knew it.

W. F. Schmick, business manager of the Baltimore Sun, writes:

"We have never considered that the white margin of the paper counts as reading matter in the meaning of the full position requirement in an advertising order. We think when we guarantee an advertiser first following and alongside reading matter that the guarantee means exactly what it says. The margin of the paper is certainly not reading matter."

"The only position which the Philadelphia Bulletin sells is following and next reading matter," says William Simpson, business manager. "We have never heard that the margin of the page could be considered reading matter."

"Full position with us means either top of column with reading down one side, or following reading, with reading along one side," declares William F. Rogers, advertising manager of the Boston Transcript. "We would not consider that position following reading and advertising down one side and margin down the other quite met the requirements of full position."

"We would not consider 'next to margin' as 'next to reading,' rules W. H. Moore, national advertising manager of the Detroit News."

George M. Burbach, advertising manager of the St. Louis Post-Dispatch, holds that full position is following and next to reading or top of column next to reading. "It would not seem to me," he writes, "that a newspaper was giving an advertiser full position if the advertisement was placed next to the gutter with advertising on the opposite side, as the margin does not carry the same reader interest as the news matter."

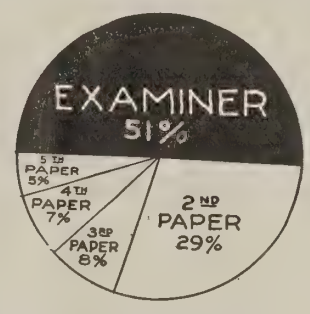
A. L. Shuman, advertising manager and treasurer of the Fort Worth Star-Telegram, gives his opinion that "next to reading matter" means exactly what it says, and that he has never thought position next to the margin of a page would count the same as reading matter.

A New York executive who prefers anonymity, and whose newspaper experience has covered a wide range in Western, Southern and Eastern cities, states that he has always found that full position "meant either 'island' position or 'next and following' reading, the margin not counting as reading."

The only dissenting vote is cast by a Mid-Western publisher, who bases it on a single exception to his rule against selling position. He explains: "We do not aim to sell positions and when we do at all, we charge double price. Naturally that is prohibitive in almost every case and we do not carry it on our rate card. However, we have one such contract, which provides for top of column next to reading matter, even though the reading matter alongside is only part way. When the ad is next the margin, it is considered full position."

Out In San Francisco

The San Francisco Examiner Overwhelmingly Leads in Classified Advertising!



During 1922 the San Francisco Examiner carried 5,306,686 lines of Classified Advertising

—Which was more than that carried by the Chronicle, Bulletin, Call-Post and News combined!

—2,322,152 lines more than was carried by its closest competitor.

—3,294,242 lines more than was printed by all evening newspapers combined.

Further evidence of The San Francisco Examiner's Want Ad supremacy is reflected in the remarkable gain of 377,874 lines of Classified Advertising during 1922 over 1921.

—three times greater than the combined gains made by all other San Francisco newspapers.

The following lineage figures offer a striking testimonial of The Examiner's outstanding leadership in Want Ads.

	1922.	1921.	Gain.
The Examiner	**5,306,686**	**4,928,812**	**377,874**
Second Paper	2,984,534	2,833,664	100,870
Third Paper	700,574	688,058	12,516
Fourth Paper	789,026	795,788	*6,762
Fifth Paper	522,844	513,352	9,492

*Indicates loss.

To carry such a tremendous volume of Want Ads in excess of all other San Francisco newspapers shows conclusively that The Examiner successfully serves the wants and offers of the greatest number of people—

—again emphasizing that in San Francisco

"There Is No Substitute for Circulation"

San Francisco Examiner
Monarch of the Dailies

REPRESENTATIVES

W. W. CHEW
1819 Broadway
New York

W. H. WILSON
Hearst Bldg
Chicago

A. A. C. W. TO EFFECT REORGANIZATION AT ATLANTIC CITY

New Constitution Will Provide for Executive Committee of Seven and Other Radical Changes to Increase Efficiency —Pacific Coast Favors Changes

THE National program committee of the Associated Advertising Clubs of the World is now getting down to brass tacks in its duties of formulating the topics, discussions and speakers for the annual convention to be held in Atlantic City, June 2-6. Suggestions are coming in from all parts of the world, with the theme of how to reduce the costs of distribution seeming to command almost unanimous attention.

The proposed new constitution of the A. A. C. W., which will become effective at the Atlantic City meeting, has been sent out by the headquarters office to all member clubs, so that it may be studied prior to the annual conclave.

Some of the changes will affect every club and district. They were made after nearly two years of study and consideration by the executive committee.

The offices of the district vice-presidents will be abolished. In place of the present executive committee of 21, which includes the 17 vice-presidents, there will be a small executive committee of 7 members. This will include the president and the secretary-treasurer of the association, the chairman of the new board of presidents, the chairman of the national advertising commission, a representative of the affiliated women's clubs, a representative chosen by the sustaining members, and the retiring president of the association. This body will be a sort of "president's cabinet" which will direct the affairs of the association.

The new constitution creates a board of presidents, consisting of the president of each affiliated club or his appointee. This board will select a chairman from its members, who will be one of the seven members of the executive committee. The board of presidents will meet at every annual convention to select the place of the next convention, subject to the ratification of the convention, make recommendations to the executive committee and discuss problems peculiar to the individual clubs.

There will also be created a joint assembly composed of the chairman of the board of presidents of each of the 17 districts and one member from each of the 22 departments represented in the National Advertising Commission. This body will be made up of club presidents and representatives of each of the fields of advertising, such as retail advertisers, advertising agencies, direct mail advertising, financial advertising, poster advertising, newspaper advertising, and other groups within the National Advertising Commission. It will combine the points of view of local and district club organization with practical advertising practice.

It will nominate a candidate for president and another for secretary-treasurer. It will receive and consider all proposals affecting the policy of the association and its functions. All resolutions must be submitted to it before being presented to the convention.

It is the policy of the A. A. C. W. to foster and promote district organization and district conventions. District affairs will no longer be under the direction of a national vice-president, but under a district executive committee, which will choose its own chairman. This is covered by Article 9, Section 4, which says:

"The presidents of the clubs in each district shall constitute the district executive committee. Each district executive committee shall elect a chairman from their number. He shall be the representative of his district on the joint assembly. Each district executive committee shall have jurisdiction over district affairs, subject to the rules of the Associated Advertising Clubs of the World and under the direction of the executive committee."

Another article, referring to representation, is Article 18, Section 1, which reads:

"Each affiliated club (except the departmental organizations) shall be entitled to delegates at the annual convention of the association as follows, and *each such delegate shall be either a buyer or seller of advertising, or an advertising writer, or artist, or connected with a business or publication which buys or sells advertising, or advertising service.*"

Under the new plan of organization, each club elects a president. The presidents of the clubs in each district form the district executive committee. This committee elects one of its number to represent the district on the joint assembly. All the club presidents are members of the board of presidents, and they elect one of their number to the executive committee.

Those who have drawn up the new constitution believe the national association will profit by the smaller and quicker acting executive committee and that the work of the entire association will be promoted and safeguarded by the board of presidents and the joint assembly. The new arrangement, is to give more power to advertising men than to members engaged in other lines of business in the belief that this is as it should be in an organization founded to promote the best in advertising.

One of the seven members of the new executive committee will be elected by the sustaining members—those individuals or firms who contribute directly to the support of the association. The clause pertaining to the election of this member was specifically made operative on September 1, 1922, by the new constitution. Referring to the fifth member of the executive committee, Article VI, section 1, paragraph E., specifies:

"A representative who shall be elected by the sustaining members upon nominations by any five sustaining members. The said nominations shall be submitted by mail by the secretary-treasurer to the sustaining members for the current year at least sixty days prior to the annual convention, provided that no sustaining member whose subscription is in arrears more than ninety days shall be entitled to a vote. The ballot shall be returned by mail to the secretary-treasurer. He shall immediately inform the successful candidate of his election."

Although elected by vote of the sustaining members, it is apparently unnecessary for the candidate himself to be a sustaining member.

The new plan of reorganization will affect particularly the advertising men and women on the Pacific Coast, who have built up their own Pacific Coast Advertising Clubs Association and have been known in the A. A. C. W. as Districts 12 and 13. In the past, there has not been the close co-operation between the P. C. A. C. A. and the A. A. C. W. that the latter body would have liked or those who have had the best interests of advertising at heart desired. During the past year or so, however, an understanding satisfactory to both organizations has been arrived at and, according to the plan submitted by the vice-president of District 13 of the A. A. C. W. and recently approved by the directors of the Pacific Coast Advertising Clubs Association, the latter organization will, in June, become the western district of the former. The president of the P. C. A. C. A. is so chosen that he will, under the new constitution of the national association, automatically become the coast representative on the national joint assembly. The two present coast districts of the national association will be abolished and in their place will be substituted substantially the same territory as that represented by the P. C. A. C. A., which will become the new and only Pacific Coast district.

The P. C. A. C. A. vice-president will be elected as at present and compose the cabinet of the coast president. The latter will be chosen by the presidents of the coast clubs, or their representatives, from one of their own number.

Baltimore
Now Seventh City

Such has been its growth since 1920 that Baltimore is now rated as the seventh largest city of the country (recent Census Bureau announcement), with an estimated population of 773,850.

Most assuredly, here is a market of great fertility. When you are ready to try it out, remember that

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

PAPER LOSES 6-CENT VERDICT

Mt. Vernon Jury Finds for Plaintiff in $20,000 Libel Action

A verdict for six cents was returned against the Mount Vernon (N. Y.) Daily Argus by a jury in the Supreme Court at White Plains in a $20,000 libel suit by W. D. Kraft, of Bronxville.

The suit was brought in connection with a report of Kraft's divorce action published in September, 1921.

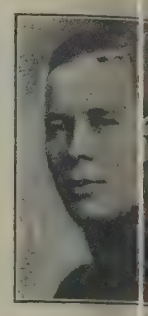
Dieuaide Gravely Ill at Sea

Thomas Dieuaide, long associated with the New York Sun, is being rushed to Washington by the U.S.S. *Henderson.* He was stricken with partial paralysis while covering naval maneuvers for the Sun.

CALL PRINCE OF W... TO LEAD AD ME...

New York Advertising Post of ... can Legion Suggests He ... Delegation to Atlantic City in June

Two hundred members of th... York Advertising Men's Post ... American Legion, at luncheon in ... Chop House on April 10, midst great enthusiasm, declared their support for a London A. A. C. W. Convention in 1924 and instructed their officers to suggest very respectfully to the Thirty Club of London that the Prince of Wales be cordially invited to head the British delegation to the Associated Advertising Clubs Con... in Atlantic City, June 3 to 7, in... The invitation cabled immediately ... Prince of Wales, through the ... Club, expressed the desire of Adve... Men's Post of the American Leg... act as the personal escort to m... Prince at the boat, and to enterta... while in New York City. The ... tion was passed amid cheers.



THEODORE E. ...

Theodore E. Damm of the Jos...

(*Continued on Page 26*)

Detroit News Rotogravure Proves Most Effective Medium



So Iodent Decides To Use It Exclusively

The Iodent Chemical Co. Detroit, first advertised Iodent Tooth Paste in 1921. Three Detroit papers were used, both Rotogravure and black and white copy being tried.

After two years of experiment in Detroit's various mediums, the Company has decided to use News Rotogravure exclusively.

No Iodent Ad has exceeded six inches. Yet despite this small space, Iodent copy in The Detroit News Rotogravure, has pulled mammoth results.

So enthusiastic is The Iodent Chemical Co. over the selling value of Rotogravure, that in practically all large cities where Iodent is being introduced, Rotogravure advertising is now used exclusively.

IODENT

March This Year and Last

Note Detroit Sunday News Circulation Growth

Net Paid Average Circulation for March	1923	269,937
	1922	247,355
Increase		22,582

The Detroit News

Greatest Circulation Daily and Sunday in Michigan

"Always in the Lead"

From the NEW YORK EVENING JOURNAL

Here Is a First-Class Motto

First-Class News Gatherers Originated It.

Copyright, 1923, by Star Company.

"Get It FIRST—but FIRST Get It RIGHT"

That is the motto of the International News Service, which supplies news of all the world to hundreds of newspapers, and which, because it **DOES** get the news **FIRST** and gets it **RIGHT**, has been growing with extraordinary rapidity for several years past.

The International News Service motto ought to be posted up in every classroom of every "School of Journalism."

Every newspaper man, young and old, knows that the life of a newspaper is **NEWS** and that the life of news is **GETTING IT FIRST.**

Many men, especially the young and enthusiastic, are apt to forget that getting it **RIGHT** is even more important than getting it **FIRST**, although a combination of the two, **RIGHT** *and* **FIRST**, is the combination that builds up great newspapers and great newspaper men.

The success of the International News, which, by the way, has been greater during the last three months than ever before in its history, has been based on its news qualities.

Its growth comes of energy, forever on the alert, that first **GETS** the news, and of painstaking care and conservative policy, that demands that with the news **FIRST** shall come proof that it is the news **RIGHT**, in addition to being first.

For every dean of a school of journalism there could be no better text for a lecture to the boys and the girls of the school than the motto of the International News Service:

"Get It FIRST—but FIRST Get It RIGHT"

INTERNATIONAL NEWS SERVICE

M. Koenigsberg, President NEW YORK CITY

BRITISH JOURNALIST'S BOOK SETS NEW STANDARD IN MANUALS

It Is a Mirror of Modern English Practice and Teems With Vital Facts of Journalistic Profession and Newspaper Production

By HERBERT C. RIDOUT

(*London Editor,* EDITOR & PUBLISHER)

THERE are dozens of books that tell a man how to put words together with a picture in a border to make an advertisement and a fortune; but there has never yet been a book that showed how to string words together between column rules and make a newspaper and a fortune.

Maybe it is easier to tell how to make a fortune out of advertising than out of a newspaper. Or maybe an advertising man gets so used to selling things that when he comes to a loose end he just has to sell the selling idea itself, while a journalist so often finds it a heartbreaking job to sell what he has written that he has no heart left to make money out of the innocent, and his loose end is of a different kind.

So most of the serious books on journalism are stories of success or reminiscences of big fellows who have met people and done things that suggest success. But now a bold British journalist, Low Warren, has written a book, which he calls simply "Journalism,"* that takes one from the beginning of things journalistic, through all the stages of production, to the finished article in printed form.

Low Warren is a South of England newspaper man, who has edited and partly owned several seaside newspapers, held a literary post on the London Times, and seen so many varied sides of journalistic work that he enjoys a unique survey of his profession. And what he has seen and heard, observed and learned, he has set down in this book in exactly the same fashion as the writers of books on advertising do, so that it becomes a guide to journalism of a peculiarly intimate kind. For Low Warren has been thirty years at the game and in that time has seen the journalist develop from a mere purveyor of news to a moulder of opinion.

He has the advantage of a commendatory introduction written by Alan Pitt Robbins, news editor of the London Times, and Mr. Robbins marvels (as must the reader) at the manner in which Mr. Warren has gathered together such a mass of information on almost every conceivable aspect of the journalist's calling. Mr. Warren writes primarily for the beginner who would be a journalist, and, accordingly, his book opens with some sage advice to parents and others upon the prospects of journalism as a profession. He traces through the first three or four chapters the essential qualifications of a would-be journalist and takes a passing glimpse at newspapers as Julius Cæsar and similar pioneer hands saw them.

But, leaving the elementary chapters, there is much in the book that will intrigue and fascinate even journalists who think they know it all. The junior reporter is the starting point and Mr. Warren stands over him with helpful suggestions and inspiring thoughts as he shows him how his work is developed and shepherds him into advancement. So, step by step, the junior is conducted through the reportorial stages, put on to district and specials, interviewing to fill in, subediting, news-getting and news-service building, up to the onerous job of filling an editorial chair.

Now, if all this were done in the same way that many advertising manuals are written, it would be the dullest stuff imaginable. But as Low Warren treats it there is a vast amount of practical sense and good sound workmanship packed away, and this is where the book will get across to the newspaper man who is living the life today. He may not want hints and tips, but the very fashion in which the book is developed breeds the feeling, before more than a few pages have been covered, that it is the reader's own story with the names changed. This man Low Warren is in it, all up to his neck.

For it is the thousand and one little interpolations made by the author that transform what might have proved a dull textbook of journalistic whys and wherefores into a romantic record of realities. For example, a chapter on the function of the sub-editor is enlivened by many journalistic jokes. Here is told the famous story of the news cable concerning the Governor of Queensland's ceremonial turning of the first sod of the Maryborough Railway. As received in London, the cable read:

"NEW — RAILWAY — BEGUN — MARYBOROUGH — GOVERNOR — TWINS — FIRST — SON."

A mystified "sub" made two news items out of this—one regarding the new railway, the other concerning the birth of twins to the wife of the Governor—who was, as it happened, a widower.

Here, too, we are reminded of the daily habit of the old London Morning Advertiser to compose its contents bills of alliterative lines—a feature that secured a very useful meed of publicity for the paper.

Similarly, when discussing the place of dramatic and other criticism in a newspaper, Mr. Warren remarks upon the oft-repeated question: Why should those who cannot create take upon themselves to estimate the value of creative work? and provides his own answer. He says that if not a single fragment of art criticism had come down from Hellenic days, it would be none the less true that the Greeks were a nation of art critics and that they invented the criticism of art just as they invented the criticism of everything else.

Mr. Warren says that the editor of a great metropolitan daily, though he may not take any big personal part in preparing the contents of his paper, exercises an indisputable and subtle influence upon all essentials that pertain to its welfare.

He tells of great men of the past who have graduated from the newspaper office—Lord Salisbury, who became Prime Minister after writing leading articles for the Standard; the late Poet Laureate, Alfred Austin, on the same paper; Lord Morley, a Cabinet Minister who was actually called to that post while engaged in writing a leader for the Pall Mall Gazette, and who accepted the job and went back and finished his leader!

The newspaper of the future is a fascinating field of speculation touched upon, and it is interesting to note that Mr. Warren considers that journalism may undergo vast changes in its organic structure, in the not distant future, changes which may revolutionize the whole institution of the press as we know it today; and he adds that if it does it will almost certainly be in response to the newspaper movement in America.

All in all, besides being one of the most comprehensive guides to practice and professional work, Mr. Warren's book is a most valuable contribution to the great classics in literature.

He has given journalists a book of life, vital, forceful, practical, and teeming with interest. I am told it took five years to write; it will live for ten times that period, for it holds the mirror up to journalistic conditions as they have developed over the years which saw the press spring from a potential force into a world ence. It is a book for every rea EDITOR & PUBLISHER.

* JOURNALISM, by Low Warren (352 pages), 21s. Published by Cecil Palmer, Oakley House, Bloomsbury street, LONDON, W. C. 1.

BUSSY QUITS DAILY MA

Propaganda Director Takes J British Empire Fair

F. E. Bussy, for sixteen years w London Daily Mail, recently relinq his directorship on that paper to managing tor of the ment con at the Empire tion at We England.



F. E. Bussy

In his as an expe special bra advertising director of bitions, B has show markable for com education amusement high ideals with big business. He the advertising staff of the Daily M 1906, and in 1919 Lord Northcli pointed him a director, with wide p of the propaganda department, de to enlarge the operations of the Evening News and Weekly Di During his three years as propagan rector, the circulation of the mounted from just over one copies daily to just under two.



Washington Has No Dull Season

The government keeps going at "top speed" all the time—winter and summer —so Washingtonians know no periods of boom or depression.

This makes the National Capital a particularly desirable field to cultivate. A meritorious product will find a good market here—among people with money to buy.

All you need in Washington is The Star— it covers the field completely.

If you want any local statistics we shall be glad to furnish them.

The Evening Star

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

Write us direct or through our

New York Office
Dan A. Carroll
150 Nassau Street

Paris Office
5 rue Lamartine

Chicago Office
J. E. Lutz
Tower Building



CLARENCE

By CRAWFORD YOUNG

The Charleston News and Courier is the new paper this week.

Furnished full page matrices, black alone, black and red, and black and three colors; or as part of a printed comic section.

HERALD-SUN SYNDICATE, 280 B'way, New York City

"The Big Scheme of Simple Operation"

A PRIMER OF LINOTYPE MECHANISM

THIS book, just off the press, is a complete, non-technical account of how the Linotype is built and how it works. Each stage in the operation of the machine, from the time the key is pressed until the matrix is automatically returned to the magazine, is described in plain, understandable language, fully illustrated with photographs and phantom views.

While the operator or machinist will find it of interest, the book is written primarily for the man who has never worked on the machine—for the executive who wants to know the "how and why" of his Linotypes.

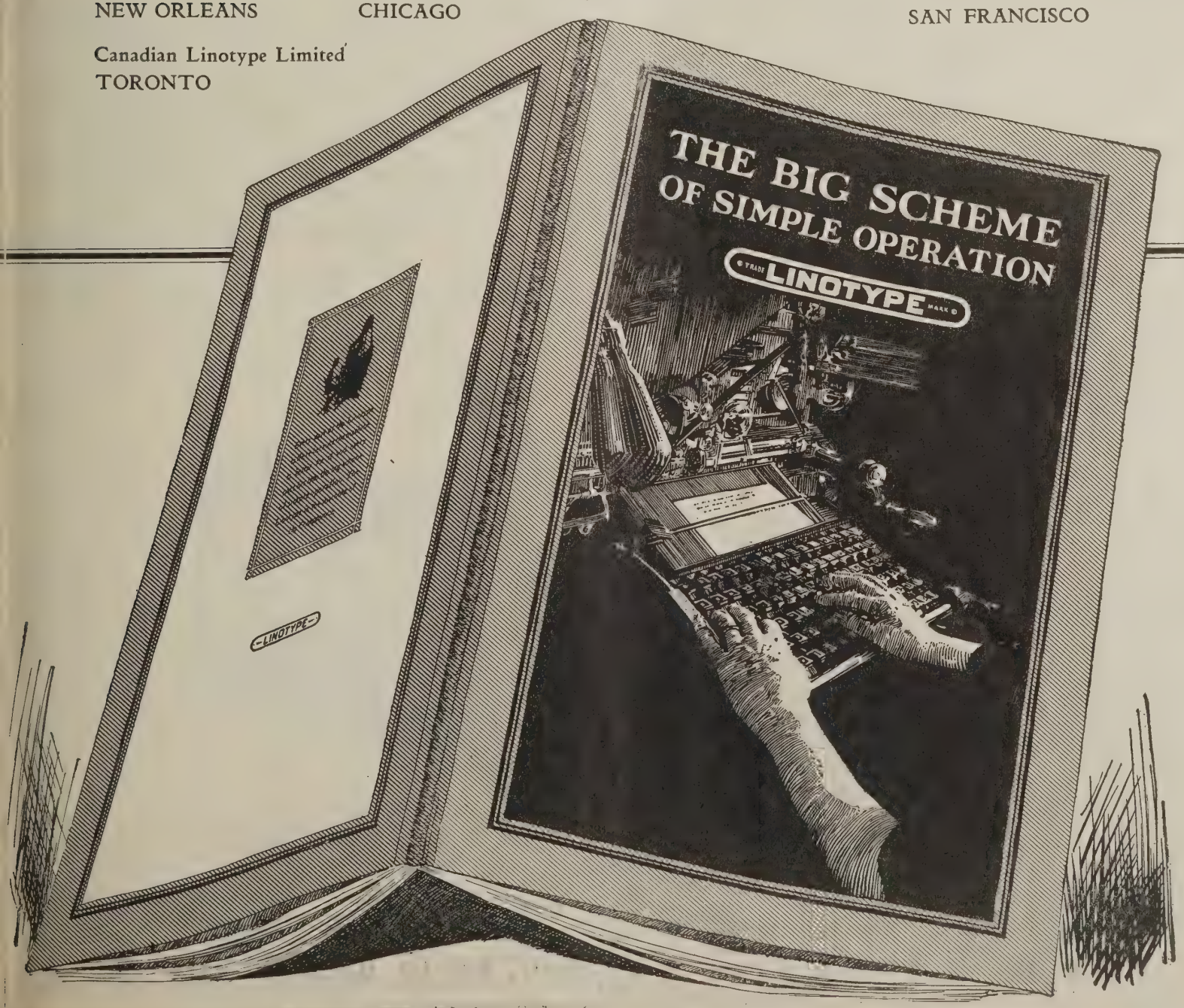
The nearest agency will mail a copy on request.

MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, N. Y.

NEW ORLEANS CHICAGO SAN FRANCISCO

Canadian Linotype Limited
TORONTO



Composed entirely on the LINOTYPE *in Benedictine*

OHIO CIRCULATION MANAGERS LISTEN TO EDITOR'S ADVICE

The Newspaper's Purpose, Subject of Grove Patterson's Address, in Which He Urges Need of Co-operation of Departments

(*By Telegraph to* EDITOR & PUBLISHER)

TOLEDO, O., April 11.—Discussion, of many problems, from the handling of newsboys to the most efficient method of marketing papers, occupied Ohio circulation managers in their semi-annual meeting in the Hotel Secor here today.

Grove Patterson, directing editor of the Toledo Blade and the Newark (N. J.) Star Eagle, formerly with the Detroit Journal, in one of the most important addresses, told what an editor can do for circulation. He traced newspapers from their earliest history to the present and described some of the hardships of old time editors.

"It is because of the ingenuity of these early papers," he said, "that we are so advanced today.

"Now, I suppose the thing all papers want to know are these: First, what the public is interested in; second, how shall publishers make their newspapers a service as well as a news medium; third, newspaper ideals; and, fourth, the necessity of co-operation between departments.

"A man of very wide experience said to me a few months ago that people are mostly interested in weather, fire and domestic entanglements. He meant just this: That people are interested in ordinary, every day things. I think a mistake a lot of us are making in the editorial end is to play the things men are interested in—pictures of bathing girls and the like, the abnormal sex appeal, forgetting we must sell our papers to women.

"The afternoon paper must, first of all, please the woman to be successful, and then, in a very shortsighted way, we proceed to smash in our columns stuff that appeals to men. Now I suggest woman is more interested in fashions than she is in looking at bathing girls.

"I think the value of pictures is very largely over-estimated. A picture must be judged on its news merits. If it has significance, if there is a feature to it, then it is a very interesting kind of news, but a picture which does not have news has no merit. I insist a picture should be judged as a news item and as a news story.

"In the second place, the service: I have the feeling that it is not sufficient for a newspaper to be simply a medium for the purveying of information at two cents a copy. It must build itself into its community as a service institution and must begin with the telephone girl and office boy and extend all the way to the publisher. From the telephone girl and the office boy up they must spare no pains to answer every question seriously, courteously and carefully.

"Third, the ideals of a newspaper. I get a little tired of having people say, 'Why don't you attack this and that.' I deny a newspaper is a public utility on which they can ride. We have a right to print what we will and express what we will. Some people regard the newspaper as a public utility. It is not.

"It is private—organized for profit. At the same time, it will never be great unless it has ideals.

"And fourth, co-operation: I regard a newspaper (speaking as an editor) not as something to be built by an editorial department and then dumped over to the circulation department to sell. Rather I feel this way: that the circulation manager and the editor and all other department heads are engaged in building a product and that we are all engaged equally in building it and all equally engaged in making it saleable and all engaged equally in selling it.

"When you go home, go to your editor, tell him you want him to put salesmen on the copy desk, and all the way through, and tell him you want him to be a salesman, too.

"I think the newspaper success is going to be greater in the future than it has at any time past because of the co-operation which I feel is coming between departments and which we have not had in the past. You circulation managers ought to be editors of the street editions. You ought to go in to your editor and say, 'Now, here is a story I would like to have played. I can sell that.' First, you have to sell him, but he probably will see it your way."

Local legislation against young newsboys was discussed and it was brought out that such measures have been introduced in several cities in Ohio. They have largely been sponsored by women's organizations. The circulation men felt it would work a hardship, not only on the boys, but on newspapers as well, if the minimum is placed at 16 years, which is being tried in some places.

R. M. Bird, superintendent of railway mails, Cincinnati, pledged co-operation with newspapers in seeing that their bundles are delivered as early as possible. He urged that each circulation manager have his man take great care to see that bundles were wrapped and tied properly and that the addresses were correct.

J. J. Lynch, president of the International Circulation Managers Association, urged all Ohio men to join the international association.

Call Meeting for Chicago

The Central States Circulation Managers' Association will hold its semi-annual meeting April 24 at the LaSalle Hotel, Chicago. It comprises circulation managers from Illinois, Indiana, Iowa, Wisconsin and Kentucky. A good program has been arranged by Fred Reinhart, Chicago Post. President Lynch, of the International Association, has been invited.

Officers of the C. S. C. M. A. are: Charles D. Chaffee, Aurora, Ill., president; W. H. Coonradt, Decatur, Ill., vice-president; G. S. Galloway, Rockford, Ill., secretary-treasurer; H. W. Stodgill, Louisville; Charles Payne, Indianapolis, and D. B. Wright, Milwaukee, directors.

I. C. M. A. HEAD IN NEW ENGLAND

Lynch Will Be Guest of Honor at Springfield Next Week

The New England Association of Circulation Managers will have James J. Lynch, of the Cleveland Press, president of the International Circulation Managers Association, as guest of honor and speaker at its convention in Springfield, Mass., April 18 and 19. Secretary-Treasurer L. M. Hammond, Jr., of the Boston Transcript, predicts it will be the best and largest attended meeting the N. E. A. C. M. has ever had. Acceptances of invitations have been received from many publishers, business managers and circulation managers who are not members, but are interested in circulation work.

A special effort will also be made to enroll in the international body, N. E. A. C. M. members who do not now belong to the I. C. M. A.

Birmingham News Lauded

Speaking on the proposed plan of electing County Superintendents of Schools in Alabama, G. C. Bowden of Elba, Ala., commended the Birmingham News highly and said that if every county in the State had such a publication there would be no agitation for the subject. His talk was made before 4,000 members of the Alabama Educational Association in Birmingham.

TO SIFT ISSUES AT ALBAN

N. Y. State Circulators Plan Inte Spring Meeting

The program for the spring me of the New York State Circulation agers Association, to be held in Al April 19-20, is announced by Charle Congdon, publisher of the Water Times, vice-president of the circul managers, and chairman of the pro committee, as follows:

"Why is New York City without a re system of home delivery?" Charles Flan New York Times.

"Many newsdealers and newsboys hav augurated their own selling price in exce the published price for papers. What ca done to control this nuisance, which is ste growing worse?" Michael J. Burke, Bro Eagle.

"Should non-returnable papers send e copies to dealers without orders? If so, w C. H. Sandkam, New York Tribune.

"In what way can we prevent newsde from discriminating against a newspaper th strictly non-returnable? How is this situ handled in Buffalo, Rochester and Syracu M. D. Treble, Buffalo Times.

"Mail circulation; promotion and rene Bulldog edition, its features and value." W Hixson, Syracuse Post-Standard.

"Co-operation of circulation and news partments essential to growth of circulat Glen S. England, Johnstown Leader-Republ

"How can the circulation manager of t be more successful in the newspaper fie Alfred W. Cockerill, Utica Press.

"Best method for holding business in new ritory." Frederick S. Ohrt, Niagara Falls zette.

"Best method of holding and getting rural business, especially mail." A. B. Pa Watertown Standard.

"Insurance policies as premiums for cir tion." Frank A. McDuff, Albany Times-U

"Why not discard old-fashioned and obs circulation departments and methods and re them with organizations built upon the ciples of modern scientific business?" R. D Decker, Rochester Democrat and Chronicle

"Is circulation obtained through the m of premiums or contests worth the effo James McKernan, New York World.

"Laws governing newsboys and carriers; they fair to the boy and to the newspap Robert S. Wier, Syracuse Journal.

The Comic That Holds Both Children and Adults

HAIRBREADTH HARRY—*By Kahles*

Our thorough investigation having proved the universal appeal of this 17-year-old classic, we have acquired the Sunday page, and will add a

Daily Strip
To Begin May 21

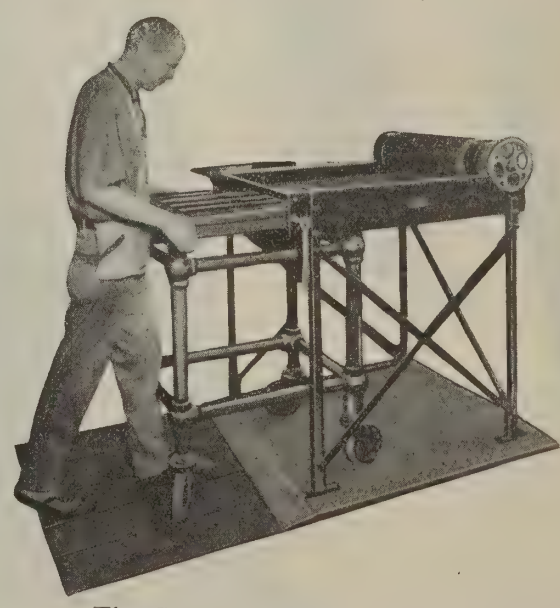
Thus the rapid-action melodrama of this fearless hero, of his beloved Belinda, and of Rudolph, the criminal master-mind, will be continued seven days a week.



LEDGER SYNDICATE
INDEPENDENCE SQUARE PHILADELPHIA, PA.

Scott Proof Press Saves Hours of Time and Labor

A Full Page Proof in a Moment



Scott File Lasts a Lifetime

Nearly every newspaper office now uses Scott files. Handsomely nickeled; fool proof, will last a lifetime. Allows papers to be opened flat. Fastest operating newspaper file on the market.

The Scott Quick Action Full Page Proof Press enables you to get a full page proof without wetting paper, sliding forms or rehandling type. Merely roll forms into press, pass the roller over it and the proof is ready. Will do the work of three ordinary proof presses in less time. Write for circular.

SCOTT MFG. CO., Detroit News Bldg., Detroit, Mich.

MARCH LINEAGE GAIN IN NEW YORK ALMOST 6 PER CENT OVER 1922

' YORK newspaper lineage continued to climb at a dizzy angle through larch, according to figures compiled by the New York Evening Post Sta- Department. The total of 14,672,634 agate lines set a new record for the and was a gain of 768,366 lines, or approximately 5.8 per cent, over the mark rch, 1922. Gains were made by eleven of the 17 papers listed. Total pages increased by 950, or 7 per cent, from 13,742 to 14,692, while total pages of sing increased approximately 380. The month's totals, compared 1923-1922, 23-1917, follow:

Pes— 1922		Percentage of total space	1923	1922	Gain	Loss
1,114	American	6.4	**937,158	925,828	11,330	.....
1,160	Brooklyn Eagle....	8.9	1,310,216	1,303,366	6,850	.....
522	Brooklyn Times...	2.2	322,794	331,756	.....	8,962
420	*Commercial	1.6	238,876	242,646	.....	3,770
924	*Evening Journal...	8.4	1,238,116	1,104,012	134,104	.....
540	*Evening Mail.....	4.0	584,840	560,298	24,542	.....
526	*Evening Post.....	2.4	349,926	330,822	19,104	.....
686	*Sun	6.1	898,566	869,620	28,946	.....
610	Evening Telegram.	3.8	556,912	596,050	.....	39,138
688	*Evening World...	5.6	816,196	847,952	.....	31,756
570	*Globe	5.7	841,576	662,010	179,566	.....
1,030	Herald	6.6	969,060	992,714	.....	23,654
848	News (Tabloid)...	2.8	413,020	295,616	117,404	.....
690	Standard Union...	4.7	690,628	701,148	.....	10,520
1,378	Times	14.7	2,153,096	1,982,392	170,704	.....
908	Tribune	5.8	851,612	828,442	23,170	.....
1,128	World	10.2	1,500,042	1,329,596	170,446	.....
13,742	Totals.....		14,672,634	13,904,268	768,366 Net Gain	.....

lo Sunday edition.
'000 lines American weekly not included.

COMPARATIVE TOTALS, MARCH, 1923-1917.

	1923	1922	1921	1920	1919	1918	1917
n	937,158	925,828	856,818	999,846	852,455	909,180	768,984
kn Eagle.....	1,310,216	1,303,366	1,183,906	1,136,676	913,611	764,292	766,125
kn Times.....	322,794	331,756	273,268	289,918	†.....	†.....	†.....
ncial	238,876	242,646	267,868	294,350	173,462	159,061	148,986
Journal.....	1,238,116	1,104,012	999,764	881,622	795,992	714,467	656,205
Mail.....	584,840	560,298	582,872	565,832	298,044	413,440	432,709
Post.....	349,926	330,822	529,218	437,716	353,048	366,601	359,929
Sun.....	898,566	869,620	742,456	789,264	633,298	462,132	498,945
Telegram....	556,912	596,050	568,682	685,804	749,147	696,828	702,505
World.....	816,196	847,952	890,608	911,514	583,580	459,122	456,005
.....	841,576	662,010	614,304	849,540	661,570	433,295	523,751
.....	969,060	992,714	1,052,778	1,011,764	738,272	628,140	651,691
Tabloid).....	413,020	295,616	182,184	†.....	†.....	†.....	†.....
dd Union.....	690,628	701,148	638,376	755,974	562,598	513,989	494,343
.....	‡.....	‡.....	‡.....	‡.....	481,618	334,822	367,471
.....	2,153,096	1,982,392	1,850,914	2,041,930	1,491,791	1,208,648	1,022,046
.....	851,612	828,442	800,714	904,524	595,822	361,018	414,833
.....	1,500,042	1,329,596	1,261,478	1,678,472	1,435,480	1,351,850	1,188,645
.....	14,672,634	13,904,268	13,296,208	14,234,746	11,319,788	9,776,885	9,453,173

ures not recorded.
S and Herald combined into Sun-Herald Feb. 1, 1920; name changed to Herald Oct. 1, 1920.

ANALYSIS OF LINEAGE, MARCH, 1923-1922

l above lineage is analyzed by totals of morning and Sunday, evening and y and Sunday only in the following table:

	MORNING AND SUNDAY		EVENING AND SUNDAY		SUNDAY ONLY	
	1923	1922	1923	1922	1923	1922
l space.....	7,062,864	6,597,234	7,609,770	7,307,034	3,388,860	3,291,640
ments	274,688	294,380	226,818	246,980	145,772	153,268
.....	39,766	28,326	5,696	4,482	23,368	18,744
sales	82,624	112,344	6,194	6,492	9,944	14,304
bile display	207,882	185,246	191,500	243,972	180,332	197,358
bile undisplay	51,224	45,488	104,894	117,466	23,580	23,136
and shoes.....	71,396	63,108	95,852	85,764	22,530	16,432
g Material	36,636	41,026	21,602	11,186	15,668	16,054
and Gum	22,596	15,446	45,892	42,162	1,460	1,608
and Religious	32,116	41,508	60,616	61,856	86	15,712
g	18,280	12,984	8,196	7,880	4,594	4,604
, Etc.	73,084	63,716	49,208	36,092	22,082	16,788
st Prep.	154,688	171,380	151,756	134,012	58,690	90,116
oods	1,257,942	1,172,546	2,800,540	2,790,772	850,428	864,682
ial	579,564	552,714	291,562	233,792	30,606	33,130
dStuffs	124,660	100,596	367,306	340,692	33,952	45,730
nure	274,268	261,538	245,786	222,464	259,944	254,080
e and Restaurants	25,322	28,606	61,400	54,080	16,822	15,456
e	28,030	21,206	24,116	22,572	14,888	9,228
a	35,320	42,582	221,298	225,566	.....	.....
Furnishings	268,800	249,242	260,440	207,516	19,514	13,656
il Instruction	6,586	12,262	7,482	11,756	4,446	6,476
il Instruments	115,600	92,576	135,884	113,740	68,038	58,322
caneous Display	410,848	409,018	492,030	471,162	256,288	206,578
caneous Undis.	248,484	270,142	324,584	328,484	110,610	127,466
apers	36,658	62,512	8,722	18,602	798	1,588
c Appliances	27,744	31,470	5,436	5,010	704	4,828
pMedicine	75,156	81,430	153,642	149,264	35,292	35,620
l Service	36,798	31,658	48,580	15,940	.....	1,370
ical (Mag.)	68,482	50,726	26,534	16,204	6,144	7,600
hers	128,612	107,486	32,654	27,606	107,810	92,842
ds	14,256	17,558	16,764	15,434	3,804	5,062
Estate	314,736	327,388	75,138	55,414	218,186	211,982
Estate Undis.	285,736	278,700	266,302	340,198	196,934	188,950
s	38,702	36,224	21,604	23,202	24,330	17,458
& Travel	291,258	301,146	57,668	53,774	53,974	60,808
s and Colleges	41,074	37,000	12,008	16,260	22,990	17,916
o	107,418	58,398	51,934	61,784	6,812	11,054
n	837,710	612,736	78,776	71,988	247,450	203,288
ntox. Beverages	9,828	4,974	7,430	1,382	1,002	720
n's Spec. Shops	308,292	269,848	545,926	414,132	288,988	227,628
en Adv.	1,667,798	1,412,406	1,301,990	1,355,455	735,690	726,716
a Display	3,807,266	3,830,587	5,239,408	4,806,273	2,050,294	2,017,704
play Adv.	1,568,332	1,323,161	1,068,372	1,145,306	600,362	543,124
and Travel Guide	19,468	31,080	.....	.....	2,514	4,096
an	5,182	6,292	1,536	1,684	2,488	4,002
yn	273,650	266,970	407,612	344,852	269,750	267,292
n and Bronx	63,032	72,620	89,014	24,968	63,932	67,820
Jersey	25,214	20,790	.....	6,516	25,214	9,436
.....	10,810	.....	184,868	.....	8,030	.....
c Section	202,142	181,192	15,730	23,210	212,688	195,212
ed Adv.	29,246	9,800	44,992	56,844	5,768	4,564
Adv.	168,672	105,576	61,808	112,058	55,262	38,400
Pages	7,356	6,826	7,336	6,916	.....	3,208

報知新聞



The Hochi's Magnificent New Building Just Completed in the Heart of Tokyo

THE HOCHI SHIMBUN

Japan's Oldest Evening Newspaper With Large Morning Edition

TOTAL PAID CIRCULATION LARGEST IN TOKYO

The Hochi Shimbun was established in 1872 by the late Marquis Okuma, and continuously since that early date has lent all its influence to the support of its great founder's lofty ideals.

In the foreign news field the Hochi has built up a service which is unexcelled, and which has earned for it many readers who are intensely interested in persons and events abroad. This interest has been found to exert considerable influence on their taste in the purchase of imported commodities and undoubtedly has increased their consumption of products from abroad.

Advertising Rates

Per line.....	Y 1.25
Per Column..	Y 170.00
Per inch....	Y 12.50
Per page....	Y2,000.00

The Hochi Shimbun

TOKYO, JAPAN

IN OUR OWN WORLD OF LETTERS

By Dr. JAMES MELVIN LEE

HARPER'S MAGAZINE for April features on its cover "The Interviewer and the Interviewed"—the anonymous confession of a woman reporter. The editor's blurb says that the anonymous author has been called by Sir Philip Gibbs "the best interviewer in America," and that for the past 15 years she has been a member of the staffs of morning, evening and Sunday newspapers in several large American cities. In recommending articles for perusal by readers of the EDITOR AND PUBLISHER, I am tempted to mark this article dealing with adventures in human nature "Must." Its author does well to emphasize that no one is either blackjacked or blackmailed into giving an interview, but that it is entirely a matter of free will—a fact too often overlooked by critics of the press. One of the cleverest things of the article is a quotation from one of the author's editorial friends, "A good interview, like all Gaul"—no pun intended—"is divided into three parts: One third what the interviewer says; one-third what he tried to say; one-third what he ought to have said." The author overlooks the postscript of her own, "What I made him say." The most practical part of the article is how she gets those interviewed to say what is wanted by the city editor.

* * *

EDWARD W. BOK in the Atlantic Monthly for April heads his article "The Ways of a Man in the Mart." In brief, it is a chapter from the biography of Cyrus H. K. Curtis, the publisher of the Philadelphia Public Ledger and several magazines. According to Mr. Bok, Mr. Curtis says to his editors, "Give the public the best. It knows. The cost is secondary." To his circulation managers, he says, "Keep the magazines before the public and make it easy for the public to get them." And to his advertising men he says, "We know we give the advertisers their money's worth, but it is up to you to prove it to them." The present contribution by Mr. Bok is the third of a series about Mr. Curtis, and probably the last to appear in the Atlantic Monthly, as a book containing all of the chapters is announced for early publication.

* * *

ERNEST ELMO CALKINS is fast becoming a man of "ads and letters." To Scribner's Magazine for March, he contributed "Advertising's Ingratiating Smile," remarkable for its literary charm and genial humor. In this chat, Mr. Calkins traces the history of advertising from his boyhood days when he saw on rural fences:

> "Job Had Boils But He Didn't Have
> A Clock of Armstrong."

down through a succession of stages of what might be called styles in advertising. These included: The imaginary character, the jingle, the reason why, double page spread, and the research-data. His comment is that "in the meanwhile, advertising survived them all and managed to progress." One wonders what principle Mr. Calkins used in determining whether he would be specific in naming advertised brands. Possibly for the first time in the text a magazine mentions "Force," "Camel Cigarettes," "Sapolio," "The Road of Anthracite," "Big Ben Alarm Clock," "Mennen Talcum," etc. In a few cases, names of advertisers have been omitted. The members of the editorial staff will not be contaminated by "advertising's ingratiating influence" even if they read the article.

* * *

ADVERTISERS WHO WOULD LIKE DATA about the pulling power of the EDITOR AND PUBLISHER should drop a line to the secretary of church activities, Marble Collegiate Church, Fifth avenue and 29th street, New York City. Attention was recently called by its pastor to a printed sermon, "Wanted—A Newspaper." That issue has been completely exhausted because of the many requests from editors. The sermon, however, will be reprinted in the Washington Newspaper published by the School of Journalism at the State University in Washington. Copies of the issue containing this sermon can doubtless be obtained upon application to M. Lyle Spencer, director of the School of Journalism, Washington State University, Seattle.

* * *

DON C. SEITZ, of the New York Evening World, is a man of many interests. He not only writes poetry that has a message for the reader but he can write a book review remarkable for its critical qualities. His review of "The Evening Post—A Century of Journalism" in the Nation for February 28, 1923, is an illustration. The same issue of the Nation contains an editorial, "More Newspaper Cannibalism," that ought to arouse considerable controversy. It is based on the suspension of the Dispatch and the Leader in Pittsburgh. The editorial "views with alarm" such consolidations of newspapers and their alleged control by "vested interests." The same arguments that can be brought against the mergers of newspapers, however, can be brought against the union of churches into one strong community church, and the consolidation of ungraded schools in rural communities into one large educational plant to which students are brought by public conveyances. Under certain conditions, one strong paper ably edited is much better for a community than several struggling papers subsidized by private individuals with personal and political aspirations. The danger lies in the coming years that journalism may become a closed field with a sign "No Trespassing." But until the other phrase is added, "under penalties of the law," the man with a strong personality can still find a way to publish a paper.

* * *

BECAUSE ALEXANDER HAMILTON was such a frequent contributor to the press of his time and because he was interested in newspaper enterprises, any book about him is of special interest to newspaper men. Arthur Hendrick Vandenberg, editor of the Grand Rapids (Mich.) Herald, is such an admirer of Hamilton that he has published another book about the first Secretary of the Treasury. This book, "If Hamilton Were Here Today" (G. P. Putnam's Sons), sets forth how Hamiltonian principles can be applied in the solution of modern problems. Mr. Vandenberg has done an excellent piece of interpretive work. If at times he is overzealous in his praise of Hamilton, he may be pardoned, because he regards Hamilton as "the greatest American." As a matter of fact, the title of his former book was "The Greatest American, Alexander Hamilton."

* * *

THE ADDRESSES made at the fourth annual meeting of the University Press Club of Michigan has been printed in pamphlet form and may be obtained upon application to John Louis Brumm, director of the courses in journalism at the University of Michigan. Addresses which deserve special mention are: "Crime and the Newspapers," Prof. J. B. Waite; "The Newspaper and Public Opinion," Prof. Thomas H. Reed; "The American Society of Newspaper Editors," Casper S. Yost, editor St. Louis Globe Democrat; and "Divorce News and Newspapers," Edmund W. Booth, Grand Rapids Press.

* * *

ADVERTISERS SEEKIN MARKET in foreign fiel find "The Asian Printers' & Sta Annual, Diary and Directory- (Cama, Norton & Co., Bombay), lication well worth obtaining. Th gives a list of the advertising ag India, a list of the book sellers, ers, newspapers and periodicals, N. Vatchaghandy contributes an i ing sketch on "The Press in India

* * *

HENRY WYSHAM LANIER "A Century of Banking i York 1822-1992 (George H. Do Co.), reprints in fascimile form t rectory "of wealthy citizens of New City estimated to be worth $100,0 upwards," which the New Yor originally published in 1845. This dedicated to "The Ferocious City devours and forgets its own hi contains so much valuable infor about finance and industry that it to be in every newspaper library.

* * *

ALBERT RICHARDSON JEN, whose story, "The Sea," appeared in a recent isss Collier's, was formerly a report the Daily Guard at Eugene, Or He now lvies at San Francisco.

* * *

THE DEARBORN (MICH.) I PENDENT has been publ some articles on the shortcomings o the daily newspaper and the peri press of this country. Critics are h when their criticism is constructive

The St. Regis Paper Company

and the

Hanna Paper Corporation

NEWSPRINT

Daily Capacity 425 Tons

WE SOLICIT YOUR INQUIRIES

GENERAL SALES OFFICE

30 East 42nd St., New York City, N. Y.

Chicago
643 McCormick Bldg.

Pittsburgh
1117 Farmers Bank Bldg.

play fair with the city dealer!

A RETAILER who consents to stock a product upon the manufacturer's promise that "we're going to create demand among your customers with a big newspaper advertising campaign" has a right to expect that that promise will be carried out *literally.*

And when a manufacturer, buying space solely on a circulation basis, employs newspapers with a high percentage of duplicated circulations, big country circulations, and combined circulations which fall far short of coverage, *he doesn't play fair with the city dealer.*

St. Louis and its environs, a compact market with thousands of progressive retailers, is the primary consideration of advertisers seeking to develop business in this territory. It is *thoroughly covered,* and most *economically, only* by a combination of the two principal evening papers.

One of them, necessarily—

THE ST. LOUIS STAR

ST. LOUIS — the city that is spending a record total of $87000000 for civic improvements

National Advertising Representatives
STORY, BROOKS & FINLEY
New York Chicago Philadelphia St. Louis
Los Angeles San Francisco

NOBLE MOVES UP ON WORLD

Appointed Merchandising Manager; In Ad Department 13 Years

Arthur D. Noble has been appointed merchandising manager of the New York World. He has been connected with the advertising department of the world for thirteen years.



ARTHUR D. NOBLE

He was one of the staff of men who organized the World's merchandising department upon the basis of the standard of practice adopted by the National Association of Newspaper Executives at the convention of the Associated Advertising Clubs of the World. For five years he has been New York State representative of the World.

He was a member of the sales organization of the Simmons Hardware Company before joining the World. He succeeds B. L. Chapman, who has associated himself with the Barton, Durstine & Osborn Advertising Agency.

STORES INJECT CIRCULAR INTO NEW HAVEN FIGHT

(*Continued from page 7*)

...le outside of the main shopping dis... on Chapel street, where the big ...s are, but where several of the ad...sers are not. None of these points ... discussed with Mr. Hamblen, who ...red that the enterprise was still too ...g for the formation of any judgments ... its future course. He is scheduled ...ddress the New Haven Advertising ... on May 7 on the development of ...Shopping News and stated by that ... that he would have definite data.

...nother reason for the Shopping News ...plied, rather than stated, by its con...ors. It is that clean truthful adver...g needs to be introduced to New ...en, in other words, that it has not ...e possible for the stores to advertise ...ly and truthfully in the newspapers. ... despite the fact that the newspapers ...e the 1920 break did not set a line ...he advertising but took it in type ... the job shop conducted by the mer...s. "Right here is the chief reason ...printing and circulating Shopping ...s," proclaims the eight-inch wide ...ncement in the first number. "To ...rate truthful, careful, accurate ...ments regarding merchandise and ...ss our New Haven shoppers with ...eliability of our offerings."

...at might be called the "common ... of it. Here's the statute:

...nqualified statements:

Such statements as 'The Greatest ...in New Haven,' 'The Greatest Sale ...merica,' 'Biggest Bargains Ever ...n,' 'Unmatchable Value,' 'Your Best ...rtunity,' or any other unqualified ...ment shall not be used."

...t's clear enough, but some corners ... cut in the first issue's advertising. ...er again will the public have such ...pportunity," rhapsodizes Mendel's ...1,200 yards of cretonne priced at ...nts. The same page advertisement ...rd the statement that Mendel's as... their customers a "standard of ...e that leaves nothing to be asked ... It continues that "our policy of ...g and selling for cash means econ...of operation, which is reflected in ...owest-in-the-City Prices."

...l if that isn't enough work for the ...inary censor, the same store in its ... page bargain box proclaims as ...ard of low price for garments of ...quality."

...parative prices are absent from all ...vertising and the tone of most of ...onservative. The frequent appear... of the words "extraordinary ... might be interpreted as indicating that the regulations are somewhat cramping to the style of several of the writers. The combination appears so often that the printer might well make a logotype.

Other deficiencies in appearance are marked, but are probably temporary. The heading, for instance, was apparently made for an eight-column wide sheet, with the title flanked on both sides by a torch and the words "Guaranteed Values." The finished product, as can be seen from the reproduction, is the equivalent of a seven column paper with columns of 14 pica ems, and the heading has only one flanking torch. The printer sawed the other off to fit the chases.

All those details will be worked out soon, Mr. Hamblen believes, as he expects that the final result of the Shopping News will be to stimulate sales so greatly that the amount available for advertising will be measurably increased. There is no intention to cut down on the newspaper space now being used, he stated, but measurements made by one of the publishers who declines to lose money on department store business indicate that the lineage of the big stores in the two papers they are using is 25 per cent less this year than it was in the same period in 1922.

Mr. Hamblen is optimistic. One result that he looks for is a realization by the merchants of the cost of producing a publication. They have looked upon the cost of making an advertisement as trifling, he said, and it might be possible that their eyes will be opened by the bills for their new enterprise. His hope, it might be stated, is shared by the publishers who have suffered from this conception of their business, but they are not losing sleep over the merchants' possible conversion. They know by experience that the merchants are not likely to give up without considerable further struggle a method that was worth $1,500,000 in 18 years. They know that the merchants have not only withheld their own business in an effort to destroy those who opposed them but have attempted and on occasion succeeded in diverting national advertising from papers in disfavor.

They know now that there is nothing in the superstition that department store advertising makes circulation. The Register and the Times-Leader, since their co-operation in this struggle, have seen their combined circulations increase 7,000 daily, a normal gain. They also know that the department store advertising carried on the old rate basis would thus have shown increasing losses.

They have co-operated in this matter only and have been in the keenest kind of competition with each other and with the other two papers on all other business. Neither they nor their contemporaries has ever printed a line to inform the public of the battle that has been going on for thirty months. People who read the Register alone or the Times-Leader alone have probably assumed that the stores have quit advertising and let it go at that. That the stores have suffered is proved beyond doubt by their willingness to put $80,000 a year into a circular that has a dubiously possible life of one day. Whether the fight might have been ended ere this by local publicity is a question that cannot be answered. That it will be ended by capitulation of the stores seems certain, and whether their own necessities, or a belated realization that a newspaper cannot be produced by the wave of a wand, are the deciding factors is immaterial.

The publishers of the city can still find opportunity to apply the advice that EDITOR & PUBLISHER gave two years ago — that they might learn a lot of things by a general comparison of notes to the decided advantage of all.

The advertisers' problem is one of grammar school arithmetic. They may learn eventually that it is better business to invest half a million dollars than to throw away a hundred thousand.

Canadian Export Co. Moves

The Canadian Export Paper Company has moved its offices from the Sun Life Building to the Canada Cement Building, Montreal.

Learn to Know That

WEST VIRGINIA

Is First Among the States in

High grade bituminous coal available.

Amount of natural gas marketed.

Largest stogie factory in the world.

Largest patent medicine concern in the world.

Largest axe factory in the world.

Largest sheet glass factory in the world.

Largest sanitary pottery in the United States.

A city that has more wealth per capita than any city in the United States.

Most home owners per capita of any State in the Union.

Here is a wonderful field for advertisers—nearly 1,500,000 people within the influence of these daily newspapers listed below.

With a comparatively small appropriation you can become a BIG advertiser.

		Circulation	Rate for 5,000 lines
Bluefield			
††Telegraph	(M)	10,112	.04
Charleston			
**Gazette	(M)	19,920	.06
**Gazette	(S)	23,580	.07
Clarksburg			
**Exponent	(M&S)	8,285	.035
**Telegram	(E)	7,807	.04
**Telegram	(S)	9,792	.045
Huntington			
†††Advertiser	(E)	12,250	.035
**Herald-Dispatch	(M)	13,484	.035
**Herald-Dispatch	(S)	12,753	.035
Martinsburg			
**Journal	(E)	3,992	.03
Parkersburg			
†News	(M)	5,568	.025
†News	(S)	6,366	.025
**Sentinel	(E)	6,654	.027
Wheeling			
**Intelligencer	(M)	12,797	.0325
**News	(E)	13,117	.05
**News	(S)	18,395	.07

†Government Statement, April 1, 1922.

††Publishers' Statement.

†††Government Statement, Oct. 1, 1922.

**A. B. C. Report, Oct. 1, 1922.

W.T.MULLALLY ELECTED SPHINX CLUB HEAD

27th Annual Ladies' Night of America's Oldest Advertising Club Featured by Brilliant Dinner, Entertainment and Dance

The Grand Ball Room of the Waldorf-Astoria was the scene, on April 10, of a brilliant dinner, vaudeville entertainment and dance, on the occasion of the twenty - seventh anniversary Ladies' Night of the Sphinx Club of New York, the oldest advertising organization in America.



WILLIAM T. MULLALLY

The decorations by S. Asche were in true oriental splendor, the prevailing note being ancient Egyptian of Pharoah Tut-Ank-Amen's period.

The election of officers and executive committee was under the direction of Harry Hoyt Good, who called upon the spirit of the Sphinx for aid and assistance and in a most mysterious and awesome manner, the lighted Sphinx on the platform proclaimed the following duly elected.

President—Wm. T. Mullally, New York advertising agent.

Vice-President—R. F. R. Huntsman, John H. Hawley, Corbett McCarthy, W. W. Hallock, Dan A. Carroll, Samuel E. Leith.

Secretary—Roger J. O'Donnell, Brooklyn Standard-Union.

Treasurer—F. St. John Richards, New York representative of the St. Louis Globe Democrat.

Executive committee—P. P. Lynn of John Wanamaker's; George Ethridge; Stanley R. Latshaw of the Butterick Publications; H. H. Good of Carter's Little Liver Pills; Joseph P. Day, W. R. Hotchkin and Thomas A. Barrett.

About five hundred ladies and gentlemen enjoyed the music of two orchestras, Hackell-Berge and Harry Cox's Society and the following entertainment program: Swan Wood, Dance Divertissement; Elsie Currier, Harpist and Soprano; Willa and Harold Brown, Rag Art; Stone and Platt, A Happy Blending of Melody and Mirth; Norrie Sisters, Dancers Supreme; Woodward and Morrisey, The Girl and the Donkey; Conroy and O'Donnell, The Parcel Post Boys Delivering Large Packages of Laughter; Milo, the great Mimic.

The Menu was of Oscar's best pre-war quality and quantity as indicated below:

MENU

Old Fashioned Fruit Cocktail
Broth Bellevue with Whipped Cream
Celery Olives
Soft Clams à la Sphinx
Fresh Mushrooms Under Glass, Eugenie
Mint Sherbet
Breast of Chicken à la Colbert
Hearts of Lettuce, Russian Dressing
Neapolitaine Ice Cream (in Sphinx Forms)
Assorted Cakes
Coffee

Cigars—
Corona Non Plus Ultra
Waldorf Astoria Perlas
Cigarettes—
Pall Mall
Cork and Plain Tips

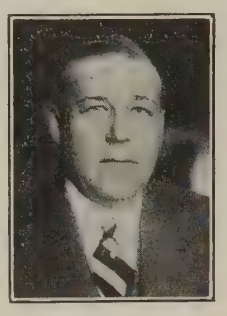
Mrs. Ashbaugh Sole Legatee

By the will of L. V. Ashbaugh, late owner of the Clover Leaf Publications, who died recently, Mrs. Ashbaugh is left the sole legatee of all stock in the St. Paul Daily News, the Omaha Daily News and the Rural Weekly and the Rural American of St. Paul. She has signified her intention of continuing the operation of all the publications under the management of N. W. Reay, managing director, and C. D. Bertolet, advertising director.

MONTGOMERY JOURNAL SOLD TO COMERS

Associated With Frederick I. Thompson, former Governor and Son Extend Their Alabama Holdings

Hard upon the heels of the purchase of three-fourths interest in the Montgomery (Ala.) Advertiser by Victor H. Hanson, comes the announcement that former Governor B. B. Comer, his son, Donald, and Frederick I. Thompson, competitors of Hanson in the Birmingham field, have purchased controlling interest in the Montgomery Journal.



FREDERICK I. THOMPSON

Mr. Hanson is publisher of the Birmingham News, while the Comer-Thompson interests control the Birmingham Age-Herald. The purchase of the Advertiser and the Journal in Montgomery intensifies the rivalry of these two organizations, which has existed in Birmingham since the purchase of the Age-Herald last fall by the Comer-Thompson combine.

Mr. Thompson also is principal owner of the Mobile Register and the Mobile News Item. The purchase of the Montgomery Journal will link four new papers.

Col. Horace Hood, founder and vet an editor of the Journal, retires from editorship, but his son, Brame Ho former advertising manager, retains interest in the paper and will hereaf act as business manager. Frank Har Miller, partner of Colonel Hood, reta an interest and will continue as p lisher.

Mr. Thompson will be president of company. A new editor was not nounced today. The Comers, who Birmingham capitalists and cotton m ufacturers, some months ago associa themselves with Mr. Thompson in purchase of the Birmingham Age-Her of which Thompson is publisher. T price paid for the Journal is not kno

Mr. Thompson will direct the polic of the paper. In his statement today said: "Editorially the Journal will st unflinchingly for wholesome respect the law and the control of Alabama the people of the state."

Colonel Hood, retiring editor, has l supported the political aspirations purposes of former Governor Comer, that the change in ownership proba means no change in the old point of v of the Journal.

Lady Northcliffe Not Loser

The provisions in Lord Northcliff will, under which his widow would su a considerable loss in the event of remarriage were modified during the gotiations concerning the settlement of estate. Consequently, Lady Northcl it is understood, has not lost by her marriage.

"14 K"

That's what the name "Basil L. Smith" stands for in classified advertising today.

If you want the real thing in classified for your newspaper—real medium, real reader-interest, real circulation increases and real profits—The Basil L. Smith National Standard methods can give it to you.

We want you to see the facts and figures on gains in prestige and revenue made by the "14 K" newspapers we are serving.

Write us—if you'd like to talk classified.

The Basil L. Smith System, Inc.
Thorough *Fair*
Otis Building Philadelphia

Focused!

Specialized Engineering Talent on Newspaper Manufacturing Problems

Research into newspaper manufacturing discloses numerous problems requiring specialized engineering talent for their best solution. The cost of merely stating these problems and finding the engineers best suited to solve them would be prohibitive for almost any **one** newspaper.

Even assuming the problems stated and engineers at hand—for best results they would have to be directed by an expert newspaperman and that would take an impossible amount of **your** time.

That is why I have brought together—**focused**—under my direction, engineers familiar with newspaper mechanical operation, and also have under engagement one of the country's largest engineering organizations for the allied problems of building design and construction. And organized the whole on such a scale as to be available to every publisher.

An interview may show the way to make a new plant pay for itself.

S. P. WESTON

Newspaper Buildings **Mechanical Layouts**
Production **Operation**

120 West 42nd Street, New York

RITISH JOURNALISTS HONOR NOYES

sciated Press President Tendered Inner by Sir Roderick Jones at Which Many Leading Publishers Gather

NDON, April 11.—The most note- ny newspaper gathering of the year he dinner which Sir Roderick Jones, nan of Reuter's, Ltd., gave at the ige last Monday, when fifty promi- journalists and publishers gathered et Frank B. Noyes, of the Wash- n Star, president of the Associated , who was in London on the last of his trip around the world. Roderick presided, with Mr. Noyes s right and Ambassador George ey at his left. Speeches were made e chairman, Mr. Noyes, Viscount nam of the Daily Telegram, Lord ll, and Ambassador Harvey. The included:

n Buchan, deputy chairman of Reuter's, Clements, the secretary, Major Claude and Philip Napier, all of the same or- ion; Major John Astor, John Walter and mpbell Stuart, representing The Times; seph Reed, Chairman of The Press As- m, and H. C. Robbins and G. B. Hodg- s joint managers; Robert Donald, chair- f the Empire Press Union; Sir James chairman of the Newspaper Society; ichardson, manager, and Col. E. F. Law- the Daily Telegraph; Sir William Berry, Sunday Times; Sir Andrew Caird, repre- the Northcliffe papers.

y Cadbury, of the Daily News; Ralph ifeld, editor of the Daily Express; Sir Carr, editor of the News of the World; A. Perris, editor of the Daily Chronicle; on Fyfe, editor or the Daily Herald; O'Connor, the veteran journalist and ientarian; Viscount Long, of Wraxall; Selfridge; Godfrey Isaacs, director of ni's; Sir Harry Brittain, member of Par- and a pioneer in the promotion of press ations; J. A. Spender, editor of the nster Gazette; Sir Frank Newnes, editor Newnes publications; Sir Thomas Ben- f. P.; Percy Hurd, M. P.; Sir George Iren Brown, representative of the Cana- acific Railway; T. T. Champion, corre- it of the Canadian Press; J. E. Polle, n of the Montreal Star; Sydney Brooks, of the Saturday Review; Sir Robert controller of the London postal service, Simonis.

HAT OUR READERS SAY

nd They Called It Journalism

ST. PETERSBURG, Fla., April 6, 1923.

DITOR & PUBLISHER: I have just read itorial entitled "And They Call It Jour- " and I can not refrain from writing to most heartily commend it. It is brave, nd powerful. Such sensationalism is a nd does our profession great injury. It y that such character-cannibals can not to the penitentiary.

in this connection let me say that I e Associated Press goes entirely too sending out this sort of "stuff" called We have filed complaint with that or- on repeatedly about this stuff, but what little fellows do when the great metro- newspapers cry for the filth and the editors of the A. P. consider it the big f the day? Your journal is a power ways stands for high ideals, right and justice. I am hoping that it will lead the campaign for a clean-up of the rotten stuff sent out by the A. P. God bless you and give might to your pen.

Wishing you every success,

LEW B. BROWN,
Editor, Evening Independent.

One Piece of the Big Job

WASHINGTON, D. C., April 9, 1923.

TO EDITOR & PUBLISHER: Just a line to express appreciation of the work you are doing for our profession. This letter is called forth, specifically, by your bully editorial, "And They Call It Journalism," but that editorial is only one piece of the big job you have been plugging at this long time.

It is a good thing for the newspaper business that EDITOR & PUBLISHER is willing, able and not afraid to take it over the editorial knee and spank it good and plenty.

The Mitchell case, insofar as the innocent wife and children are concerned, was a disgrace to journalism. Not all newspapers—probably only comparatively few—were guilty, but that any should dare is a reproach to the whole profession.

You have made clear, what we all know so well and so often forget, that a public crime is news for the reporter's pencil and private crime is for the pen of the Recording Angel.

More power to you.

WILLIAM B. COLVER,
General Editorial Manager, Scripps-Howard Newspapers.

Inexcusable Journalism

HOUSTON, TEXAS, April 9, 1923.

TO EDITOR & PUBLISHER: I was very much impressed with the leading editorial in your issue of March 31st, entitled "And They Call It Journalism".

Your rebuke to newspapers (and their reporters), indulging in some character assassination ought to meet with hearty approval on the part of real newspaper men throughout the world.

It is certainly a reflection on our profession when men go to such extremes in their efforts to produce sensational stories. It is inexcusable, and your scathing rebuke was well deserved. I congratulate you.

M. E. FOSTER,
President, The Houston Chronicle.

Dominion Weekly Convention

The annual meeting of the Canadian Weekly Newspapers Association will be held in Halifax, June 18 and 19. It is proposed to run a special train from Toronto, leaving June 14.

20,000 Increase
In Circulation
in Three Months!

That's the Record of
The Washington Herald
The New Hearst
Morning Paper
In the Nation's
Capital.

The Morning Herald
Can Be Bought in
Combination with
the Evening Times

The Washington Herald
G. Logan Payne
Publisher and General Manager
National Advertising Representatives:
G. LOGAN PAYNE COMPANY
Chicago, Detroit, St. Louis, Los Angeles
PAYNE, BURNS AND SMITH
New York and Boston

OVER
4,000

LARGEST EVENING
CIRCULATION IN IOWA

The
Des Moines
Capital

You Can't Get on Without

ILLINOIS

and you can't make believe you're covering Illinois in a national campaign by the use of national mediums alone.

To get the full benefit of the almost limitless market that Illinois offers, you have got to use the Illinois Daily Newspapers. They and they alone put you in direct touch with the market.

These Illinois dailies reach the homes of people in Illinois. They tell these home people what the home merchants have to sell. They form the point of contact between the buyer and the seller. They function every day—regularly.

The merchandising and advertising departments of these newspapers will surprise you with details regarding market possibilities.

Question These Papers About Where They Go and the Field They Cover.

		Circulation	Rate for 2,500 Lines	Rate for 10,000 Lines
**Aurora Beacon-News	(E)	15,249	.055	.055
Bloomington Pantagraph	(M)	17,841	.05	.05
Chicago Herald-Examiner	(M)	395,861	.55	.55
Chicago Herald-Examiner	(S)	729,735	.85	.85
Chicago Daily Journal	(E)	117,483	.26	.24
†Chicago Tribune	(M)	517,184	.70	.70
†Chicago Tribune	(S)	790,552	1.00	1.00
La Salle Tribune	(E)	2,773	.02	.02
**Moline Dispatch	(E)	9,391	.04	.04
†Peoria Journal-Transcript	(M&E)	33,182	.10	.09
Peoria Star	(E)	24,580	.075	.06
**Rock Island Argus	(E)	10,704	.04	.04
†Sterling Gazette	(E)	5,149	.03	.03

Government Statements, April 1, 1922.
†Government Statements, October 1, 1922.
**A. B. C. Publishers' Statements, October 1, 1922.

HEARST IS WELCOMED TO BALTIMORE

Publisher Outlines Purposes of His Purchase of Two Newspapers in Southern City at Dinner Given in His Honor

(*By Telegraph to* EDITOR & PUBLISHER)

BALTIMORE, Md., April 11.—About seventy men attended a dinner given at the Emerson Hotel last night to welcome William Randolph Hearst, new owner of the News and the American, to Baltimore.

Besides Mr. and Mrs. Hearst, the latter the only woman present, the guests included Gov. Albert C. Ritchie, Mayor William F. Broening, B. Howell Griswold, Jr., of Alexander Brown & Sons, one of the oldest banking houses of the city; Austin McLenahan, president of the Savings Bank of Baltimore; Daniel Williard, president of the Baltimore & Ohio Railroad; Herbert A. Wagner, president of the Consolidated Gas Company; C. D. Emmons, president of the United Railways; A. E. Berry, president of the Chesapeake & Potomac Telephone Company; Gen. Felix Agnus, from whom Frank A. Munsey bought the American; W. A. Thayer, managing editor of the two papers for Mr. Hearst; Charles H. Grasty, formerly managing-owner of the News and now of the New York Times, and a number of Mr. Hearst's local staff.

Mr. Hearst's speech was his first public address to the people of Baltimore since he acquired the paper. He said that, since he came of southern parentage, he always felt, on acquiring a newspaper in the south, that he was "in a sense returning to the home of my forbears." He said in part:

"I know that Baltimore does not lack good and faithful service from the newspapers published here. I know how high those journals stand in the journalism of the nation. I know how capable and conscientious are the men who conduct those journals; how effective their service to the citizenship.

"But there is one form or phase of service which conditions may enable me especially to perform, and which I hope I shall often have the opportunity to render to Baltimore; that is, to unite the power and influence of the various publications which I have here and there at important points throughout the country in support of the things which Baltimore or any one of those localities desires and requires.

"In conclusion, let me say a brief word of the intent and character of my publications.

"You have probably sometimes heard them described as extremely radical. I do not think they are. I do not think I am very radical. Indeed, I sometimes think I have grown older and slowed down a bit; I am really not radical enough.

"The policies for which I and my publications fought, and in fighting got the reputation of being radical, have nearly all been accomplished—and, being in successful operation, are no longer regarded with apprehension. It is ancient history now to refer to the election of senators by the people. That policy did not rend the structure of government to its foundations, as timid conservatism predicted; nor did woman's suffrage destroy the fabric of society; nor have direct primaries upset the balance of our political processes.

"In fact, the chief objection to direct primaries is that political processes are not sufficiently different in the states that have direct primaries and those which have not.

"So that I do not at all feel that I am too radical, and my only fear is that a more valid criticism might be that I am somewhat of a back number.

"As a matter of plain fact, I am in some things an utter conservative, determined to conserve, as far as I possibly can, these principles of policies of the fathers which for so many years have made our country the freest and the happiest, the most prosperous and the most powerful nation upon the face of the earth.

"There is, however, one firm principle of mine which may be regarded by some as radical, but which to my mind is merely a matter of professional journalistic ethics—of common journalistic honesty.

"That principle is the right of the public to a square deal on all occasions—to a fair show for its 'white alley.' I consider a newspaper to be the retained attorney for the public, and I believe a newspaper which is faithless to that trust is as much of a traitor as an attorney who betrays the interests of the client who employs him.

"This may be radicalism, but it is constructive and conservative radicalism.

"It makes for the preservation of our liberties, the protection of our properties and the perpetuation of our American institutions."

WITH THE AD AGENCIES

RALPH W. READ, for the past three years advertising manager for the F. H. Roberts Company, Boston, on April 1, became a member of the J. A. Snyder Company, with offices in Chicago. He was formerly with the McGraw-Hill Company, as writer and service director on their various papers at Chicago, and later as manager of Electrical Mercandising and Electrical World at Cleveland.

Calkins & Holden, for many years at 250 Fifth avenue, New York, have signed a 15-year lease for the eleventh floor of the new Park-Lexington building, Park avenue, 46th and 47th streets.

R. R. Green of New York is now with the Central Advertising Agency of Wichita.

The W. H. Holmes Agency, Detroit, has moved from the Empire Building to larger quarters in the Murphy Building. The organization will be known henceforth as Holmes, Inc. Mr. Holmes was formerly advertising manager of the Packard Motor Car Company.

The Sunflower Advertising Company, of Colorado Springs (Col.) has been granted a charter to do business in Kansas. The capital was given as $8,000 for the Kansas branch. Wichita will be headquarters.

H. L. Vehon, for three years merchandising manager of the Detroit Free Press, has resigned to become associated with the Albee Corporation, advertising agents, as director of space buying. He was editor of the Detroit Free Press Co-operator, a monthly paper in the interests of better retail merchandising.

Koons & Co., an organization of Cincinnati newspapermen, headed by Jack F. Koons, Jr., director of the merchandising service department of the Cincinnati Post, opens offices April 15 in the Dixie Terminal Building, Cincinnati, for a general advertising, merchandising and publicity agency. With Koons, goes Clem B. Reisenbeck, of the Post's advertising staff. For nine years Koons has been associated with Cincinnati newspapers in various capacities, both editorial and business. He has been retained to handle the Cincinnati Fall Festival and his company will number among its clients from the start, the Cincinnati Retail Merchants Association, the Cincinnati Retail Grocers Association, the Handy-Service Stores Corporation, the Cincinnati Automobile Club and Rollman & Sons Co. He served with the 37th Division during the war. He is author of "Billets and Bullets," a history of that division, for which there has been a large sale.



JACK F. KOONS

H. C. Stuart, for the past three years national advertising manager of the Birmingham News, and formerly with the Chicago Examiner, Kansas City Star and other Middle West papers, has resigned to become vice-president and account executive of the George W. Ford Advertising Company, Atlanta.

Victor R. Broberg has been added to the copy and art production staff of the United Advertising Corporation in New York.

Dorrance, Sullivan & Co. moved, April 7, to new offices, which occupy the entire seventh floor of the Bush Terminal Building, 130 West 42nd street, New York.

Charles A. Smith, formerly in charge of stove and furnace advertising for Montgomery, Ward & Co., Chicago, has joined the staff of the Lamport-McDonald Company, South Bend, Ind. Miss F. Gemberling, for the last four years assistant manager for Lamport-McDonald, has been appointed space buyer.

R. J. Potts has resigned as assistant president of the Commonwealth National Bank, Chicago, to resume charge of the Kansas City office of the Potts-Turnbull Agency. He remains a member of the bank directorate.

Francis A. Plummer has resigned as vice-president and copy chief of Shea & Lebair, Inc., New York to establish an advertising business of his own in New York.

W. L. Grant, recently with the William A. Ingoldsby Company, Los Angeles, has joined the Philip J. Mann Advertising Agency, that city.

The Plambeck-Patten Advertising Service, San Diego, Cal., has changed its name to the Patten Advertising Service.

Joseph E. Rubin has been appointed district manager of the Drury Company, San Francisco.

Reprinted from DETROIT TIMES, April 3

"Big Four" Bloc Is Smashed

Voters Win Tremendous Victory and Establish the Independence of the Judiciary—Doremus Wins Easily

The judges' clique is smashed!

The great fight for a principle—the independence of the judiciary—is won!

Down to ignominious defeat goes the political combine formed on the recorder's court bench, regarded only a few weeks ago as the most strongly entrenched institution in Detroit.

Behind the "Big Four"—not so big today—were The Detroit News and the Detroit Free Press, and the now thoroughly discredited Citizens' league, together with the other local religious and commercial organizations.

✔ Against the bloc there was The Detroit Times. ✔

The fight was won by The Times first because a great American ideal was at stake. Secondly because of the brazen unfairness and the almost unbelievable stupidity of the apologists for the judges' combine.

The voters of Detroit are to be congratulated because they saw the principle involved in the fight and hit the offensive "controlled court" evil, and hit it hard.

They have demonstrated that it is possible for a man who is honest and who has lived a clean life, to be a successful candidate for political office in Detroit, even though calumny and slander are used against him. Because when the issue is clear-cut the people are usually not fooled.

It is not our purpose to add to the humiliation of the News and Free Press, but it should be said here today that their claim that the "underworld" was behind the independents in the fight against the "Big 4," was a miserable falsehood. They owe an abject apology to the electorate.

And while bitterness is not in our hearts today, but rather a great joy, it is necessary to point out that the Citizens' league has been repudiated as a fake and an imposition. This organization better quit. Hereafter candidates will implore it not to indorse them. And yet there is a field here for such body if it were made democratic.

Detroit *Evening* Times
Only Eighteen Months Old

Detroit *Sunday* Times
Only Eight Months Old

OVER 180,000

OVER 200,000

INTERTYPE

Standardized and interchangeable typesetting machines for all composition, from 5-point text up to full width 36-point bold, and 60-point bold condensed, on slugs up to 42 ems wide. *See our full page next week.*

INTERTYPE CORPORATION
General Offices: 805 Terminal Building, Brooklyn, N. Y.



prison in Genoa in the early
t of the 14th century languished
Polo—the greatest adventurer, the
st feature writer and the greatest
at ever lived.
a few years before he had been
rite of Ghenghis Khan, the most
ul monarch of that time. In the
of his career he had passed
h countless remarkable experi-
had explored vast regions, had
l power, and had attained to
and renown. However, on re-
to his native city of Venice, he
ken part in a naval war with
and had been made a prisoner.
such circumstances he began the
ccessful series of feature articles
ritten.
me quote a few lines from his
e and see if you do not find them
ly similar to the language in
newspapers of today introduce
ories for their arm-chair adven-

must be known," he wrote, "that
e creation of Adam to the present
man, whether Pagan, Saracen or
n, ever saw or inquired into so
nd such great things as Marco
He, wishing in his secret thoughts
e things he has seen and heard
be made public for the benefit of
ho could not see them with their
es, caused the narratives which
o be written and made public in
ents."
o Polo actually created a mag-
Sunday supplement—only the il-
ns being lacking. He described
ly stocked harems, and jewels
brought curses on their owners.
l of huge beasts and reptiles
n distant lands or former times,
ed to destroy the human race.
ned against drinking water, be-
would make the legs swell. He
in detail the doings of dope ad-
der the Mongol sway. He de-
dventurers who imposed on mon-
d dazzled powerful aristocracies,
be exposed at the last. He dis-
he most intricate scientific and
oblems in breezy language easily
ndable to the vulgar.
Polo did more than that. He
he eyes of Europe to the outside
nd gave the first powerful urge
se later voyages of discovery
covered new continents and re-
he history of mankind.
g that the people grew ever
for his thrilling narratives, he
enlarged upon them. His
came the mecca for the curious
In time his charm as an en-
won him his liberty and he re-
Venice.
ally, however, he overplayed his
He fell more and more into the
speaking in millions when hun-
thousands would have sufficed.
he people lost confidence in him
r and gave him the nickname
," the man who speaks in huge
out everything. So he became
olo Millioni, and an object of
among his own people.
et he distributed money lavishly
e poor. He erected monuments.
were never closed to any man.
ealth in abundance, but not that
rowns wealth—influence. He
d listeners, but few who be-
He who might have set the
ce in motion two centuries be-
tually came, was, because of his
or sensationalism, actually re-
s a clown. To this day the
in remote sections of Italy
rate the failure of this giant by
their entertainments a clown,
garbed and wearing a mask sup-
esembling his features, who is
llioni. This clown diverts the
multitude by making preposterous statements, which are jeered at.

So it has been with the newspaper feature, which owes so much to Marco Polo and which is now in a predicament closely resembling that of the great Venetian in his last days.

It is not to be overlooked that the newspaper feature is almost distinctively American and has played its part in our development. For instance, at one stage it gave our citizens a better understanding of life and customs in various parts of our own land and abroad. It even spread information, of a kind. It may not have supplied a great deal of knowledge, but it at least quickened interest in knowledge. Above all, it held the imagination of the people and thereby brought business and influence to the newspapers.

But the newspapers, like Marco Polo, have been unable to resist the temptation to exploit a good thing until it becomes worthless. Actually, the newspaper feature, which began as a harmless adjunct of the business, has virtually become the newspaper itself.

No department has been free fr
contagion. So-called straight news
ter has taken on the same jazz to
the feature page. Pictures of the d
time variety are now regarded as n
sary for every page.

All of which would be fine enough
for the fact that, with their wild st
ing after the striking and the noisy
newspapers have lost the confidenc
their readers. Newspapers are, of co
richer now than they have ever been
no one can seriously maintain that
are believed in as they once were.

It has been a case of too much Milli
too persistent an attempt to make a
and startling story out of everything—
nothing.

In reality a newspaper has but tw
things to sell—attention and confidenc
It says, in effect, to every advertiser
"We guarantee you so much concentrate
attention for every inch of space you buy
Furthermore, we guarantee that the con
fidence which the readers have in th
paper will make it possible for you t
utilize their attention." To the reader i
says: "What you read here is true, in
sofar as we can determine."

Consequently the suspicion is growing
that jazz time may not be the best per
manent march music for newspapers
More important still, there are today
number of publishers who, while not neg
lecting dividends, have also caught th
vision of genuine public service. Suc
publishers in particular are eager to se
the mania for exaggeration brought unde
restraint. In other words, they want t

A World Convention on Busine

ASSOCIATED ADVERTISING CLUBS TRUTH OF THE WORLD

One Idea that Brou
$200,000 in Sale

A WESTERN merchant attended a great advertising convention, and heard a speaker tell how his firm had increased sales through the establishment of a mail sales department, to serve those who read the newspaper advertisements of the store, but lived at a distance and could not often get to town. The merchant asked some ques-
tions, retur
partners to
ment. The
is operated
of the sto
Whether yo
ciated Adve
attend the

Nineteenth Annual Convention

ASSOCIATED ADVERTISING CLUBS of

Atlantic City, June 3 to 7, 1923

The 5,000 business men and women attending this meeting will be there to exchange experiences and ideas. There will be grist for your mill there. Information and inspiration upon which a bigger, more prosperous business can be established, await you. If you have a dollar and I have a dollar and we trade, we have one dollar each. But if you have an idea and I have an idea, and we trade, then you have two ideas, and I have two. We are both enriched. That's the spirit of these great gatherings, which attract the biggest and best sales promotion brains in the world.

In addition
tion, loaded
there will be
advertising.
You will go

Share wit
City. Wha
delicious m
dations at
admirable
railroad ra
ity and a ch
able days a
pense of go

For full information as to special railroad rates, hote

Associated Advertising Clubs, 110 West 40th St

newspapers as the center thereof. it: Announcements in the papers the Pacific storm had veered, and Easter Sunday was fairly certain to a lovely day, following which trade ıped back to normal.

BARNARD NEW DIRECTOR

ceeds Green in Charge of A. A. C. W. Committee's Work

enneth Barnard, formerly secretary the Better Business Commission at Toledo, and more recently associate director of the National Vigilance Committee of the Associated Advertising Clubs, has been appointed director of the committee's work. William P. Green is now associate director.



Kenneth Barnard

Owing to overwork and an attack of grippe, Green recently suffered a nervous reakdown, and, in returning to work, ıe expressed a preference for lighter ıuties.

Harry D. Robbins, chairman of the Iational Vigilance Committee, also anounced that Hugh Smith, who for some ime has been secretary of the Vigilance 'ommittee, has resigned. Mr. Green will rect the work which Smith has been ›ing, of organizing and serving Better ısiness bureaus.

Business Bureau Aids Ads

The value of the Better Business Bu-au of the Kansas City Advertising ub has shown its value to one firm least, according to W. A. Repp, presint of the Duff & Repp Furniture Comny. He told the Oil Men's Club that, ıce the bureau had been started, the ıue of his company's advertising had creased from 50 to 75 per cent. The l firms are being asked to give $1,000 ›ward the bureau. Paul Sauer, adverısing manager of the Mutual Oil Comany, is chairman of the committee raisıg the fund.

CALL PRINCE OF WALES TO LEAD MEN

(*Continued from page* 14)

Richards Advertising Agency, commander of the Post, presiding in a most ıble and vigorous fashion managed to :lear the docket of a good deal of routine post business before introducing William H. Rankin, of the Rankin Agency, who, in a happy, humorous vein, urged the members to support the Advertising Club of New York in its new building project.

The principal speaker was F. A. Wilson-Lawrenson of the Union Carbide & Carbon Corporation, president of the Civitan Club of New York and chairman of the "London 1924" committee of the Associated Advertising Clubs. He was introduced by Mr. Rankin and made a most enthusiastic plea for a closer relationship between the English-speaking peoples as of vital helpfulness to those engaged in commerce, in industry, in advertising and in publishing on both sides of the water.

"Already in England committees have been formed looking to our arrival," said Mr. Lawrenson. "Lord Rothermere of the Daily Mail has voluntarily subscribed $25,000 to go toward the entertainment of the American visitors; Sir Edward Iulton, proprietor of the Daily Sketch ınd many other newspapers, has subcribed an additional $25,000 and the Newspaper Publishers Association of London has subscribed $10,000—all this before a penny has been asked for. There s no doubt that if, or when, the invitaion is formally accepted, London will raise at least $250,000 for entertainment purposes.

"At the time it is proposed to hold the advertising convention in London, England will be holding the biggest exposition ever held in the world. It will be the British Empire Exposition at which will be displayed products and manufactures from every part of the Imperial domain. This exposition will be held at Wembly, where already the largest stadium in the world, capable of seating over 100,000 people has been built. It is there at Wembly that the advertising convention will be held and visiting Americans will have a unique opportunity of meeting marchants from all over the world; silk dealers from China; jewel merchants from India; coffee growers from Ceylon; ivory dealers from Burmah; rubber growers from Malay; spice dealers from the Near East; wool growers from Australia; pearl merchants from the Islands of Polynesia; traders and merchants from over half the world.

"And I am sure part of the educational value that visiting Americans will derive from such a visit will come from a better appreciation of how England has met the serious problems confronting her as she emerged from the life and death struggle of the great war.

"A friendly visit of a great body of representative American business men will do much, I am certain, to convince them and, through them, our country at large that we can profitably to both countries extend the business of each. Such a friendly visit will go a good way toward taking important commercial affairs out of the hands of the politicians and putting it in the hands of business men.

"The best advertisements for the U. S. A. that we have ever sent abroad were the 2,000,000 soldier boys w to France—thousands of them via don en route. I found they create mense good will for the U. S. A. cially those boys who had the oppor to visit English homes. Our boys ducted themselves so well and were fine specimens of manhood that same homes now welcome the tunity to buy advertised American ucts. I find Carnation Milk, I Milk, Pepsodent, Sun Maid Raisins sweet Prunes, Sunkist Oranges, ready and Gem Safety Razors, Co Tooth Paste, Goodrich and Goo Tires, many American automobile even Quaker Oats largely advertise successfully merchandised. The r is there for hundreds of other Am products and one of the results, that will accrue from the Londo Convention would be more U. S. A. ucts will be advertised and sold in Britain and surely many more advertisers will follow the footst Lever Brothers in their great succ advertising and selling Lux, Rinso, buoy Soap in this country, and Teas. This will mean more adve for our newspapers, magazines, papers, business trade papers an door advertising.

"I believe the world at large—a pecially every European country be benefited by the world adve convention in London in 1924 and lieve we Americans will learn a deal from such a visit and conv The London advertising men are this proposition very seriously an make good in every way to every gate who may attend this conventio

Another Weekly

In Class With Big Dailies

CORWIN BROTHERS, Peru, Illinois are publishers of the weekly News Herald and also handle a lot of job printing. They investigated and found, to their great delight, that display type facilities good enough for such big dailies as the Cleveland Press and Detroit News were yet inexpensive enough to be available to them.

Unlimited New Type on Slugs

The foundry type system had proven too inelastic to take care of their varying requirements. Furthermore, foundry type was seldom available in complete series, much less families. The most used fonts were always wearing out, or running out of sorts.

In November they installed the Ludlow, which was in time to help them with their holiday rush of business. Now they have 19 fonts of Cheltenham, including oldstyle, bold, bold italic and bold extra condensed. These are lai in two 16-case cabinet each of which has drawer opening right and left a ternately. Four men coul thus be working at tw cabinets at once, if eve necessary, and turn ou four men's work.

The outfit also include the 112½-em stick. The are using this to set 8-co umn heads with one just fication. The long lines ar then cast in a series o slugs, which join up pe fectly without affectin the spacing.



THE LUDLOW

Ludlow Typograph Company
2032 Clybourn Avenue, Chicago
Eastern Office: World Building, New York City

UGUSTA JOURNALISTS FETE PRESIDENT

ss Banquet Featured by Only Public Address by Harding During Five Weeks' Vacation in the South

UGUSTA, Ga., April 6.—Warren G. ding was the guest of honor at the s banquet, given by local newspaper tonight. It was the most brilliant tion ever seen in this city.

ie banquet was featured by an ad- s by the President, his first and only ic utterance during his five weeks' tion in the South.

embers of the Presidential party nt were: President Harding; Sec- y George B. Christian, Jr.; Brig. Charles E. Sawyer; Senator Law- e C. Phipps; Senator Frederick ; Speaker F. H. Gillette; ex-Sena- . S. Frelinghuysen; ex-Senator Gil- Hitchcock; Albert D. Lasker; E. McLean; C. J. Dunphy, and George ames.

hile in Augusta the newspaper men ie President's party were entertained civic bodies. Those who attended press banquet were: E. R. Bartley, hington, D. C., Associated Press; ge R. Holmes, International News; . Rousa, Universal Service; Harry Price, Washington Post; Ralph A. ns, New York Herald; Samuel T. iamson, New York Times; Glenn I. er, New York World; L. C. Martin, ed Press; and K. W. Passold, Pathe.

the local newspaper men, there Milwee Owens, William Augustus rrow, Augusta Herald, and Thomas rson Hamilton, Benjamin E. Pierce Hilliary Mangum, Augusta Chroni- In addition there were some two red visitors at the banquet.

ief addresses were made by Thomas amilton, Mayor Julian M. Smith, amin E. Pierce, Rodney S. Cohen, nander Georgia Department of the rican Legion; Federal Judge Wil- H. Barrett, and Judge Henry C. mond. Judge A. L. Franklin served postmaster and his fine "Georgia s" were a great delight.

PANESE INTERVIEWS FORD

a Newspaper Man Motors from Omaha to Washington

iichi F. Kameii, correspondent of the oku Inshokuryo Shimbunsha, Japa- language paper of Osaka, Japan, two hours at the Omaha Chamber ommerce March 31, en route to De- by auto.

announced he was interviewing y Ford by appointment, after which ould drive to Washington.

e correspondent did not think much ie Nebraska roads. According to ory, he missed the Lincoln Highway ame in on a dirt road. He said the near Hebron, Neb., were the worst ad seen anywhere in the United s or Europe.

$75,000 for Journalism Bldg.

e Oklahoma Legislature and Gover- assed an appropriation of $75,000 for rnalism building at the University of oma.

PS FOR THE AD MANAGER

V. Ayer & Son, 308 Chestnut street, Phil- ia. Using 30-inches and 20 inches 1 time inches 18 times for Ivory Garters.

ge Batten Company, 381 4th avenue, New Placing 3,000-line contracts for Cliquot

pbell-Ewald Company, 18 West 34th New York. Using 312 inches, 13 lines. kland Motor Car Co.

on Chesman & Co., 130 West 42nd street, York. Placing yearly contracts for Medicine Company.

ur M. Crumrine Company, 300 Madison , New York. Making 1,000-line yearly cts for Pure Oil Company.

George L. Dyer Company, 42 Broadway, New York. Making 12,000-line contracts for Pollock Pen Company.

Erwin, Wasey & Co., 58 East Washington street, Chicago. Orders and contracts issuing in Ohio on Carnation Milk Products Company, Chicago, Ill., and in Wyoming on the Goodyear Tire & Rubber Company, Akron, O.

Ferry-Hanly Company, 6 North Michigan avenue, Chicago. Using Canadian papers for the Western Company (Hairnets), Chicago, Ill.

Charles H. Fuller Company, 623 S. Wabash avenue, Chicago. Making one full-page contract for Lewis Laboratories.

Hanff-Metzger, Inc., 95 Madison avenue, New York. Now placing account of Dr. R. H. Kline, Red Bank, N. J., medical preparations; will place account for Naco Products Co., Long Island City, N. Y., manufacturers of "Naco" for removing stains from linen and other fabrics.

E. W. Hellwig Company, 299 Madison avenue, New York. Making 10,000-line contracts for Corn Products Refining Company.

Hoops Agency, 9 East Huron street, Chicago. Placing 1,000-line yearly contracts for Paige-Detroit Motor.

Dillard Jacobs Agency, Candler Building, Atlanta. Making yearly contracts for Calotabs Company.

Arnold Joerns Company, Inc., Chicago. .Has secured account of Louis F. Dow Company, St. Paul, Minn., manufacturer of the Dow Automatic Pencil. A preliminary campaign in newspapers has been planned for this account.

H. W. Kastor & Sons Company, 52 Vanderbilt avenue, New York. Placing account for Joseph & Feiss Co., Cleveland, Ohio, manufacturers of "Clothescraft Clothes."

H. W. Kastor & Sons Company, 14 E. Jackson Boulevard, Chicago. Using some new papers for Victory Bag & Paper Company, Chicago.

Lord & Thomas, Wrigley Building, Chicago. Placing 7,200-line contracts for the All Year Club of Southern California.

Lord & Thomas, 366 Madison avenue, New York. Making yearly contracts for West Indies Fruit Importing. Making 10,000-line contracts for Palmolive Co.

John Jex Martin Company, 202 South State street, Chicago. Issuing orders on Republic Paint & Varnish Company, Chicago.

Mitchell Advertising Agency, 806 La Salle street, Minneapolis. Will make up lists during April for Iowa Bird Company, Des Moines, to advertise birds, pets and supplies.

Morse International Agency, 449 Fourth avenue, New York. Placing 5,000-line contracts for Potter Drug & Chemical Co., "Cuticura."

Stack Advertising Company, 29 East Madison street, Chicago. Issuing general orders and contracts on Santa Fe Railway Company, Chicago, Standard Oil Company, Indiana, and Swift & Co., Chicago.

Ruthrauff & Ryan, 404 Fourth avenue, New York. Placing following accounts: Alois P. Swoboda, New York, "Conscious Evolution" and the Pelton Publishing Co., Meriden, Conn.

Snitzler-Warner Company, 225 North Michigan avenue, Chicago. Have secured account of Rochelle Canneries, Inc., Rochelle, Ill. Plans have been made for a newspaper campaign advertising "Captain Kid" canned peas and canned corn. Sending copy to small Ohio newspapers on Sheffield Chemical Company.

Street & Finney, 171 Madison avenue, New York. Making 1,000-line contracts for S. B. & B. W. Fletcher, Inc.

United Advertising Corporation, 2112 Cabell street, Dallas, Texas. Has obtained a $2,000 contract from the Automotive Electric Company advertising radio supplies.

Wade Advertising Agency, 130 North Wells street, Chicago. Issuing schedules to Ohio papers for the Para Paint & Varnish Company, Chicago.

Wales Advertising Company, 141 West 36th street, New York. Will make up lists during month of May for Boston Varnish Company, Boston, manufacturer of "Kyanize" varnishes and enamels.

Watts, Scott & Beutell, Alfriend Building, Atlanta, Ga. Making yearly contracts for Adair Realty & Trust Company.

Few Papers — (if any) — surpass the
TRENTON NEW JERSEY TIMES
AS
A Food Medium

A recent reader survey indicates that among the housewives of the city our Thursday Food Feature Department—upward of four pages devoted to food recipes and news and food advertising—is the best feature carried by the Times

Circulation 30,237 Member A.B.C.

KELLY-SMITH CO.
Marlborough Bldg. New York
Lytton Bldg. Chicago

Notice To Editors

Keep your pages alive and attractive. Follow the leads in the:—

EDITOR & PUBLISHER
DIRECTORY
of
LEADING FEATURES
for
Daily, Sunday and Weekly Newspapers

This week on page 36

NOTED PAPER MAN DIES

Kennedy B. Fullerton Was Affectionately Known As Judge

Kennedy B. Fullerton, to a large circle of friends in the paper trade affectionately known as the Judge, died April 10 at Brookline, Mass., where he had made his home since last fall. Fullerton was graduated from the Brooklyn Collegiate and Polytechnic Institute in 1872 with the degree of B. A. and from Columbia University in 1877 with LL. B. Entering the paper trade, he early attracted the attention of Albrecht Pagenstecher, the controlling interest of the Hudson River Pulp & Paper Co., now a part of the International Paper Company, and for many years sold the product of this mill. In 1884 the Manufacturers Paper Company was formed by Pagenstecher, Fullerton and F. W. Bidwell. Fullerton was the first secretary of this company, later becoming first vice-president and general manager. He was also one of the organizers of the St. Regis Paper Company, and for many years a director.

In January, 1910, he retired from active business, but remained as a director in the Manufacturers Paper Company and the Shawmut Manufacturing Company until his death.

Obituary

JAMES H. BENNET, aged 68, for 28 years editor and proprietor of the Compton (Cal.) Enterprise, died March 29.

W. P. MCCAMMON, aged 65, owner and founder of the Milford (O.) Record, a weekly paper, died April 3 in Miamiville (O.). He suffered a stroke a year ago and was forced to retire from active business.

WILLIAM J. WEBB, for eight years secretary and treasurer of the international Printing Pressmen's and Assistants' Union and a member of the Old Time Pressmen's Association, died April 7 at his home in Brooklyn. He founded a printing and lithographing business in Brooklyn.

MRS. WILLIAM H. WHEELER, aged 61, a native of New York, died at Halsey, Ore., March 28. Her husband is connected with the Halsey enterprise.

ANDREW HOLLAND, aged 79, veteran Canadian newspaper man and parliamentary reporter, died at Ottawa recently. He was for years part owner and publisher of the Ottawa Citizen, and previously worked on many leading Canadian papers. With his brother, the late George C. Holland, he introduced the Hansard system of official parliamentary reporting to Canada.

SAMUEL ROBERT BARNETT, aged 53, for years part owner and editor of the Solano County (Cal.) Courier, died at Solano, March 19. He was a veteran of the Spanish-American war and one of the best known newspaper men in Northern California.

AIDEN N. REDMOND, brother of John F. Redmond, managing editor of EDITOR & PUBLISHER, died in St. Joseph's Hospital, Kansas City, Mo., April 11, after a seven weeks' illness of influenza, pneumonia and empyema. He was 26 years old. Funeral services will be held April 16 from his late home, 441 Rogers avenue, Brooklyn, N. Y.

GEORGE EDMUND VARILAN, aged 58, a magazine illustrator and brother of Henry Varian of the New York World advertising staff, died at his home in Brooklyn, April 12, of spinal meningitis.

MRS. V. E. OSLIN, aged 76, mother of J. C. Oslin, telegraph editor of the San Antonio Evening News, died recently.

MRS. ROBERT B. MURRAY, widow of a former editor and owner of several weekly newspapers in Rockland County, N. Y., died March 15 at Elmira, and was buried beside her husband, whom she survived fourteen years. Her son, Robert H. Murray, was for long connected with newspapers in Rochester, New York and Philadelphia and before engaging in business in Mexico City served the New York World as special correspondent there for several years. Mrs. Murray was the last survivor of the family of Hammon D. Pinney, a pioneer merchant of Owego, N. Y., who attained prominence in anti-slavery activities, having been a friend and contemporary of Horace Greeley, William Lloyd Garrison, Charles Sumner and Frederick Douglass.

MRS. GERTRUDE HEANEY GALLAGHER, wife of Charles A. Gallagher, president of New York Newspaper Mailer's Union No. 6, is dead.

CHANNELL PICKERING TOWNSLEY, nine months-old son of C. P. Townsley, associate editor of the Great Bend (Kan.) Tribune, died after a few hours illness.

I. N. SMITHSON, aged 55, for the past fifteen years business manager of the Oklahoma State Register, Guthrie, Okla., died March 30.

WILLIAM J. TAYLOR, aged 59, veteran newspaper writer and correspondent of the Cincinnati Times-Star in Cuba during the Spanish-American War, died at Cincinnati from a complication of diseases.

GEORGE T. CAMPBELL, publisher of the Owosso (Mich.) Argus-Herald, is dead as the result of a stroke of paralysis suffered March 31, soon after returning from Florida. Nearly all business houses in Owosso closed during the hours of the funeral.

MRS. EMMA ADELAIDE SMITH DINGMAN, aged 86, widow of A. Dingman, publisher of the Strathroy (Ont.) Age, and mother of L. H. Dingman, St. Thomas Times-Journal, and Charles Dingman, Stratford Herald, died at Stratford, Ontario, April 6.

COL. WALTER T. HORNE, aged 79, prominent in the development of Long Beach, Cal., died April 5. He was born in Buffalo. For several years he was connected with the old San Francisco Call, first as reporter and latterly as business manager.

W. C. MORROW, aged 70, California short story writer, playwright, and crime reporter, died April 3 in Ojai, where he had gone to seek health.

WALTER H. CHESNUT, aged 21, managing editor of the Northwestern Bulletin, a Negro publication of the Twin Cities, died in St. Paul April 5,

JACK CARNEY, for more than twenty-five years employed in the pneumatic tube department of the Chicago City News Bureau, died recently.

LOUIS P. MEYERHARDT, aged 65, city editor of the Rome (Ga.) Tribune-Herald, died suddenly April 8, from heart disease.

ALBERT L. BEARDSLEY, father of Harry M. Beardsley, real estate editor of the Chicago Daily News, died last week in LaMessa, Cal. He was master mechanic of the eastern division of the Santa Fe Railroad. For many years he was president of the Traveling Engineers' Association and the Chicago Car Foreman's Association.

FRANK E. ALLEN, aged 51, compositor on the New York Herald, died in Brooklyn, He was a member of the Masons.

EDWARD J. MUNDY, pioneer printer and publisher of Denver, died April 4 after a six month's illness. He was the son of Edward Mundy, founder of the Ontario Printing & Publishing Co., and editor and publisher of the Ontario Reformer, for years a leading Canadian publication. The younger Mundy was editor and proprietor of the Fort Perry (Can.) Standard, leaving to go to Denver r that city's early days and founding e of its largest printing plants which e operated many years.

MAJOR C. A. WITHERS, age 82, o a writer on a Cincinnati paper, is de The Cincinnati Post makes his life e basis of a "first-page editorial on Ne papers."

State Honors Editor's Memory

The State of Colorado has reques the family of the late Frederick O. Di ensheets, financial editor of the Ro Mountain News and Denver Times, turn over to the State Museum one Dickensheet's autographed photogra and any old letters, books, newspapers newspaper clippings of historical bear which the distinguished editor may h left and which the family do not de to keep. This is a recognition of Dick sheet's forty-five years of intimate as ciation with public affairs in Colorado.

Mrs. Mark Cohen Dead

Mrs. Mark Cohen, wife of the w known Australasian journalist and m ber of the Legislative Council of N Zealand, is dead at Denedin, N. Z. was 63 years old. Mr. and Mrs. Co were in Honolulu in 1921 when Mr. Co was a delegate to the Press Congress the World.

Press Club Keeps Him on Job

The Des Moines Press Club has fused to accept the resignation, on count of his removal to Storm Lake, its president, W. C. Jarnagin, forme managing editor of the Des Moines C ital.

The Boston Transcript Enjoyed

GOOD BUSINESS

for the first quarter of 1923

The Transcript's gain in local advertising was six per cent—the largest of any Boston paper, six and seven-day papers included.

The Transcript's gain in national advertising was nine per cent, the largest gain of any paper being eleven per cent.

The Transcript's consistent gains are attributable to the merits of the paper and conservative selling efforts.

Boston Evening Transcript

National Advertising Representative
Charles H. Eddy Company
NEW YORK CHICAGO BOSTON

[UNDLACH DENIES WORLD CHARGES

[s No "Full Copy" Penalty Was Pro-ided in Ship Board Ad Contract —Will Pay Short Rates on Proof of Liability

. T. Gundlach of the Gundlach Ad-ising Agency, Inc., has filed answer he suit brought against him last De-ber by the Press Publishing Com-y, publisher of the New York World Evening World, for $5,157.76, which paper claimed was due it on the ac-nt of U. S. Shipping Board advertis-placed by the agency due to alleged ire to live up to a contract, which d for "full copy" or the payment of igher rate. Action in the case was inally begun in the New York Su-ne Court, but was transferred to the ted States District Court for the thern District of New York.

his answer, Mr. Gundlach makes a ral denial of the charges.

he World's complaint charges that r a contract between it and the dlach Agency, effective for one year g from August 30, 1921, the World pted advertising and billed it at its l-copy" rate of 45 cents a line, less per cent, the agency commission. ing the year the agency actually ed 35,637 lines of advertising with World, while the complaint alleges aced 66,869 lines with the New York es. When this had been ascertained, World "shortrated" the agency for ents a line in addition, or 60 cents a less 15 per cent, which the paper ns is "the high rate" which the con-provides shall be charged if "full-" was not supplied to the World.

e Gundlach Advertising Agency re-d to pay, claiming that the World's card carried a rate for Trans-At-c steamship advertising of 50 cents a for copy inserted 156 times within year, and that, as it supplied copy for ard of 200 insertions, this was "the -rate" meant in the contract. The cy offered to pay the difference be-n 45 cents a line, less 15 per cent 50 cents a line, less 15 per cent. was refused by the World on the nd that this 50 cent insertion rate r a special call of advertising and not apply to "full-copy" contracts. e steamship advertising which the llach agency contracted for with the ld, was advertising which prior to ust 30, 1921, had been handled by agencies, namely, Frank Seaman, acting for the United States Lines, ding the Pacific Mail Line; Bots-Constantine & Taylor, for the Pa-Steamship Company (the Admiral); and the Frank Presbrey Com-for the Munson Line. All of these operated U. S. Shipping Board ls and the advertising was trans-d to the Gundlach agency, which has handled all of the Board's advertis-

. Gundlach denies that the contract estion provided that the defendant, e event of his refusal or omission to ase "full-copy" space throughout eriod from August 30, 1921, to Au-29, 1922, should pay for the space lly used at the rate of 60 cents per less a 15 per cent allowance. He er denies that in the events which ened, and in view of the advertising in the New York World actually by the defendant, pursuant to the contract between plaintiff and de-nt, neither the contract nor the rate of the World contained any pro-is whereby the defendant stipulated ake such payment.

e defendant further denies that he ny knowledge or information suffi-to form a belief, as to the number es used in the World for the United s Shipping Board, except 83,137 placed through the Gundlach Ad-ing Agency.

. Gundlach notifies the plaintiff that ands ready upon receipt of proper nation from the plaintiff as to short s due on such Shipping Board ad-ing as was placed otherwise than gh the defendant, to pay any short ratings for which the defendant may be liable either under the contract referred to in the complaint or otherwise.

The case has been noticed for the April term of Court.

Taylor, Jackson, Brophy & Nash, 30 Broad Street, New York, are attorneys for the Press Publishing Company, and Mr. Gundlach is represented by Vine Smith, 64 Wall Street, New York.

CORRESPONDENTS BLUFF WAY BY FRONTIERS

(*Continued from page* 5)

Charlie—Good old Charlie! Hip, Hip Hurrah!"

When he descended at the theatre the mob stormed him. Pretty girls fought to kiss him, people tore buttons off his coat for souvenirs, his hat was smashed, his tie torn off. Burly bobbies linked arms and fought a path for him into the foyer.

But the real Charlie failed to attend that night.

* * *

Once a month the correspondent sits down to figure out his expense account. Back home the auditor sharpens his blue pencil.

Up in Reval a newspaperman was fighting fleas, censors and Bolsheviki in trying to cover the Baltic. On top of all his troubles came a laconic wire from his chief:

"Why is your expense account higher than that of any other man in Europe?"

The correspondent meditated, pondered, thought. What the deuce could he answer to an insult like that? Finally he took his Corona and hand, and wired the chief.

"I'll bite—why?" was his answer.

* * *

What an auditor considers "necessary expenditure" becomes one of the great mysteries of life. One of the biggest services in Europe will not approve expenditures made for drinks until the correspondent establishes that the drinks were part of entertainment necessary to get news.

Thus an auditor notified a field man that he had cut some $20 worth of drinks off a hotel bill turned in.

"All drinks on bill were entertainment," the correspondent wired back.

The painstaking auditor rechecked the bill, and discovering that in several cases only one drink was charged for, wrote the correspondent that single drinks, at least, would have to come out of his own pocket.

As the story is told, the field man wrote in somewhat in this vein:

"Dear Sir—Every drink on that bill was for entertainment. You mention single drinks. I should think this point would be obvious to you. I endeavor to save money at every turn. Therefore, when circumstances force me to entertain people in order to get news, I make a practice of buying one drink for my news source, taking only a free glass of water myself."

* * *

American newspapermen in mid-Europe, being paid in dollars, draw sums that are fabulous wealth in the currency of the country to which they are accredited. A Vienna correspondent recently figured out that his salary and expenses amounted to 500,000,000 kronen a year. In Germany, for example, President Ebert draws the marks equivalent of $42 a week. The Berlin correspondents rank among the rich men in the country.

Recently one of the governments realized this fact. They found that the American incomes put them, in native currency, in the wealthiest group liable to 85 per cent super-income tax. They gently hinted to the newspapermen that they wanted to collect. To the best of my knowledge this embarrassing question has not yet been settled.

Being one of the richest men in mid-Europe is not as good as it sounds, however. The 500,000,000 kronen man, who pays 100,000 kronen for a meal and 50,000 for a taxi ride, needs all the kronen the nation can print.

* * *

The American newspaperman in Europe soon loses any shyness about talking with Europe's great. He finds that Kings, Premiers, Dukes, War Ministers and famous generals average up as about the same kind of persons as bankers, society leaders, police court magistrates, desk sergeants and retired grocers. All quite human.

When requesting an interview, however, he always stumbles a bit over "Your Lordship's Most Obedient Servant," and the young correspondent always wonders whether to write "Dear Duke of Northumberland, Dear Sir—." He learns to say "Your Grace" eventually.

There is, however, the story of the efficient correspondent and the Prime Minister of Roumania.

The Roumanian Premier came up to Paris during some crisis, and flatly refused to see newspaper men. But he had a story to tell, so one American, hopping into a taxi, dashed over to the Roumanian embassy.

Pushing by the flunkey who opened the door, he walked down the corridor and entered a library. There was no one in sight, so, opening an inner door, he entered a sort of state reception room. There was a huge desk over in a corner. Behind it sat a bent white haired, fragile old man, busily writing in longhand.

This particular correspondent is a big, husky, square jawed citizen. He stalked over to the desk, planted himself, arms akimbo, and glowered down.

"Are you the Prime Minister of Roumania?" he growled.

The timorous little man huddled lower behind the desk.

"Yes sir, yes sir," he answered apologetically.

Join New York News Bureau

Frederick W. Thoben, Louis F. Holtzmann and Charles H. Bright have become members of the staff of the New York News Bureau Association. All have had wide financial newspaper experience and for many years were reporters for Dow, Jones & Co. Ralph W. Vincent, who has been associated with the New York News Bureau more than 20 years, has been placed in charge of the railroad department and all Mexican affairs. William J. Gomber is now in charge of the metals department, while Martin J. Walsh has been put in charge of the oil division.



If the subscriber paid direct

Suppose that every Monday morning all the people who have a hand in furnishing your telephone service came to your door for your share of their pay. From the telephone company itself, would come operators, supervisors, chief operators, wire chiefs, linemen, repairmen, inspectors, installers, cable splicers, test-boardmen, draftsmen, engineers, scientists, executives, bookkeepers, commercial representatives, stenographers, clerks, conduit men and many others, who daily serve your telephone requirements unseen by you.

There would be tax collectors to take your share of national, state and municipal taxes, amounting to over forty million dollars. There would be men and women coming for a fair return on their money invested in telephone stocks and bonds—money which has made the service possible.

Then there are the people who produce the raw materials, the supplies and manufactured articles required for telephone service. They would include hundreds of thousands of workers in mines, smelters, steel mills, lumber camps, farms, wire mills, foundries, machine shops, rubber works, paint factories, cotton, silk and paper mills, rope works, glass works, tool works, and scores of other industries.

When you pay your telephone bill, the money is distributed by the company to the long line of people who have furnished something necessary for your service. The Bell System spares no effort to make your service the best and cheapest in the world, and every dollar it receives is utilized to that end.

"BELL SYSTEM"

AMERICAN TELEPHONE AND TELEGRAPH COMPANY

AND ASSOCIATED COMPANIES

One Policy, One System, Universal Service, and all directed toward Better Service

EDITORIAL



MR. PERRY'S LITTLE JOKE

IN chronicling the transfer of the Clover Leaf Minneapolis property—The News—to Messrs. John H. Perry and Richard Lloyd Jones—EDITOR & PUBLISHER stated, in a most casual way, that Mr. Perry denied that he represented Mr. Hearst in the transaction, which was, we believed, but a simple statement of fact of some interest to our clientele—see EDITOR & PUBLISHER for January 6, page 18, column 1.

In reporting the visit of Messrs. John H. Perry and Richard Lloyd Jones to Minneapolis to take over the control of the Minneapolis News, EDITOR & PUBLISHER chronicled some staff changes and further stated that—"all interested continued to deny that William Randolph Hearst has any interest in the paper"—see EDITOR & PUBLISHER for February 17, page 16.

These stories were handled in the routine way and the men who wrote them and the desk men who passed them thought they had covered the items fairly and squarely and straightforwardly, as is the custom of reporting all news of the trade in the columns of the EDITOR & PUBLISHER. But Mr. Perry took exception to the denial part of the stories and said to the editor, in a telephonic conversation—rather jokingly, he thought—"how would you like it, if I were to say in my papers that you denied that the Scripps interests owned EDITOR & PUBLISHER?" or words substantially to that effect.

This is all there is to the statement in The American Press, house organ of the American Press Association of which Mr. Perry is owner, for April, reproduced in full below, that EDITOR & PUBLISHER is controlled by the Scripps' interests.

BROWN CONTINUES TO DENY THAT EDITOR AND PUBLISHER IS CONTROLLED BY SCRIPPS

EARLY REPORT OF OWNERSHIP OF TRADE PAPER REVIVED AGAIN, IS SAID BY PUBLISHER TO BE UNTRUE

James Wright Brown, President of the Editor & Publisher Company, denies that this trade paper is controlled by the Scripps interest.

EDITOR & PUBLISHER was first published by James B. Shale, who organized the Publishers' Press, a telegraphic news organization that handled pony reports and served some of the small dailies. EDITOR & PUBLISHER at that time was useful as a sort of 'House Organ" for the wire concern. Suddenly Shale sold out Publishers' Press to the Scripps people, who organized the United Press. Shale, however, continued the ostensible ownership of EDITOR & PUBLISHER. Soon, however, it was considered that EDITOR & PUBLISHER by itself was too small a proposition for Shale to devote his time to, and in a short time the publication passed out of Scripp's hands. Then there was much speculation as to whether Scripps had taken over the then 'house organ" of the Publishers' Press just as he had taken over the Publishers' Press itself, with the object of making EDITOR & PUBLISHER a "house organ" of the Scripps enterprises. A Scrips Publication, naturally, could not look for much public support from newspapers which were in competition with the Scripps string of dailies.

The report of secret ownership was not heard again until the meeting of the American Newspaper Publishers' Association last spring, when the rumor was revived.

Apparently these reports have been brought forth by the evidence of the interest of Scripps paper in the EDITOR & PUBLISHER and the EDITOR & PUBLISHER in Scripps papers in the big volume of free publicity for Scripps' enterprises apearing from time to time in the EDITOR & PUBLISHER. This may be accounted for, however by the fact that the Scripps concerns carry in EDITOR & PUBLISHER a large volume of advertising which invariably appears in preferential positions, and this possibly might supply a reason for the repeated appearance in EDITOR & PUBLISHER of the news and free publicity covering the Scripps' enterprises and also the free publicity given to those persons connected with Scripps' enterprises who buy advertising in the EDITOR & PUBLISHER. Mr. Brown now claims to own and control EDITOR & PUBLISHER. He appears as its President and Editor. He continues to deny that Scripps owns control.

So Mr. Perry is having his little joke. In it he is aided and abetted by the editor of The American Press, Mr. Percy S. Howard, formerly president of the old New York Press Club, with the management of which EDITOR & PUBLISHER has felt impelled to disagree on many occasions in the past, the last editorial reference being on page 34 of the issue for March 31, 1923.

One of the framed mottoes in our news room seems to the writer to be quite in point. It reads—"there is such a thing as having a product so good that when your competitors run you down, folks know they're lyin'." This is equally true of reputation and character.

And now, you will pardon a purely personal word. When I purchased the controlling stock interest—51% of the outstanding stock in the EDITOR & PUBLISHER COMPANY in 1912, I had 8 minority stockholders, as the readers of the EDITOR & PUBLISHER know and as the Government statements on file with the Post Office Department will show.

By dint of hard work, close application and through the intelligent co-operation of an earnest, able, devoted staff, I have been able to improve our financial condition each year to such an extent as to be able to purchase, from time to time, all of the outstanding shares of the old minority stockholders in the company.

The first shares acquired were those of Frank LeRoy Blanchard; then Hunter, McReynolds and Hulderman; then George P. Leffler and George C. Kobbe. These purchases were made over a period of ten years.

In July, 1922, I initiated negotiations with Mr. Thomas J. Keenan, of Pittsburgh for his 90 shares of stock and with Mr. E. D. DeWitt for the 75 shares of stock that he acquired in 1915. And I am pleased to report that in December and later in February, both of these stock holdings were taken over by myself and the EDITOR & PUBLISHER COMPANY.

Every share of stock of the EDITOR & PUBLISHER COMPANY which is outstanding is owned by myself and is in my safety deposit vault in the Hanover National Bank.

The Scripps interest, or no other interest, has one single, solitary share of stock in this company.

My associates on the Board of Directors are the Department Heads of the EDITOR & PUBLISHER: Messrs. John F. Redmond, Ben Mellon, Arthur T. Robb, Jr., J. B. Keeney and Fenton Dowling.

Beginning in January of this year, we instituted a profit sharing plan whereby every employee of the company will participate in the profits of the concern in the year 1923.

Personally, I am glad of the opportunity that the publication of the untruthful and wholly misleading statement in the American Press has given me to state the case of the ownership of the EDITOR & PUBLISHER for the information of our clientele.

Character to a newspaper, as well as a class, trade and technical journal, is the one great essential—indeed, the first essential to success.

JAMES WRIGHT BROWN.

AN AMERICAN'S CREED

Compiled by CHARLES W. MILLER
Vicksburg (Miss.)

KNOWEST thou not this of old, since man was placed upon earth, That the triumphing of the wicked is short, and the joy of the hypocrite but for a moment? Because he hath oppressed and hath forsaken the poor; because he hath violently taken away an house which he buildeth not; Surely he shall not feel quietness in his belly, he shall not save of that which he desired. The heaven shall reveal his iniquity; and the earth shall rise up against him. The increase of his house shall depart, and his goods shall flow away in the day of His wrath. This is the portion of a wicked man from God, and the heritage appointed unto him by God (Job. xx: 4, 5, 19, 20, 27-29). He that hath two coats, let him impart to him that hath none; and he that hath meat, let him do likewise. Then came also publicans to be baptized, and said unto Him, Master, what shall we do? And He said unto them, Exact no more than that which is appointed you (Luke iii: 11-13).

CONVENTION THOUGHTS

THE press agent and the propagandist will ag be among the principal topics of discuss when the publishers and editors of Ameri newspapers gather in New York and Washing during the week of April 22.

However, this problem, and it is a serious econo and good will problem, cannot be dismissed by m resolution. It is today a disease that is gnawing the vitals of militant journalism. The cure must st inside the press of America and it must first of be basically sound so far as the economic welfare the individual is concerned.

Truth must be the guiding force in the efforts the men who are to keep daily journalism a driv force for world understanding, national well-bei community upbuilding and individual liberty of cision; truth, however, is not possible if the individ journalist has to be dependent upon other sour than his profession for a livelihood.

The working newspaper man's independence fr the financial returns of press agentry and propaga is of just as great importance as ironclad ru against the destructive forces that are today kill initiative and strangling free expression.

There are too many editorial and news men, women, who are holding part-time jobs; the g that separates journalism and publicity is too shall The financial widening of that gulf to the point t will make its crossing impossible for the man woman of honest desires is the first necessity journalistic achievement for the public good.

It is possible that investigation would disclose t the new comers to the ranks of journalism are some cases being recruited from too low a me stratum with the result that a few are fouling nest. Nevertheless, an investigation of econo conditions and professional qualifications would b good place to start in securing freedom from present press agent and propagandist blight. E nomically, this is as important to the newspaper is contending for good will and success as the i vidual who makes service through journalism his work.

The most serious charge of the susceptibility the American press, as it is at present constitu to propaganda, was made when Admiral William Sims, commander of the American naval forces Europe during the World War, speaking this mo before the Los Angeles City Club on our part that conflict, said:

"The press accounts of the terrible atrocities w nothing but propaganda. The British naval rec and our own are filled with reports showing German U-Boat commanders aided in the rescue crews and passengers of ships they sank. If could not tow the ships to safety, they would alw by means of the radio, notify other ships of position of the crippled vessel."

Admiral Sims' wholesale charge against the p of American may be half-true or all false, but fact remains that the newspaper is the greatest cational instrument in the nation today and for reason it must be freed from the dangers of g to which it is now open.

A start along definite lines should be made at conventions of the American Newspaper Publish Association and of the American Society of Ne paper Editors.

THERE are a number of things of recent w of which the newspaper profession has a r to be proud. The New York Daily News has fo a state investigation of the slaying of Clar Peters, an under-dog, by Walter S. Ward, son of millionaire head of the bread baking trust; the N York World has torn the cover off the prison ca of Florida and disclosed peonage and murder; New York Evening Mail has been so successfu its campaign against crooked boxing that its eff have been rewarded by the appointment of a Lic Committee by Governor Smith, to control and r late the sport. E. T. Stotesbury, one of the r powerful financiers in America, appealed to owners of newspapers to save his son-in-law Kearsley Mitchell, from publicity, and was rewar by having his name printed on the front page practically every newspaper in the country.

PERSONALS

ERBERT L. BRIDGMAN, business manager of the Brooklyn Standard-on, arrived in New York April 9 from ven weeks journey through the Pan- Canal to Southern California and the aiian Islands. He brings an honor- discharge by the United States Ship- Commissioner as freight clerk at 25 a month, which he "collected," cer- ig that his character, ability and sea- hip were all "very good."

nry M. Pindell, owner of the Peoria nal and Transcript, was to arrive at York April 13 on the Mauretania a two months' cruise of the Orient. ets back just in time for the con- on of the Associated Press, of which as been nominated as a director. Pindell accompanies her husband.

m C. Shaffer, of the Chicago Eve- Post, and Mrs. Shaffer are back in go from a month's trip in Cali- a.

ctor Hanson, publisher of the Bir- ham News, has announced that the will give five scholarships to Ala- colleges to the winners of a scholar- contest for graduates of Alabama schools. This raises the total num- f scholarships donated by the News teen.

mund Booth of the Booth papers, igan, postponed his departure for pe until April 24.

mund M. Coblentz, managing edi- nd J. A. Callahan, business manager ie San Francisco Examiner, who been on a visit to the Seattle Post- igencer, left for home April 10. es C. Rosewater is now installed as al manager of the "P.-I."

H. Fee, president and editor, and m H. Fee, vice-president and news of the Canonsburg (Pa.) Notes, honor guests, April 7, at a dinner by the directors of the Notes Pub- g & Printing Company. Those t included only the directors and families and employes of the com- with a few guests. The honor have been connected with the for 40 years.

ph Hayes, a Clevelander widely n to political correspondents and ters as secretary to Newton D. when he was Secretary of War, een elected a director of the New Community Trust.

or E. B. Stahlman, publisher of ashville Banner, was a visitor in ington this week.

tin J. Hutchins, publisher of the Missoulian, Missoula, Mont., and ife, have been visiting in Chicago. rmerly was managing editor of the go Daily Journal.

min Roz, formerly collaborateur of evue des Deux Mondes, Le Figaro, o de Paris and other French jour- s an Omaha visitor.

glas E. Watts, for the past seven general manager of the Madras in India, has spent the last fort- in Chicago before going to his home, London.

. Moller-Holst, editor of the Ber- Tidende of Copenhagen, has been ring with Philadelphia business elative to the Scandinavian trade. ys America will be the beneficiary post-war slump in business deal- etween the Scandinavian countries ermany.

rge Sylvester Viereck, editor of the can Monthly, has returned to New after an absence of several months , during which he visited the ex- at Doorn.

THE EDITORIAL ROOMS

NK P. GLASS, JR., has resigned m the news staff of the New York and with Mrs. Glass will shortly n a motor trip to St. Louis, where ll join the staff of the Star, of his father is editorial director. will go by way of Maryland, Vir- ginia, West Virginia, Ohio, Indiana and Illinois.

John J. Butler, city editor of the Cleve- Times and Commercial, has resigned and may locate in Washington. He is suc- ceeded by Eugene Plumb.

Ed Parker of the Portland (Ore.) Journal, accompanied by Mrs. Parker, has been taking an auto trip on the coast.

Ralph Criswell of the editorial and art department of the Cleveland Plain Dealer is spending a month in Florida improving his health.

William G. Iglehart has been made city editor of the Salt Lake City Tribune. He was financial reporter and editor until six or eight months ago when he went to San Francisco as a member of the pub- licity staff of the Chamber of Commerce of that city.

Clement M. Curry has resigned as po- lice reporter of the Buffalo Enquirer to devote his entire time to publication of the Buffalo Police Monthly magazine.

A. S. Hall, who has resigned as radio editor of the San Antonio Evening News, has been succeeded by Ross Fitzgerald, formerly of Memphis. Hall has left for Colorado.

Clyde Wilson, librarian of the Cleve- land Plain Dealer, is the father of a five- pound son.

Richard L. Turner, formerly Ridley Park, Pa., correspondent of the Chester (Pa.) Times, is now sports editor of that paper, succeeding William T. Shoemaker, who resigned.

Newton Noyes has returned from Youngstown to the Buffalo Commercial.

Viv B. Gray, assistant Sunday editor of the Cleveland Plain Dealer, also rod and gun editor, will go to Southern Florida April 20 to spend a month or more with Mrs. Gray looking for tarpon. "Viv" will take a movie photographer along to "shoot" some pictures for the Plain Dealer screen magazine and the paper's roto section.

Florence Derbyshire is now girl sports editor of the Chester (Pa.) Times.

William Graham, covering federals for the Omaha World-Herald, is very proud of a baby girl who arrived at his home April 4.

Samuel E. Turner, managing editor of the Chester (Pa.) Times, has been elected president of the Delaware County Industrial League, a baseball organiza- tion. He is a former mayor of Chester.

Miss E. Cora Hind, commercial editor of the Winnipeg Free Press and an au- thority on agriculture in Western Can- ada, was presented with an honorary di- ploma in agriculture at the Manitoba Agricultural College commencement.

Joseph Hollister recently completed 25 years on the editorial staff of the Pitts- field (Mass.) Eagle. He made the an- niversary the occasion of a page editorial summary of personalities and changes that have taken place in his territory within the quarter of a century. The article inspired contributions, historical and personal, that filled a column or more a day for a month, and congratulatory letters by the score were received.

Merrick Hill, formerly of the Lima Bulletin, has joined the Cleveland Plain Dealer sporting staff, succeeding Harold Reice, who will become a Prohibition agent.

Leroy McFaul, son of A. J. McFaul, business manager and advertising di- rector of the St. Paul Dispatch-Pioneer Press, has been trying his hand as sports reporter.

Mrs. Mary Dillon Foster, former club editor of the St. Paul Daily News, is writing for the Twin City Publicity Bureau.

R. E. Coppick has resigned from the Springfield (O.) Daily News, being suc- ceeded by John Howell.

W. B. MacMahon, for many years As- sociated Press operator assigned to the Duluth Herald, has resigned to become sporting editor of the Duluth News- Tribune.

Charles E. Morris, of the Washington Bureau of the Springfield (O.) Daily News, was a visitor in Springfield re- cently.

FOLKS WORTH KNOWING

W. C. SHANKLIN is the new ed- itorial manager of the Rocky Mountain News and the Denver Times, succeeding James A. Stuart, recent- ly made managing editor of the Star League of Indi- ana. Mr. Shank- lin's appointment has just been an- nounced by John C. Shaffer, owner and publisher of the Shaffer group of papers.



W. C. Shanklin

Mr. Shanklin has been con- nected with the Shaffer group 12 years, having been managing editor of the Rocky Mountain News for the last few years.

He started newspaper work as college correspondent on the Republican Register at Galesburg, Ill. He later became city editor. In 1904 he went to the St. Louis Globe-Democrat, leaving to become as- sistant publicity agent of attractions on the "Pike" at the World's Fair.

As a reporter, Mr. Shanklin made the acquaintance of Mark Twain, and through him met John T. Knott, owner of the Hamilton Morning Journal. In 1905 he took a job on Mr. Knott's paper at Hamilton, Mo. After a few months he went back to the Globe-Democrat.

Later he became associated with a group of Rolla (Mo.) men, headed by Walter D. Williams, now dean of the Missouri School of Journalism, and es- tablished a weekly newspaper, the Rolla Times. This venture was successful, and at the end of a year had the largest cir- culation of any weekly newspaper in that section of Missouri.

After two years he again returned to St. Louis and worked for brief periods as reporter and copyreader on the Post- Dispatch, St. Louis Republican and St. Louis Times. From there he moved to Denver.

Mr. Shanklin is 39, married, and has two children.

Melvin Turnbull, for several years head of the day copy desk on the Minne- apolis Tribune, has resigned to join the staff of the Minnesota Daily Star in Minneapolis.

H. B. Crozier, who recently resigned as assistant managing editor of the St. Paul Dispatch-Pioneer Press, spent sev- eral days in Chicago on business the first of the month.

George Wheeler of the Minneapolis News has joined the sports department of the St. Paul Pioneer Press.

E. A. Guthrie has left the copy desk of the St. Paul Pioneer Press and gone to New York.

A. L. Evans has been placed in charge of an outing department which has been added to the St. Paul Dispatch-Pioneer Press.

Miss M. Jessie Leitch, former reporter for the St. Paul Dispatch-Pioneer Press, who served as a nurse in the World War and who spent the past winter in New York, has gone to Vancouver to resume work as a nurse.

Thomas Wood Parry, Jr., telegraph editor of the Bartlesville (Okla.) Enter- prise, and Mrs. Parry will receive Bach- elor of Journalism degrees at the Uni- versity of Missouri's commencement ex- ercises this month. Parry is a brother of Duke Parry, Far East correspondent of the International News Service.

Miss Winifred Arnald has been ap- pointed society editor of the Montana Record-Herald at Helena, succeeding Mrs. Betty Dishon, who will soon leave for San Francisco.

Clarence Hough, publicity director of the Chicago Art Institute, has announced his resignation. He will spend the sum- mer in Europe and upon his return will engage in business for himself. He went to Chicago as a newspaperman twenty- five years ago, and was director of pub- licity for the central division of the Red Cross during the war.

John M. Mockle, formerly a well known editor of Mississippi, is ill in Holly Springs.

Miss Ruth Benet Coale has been ap- pointed editor of the woman's department of the Fellowship Forum, national Ma- sonic weekly newspaper published at Washington.

Walter A. Washburne, city editor of the Chicago Evening Post; Edward R. Mahoney, city editor of the Chicago Evening American; and Frank Carson, city editor of the Chicago Herald and Examiner, have become "dollar a year" men as members of the advisory staff of the Chicago Health Department.

Nelson Sheppard, formerly of the Washington Bureau of the Christian Science Monitor, has joined the staff of Labor, a publication edited by Edward Keating, former member of Congress.

James W. Faulkner, State House cor- respondent for the Cincinnati Enquirer, was presented on his birthday with sev- eral books by other correspondents at Columbus. The name of each active member of the Legislative Corps was in-

The following papers have renewed their contracts for the Haskin Service:

The Toledo Blade
The Louisville Herald
The Newark Star-Eagle
The Springfield Sun

scribed on the fly leaf of each book. This is Faulkner's thirty-third year as Capital correspondent.

Angus A. Acree has resigned from the copy desk of the Washington Star to become news editor of the Fellowship Forum. He has been previously connected with the Washington Herald and the Baltimore News and American.

Miss Ione Quinby, alias "the Woman in Politics," is the only girl political reporter in Chicago. When the preliminary mayoralty campaign began to warm up, the Evening Post assigned Miss Quinby to the women's part in the struggle. Since then politics has been her beat.

Oscar Thompson, formerly with Musical America, is now city editor of the Tacoma News-Tribune. Roy A. McMillan, former city editor, will edit a new automobile section which the paper is starting.

Paul T. Gilbert of the Chicago Evening Post wrote the words for a tone poem, "Bunny Rabbits," which was part of a suite of three songs sung by Miss Ilse Forster, assisted by Anne Branyan and Stella O'Neal, at the children's carnival at the Skokie school, Winnetka, this week

Leon Wood has succeeded the late Alex Schaap as church editor of the St. Louis Times. Wood was connected in an editorial way with the stewardship department of the Methodist Centenary Movement.

Henry M. Paynter of the Chicago Daily News, member of the aviation officers reserve corps, left for Detroit this week to fly an aeroplane for two weeks as required once each year.

Luke W. Hunt, assistant city editor of the Chicago Evening Post, is the father of a boy born this week.

Harold Dowling, commercial reporter on the Tacoma News-Tribune, broke all alley records for high single game in the Elks Bowling League April 5 when he smashed the wood for 268 in his second game and totaled 620 for his three games.

Kent Hunter, for several years rewrite man on the Chicago Herald and Examiner, has joined the rewrite staff of the Chicago Daily News.

Ray Quisno, of the Chicago Daily News has returned to work after a serious illness.

Roy C. Beckman, Tacoma News-Tribune reporter, was featured April 6, on the Tacoma Daily Ledger's radio program. He played saxophone and banjo.

Ray O'Neil is a new cub reporter on the Chicago Daily News' staff.

Fred Carr, formerly with the Associated Press in Chicago, now is associated with the Christian Science Monitor.

A. H. Fredericks, formerly with the NEA in Cleveland, has been sent to San Francisco to relieve Gene Cohn, who is taking a year's leave of absence.

Jack Jungmayer of the Los Angeles branch of the NEA recently began a new movie critic service in Los Angeles, sending out special stories formerly handled in New York.

James C. Wilson, formerly of the Chicago Herald and Examiner, is to have an important office in the new cabinet of Mayor-elect Dever of Chicago.

THE BUSINESS OFFICE

F. ALFRED D. SEELYE, formerly with the Scripps-Howard business offices, is the new business manager of the Cleveland Times and Commercial.

Rome Benedict, formerly with the Heuse Publishing Company of Norfolk (Neb.), has joined the Omaha Bee as copy chief of the service department and assistant to James A. Austin.

H. S. Bateman, former sales and advertising director for Chamberlain-Johnson-DuBose, Atlanta, has joined the San Antonio Express-Evening News advertising department.

John S. McCarrens, business manager of the Cleveland Plain Dealer, has returned from a business and pleasure trip along the Pacific Coast.

Dewey Schellenberg, assistant circulation manager of the San Diego (Cal.) Union, and Miss Hilda E. Wooley, formerly of Chicago, have announced their engagement.

Frederick W. Stierle of the Wilmington Evening Journal has been appointed manager of the Newark (Del.) Ledger, a weekly paper owned by Edward M. Davis of Wilmington. Stierle is president of the Central Labor Union of Wilmington.

Thomas Doyle, who has been connected with the advertising department of the Wichita Eagle for the last year, has gone to Omaha to work.

Miss Phyllis Randall, formerly "Babette, the Shopping Girl," who wrote advertising features for the St. Paul Dispatch-Pioneers Press, has joined the advertising staff of the Des Moines Chronicle.

Herbert W. Klink on April 2, became classified advertising manager of the Reading Times. He has been classified manager of the Lancaster (Pa.) Intelligencer.

C. F. Aldrich is again in charge of the country circulation of the St. Paul Daily News after an absence of two years.

Harry Jenkins, who for five years has been assistant in charge of layout and mechanical details in the advertising department of Gimbel Brothers, New York, has resigned to join the local advertising department of the New York Evening Mail.

Austin Joclyn recently joined the New York advertising department of the Chicago Tribune. He was formerly in the Tribune's survey office in Chicago.

C. B. Welch, general manager of the Tacoma News Tribune, while in the East to attend the A. N. P. A. convention will visit relatives in New York and Boston.

The cashier's cage in the down town offices of the Chicago Tribune has been a place of mutual congratulation the past week. Fred Weber is the father of a baby and Edward Lutze is the father of twins.

H. M. Jackson of the Chicago Tribune's New York advertising staff spent a few days in Chicago last week.

David Carroll resigned from the national advertising division of the Chicago Tribune to enter agency work. He was honored with a farewell banquet April 9.

George Biggers, formerly with the Atlanta Constitution, has gone to Birmingham as foreign advertising manager of the News. Mr. Biggers is well known in Birmingham, having worked as automobile editor of the Age Herald for several years, severing his relations to go to Atlanta in 1921. He succeeds H. C. Stuart, who is now vice-president and account executive of the George W. Ford Advertising Company, Atlanta.

Edward T. Gibbons of the European edition of the Chicago Tribune was in Chicago this week and will join the advertising staff of the Tribune.

Ray Washburne, representative in Paris of the Associated American Newspapers, has been called to America by the serious illness of his mother.

Walter A. Lightbody, auditor of the European edition of the Chicago Tribune in Paris, is back in Chicago.

Lew Humphries, formerly with the Wichita Eagle, is now with the sales forces of the Wichita Branch of the National Cash Register Company.

Cecil L. Clark, formerly with the advertising department of the Wichita Eagle, is now a free lance. He maintains offices at Wichita.

WITH THE AD FOLKS

RUSSELL A. BROWN has resigned as advertising manager of Lord & Taylor, New York, effective May 1, to become vice-president, in charge of the New York office of the Standard Corporation, 681 Fifth avenue. He was formerly advertising director of Marshall Field & Co., Chicago. Edward S. Morse, who has been his assistant at Lord & Taylor's, will be acting advertising manager there.

R. D. Hughes, advertising manager of the Packard Motor Car Company, has resigned to become advertising manager of the Kelvinator Corporation, manufacturers of refrigerating machines. He was formerly with the advertising department of the Burroughs Adding Machine company. F. H. McKinney has been appointed advertising manager of the Packard Company.

I. Sperling, formerly a reporter on the Cleveland Plain Dealer and now manager of the publicity department of the Cleveland Trust Company, has been made chairman of the publicity committee for the National Financial Advertisers Association's convention which will be held jointly with that of the Associated Advertising Clubs of the World, in Atlantic City, June 3-7. Sperling is secretary of the Cleveland Financial Advertising Association.

Miss H. Blanche Frederickson is the only woman advertising manager on the Retail Trade Board of the Boston Chamber of Commerce.

Guy Burns, formerly with the Jay Burns Baking Company of Omaha, has taken the position of field manager at Chicago of the Standard Bakeries Corporation advertising department.

C. M. Cabbs, formerly of Chicago, has joined the art department of the Western Lithograph Company, Wichita.

Miss Grace Shellenberger, formerly of the advertising staff of the Brandeis store at Omaha, has been made advertising director of Thompson, Belden & Company.

MARRIED

ROBERT E. LEIGHNINGER, sports editor on the San Diego (Cal.) Evening Tribune, and Miss Elsie Drewery were married in San D[iego] March 27.

Allan Kohen, court reporter on [the] Omaha World-Herald, and Miss [Ida] Shapiro have announced their marr[iage] for April 15.

Milford E. Wasp, assistant spo[rts] editor of the Syracuse Telegram, [was] married March 31 in Buffalo to [Miss] Eleanor M. Hull.

Miss Virginia Polhill, editor of [the] Louisville (Ga.) News and Farmer, [was] married April 4 to R. G. Price, atto[rney] for Jefferson County and the City C[ourt] of Louisville.

WITH THE SPECIALS

MISS JANE J. MARTIN has [been] appointed Eastern manager [for] Carpenter & Co., with headquarter[s in] New York. George H. Hill, whose [ap]pointment to the position was annou[nced] last week, has decided to continue [as] magazine representative. Miss M[artin] was for many years advertising mana[ger] of the Sperry & Hutchinson Com[pany] and was the founder and for se[veral] terms president of the Women's Ad[ver]tising League of New York and a[ctive] in the A. A. C. W.

C. A. Abraham has been appointed [ad]vertising representative in the Mo[ose] field for the Saskatoon Daily Star [and] the Saskatoon Phoenix.

The Lindsay (Ont.) Post has [been] appointed the C. L. Houser Company, [of] York, as its Eastern advertising re[pre]sentative in the United States.

What the Church Department Offers

The Church Advertising Department of the Associated Advertising Clubs of the World is a voluntary organization of laymen and ministers interested in church advertising. It has no paid officials, few expenses and practically no income.

Its main aim is to help fill vacant pews in every church in the world, regardless of creed. It believes paid advertising can do much to further this end.

The Department holds an annual convention with the Associated Advertising Clubs of the World convention, stimulating church advertising by addresses there given and published in various periodicals.

Lecturers on church advertising are provided for local conferences where possible.

Copy for constructive advertisements of an educational type is offered at a moderate charge.

The president of the Department is Rev. Christian F. Reisner, D. D., 701 W. 177th Street, New York, N. Y.

We are feeding advertising ideas to your local pastor through denominational sources. Won't you bring pressure to bear from your end?

CHURCH ADVERTISING DEPARTMENT
A. A. C. W.

One of the very important ways in which the work of the Department is furthered is the donation of this weekly space by EDITOR & PUBLISHER.

in MILWAUKEE

Let your advertising *grow* with Milwaukee's fastest growing daily—

WISCONSIN NEWS

REPRESENTATIVES—
G. LOGAN PAYNE CO., Chicago, Detroit, St. Louis, Los Angeles.
PAYNE, BURNS & SMITH, New York, Boston.

"THE MAN IN THE STREET"

250 word essays on vital, interesting subjects

by

Dr. Alexander Irvine

daily or weekly

C-V Newspaper Service, Inc.

Borden Bldg. New York City

An Accounting and Federal Tax Service for Publishers

References on Application

CLIFFORD YEWDALL

33 West 42nd Street

New York City

NEA

Another NEA Full Service Client Writes:

"I do not believe that at any time n recent years has NEA Service been s satisfactory as it has been lately. 'here has been variety, novelty and interest in the service, with a number of eatures which, judging by the comments rom the staff and readers, are taking ell.

"The new women's serial 'The Tangle' ives promise of filling the void which as left when the famous old 'Confesions of a Wife' ended."

Send for Samples and Rates.

NEA Service, Inc.,

200 W. Third St., Cleveland, O.

PRESS OF ALL LATIN NATIONS UNITE

Congress at Lyons Pledges Eighty Paper to Maintain Correspondents in Capitals of Thirteen Countries

PARIS, March 27.—The Congress of the Latin Press, held at Lyons March 4-8, brought together 80 representatives of newspapers from 13 different countries where a Latin language is spoken.

The congress laid the foundations of a movement which may play an important part in the affairs of the world. So used to criticizing the slow progress and doubtful achievements of the political conferences from which we have all lately been suffering, the newspaper men of the Latin races at this conference set an example which must make diplomats and politicians envious. These journalists from France, Belgium, Rumania, Italy, Spain, Portugal, Mexico, Colombia, Argentina, Brazil, Peru, Chile and Uruguay met to get things done. They left behind them in France a permanent office of the Latin Press (Bureau Permanent de la Presse Latine).

The movement began to assume definite shape only last winter, when the director of an important Portuguese paper came to Paris to invite M. Briand, M. Robert de Fleurs, Mme. Curie and M. de Waleffe to go to Portugal to deliver a series of lectures. Having succeeded in his mission, the Portuguese made known his ambition to see gathered together what might be called a Pan-Latin conference of newspaper men.

Three of eight important resolutions passed at the congress are of particular interest to the newspaper world. The first is the setting aside of a permanent space in each of the papers represented exclusively for news of Latin countries. The second is that preference shall be given in printing serial stories (a feautre of Latin language newspapers) to works by Latin-country authors. A third resolution obligates all news-distributing agencies to keep a correspondent of their own in the capital of each Latin country.

The congress also voted a resolution calling for the creation in the universities of a chair of modern literature of the five Latin languages. In the domain of common right a resolution was passed calling for the right of a lawyer of any of the Latin countries to be admitted to plead in behalf of a fellow countryman in the courts of any other.

One resolution passed may point to the birth of a new international auxiliary language among the Latin races. This resolution decrees that a dictionary shall be compiled of words which can be understood in all of the five Latin languages represented at the congress.

Among the resolutions which point to so much unity of view there is one, however, which may give rise to serious difficulties, and that is the resolution of the "right of reply" to be exercised by a country. Just as a common citizen in France, for instance, if attacked in a newspaper, has the right by law to demand that the newspaper shall print his reply, so countries attacked shall have a similar right to reply in the newspaper in which they are criticized, according to the resolution.

The congress voted that the next three annual conferences should be held in Lisbon, Rio de Janeiro and Milan.

The permanent office of the Latin Press is for the time being housed in the offices of Le Journal, 100 Rue de Richelieu, Paris, under the guidance of its secretary, M. Maurice de Waleffe.

Paper Honors Dr. Albert Shaw

In honor of the visit of Dr. Albert Shaw, editor of the Review of Reviews, to John H. Perry, of the Perry-Lloyd Jones newspapers, at Pensacola, the Pensacola Journal got out a four-page section devoted to welcoming Dr. Shaw and telling his achievements in the world of letters. The section was given good advertising support by Pensacola merchants.

MRS. HARRISON ANSWERS MRS. STAN HARDING

(*Continued from page 6*)

serve these instructions, I obeyed. As a matter of fact the only wise course for both of us, which I realized, was to accept the situation and to display perfect frankness with regard to the past, just as it was up to each of us to separately acknowledge our guilt or to prove our innocence of the immediate charges against us, and in this respect neither could have done the other the least harm.

"Mrs. Harding apparently failed to realize this fact, and before bringing her public charges against me made no effort to communicate privately with me. She remained in prison for five months, being released early in December, 1920 under the Litinov-O'Grady arrangement with the Soviet Government. I remained for ten months, being released under the agreement of the American Relief Administration with the Soviet Government for the release of all Americans imprisoned or detained in Russia as a necessary condition for the commencement of famine relief. I was deported in charge of Senator France of Maryland, who had taken a personal interest in my case, and was then in Russia. He had agreed to act as my escort, being responsible for my immediately crossing the border. Otherwise I would have left under escort with the echelon of American and other prisoners deported a week later.

"During my stay in America from September, 1921 till the beginning of June, 1922 I received no communications from Mrs. Harding whatever. Though I was aware of the fact that she believed me to have betrayed her to the Soviet authorities, I felt that it was not my place to offer an explanation privately unless asked to do so. When her public charges were made in July of last year, I did not answer them for the reasons already stated, but these reasons having been removed, I feel that I owe it to the profession of which I am a member as well as to myself, to make the above statement.

MARGUERITE E. HARRISON."

NEW YORK, April 14, 1923.

Plain Dealer Bowling Fete

E. H. Baker, president of the Cleveland Plain Dealer Publishing Company; Erie C. Hopwood, editor; George M. Rogers, general manager, and W. G. Vorpe, Sunday editor, were among the speakers at the tenth annual banquet of the Plain Dealer Bowling Association, Hotel Olmsted, April 4. The tenth annual edition of "The Bucket of Blood," edited by Bill Reed, of the proof room, appeared during the banquet and cabaret entertainment.

Contest on Colorado Slogan

Advertising men and women of Denver are contesting for the honor of writing a new State slogan that "will inspire alike the people of Colorado and the people of the Nation," according to A. U. Mayfield, chairman of the advertising bureau of the Denver Civic and Commercial Association. A prize of "five dollars and much glory" offered by the ad bureau has called forth to date about a hundred slogans.

Drops Criminal Libel Cases

J. B. A. Robertson, former Governor of Oklahoma, has withdrawn his criminal libel charges against two Oklahoma editors instituted while he was Chief Executive. L. B. Nichols, editor of the Lincoln County Republican, and H. H. Horton of the Okmulgee Daily Times, were accused by Robertson following an editorial which appeared in both papers commenting on Robertson's alleged part-ownership in a fashionable Oklahoma City apartment house.

Fire Hits Lackawanna Paper

Fire recently did $1,900 damage in the plant of the Lackawanna (N. Y.) Journal. The blaze was started by a gas flame used to heat water.

New Haven Register

is New Haven's Dominant Paper

Circulation over 35,500 Average

Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.

New Haven Register

The Julius Mathews Special Agency
Boston — New York — Detroit — Chicago

The NEW YORK EVENING JOURNAL has the largest circulation of any daily newspaper in America.

"The African World" AND "Cape-to-Cairo Express"

Published every Saturday in London.

The Pittsburgh Press

Daily and Sunday

Has the Largest CIRCULATION IN PITTSBURGH

MEMBER A. B. C.

Foreign Advertising Representatives:
I. A. KLEIN
50 East 42nd St., New York
76 West Monroe St., Chicago
A. J. NORRIS HILL, Hearst Bldg., San Francisco

LOS ANGELES EVENING HERALD

Leads All daily newspapers in Western America in Circulation.

Led All Newspapers in The World in Advertising Gains 1922 over 1921.

January, 1923 over 1922 gained 199,206 lines of advertising.

February, 1923 over 1922 gained 478,644 lines of advertising.

REPRESENTATIVES

H. W. Moloney, 604 Times Bldg., New York; G. Logan Payne Co., 401 Tower Bldg., 6 No. Michigan Ave., Chicago; A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

In New Orleans it's THE ITEM

Features by
Irvin S. Cobb
Fontaine Fox
Howard R. Garis
Rube Goldberg
Ed Hughes
O. O. McIntyre
Will Rogers
Chas. Hanson Towne
H. J. Tuthill
John V. A. Weaver
and others
The McNaught Syndicate, Inc.
Times Building, New York

Nine Million a Day

MILWAUKEE purchases average more than nine million dollars every business day. Wisconsin purchases average more than thirty-three million dollars a day. You can cover Milwaukee and rich surrounding territory at one cost *only* with—

The Milwaukee JOURNAL FIRST - by Merit

The Syracuse Herald
SYRACUSE, N. Y.
Is first in Syracuse leading the second paper by 2,158,316 lines for total advertising for 1922.
First in total; local; national lineages.
Special Representatives
PRUDDEN, KING & PRUDDEN, Inc.
286 Fifth Ave. N. Y. City — Steger Bldg. Chicago, Ill.
Globe Bldg. Boston, Mass.

Westchester County's Greatest Advertising Medium
THE DAILY ARGUS
Mount Vernon, N. Y.
Carried
Over 7,000,000
Lines in 1922
This is the Greatest Amount of Advertising Carried by Any Paper in This Important County.

NEW YORK "FUTILITIES" GIBE OFFICIALS

Governor Smith and Col. Roosevelt Among Speakers at Albany Correspondents' Annual Stunt Dinner

The "Public Futilities of 1923" was given its first and last performance on the night of April 5 at the annual dinner of the Legislative Correspondents' Association at Albany, before an audience of 400 State officials, Legislators, newspaper men and their guests. Governor Alfred E. Smith, Senator James J. Walker, Speaker Machold and Col. Theodore Roosevelt, Assistant Secretary of the Navy, were the speakers, but their remarks were not reported.

The fads, fancies and foibles of men prominent in current political life were caricatured. The dinner at the Ten Eyck Hotel was preceded by a burlesque "convention of lobbyists" with the investure of Governor Smith with the "Order of the Sidewalks of New York" and distribution to guests of a ribboned medalion embossed with a view of the Governor's Oliver street home.

Then came the unveiling of portraits of State officials imposed on scantily draped figures of chorus coryphees, one depicting Governor Smith as the "Bubble Dancer" and others bearing the names of "Wanda Walker," "Lotty Lusk" and "Dolly Davenport." The "Political Eden Musee" was the next stunt, showing former Governor Nathan L. Miller arriving among the politically dead in a room the temperature of which he helped to cool and keep the wax figures of former Governors Glynn, Sulzer and Whitman from melting.

"You have had a rather unusual political career," Judge Miller was told. "Yes," he replied. "I was reared by Bill Ward, steered by Ward Smith, and queered by my own ward in Syracuse."

William H. Anderson was starred in the next skit, in which he was tried by the "Allied Reformers of New York," but was acquitted when he said he had made "preachers" instead of "reachers" of his collectors.

The Ku Klux Klan formed the theme of a cantata, in which ten robed and hooded klansmen told in song their plans to capture the Legislature and annex Tammany Hall.

"Mr. Mullen and Mr. Gage" was a comedy duo, with Prohibition as the theme of the song; a Scotch comedian, accompanied by a kilted chorus, extolled the potency of Scotch in politics, introducing Senator Walker in a song, "The Twenty and Six," a parody on the Gospel hymn, telling of his difficulties in keeping together his Senate majority.

The "Legislative Topical Review" was the movie part of the show, screening Governor Smith's journey to the corn belt to pave the way for his Presidential campaign; Senator Walker chasing his twenty-sixth vote all over Albany, and the "Babes in the Woods" (the Capital's freshmen legislators).

"EDIEWIAMGBAB" IS FEATURE

Bucks and Montgomery County Press League Entertained

Newspaper men of Bucks and Montgomery Counties, Pa., met at the Hotel Allen, Allentown, April 7 for the 26th annual meeting of the Press League of these two counties. Officers were elected as follows: President, William C. Watson, Bristol Courier; vice-president, P. Quinn Roth, Pottstown Ledger; secretary, Marco G. Bean, Sellersville Herald; treasurer, B. Witman Dambly, Skippack Transcript. Walter E. Baum of the Sellersville Herald was made permanent publicity man for the league.

A resolution was adopted favoring passage of a bill now in the Pennsylvania Legislature providing for publication of assessments and delinquent taxes. Charles B. Spatz of the Boyertown Democrat gave his version of "Ediewiamgbab," which turned out not to be a linotype line or Pennsylvania Dutch, but "Every day in every way I am getting better and better."

BUDGET CAN CRIPPLE A PAPER—ROGERS

(*Continued from page* 12)

cent during 1918 and that it was 26 per cent in 1922.

"We don't 'allow' these expenses. We pay whatever is necessary to conduct every department effectively and we make our income cover expenses plus profit. That's not at all the same thing as setting aside for profit an arbitrary percentage of fictitious total receipts and apportioning what remains among the departments as an inflexible fund within which they must live and grow."

The figures mentioned by Mr. Rogers cover the years 1914, 1918, and 1922. They follow:

EARNINGS.

	1914	1918	1922
Advertising	67	59	62
Circulation	31	40	36
Miscellaneous	2	1	2
	100	100	100

EXPENSES.

	1914	1918	1922
Editorial	15	14.6	18
Composition	12	8.4	11
Circulation	18	17.4	19
Advertising	8	7.6	7
Press Room	4	4.0	5
Stereotyping	2	2.0	2
Business Office	2	2.0	2
General	11	10.0	10
Paper	28	34.0	26
	100	100.0	100

CANADIAN PAPER SOLD

Stratford Beacon Deal Gives W. J. Taylor Three in West Ontario

With the purchase of the Stratford Beacon, effective April 2, W. J. Taylor, proprietor of the Woodstock Sentinel-Review, becomes owner of three daily papers in Western Ontario, the Chatham News having been acquired Jan. 1.

Mr. Taylor buys the Beacon, including plant and equipment, from the estate of W. M. O'Beirne, whose son, K. W. O'Beirne, has been engaged to look after the new proprietor's interests.

Stratford is one of the few smaller cities in Canada, supporting two dailies and there are rumors that the purchase of the Beacon is preliminary to amalgamation of the Beacon and the Herald.

Changes in Washington U. P.

Herbert M. Walker, for the past year chief of the Washington Bureau of the United Press, has been made managing editor of the Washington Daily News. Lawrence C. Martin, head of the Capitol staff of the United Press, succeeds Mr. Walker as head of the U. P. bureau. Earl E. Martin, who came to Washington recently to succeed Lowell Mellett as editor of the News, will remain in that post.

Sale of Laconia (N. H.) Democrat

David R. Dunham has purchased the controlling interest in the Laconia (N. H.) Democrat. This paper was established in 1849, and for many years was under the management of Charles W. Vaughan, who has retired because of ill health from the publishing field. Dunham has been in newspaper work in New England for four years. Plans are being made to enlarge the plant.

Tonkawa (Okla.) Gets Daily

A. B. Torrence and M. N. Taylor have bought the Tonkawa (Okla.) News and will change it from a weekly to a daily, giving Tonkawa its first daily.

"In Boston It's the Post"
Circulation Averages for 1922
BOSTON DAILY POST
396,902
Copies Per Day
BOSTON SUNDAY POST
401,643
Copies Per Sunday
First in Local, General and Total Display Advertising

Many Thousands of Portland, Maine families take the "Express" EXCLUSIVELY!
U. S. Census gives Portland 16,801 families. "Express" City Circulation 16,893 net paid average for six months ending March 31, 1923. This shows how conservative is our estimate that the "Express" is taken in
15 of every 16 Portland Homes
"Express" has largest circulation in its history. Each three months during 1923 shows a gain over the preceding three months' period.
Portland's only Evening paper.
Portland's only Three-Cent daily.
Portland Express
The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago

THE KNICKERBOCKER PRESS
(Morning and Sunday)
and
ALBANY EVENING NEWS
COVERS
ONE BIG MARKET
Albany, Troy, Schenectady
AND
The Capitol District
NATIONAL REPRESENTATIVE
John M. Branham Co.

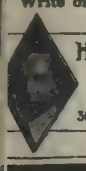
FIRST
In three months of this year The New York Times published 5,948,810 agate lines of advertising, a gain over the corresponding period of last year of 261,532 lines and 1,610,616 lines more than the second New York newspaper.

CIRCULATION BUILDING SUPREMACY

Employed by Best Ask Any of These

THE LOS ANGELES TIMES (3)
THE PHILADELPHIA INQUIRER (2)
THE CLEVELAND PLAIN DEALER
THE WASHINGTON POST (2)
THE INDIANAPOLIS NEWS
THE ATLANTA JOURNAL
THE MEMPHIS COMMERCIAL APPEAL

Write or Wire Care Atlanta Journal



HOLLISTER'S CIRCULATION ORGANIZATION
Largest in the United States
300 MERRITT BLDG., LOS ANGELES, CAL.

THE BOSTON AMERICAN

is showing two gratifying results of its three-cent price:

t has the Largest Circulation in New England at that price.

t is taking on a Higher Grade of Advertising every month.

QUALITY and QUANTITY Go Hand in Hand.

OSTON AMERICAN

The merchandising department of The News has accurate data on every successful merchandising campaign in his territory for the last six years. This information will help you. Ask for it.

The Indianapolis NEWS

THE NEW ORLEANS STATES

n two years has *increased*
Daily over 17,000
Sunday over 41,000

'resent averages are
Daily over 54,000
Sunday over 77,000

ate 12c flat Daily
15c flat Sunday

Advertising gain for 1922
,025,432—Greatest in the South

Represented by
'HE S. C. BECKWITH SPECIAL AGENCY
NEW YORK

OHN M. BRANHAM CO.
CHICAGO

DOLLAR PULLERS

Advertising and circulation managers are always on the lookout for new ideas that will increase advertising receipts and win new circulation. Your idea for increasing advertising or circulation may not appeal to your manager, but it may be just the thing that some other manager wants. EDITOR & PUBLISHER *will pay $1 for each idea printed under this head. The fact that the idea is now being used in your city does not bar it from the department. Address your communication to the* DOLLAR PULLER EDITOR. *When they appear clip them and mail them in and receive payment. Unavailable ideas will not be returned.*

EDITOR & PUBLISHER receives a great many requests for the names and addresses of contributors to the Hunch and Dollar Puller departments from newspapers anxious to get in immediate touch with them. Under the system of using only initials of contributors it has in some cases taken us six weeks or more to connect the wires. For this reason better service will be rendered in the future if the following form is followed in the case of each contribution to the departments:—Name of contributor, name of newspaper, employer or home address, name of city, abbreviation of State name.

THE promotion department of the Cleveland Plain Dealer recently put across a "Derby Day" full page group advertisement without a bit of trouble, simply by using a dummy page one-half of which was taken up with a drawing of a Derby hat. An advertising man then inserted the names of six of the leading hat dealers of the city in the lower section of the full page dummy. He called on these firms and every one of them responded by agreeing to pay for an equal amount of space. The six calls netted him about six columns of gilt-edge display advertising. He never could have sold the same quantity of advertising to these firms, if the "Derby Day" idea had not been presented to them in an attractive way. The hat firms all reported good results from their page of "group ads." This "hat story" is but one which the promotion department of the P. D. could tell in the way of creating business. Very little type was used in the advertising of the six firms—their store name and business address was about all, except in some instances trade marks or trade slogans were included.—J. H. Webb, Cleveland Plain Dealer, Cleveland, Ohio.

Newspapers might obtain extra business if they could induce one or more of the leading markets in their city to give them a standing order to insert an advertisement on every day similar to the following illustration:

DON'T GET DAMP AND MUDDY
—Just phone "Blank 000" for Meats and Groceries.
We deliver anywhere.
(Name and address here.)

This copy should be set in bold display. An appropriate cut at the top of the ad showing a woman facing the rain, umbrella over her head and market basket on her arm would add to the effectiveness of this copy. Thus on a rainy day the business of the market who makes use of this idea could be switched from a counter business to a telephone business, and not a "bad day" at all.—George C. Marcley, The Republican-Journal Ogdensburg, N. Y.

The Quebec Daily Telegraph, Quebec, P. Q., Canada, spread the scope of its 1923 Spring Style Number to include a number of new departments, this making it into a *Spring* Number. Thus there were double trucks devoted to Automobiles, Building, Paint-Up, Music, Furniture and Market Basket, and even to Men's Wear. Each page carried a special head and appropriate reading matter and cuts, and was sold separately. Each was successful in netting much extra advertising, and the result was that the Telegraph carried 10,000 lines more advertising in its Spring number than any other local paper. The windows of the newspaper office were also attractively decorated a la apparel shop, with artificial flowers, fashion plates, and suitable inscriptions. The merchants were much impressed with the tie-up, especially since a photograph was made of the display and circulated among them. A style number *can* be used to sell other lines.—B. W. Keightley, Quebec Telegraph, Quebec, Canada.

The Omaha (Neb.) Daily Bee will stage a "better homes show" in the municipal auditorium April 20 to May 4. The auditorium will be divided into rooms and visitors may walk in and view each room. A man in charge of each room will give each visitor the exact cost of furnishing a room like it. There will be living rooms, bedrooms, dining rooms, sun parlors, kitchens and bath rooms to suit all classes of income, but all of them will be well arranged. The show will teach people how to add to the happiness of life by having beautiful furniture in their homes. Experts on home beautifying will deliver daily lectures during the two weeks of the show. Walter Murray, formerly director of the New York school of practical decoration will deliver a series of seven lectures.—A. R. Davison, 3624 North 41st street, Omaha, Neb.

San Antonio (Tex.) retail druggists, aided by the local newspapers and one wholesale drug house, have inaugurated a "Truth Campaign" to be continued for a full year. Advertisements will appear every Sunday. In one newspaper last Sunday four pages were given over to the campaign. Full pages will be used hereafter. In a nutshell, it is to be an educational series, stressing the service of the "registered" druggists. Sixty-four druggists are co-operating, each paying an equal share of the expenses. Any city newspaper should be able to induce the druggists to use such a campaign as this —Paul J. Thompson, University of Texas, Austin, Tex.

A batch of small ads sent in for a special edition is always a depressing thing to consider. More like the contents of a waste-basket than anything—and at first glance seemingly as worthless. To any but the experienced an interpreter would be necessary. Now, would not a little pamphlet on the manner and method of writing a small ad, distributed among prospective small advertisers, help to simplify their task and make the batch more presentable? With even a vague idea of display given the small merchant it is more than likely that his interest will take a new slant and bigger and better ads result.—William F. Campbell, 118 South 11th street, Newark, N. J.

Here is a hunch that your local paper will "eat up." From your news stand or book store or wherever magazines are sold find out what magazine leads in circulation in your community. Then get the circulation of all other magazines in the same way. Then from the International Yearbook number for 1923 of the EDITOR & PUBLISHER you can get figures about which magazine leads in circulation in your state and the cost of advertising per page in the various magazines. The Ladies Home Journal leads all other publications here in Liberty. How many readers of country papers know that a page of advertising in that monthly magazine costs $8,000 per page?—Victoria Adelaide Harvey, Liberty, Mo.

GOSS PRESSES

Deliver the "Goods"
Do beautiful Work
Stand up under Service
[Have *many* exclusive features.]
Send for catalog
THE GOSS PRINTING PRESS CO.
1535 South Paulina Street
Chicago, Illinois

FIRST IN PUBLIC SERVICE

The World.
MORNING EDITION

The World and the Evening World have a combined circulation, daily, of 650,000 for $1.20 per agate line gross, subject to contract discounts. They carry more high class dry goods advertising; are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

Advertise in Newspapers by the Year

The Evening World
Pulitzer Building, New York
Maller's Building, Chicago
Ford Building, Detroit

SITUATION WANTED
—as Assistant to Live-Wire Circulation Manager

Want to work for Circulation Manager with daily mail list of 1,000 to 5,000 subscribers. Years of experience. Worked for Circulation Managers of papers like the Chicago Tribune, New York Times, Superior Telegram, etc. Put me on the job and I'll make your work easier. Will make it easy for you to have your mail list corrected daily. Will make possible directly imprinted addresses. With me on the job, subscriber complaints will practically be eliminated. Your mail list will be under your sole control. I can do all those things—many more—for less than 65c a day. Chances are I can save you more than my salary. Let me tell you my whole story. Write The Multi-Mailer System, in care of

The Speedaumatic Company
MANUFACTURING
THE MULTI-MAILER SYSTEM
817-825 WASHINGTON BLVD.
CHICAGO
817-830 Washington Blvd. CHICAGO

The Buffalo Territory Offers Big Possibilities To National Advertisers

Twelfth American City; second in New York State, Buffalo, with over half a million people and the surrounding trade area with three hundred thousand more, affords a rich market to national advertisers. The effective medium to capture this desirable market is the big, popular, home newspaper—A. B. C. Net paid 105,958, 80% of English-Speaking Homes.

The Buffalo Evening News
Edward H. Butler, Editor & Publisher
KELLY-SMITH COMPANY
Representatives
Marbridge Bldg. New York, N. Y.
Lytton Bldg. Chicago, Ill.

DAYLIGHT SAVING TURMOIL

Ohio Newspapers Have Troubles Due to Time Mixups

With the advent of Spring, Ohio newspapers are running up against the usual troubles due to adoption of daylight saving time in some municipalities, while others retain Central Standard time. The Associated Press has advanced the hours for operation of the day State wire from 7 A. M. to 3 P. M. and 6 A. M. to 2 P. M. Central Standard time. Provision has been made for those papers desiring to hold the wire for one hour after regular "30" at 2 P. M.

The time squabble has led to some unusual situations. Springfield, for instance, runs on Central time, while Columbus and Dayton, on either side of it, go on advanced time during the Summer.

New Plant for Butler Eagle

Arrangements have been completed by the Butler (Pa.) Eagle for the erection of a modern $150,000 newspaper building on its present site and adjoining property. Ground already has been broken for the construction of a temporary structure on adjoining property to house the mechanical equipment while the new building is being erected. Plans for the new building call for four stories. The structure will occupy a site 60 by 110 feet. A new $35,000 press has been ordered, which has capacity of 30,000 24-page papers an hour.

Monmouth Publishers Incorporate

The Review Printing Company, publisher of the Monmouth (Ill.) Review, has incorporated by Hugh R. Moffet, managing editor; Victor L. Moffet, business manager; Leo A. Ryan, former city editor of the Monmouth Atlas, and Lee J. Sharp, former advertising manager of the Atlas.

Pressmen Start School

The Chicago Printing Pressmen's Association has established a free trade school to give its members an opportunity of acquiring a technical knowledge of the various new types of printing press lately introduced in the industry.

New Press for Illinois Paper

The Bureau County Tribune, of Princeton, Ill., is now being printed on a new Duplex Model A press, just installed.

Jewish Paper to Have Display

PHILADELPHIA, April 12.—The Jewish World, of Philadelphia, has arranged for a display in the Philadelphia Palace of Progress, a civic-industrial exposition to be held in the Commercial Museum, May 14-26. The exposition will celebrate the 240th anniversary of the founding of Philadelphia, and will represent the civic and industrial advancement of the city.

"Minnesota Daily" Resumes

After several weeks suspension, the Minnesota Daily, published by students of the University of Minnesota, has resumed, the financial difficulties having been adjusted. Each student contributes 50 cents a quarter to support the paper. The circulation is 10,000—ten times the figure at the time of suspension. George C. Dworshak continues managing editor.

Indiana Paper Dresses Up

The Rushville (Ind.) Daily Republican appeared March 30 in a new dress to celebrate its twenty years of life. The paper was changed from a six-column to a seven-column page, and several new features added. The typographical appearance is much improved by new column rules, headline and ad type, etc.

Amarillo Tribune Dropped

Discontinuance of the Amarillo (Tex.) Daily Tribune, following its purchase by the Amarillo Daily News, has been announced. The News will be continued as a morning paper and no evening edition is to be issued.

INCORPORATIONS

Omaha.—The Community Publicity Com by M. J. Tackley, Charles B. Morearty a H. Morearty; capital $10,000, divided in shares of $100 each.

New York—Port Chester Leader, Inc., Chester, $500; directors, Joseph G. Jones, liam A. Darcey and T. F. J. Connolly.

Ladino Publishing Co., Manhattan, $ directors, M. S. Gadal, D. Hershkowitz, Ader.

Beverly Press, Inc., Manhattan, $10,00 rectors, C. Napelbaum, L. J. Leon, I Dubinoff.

Cleveland—Pierce Printing Company, $ John A. Elden and L. W. Pierce.

Webb Lithograph Company, $50,000; Fr Webb, Flora A. Webb and others.

Cuyahoga Publishing Company, $50,000; rick J. Dunne.

Austin, Tex.—Longview Publishing pany, capital stock, $10,000; incorpor A. L. Connor, L. J. Everett, J. J. Boyd.

Denver Post Adds Equipment

Additions to the equipment of the ver Post are a high-speed, octuple press; Junior Autoplate auto-shaver, a Goss matrix roller, the first tw ready in operation.

Swedish Pulp Strike Over

The strike in the Swedish pulp was settled April 6 and operations be resumed soon. There has been a down for the greater part of three m and a loss in rate production of 300,000 tons. The new agreement run until December 31, 1924.

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Bedtime Stories

"RAGGEDY ANN AND RAGGEDY ANDY"
By Johnny Gruelle, famous author.
United Feature Synd., World Bldg., N. Y.

Colyums

"DAY AND NIGHT"
Weekly; general information, comment, humor.
7 E. 42nd St., N. Y. C., Room 1002.

Comic Pages

BILLY BUNK
New Paper This Week
Democrat, Albany, Oregon
Herald-Sun Syndicate, 280 Broadway, N. Y. City

Comic Strips

GAS BUGGIES by Beck—an ace strip
Metropolitan Newspaper Service,
150 Nassau St., New York

BRINGING UP BILL
6 col. strip—"Some Kid"
Columbia Newspaper Service, New York City

THE BELL GROUP
For Unfailing Humor and Widest Appeal
Mutt & Jeff, by Bud Fisher
You Know Me Al, by Ring Lardner
*The Nebbs, by Sol Hess
*Tied for Life, by Cecil Jensen
Reg'lar Fellers, by Gene Byrnes
S'Matter Pop, by C. M. Payne
Beautiful Bab, by Murat Young
Adamson, by Oscar Jacobson
*New ones—If you haven't seen them WRITE.
John N. Wheeler, President
The Bell Syndicate, Inc., World Bldg., N. Y.

"THEM DAYS IS GONE FOREVER"
Written in rhyme and set to music
United Feature Synd., World Bldg., N. Y.

Fashions

FAIRCHILD FASHION SERVICE
Daily and Sunday, Edited by Eleanor Gunn
Metropolitan Service, 150 Nassau St., N. Y.

Health

DOROTHY BOCKER, M. A., M. D.,
Public health expert, writes daily article
United Feature Synd., World Bldg., N. Y.

Humor

STEPHEN LEACOCK'S WEEKLY ARTICLE
Metropolitan Newspaper Service
150 Nassau St., New York

THE BELL SYNDICATE QUARTET
World's Greatest Humorists
George Ade with his Fables
Ring Lardner with his Letters
Finley R. Dunne with Mr. Dooley
Montague Glass—Abe and Morris
727 World Building, New York

New York Letter

"INSIDE STUFF ABOUT NEW YORK"
By William Johnston
United Feature Synd., World Bldg., N. Y.

Sunday Pages

EXPLOIT AND ADVENTURE SERVICE
Smashingly illustrated, of course, not "Sunday pages," but thrill copy, worth a page.
Metropolitan Newspaper Service, N. Y.

Verse

J. E. HUNGERFORD MONTHLY
Clipping Sheet
King-Editors' Features, 1170 Broadway, N. Y. C.

JOHN V. A. WEAVER'S
Poems in the American vernacular
McNaught Syndicate, Times Bldg., N. Y.

Weekly Short Story

WEEKLY ILLUSTRATED SHORT FICTION
Metropolitan Newspaper Service
150 Nassau St., New York

Women's Features

"YOUR HOME AND YOU"
By Helen Kendall, text and "art" equally good.
Metropolitan Newspaper Service,
150 Nassau St., New York

List Your Features HERE

SUPPLIES & EQUIPMENT

For Newspaper Making

SCOTT USED NEWSPAPER PRESSES

replaced by larger Scott machines

Scott Three Tiered, Two Page Press, prints insets and folds 4, 6, 8, 10, 12, 14, 16, 18, 20 and 24 pages of 8 columns, 12 ems to page; speed up to 15,000 per hour.

Scott Four Deck, Two Page Wide Press, prints 4, 6, 8, 10, 12, 14, or 16 page papers at speed of 24,000 per hour. 20, 24, 28 or 32 pages collected at 12,000 per hour. Length of page, 23⅜. Seven or eight columns to page.

Write quickly if interested.

WALTER SCOTT & CO.
Plainfield, New Jersey
NEW YORK 1457 Broadway — CHICAGO 1441 Monadnock Block

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.

BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

R. HOE & CO.

For One Hundred Years the Leading Designers and Manufacturers of Newspaper Presses and Printing Machinery of All Kinds

Quality First—Progress Always

We always carry a full line of Press and Stereo-room supplies, including blankets of all kinds, knives, rubbers, cheek woods, matrix paper, imported and domestic tissue, brushes, chemicals, counters, paper roll trucks, etc., all at the lowest prices consistent with Hoe high quality.

504-520 GRAND STREET
NEW YORK CITY
No. 7 Water Street, Boston, Mass. — Tribune Building, Chicago, Illinois

For Sale
Hoe-Bullock four and eight page rotary in good condition. Need the room and sacrifice it. Write or wire The Bea News, Beaumont, Texas.

Wanted
The following stereotype machinery: Hoe matic Matrix Steam Drying Tables; Hoe rolling machine; 220 volt D.C. motor circular saw and one stereotype machine. One flat casting box, 6 or 8 co Nu-Method Matrix Plate Co., 473 Broom New York City.

Printers' Outfitters
Printing Plants and business bought sold. American Typefounders' products, ers' and bookbinders' machinery of eve scription. Conner, Fendler & Co., 96 Be St., New York City.

N. Y. DAILY NEW
HALF-TONES
Best in the World
Made by
POWER
NEW PROCESS

Newspaper Opportuni

Before purchasing a Newspaper send for INGS." April issue contains details of nearl papers, including daily papers, needing from 000 down to $4,000 cash to handle. Week semi-weekly papers of all sizes. Have some that can be leased. All parts of the U. S. sented. Our personal service plan enables pub to find the exact paper they want. Secure of "LISTINGS" before you buy. It's free an lished thrice a month.

MUST HAVE MORE PAPERS

We have a large number of customers who a pending upon us for newspapers. Want to List with us and save yourself the annoya curiosity seekers and those who want your pap desire to work out the pay. We send you only buyers. We have some customers ready to go No paper too big if the paper is worth the Also have those seeking small daily and papers. Others who want to lease. No matt size of your paper or where it is located, blanks, list with us and your paper will be sold.

PUBLISHERS' SERVICE BUR
(Established 1916)
119 N. Bowman St. Mansfield
Owned and Managed by Experienced NEWSP MEN.

Introduction to Employer and Employee

ITUATIONS WANTED

WORD for advertisements under this lassification. Cash with order. For s unemployed one insertion (adv. not to 50 words) FREE.

vtising or Business Executive
h exceptional experience and proven abil- eks more desirable and permanent oppor- 35 years of age, married. Now mak- ood in important Eastern city. Good s for changing. Can meet you during P. A. meeting. Address Box B-559, Ed- Publisher.

vtising Manager
are the publisher of a second, third, or newspaper in your city and believe that dvertising volume should show a mate- rease, answer this advertisement for de- s to my past record. For seventeen years a been cracking hard propositions and my o is an enviable one. I am just finishing rk on a metropolitan daily and would like e weeks' vacation before tackling the next ut. I am married and young. I have the ive, enthusiasm and executive ability to e the results that you demand. I am king for an easy job; all that I ask are s lities. Let me give you a summary of st record before an interview. Address -461, Editor & Publisher.

vising Promotion Manager
l experience in developing advertising h merchandising ideas and real selling . Created country's largest dealer- acturer co-operative advertising service. both manufacturers' and dealers' public- oblems. Let's talk your problem over y. B-554, Editor & Publisher.

vtising Solicitor
xperience, wide connection, national ad- rs, magazine, trade papers, special is, desires a recognized high grade con- h. Unquestionable credentials. Not a i, floater or boozer. Native American. ian. Box A-997, Editor & Publisher.

ss Builder
ound, clean-cut, aggressive newspaper eeks connection to take effect May 1st after the advertising end of live daily lthy weekly that needs some "pep," supervise other departments if need be. the proposition in one letter, including eration the berth will pay. Go any- Address, J. Geary Foulk, Room 216, uth Clark Street, Chicago, Ill.

v Cartoonist
ears of experience on N. Y. and out n newspapers, magazines, N. Y. adver- firm, etc., wants position with newspaper, ne or any reliable firm. Box 504 at 35 7th Street, N. Y.

t and Manager
either position. Highest references. employed by large metropolitan paper. ss B-545, Editor & Publisher.

tial Writer
ng, conservative editorial writer wants in on progressive Republican or inde- t daily or weekly. Is 50, married, and years' experience, the last four years shington, D. C. Can make your edi- page a power. Excellent references. D. Beason, 906 W. 5th St., Charlotte,

enced,
tic and capable advertising manager position with larger paper as advertis- anager. Prefers place where he can ally buy in and become member of Address B-549, Editor & Publisher.

enced News Editor
like position on small daily where it be possible to work into part owner- Prefer Pacific Coast states. World veteran, college education, married. yed. B-553, Editor & Publisher.

enced and Successful Editor and ner
ey-two years' service in publishing field, connection with successful country week- small city daily, with or without invest- Will purchase part or entire interest after audit and inventory with proper nce for depreciation. Address Box B-557, and Publisher.

O DISCUSS CHURCH ADS

Convention in Cleveland Will Emphasize this Policy

icers of the Cleveland Advertising are co-operating with Chairman W. c McClure of the National Adver- Commission in making plans for nual convention in Cleveland April

. Dr. Christian F. Reisner, New president of the church advertising n of the commission, will conduct hurch advertising conference on the second day. Cleveland newspapers, which are carrying much more and attractive advertising of this kind than in former years, are much interested. The Cleveland ministers, who are advocates of daily newspaper space buying, are also co-operating.

Lynn Sumner, advertising manager of the I. C. S., Scranton, and William Ganson Rose, Cleveland advertising specialist, will be speakers.

SITUATIONS WANTED

Experienced Editor,
journalist and newspaper man seeks good connection. Columbia University graduate, 38, with 20 years' experience in newspaper, editorial, and journalistic work; formerly editor of two fiction magazines, editor of various prominent trade journals, editor of large banking publication, and on editorial staff of leading metropolitan daily; strong, versatile writer, thoroughly conversant with make-up, typography, re-write, desk work, etc.; a competent high grade man in every way. Please state salary and position offered. Box B-564, Editor & Publisher.

General Manager
For the past four years, I have been building a newspaper property; a dozen new men now own it and I will be eliminated in a few months. Forty-one and exceptionally equipped with experience, tact and ability. If you need a $10,000 man, let us investigate each other. Will be at publishers convention. Box B-556, Editor & Publisher.

Reporter
of ability and experience desires position with Metropolitan daily. Best references. Available on short notice. Also, graduate of School of Journalism. Address Box B-516, Editor & Publisher.

Wanted
The advertising man on a large Connecticut weekly carrying twelve hundred inches of advertising weekly, wishes to make a change to some other weekly in a live town in the east. I can sell advertising, and write copy. Want full charge under the direction of the owner. $36 to start, available in one week's notice. B-552, Editor and Publisher.

Young Man,
age 22, desires inside connection with newspaper in or around vicinity of Newark, N. J., or New York City. Two years' experience as business manager of weekly newspaper. Good office man. Salary secondary to opportunity. Available at once. B-546, Editor & Publisher.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Wanted
Telegraph editor, experienced, for afternoon newspaper of 12,500 circulation, in city of 30,000 population. Evening Eagle, Butler, Pa.

Wanted
Advertising solicitor with record of production, possessing qualities for advertising manager. Vacancy due to death. Write fully giving experience, references, age and salary. Fort Worth Press, Fort Worth, Texas.

Wanted
Energetic advertising representative for Chicago—also for St. Louis for Monthly Magazine, established 1897, published in Northwest and of good repute. Good contract for business getter. Address B-560, Editor & Publisher.

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order.

For Sale
Small interest, carrying management of afternoon daily in rich oil section of Oklahoma. Party should be able to raise at least $5,000. This property has always made money. Address B-555, care Editor & Publisher.

Wanted to Buy:
Established, paying weekly newspaper within easy distance of New York. Write fully. Box B-562, Editor & Publisher.

Will Sell
8 page weekly newspaper established 1854. Want to devote full time to job printing. A. R. Hand, Cape May, N. J.

SALES REPRESENTATIVE

6c A WORD for advertisements under this classification. Cash with order.

Graduate Mechanical Engineer
and former mechanical superintendent of large daily newspaper is in a position to represent one or two manufacturers of printing machinery and supplies in New York and vicinity. Practical experience and widely acquainted in the newspaper field. Valuable to any concern desiring the services of well equipped office in New York and thorough systematic sales service. Address Box B-542, Editor & Publisher.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, of EDITOR & PUBLISHER published weekly at New York, N. Y., for April 1, 1923.

State of New York, County of New York, ss.:

Before me, a Notary Public in and for the State and County aforesaid, personally appeared Fenton Dowling, who having been duly sworn according to law, deposes and says that he is the Business Manager of EDITOR & PUBLISHER, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editor, managing editor, associate editor, news editor, advertising manager and business manager are:

Publisher, The Editor & Publisher Co., 63 Park Row, New York, N. Y.
Editor, James Wright Brown, 234 Valentine Lane, Yonkers, N. Y.
Managing Editor, John F. Redmond, 642 West 158th Street, New York City.
Associate Editor, Ben Mellon, 466 West 150th Street, New York, N. Y.
News Editor, Arthur T. Robb, Jr., 77 Pilling Street, Brooklyn, N. Y.
Advertising Manager, Josiah B. Keeney, 606 West 135th St., New York, N. Y.
Business Manager, Fenton Dowling, 51 Vreeland Ave., Rutherford, N. J.

2. That the owners are:
The Editor & Publisher Co., 63 Park Row, N. Y.
James Wright Brown, 234 Valentine Lane, Yonkers, N. Y.

3. That the known bond holders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities, are: None.

4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholders or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona-fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest, direct or indirect, in the said stock, bonds, or other securities than as so stated by him.

FENTON DOWLING.

Sworn to and subscribed before me this 29th day of March, 1923.

E. A. PRATT.

(My commission expires March 30, 1924).

ELGIN CO. SEES THE LIGHT

Powerful Newspaper Ads to Feature 1923 Sales Policy

Following close upon the exclusive EDITOR & PUBLISHER article by Hammond Edward Franklin on the drastic change in policy of the Waltham Watch Company in leaving the newspapers for "general media" comes the announcement of the Elgin National Watch Company that it will make powerful newspaper advertising an important part of this year's sales policy.

The company for years has been a confirmed magazine advertising user. Its daily copy has already begun to appear in various sections, with liberal space designed to dominate the newspaper page.

Oakland Prices Drop, Too

Following reduction in prices of San Francisco papers from five to three cents, the Oakland Tribune and the Post-Enquirer have cut their street rates to three cents. The Post-Enquirer has stopped distributing the San Francisco Call-Post, which had been included in the nickel price.

Nebraska Daily Year Old

The Columbus (Neb.) Daily Telegram celebrated its first birthday the first week in April.

Wanted
Southern Newspaper

An experienced newspaper man desires property in South Atlantic States, in town of over 50,000 population, with good surrounding territory.

PALMER, DE WITT & PALMER
Newspaper Properties,
225 Fifth Avenue New York

Busines established 1899 by
C. M. Palmer

Unusual Opportunities

Daily & Weekly
NEWSPAPERS
TRADE PAPERS

HARWELL & CANNON
Newspaper and Magazine Properties
Times Building, New York
Established 1910

WE CONNECT THE WIRES

OUR MR. E. S. FERNALD will be at the Waldorf-Astoria in New York during the Publishers' Convention, April 25-27. Appointments may be made in advance through this office, or during the convention days at the hotel. No charge is made to employers for our service.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

STARR SERVICE CORPS
Pierre C. Starr

Furnishes successful practices and co-operative systems pertaining to any phase of

NEWSPAPER MANAGEMENT AND DEVELOPMENT

Increasing Advertising Earnings, Circulation, Etc.

Service limited to daily newspapers with not less than 15,000 circulation.

STARR SERVICE CORPS
Upbuilders of Newspapers
42d St. & B'way New York City

Oakland Tribune's Easter Section

The Oakland Tribune on March 31 printed a fine Easter section of eight pages with a first page color design of the Christ. The section is replate with church advertising, arranged in neat typographical fashion. It was the work of Morton J. A. McDonald, classified advertising manager.

Deserts Pulpit for Press

Rev. Dr. Frank E. Fay, formerly pastor of the First Methodist Episcopal Church at Chillicothe, Mo., and recently field secretary for the Missouri Wesleyan College at Cameron, has purchased the interests of Hal D. McHolland, owner and editor of the Chillicothe Daily Tribune.

First Publication
Illustrated Weekly
Humor Series

DAD AMONG THE HIGHBROWS

by

T. R. YBARRA

Genial. Unforced Humor

Chuckle with Dad in His Struggles with "Culture"

Released beginning May 6

Write for Samples

The McClure Newspaper Syndicate

373 Fourth Avenue, New York City

THEM DAYS IS GONE FOREVER

By Al Posen

The only comic strip written in rhyme and set to music.

UNITED FEATURE SYNDICATE

NORRIS A. HUSE, *General Manager*

World Building New York

Thomas W.
Briggs
Company
General Offices
Memphis, - Tenn.

We increase your Local Display 10,000 lines Monthly With Our *Permanent* Weekly Business Review Page

Look us up in Dun or Bradstreet's

Million Dollar Hearst Features

The World's Greatest Circulation Builders

International Feature Service, Inc.

New York

HUNCHES

Managing editors and city editors are always on the lookout for news and feature ideas that can be used locally. EDITOR & PUBLISHER *will pay $1 for each hunch published under this head. The fact that the hunch is now being worked successfully in your city does not bar it from this department. Address your contributions to the* HUNCH EDITOR. *When they appear, clip them and mail them in and receive payment. Unavailable hunches will not be returned.*

EDITOR & PUBLISHER receives a great many requests for the names and addresses of contributors to the Hunch and Dollar Puller departments from newspapers anxious to get in immediate touch with them. Under the system of using only initials of contributors it has in some cases taken us six weeks or more to connect the wires. For this reason better service will be rendered in the future if the following form is followed in the case of each contribution to the departments:—Name of contributor, name of newspaper, employer or home address, name of city, abbreviation of State name.

HAVE the women of your town taken up horse shoe pitching yet? It has been popular among the men for a long time, but in some of the southern cities women champions are appearing, and arrangements are being made for inter-city and inter-state tournaments. If you can locate any women in your town who are enthusiastic about the sport it makes a good story, especially if cuts of the best players are used.—Cyril E. Lamb, 309 Ballard St., Ypsilanti, Mich.

A bill has been introduced into the New York State legislature under which the cutting of trees on privately owned lands would be prohibited unless consent had been obtained from the Conservation Commission. The prohibition does not apply to dead or fallen timber or the cutting of trees for domestic use of the owner. Here's a chance for a town to work for a similar idea. When the results have been obtained in a town, the idea can be developed in a county, and eventually a state and finally the country. Trees are being cut down five times as fast as they are produced.—G. Harris Danzberger, Hartsdale, N. Y.

How many communities have been christened the same name as yours? Your local postmaster will doubtless assist you in finding out. Write then to the secretaries of the respective Chambers of Commerce of the larger cities bearing the same name as yours, to the editors of newspapers, town clerks or school superintendents in the smaller places, and with a little time and trouble you will soon work up an educative series of articles that will prove of interest to your readers. We have found that the inhabitants of these places will be only too glad to assist you, and will even send photographs, if you desire them. The features of other towns having the same name as ours that we played up were, population, industries, resources, a brief historical and geographical sketch of them.—W. A. M., The News, Burlington, Vt.

Take a canvas, or run a questionnaire in your paper to see what kind of music is preferred. Publish the answers, if asked by a questioning reporter, anyway report the final votes to see which won out. Out of 72 persons in Omaha, seven had no preference. The violin won out over symphony orchestra by a vote of 14 to 13. Band 5; piano, 5; vocal solo, 5; male quartette, 3; pipeorgan and bag pipes, 2 each; and string quartette, harp, flute, cello, accordion and choral choir, one each. The answers of the 72 persons questioned proved to be an interesting bit of news.—A. R. Davison, 3624 No. 41st St., Omaha, Nebr.

Newspapers generally dislike to have mistakes constantly called to their attention, for reasons well known to newspapermen, especially the executives, but one Indiana newspaper not only likes it, but invites criticism. The best letters of criticism received each day are printed on the editorial page. There are two reasons for the move, the management says, first because it keeps everyone on the publication "on their toes" to prevent errors, and second, it "aids in a policy of education for the general public, which we believe to be one of the principal aims of the modern newspaper."—Bert A. Teeters, Lock Box 295, Springfield, Ohio.

The civic and social agencies of New York City are now working on a "Plan of New York and Its Environs," the purpose of which is to make the Metropolis and the area within a fifty-mile radius a fit place to live in fifty years hence. The project is hailed by men like Herbert Hoover and Elihu Root as one of the most important and progressive moves of the day, although it is expected that the surveys on which the plan itself will be based will be carried on for years. City planning in any form is a comparatively new and rare thing in America. Any newspaper can look into the affairs of its community and find all sorts of public work under way, all sorts of private building going on with no regard whatever for day when our children or their children will inherit our cities. Why not look to see whether your city, like New York, and like Topsy, or like weeds is "just growing up." And if it is, what better agency than a newspaper of standing to start a "City Planning Movement"?—Louis Resnick, 1421 Tribune building, New York City, N. Y.

Conductorettes are appearing again on the street cars in some cities. Are there any in your city? If so, find out why they have gone back to this work after being out of it since soon after the war ended. Surely in these days, when work is so plentiful, it can't be because the family is hard up financially. See what the women themselves say about it. Which do the street car passengers prefer to ride with—conductors or conductorettes?—Cyril E. Lamb, 309 Ballard street, Ypsilanti, Mich.

How many obscure manufacturing industries operate in your city? The Fresno (Cal.) Bee is running a series of weekly articles about the industries of the city that are little known to the average reader. Particular attention is given to those enterprises which embody features, methods or processes unfamiliar ot the majority of the people. Inquiry reveals interesting and often surprising things about even the best-known industries of the city, and few there are which present material for a most interesting weekly feature. A printing press manufacturing plant, a rug factory and the makers of rubber stamps are among the industries which have been described in the articles. Every city has similar industries, descriptions of which would prove interesting reading matter.—W. W. Mayes, Fresno Bee, Fresno, Cal.

At the Convention
Room 146
The Waldorf

METROPOLITAN NEWSPAPER SERVICE

Maximilian Elser, Jr., Genl. Mgr.

150 Nassau St., New York

?Do You Know?
SCIENCE SERVICE

Interesting shorts, making a daily feature, appear under the above heading in general news report.

The Daily Science News Bulletin contains:

NEWS stories telling what is happening on the frontiers of science.

Authoritative, vital and striking signed articles.

News of the Stars.

"Chats on Science" by Dr. Edwin E. Slosson.

Photographs and Drawings in mat form.

Some territory is still open.

Wire Allied Newspapers, Inc., 52 Vanderbilt Ave., New York City, selling agent

SCIENCE SERVICE
1115 Conn. Ave., Washington, D. C.

The Pittsburgh Post

A newspaper of character, integrity and enterprise which has earned the confidence of the people of the world's greatest industrial district.

DAILY and SUNDAY

San Francisco Chronicle
Richmond Times Dispatch
have ordered our
CLASSIFIED BUILDING SERIES

THE INTERNATIONAL SYNDICATE
213 Guilford Ave., Baltimore, Md.

America's Best Magazine Page
Daily and Sunday

Newspaper Feature Service
241 WEST 58TH STREET
New York City

THE SOUTH

THE NATION'S GREATEST UNDEVELOPED ASSET

The treasures supplied by Nature to the South were donated so lavishly that other sections of the country seem almost to have been slighted.

It has resources in coal and iron ore, petroleum, sulphur, graphite, mica, lead, zinc, quartz and asbestos, in marbles, granite and phosphates, enormous stands of yellow pine and oak timber; land so fertile that present volume of farm products could be doubled under intensive methods.

It is calculated that the two score rivers in the South which now develop about 2,400,000 horsepower, have a capacity to generate nearly four times this amount.

The Southern States are now facing an era of great industrial development. For many years considered a purely agricultural section, the South is now developing its natural resources and is preparing to meet modern industrial conditions in a most progressive spirit.

The South's rapid industrial growth has been the development of an expanding manufacturing industry at home to utilize locally produced raw materials.

The South, rich in natural resources, rich in buying power and rich in merchandising possibilities, is now developing faster and progressing more rapidly than any other part of our land.

ADVERTISE ALL MERCHANDISE OF MERIT IN THIS LIST OF SOUTHERN DAILIES

	Circulation	2,500 lines	10,000 lines
ALABAMA			
††Birmingham News ....(E)	78,292	.15	.15
††Birmingham News ....(S)	71,276	.15	.15
*Mobile News-Item ....(E)	10,392	.05	.05
**Mobile Register ....(M)	21,264	.07	.07
**Mobile Register ....(S)	32,715	.085	.086
FLORIDA			
†Jacksonville Journal ....(E)	18,080	.07	.07
**Florida Times-Union, Jacksonville (M&S)	36,753	.08(9cS)	.08(9cS)
*Pensacola News ....(E)	4,795	.03	.03
*Pensacola News ....(S)	5,291	.03	.03
***St. Petersburg Independent (E)	5,420	.03	.03
GEORGIA			
**Augusta Chronicle ....(M)	10,661	.045	.045
**Augusta Chronicle ....(S)	11,075	.045	.045
**Augusta Herald ....(E)	12,277	.05	.05
**Augusta Herald ....(S)	12,121	.05	.05
*Columbus Ledger ....(E&S)	8,789	.04	.04
**Macon Telegraph ....(M)	23,017	.06	.06
**Macon Telegraph ....(S)	24,395	.06	.06
*Savannah Morning News ....(M&S)	20,875	.055	.05
KENTUCKY			
*Lexington Leader ....(E)	16,760	.05	.05
*Lexington Leader ....(S)	16,663	.05	.05
†Louisville Herald ....(M)	44,303	.09	.09
†Louisville Herald ....(S)	54,159	.09	.09
NORTH CAROLINA			
†Asheville Times ....(E)	7,785	.04	.04
**Asheville Citizen ....(M)	12,693	.045	.045
**Asheville Citizen ....(S)	11,665	.045	.045
**Durham Herald ....(M)	7,083	.04	.04
**Greensboro Daily News....(M)	19,267	.05	.05
NORTH CAROLINA (Continued)			
**Greensboro Daily News....(S)	27,250	.07	.07
**Raleigh News and Observer....(M)	24,593	.06	.06
**Raleigh News and Observer....(S)	29,338	.06	.06
**Raleigh Times ....(E)	8,275	.04	.03
SOUTH CAROLINA			
*Columbia State ....(M)	22,097	.06	.06
*Columbia State ....(S)	21,760	.06	.06
**Greenville News ....(M)	13,938	.055	.05
Greenwood Index Journal....(E&S)	4,185	.025	.025
*Spartanburg Journal ....(E)	4,165	.04	.04
*Spartanburg Herald ....(M&S)	5,511	.04	.04
TENNESSEE			
**Chattanooga News ....(E)	23,985	.06	.06
**Chattanooga Times ....(M)	23,067	.07	.07
**Chattanooga Times ....(S)	23,596	.07	.07
†Memphis Commercial Appeal....(M)	84,862	.16	.15
†Memphis Commercial Appeal....(S)	111,176	.19	.18
*Nashville Banner ....(E)	41,700	.07	.07
*Nashville Banner ....(S)	42,931	.08	.08
VIRGINIA			
‡Bristol Herald Courier ....(M&S)	8,582	.04	.04
†Danville Register and Bee....(M&E)	12,032	.045	.045
Newport News Times-Herald....(E)	9,041	.05	.05
Newport News Daily Press....(S&M)	6,051	.05	.05
*Roanoke Times & World-News....(M&E)	21,420	.07	.06
*Roanoke Times ....(S)	14,560	.07	.06

Government Statement, April 1, 1922.
*A. B. C. Publishers' Statement, April 1, 1922.
**A. B. C. Publishers' Statement, Oct. 1, 1922.
‡Includes Bristol, Tenn.
†Government Statement, October 1, 1922.
††Government Statement, February, 1923.
***Government Statement, April 1, 1923.

Newspaper Advertising Is Most Effective for Local Use Over the Signatures of Local Dealers

That is why local department stores prefer the evening newspapers for use in creating sales and why the national advertiser desirous of similar results should do the same.

A review of real conditions in some of our leading cities, using Sept. 30th A. B. C. figures:

MORNING NEWSPAPERS

	TOTAL	CITY	SUBURBAN	CITY and SUBURBAN	COUNTRY
Boston Post	376,240	190,641	56,375	247,016	129,224
Boston Globe (A. M.)	115,806	51,375	16,031	67,406	48,394
Boston Herald	114,835	60,674	16,356	77,030	37,762
New York Times	330,977	183,939	70,714	254,653	74,249
Philadelphia North American	159,741	44,959	30,886	75,845	83,896
Philadelphia Inquirer	245,176	166,281	43,766	210,047	35,129
Chicago Tribune	517,184	290,395	81,530	371,925	145,259
St. Louis Globe Democrat	205,367	117,902	15,484	133,386	71,865
	2,065,326	1,106,166	331,142	1,437,308	**625,778**

30% outside trading zone

EVENING NEWSPAPERS

	TOTAL	CITY	SUBURBAN	CITY and SUBURBAN	COUNTRY
Boston Globe	158,801	131,944	17,784	149,728	9,070
Boston Traveler	117,802	93,529	14,360	107,889	9,893
New York Globe	166,237	146,645	15,355	162,000	4,237
New York Sun	178,961	159,234	13,598	172,832	6,144
Philadelphia Bulletin	485,145	356,433	100,320	456,753	28,392
Chicago Daily News	371,078	325,018	25,135	350,153	20,796
St. Louis Post Dispatch	175,067	148,408	9,000	157,408	17,656
	1,653,091	1,361,211	195,552	1,556,763	**96,188**

6% outside trading zone

The advertiser gets greater direct efficiency for his dollar spent in evening newspapers.

THE NEW YORK GLOBE

Member A. B. C. JASON ROGERS, Publisher *Member A.B. C.*

TWO SECTIONS: A. N. P. A. CONVENTION NUMBER

EDITOR & PUBLISHER

1884 — The Oldest Publishers' and Advertisers' Journal in America — 1923

SUITE 1117 WORLD BUILDING, NEW YORK

Original second class entry—The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the act of March 3, 1879. Published every Saturday

[Copyright 1923, by The Editor & Publisher Company, James Wright Brown, president and editor.]

. 55. No. 48—First Section | NEW YORK, APRIL 28, 1923 | By Mail in Advance $4, U. S. A.; $4.50, Canada; $5, Foreign | 10c Per Copy

BUY LEADERSHIP!



Lillums goes to Hollywood—and so does Harold!

CARL ED has just returned from Hollywood, where he accumulated atmosphere for the next phase of the hilarious adventures of Harold Teen; Lillums, lovely creature, is going to Hollywood, stardom bent. Harold, recovered from the catastrophe of Dolores' engagement (an unrequited devotion this) will resume the passion grande and set out in his dad's ancient flivver for Hollywood, Lillums, and Adventure!

Carl Ed is young himself. He knows the argot of adolescence. Therefore, Harold Teen intrigues the youngsters enormously, while grown-ups find a retrospective kick in every strip! It appeals specifically to a class neglected by all other cartoonists, yet who are the newspaper buyers of tomorrow!

Harold Teen, like all other Chicago Tribune features, was develcped for our own use. It's been immensely successful from the very start!

Give Harold a month's trial with confidence that it will make good.

HAROLD TEEN
By Carl Ed

THE ONLY features worth considering are those that will return your purchase price many times in the circulation they bring. Chicago Tribune Features *do this!* They built the largest morning daily circulation in America (*The New York Daily News—over 600,000*) as well as the second largest (*The Chicago Tribune—over 550,000—which is 150,000 more than the third paper*). The Chicago Tribune and The New York Daily News differ in many respects,—in age, shape, display, purpose,—yet both use the same FEATURES!

LEASED WIRE SERVICE
Foreign National—Local
Foreign offices in Paris, London, Dublin, Berlin, Moscow, Rome, Madrid, Rio de Janeiro, Buenos Aires, Tokio, Peking, Shanghai, Manila.

PACIFIC & ATLANTIC PHOTOS
Organized by The Chicago Tribune and The New York Daily News.
Charles L. Mathieu, General Manager, 25 Park Place, N. Y.

COLORED COMICS
The Gumps—Gasoline Alley—HAROLD TEEN—Winnie Winkle—Teenie Weenies—Pig Tails—Angel Child—Smitty.

BLACK & WHITE STRIPS
The Gumps *by Sidney Smith.*
Gasoline Alley *by Frank King.*
HAROLD TEEN *by Carl Ed.*
Winnie Winkle *by M. M. Branner.*
Smitty *by Walter Berndt.*

W. E. HILL
Page of Comics
in Gravure or Black & White

FICTION
Blue Ribbon Serials for Sunday (*one release a week*)
Blue Ribbon Serials, week day (*six days a week*)
Blue Ribbon Short Stories—*from 8,000 words down.*
Filler Short Stories of *300-600 words.*

CARTOONS
John T. McCutcheon—Carey Orr—Gaar Williams

BURNS MANTLE
Weekly New York Theatre Letter.

THE POTTERS
by J. P. McEvoy

DR. EVANS
The first and best of newspaper medical writers.

DAILY and SUNDAY
Men's Fashions
Women's Fashions
Woods & Waters
Farm & Garden
Love & Beauty
Cookery
Etiquette
Science & Embroidery

BUY LEADERSHIP!

The CHICAGO TRIBUNE *Newspapers Syndicate*

Tribune Plant, Chicago — **25 Park Place, New York**

THE TRENTON TIMES

in a regular single issue carried

8 Food Pages

in which were represented 160 Retail Food Stores

This achievement marks The Trenton Times as

America's Leading Food Medium

6 to 8 Food Pages Every Thursday

Housewives are the home buyers of ALL else that goes into the home—as well as buyers of food. Men may earn the money but the women spend the money for the home.

Regular Food Days Tuesday Thursday Sunday

CONSEQUENTLY

A Great Food Medium is the best medium for any product.

For the 15 months ending March 31, 1923 — The Trenton Times enjoyed a daily average net paid circulation of

33,256

If you want Home circulation The Trenton Times will give it to you.

MEMBER A. B. C.

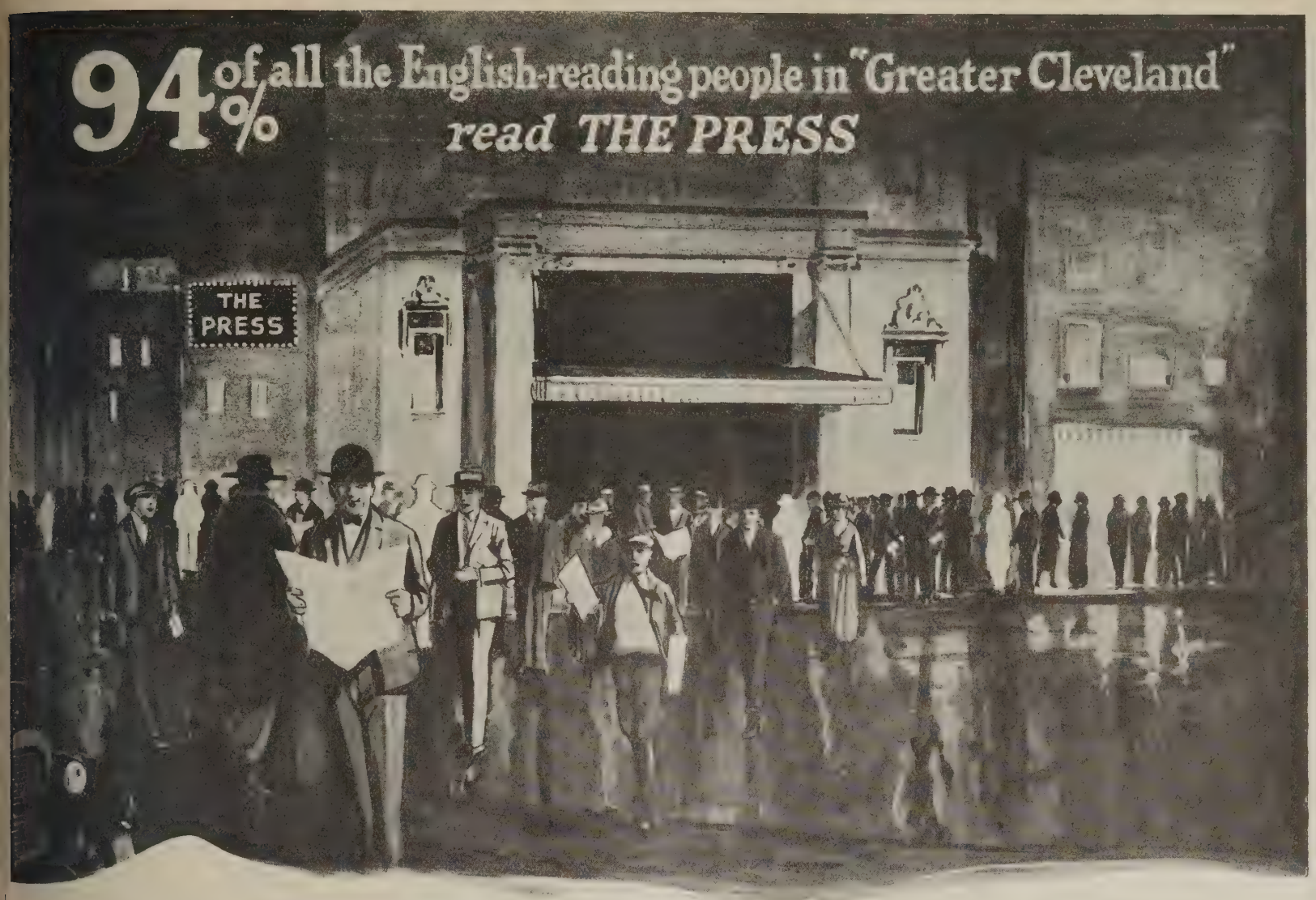
TRENTON TIMES

Four Wire Services—A. P., U. P., I. N. S., Consolidated, also intensively covers all local news.

KELLY-SMITH CO.

Chicago
Lytton Bldg.

New York
Marbridge Bldg.



THE PRESS DOMINATES "THE CLEVELAND MARKET"

E CLEVELAND PRESS—189,397—has the LARG-T CIRCULATION of any daily newspaper in the city Cleveland, in "The Cleveland Market" or in the State Ohio.

2,712 of the PRESS' total circulation of 189,397 is in he Cleveland Market," the only Trading Radius in ich Cleveland newspapers furnish a contact for tional Advertisers. During the First Quarter of 1923, PRESS published 14,728 MORE lines of Local Display Advertising in 78 issues of its SIX-day newspaper than was published in 90 issues of Cleveland's SEVEN-day newspaper—the Daily Plain Dealer AND the Sunday Plain Dealer COMBINED! Cleveland merchants know Cleveland newspapers—their example is worth following by National Advertisers.

The PRESS INCREASED 6,849 circulation over previous Federal Statement—the ONLY Cleveland newspaper to show an increase. The Plain Dealer LOST 3,967 and the News LOST 4,785 during the same period.

The Press
First in Cleveland
CIRCULATION—HOME INFLUENCE—ADVERTISING

National Representatives:

ALLIED NEWSPAPERS, Inc.

52 Vanderbilt Avenue, New York

CHICAGO CLEVELAND CINCINNATI
ST. LOUIS ATLANTA SAN FRANCISCO

Will vacationists from

Philadelphia

buy your goods this summer?

Purchases for vacation trips and sojourns at resorts during the coming summer months will transfer many thousands of dollars from the pockets of the people of Philadelphia, Camden and suburbs, to the cash registers of manufacturers and dealers.

Summer suits, dresses, shoes and other articles of apparel; sporting goods, automobile supplies, toilet articles and other things are on the "vacation needs" lists of the majority of the population of the "third largest market in the United States."

You can influence this vacation buying—get these thousands of people to ask for your goods by name or trade mark—through advertising in The Bulletin.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

PHILADELPHIA'S NEWSPAPER

"In Philadelphia nearly everybody reads The Bulletin"

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in the United States.

Net paid average circulation for March 1923—517,332 copies a day.

NEW YORK
Dan A. Carroll,
150 Nassau St.

DETROIT
C. L. Weaver,
Verree & Conklin, Inc.,
117 Lafayette Boulevard.

CHICAGO
Verree & Conklin, Inc.,
28 East Jackson Blvd.

SAN FRANCISCO
Allen Hofmann,
Verree & Conklin, Inc.,
681 Market St.

LONDON
M. Bryans,
125 Pall Mall, S. W. 1

PARIS
Ray A. Washburn
5 rue Lamartine (9)

Copyright, 1923—Bulletin Company.

Total Circulation of This Issue: 8,500

EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten P. M. on the Thursday preceding the date of publication—by the Editor & Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Telephone Exchange, Beekman 4330
Charter Member Audit Bureau of Circulations.

Vol. 55 NEW YORK, SATURDAY, APRIL 28, 1923 No. 48

PRESIDENT TAKES WORLD COURT FIGHT TO PRESS

Says United States Has No Place in League of Nations, But We Could Eventually Participate in International Association for Conference Without Sacrificing Our Nationality.

AMERICAN editors and publishers assembled round the Associated Press heon tables at the Waldorf-Astoria sday witnessed a display of political rage that has few counterparts in the nory of active newspaper men when sident Warren G. Harding in his ad- s boldly argued for the adherence of United States to the International rt of Justice.

he President went straight to the ple, taking advantage of the unalleled opportunity to plead his cause re the five hundred moulders of pubopinion who filled the grand ballroom the galleries to full seating capacity. one press table that usually acmodates the New York newspaper press association men at Associated ss luncheons grew to four before the x of local writers, Washington espondents, and special feature men. attery of photographers patiently exd their plates for several seconds be- the guest table in the face of the et Service inhibition against flashlight ures.

terest in the Presidential address inated the morning session of the P. meeting, which adjourned before o'clock. Members and their guests e all in place at 1.10, when the Presi- flanked by his Secret Service guards his service aides, Col. C. O. Sherrill Commander Adolphus Andrews, filed the room accompanied by President tes, Counselor Melville E. Stone and ph S. Ochs, sher of the York Times. rs. Harding d luncheon d in her suite e eighth floor he hotel and her place in first tier of x es accomd by Secre- George Chris- Commander ews, M r s. s, and Mrs. sh I. France, of the former itor f r o m land. S. T. amson, of the York Times ington staff, his fiancee, Cora Chase, were present e box.

gles blared in salute to Chief Execuas he took his e and prod cheering eted M r s. ing when she red above the ds of the g.

military touch d the openof the ballwhen the mess call oned the Associated Press from the Astor Gallery to luncheon. The President's aides were in full dress uniform, with the gold-lace epaulettes and aiguillettes of the staff corps lending their brilliance to the occasion.

There was solemnity and seriousness in this luncheon which was absent from the A. P. functions of other years. There was a feeling in the air that the President of the United States would not overlook his opportunity to clarify his much-disputed foreign policy before the largest possible assembly of the men who assume the responsibility of interpreting the Government to the people. Nor did he.

With only a few words admonishing the press that it would benefit by more accuracy and less eagerness, he launched into the heart of his subject, and most of the four thousand words that he delivered in the next three-quarters of an hour were directly to the point.

"Since I had the honor of presiding over our annual luncheon last year I have spent most of my time in a trip around the world in an effort to study at first hand the news conditions in the Far East," said President Noyes. "In my journeyings I was met everywhere with really remarkable cordiality. Some part of this welcome was due to old friendships, some to the delightful personality of those who accompanied me, some I think, to the marked brevity that characterized the speeches that I felt obliged to make.

"But, all this being said, truth also compels me to say that an accompanying feature of my welcome was an evident desire in very country to honor through me the Associated Press. I left America feeling very proud of our organization, and I come back with an even greater pride of the Associated Press. It is known everywhere as the foremost news-gathering organization in the world, and its reputation everywhere as to its absolute impartiality were the most heartening words I ever heard and I heard them at every point. I visited Japan and China, with their widely differing standpoints and they agreed that the Associated Press was the most impartial body of news-gatherers in the world.

"When I reached France and England I found the relations between those two countries somewhat strained. But also I found there the testimony from their business men and journalists that our entirely accurate news-gathering has been of a greater service to each of them. Everywhere it has the reputation that so far as is humanly possible, the Associated Press is entirely free from bias of every sort and I again express the most profound satisfaction for having heard these repeated expressions and I know they will meet with satisfaction from all of you.

"So this next year I will go back to my desk prepared to hear with equanimity and charity charges that the Associated Press is controlled and dominated by Republicans or Democrats, capital or labor, Protestant, Catholic or Jew, for I know that no one who has been informed and knows will make such charges and—well, I will just pity the poor nuts.

"I must observe that no partisan or biased service dominates the Associated Press collectively, but there still remain some elemental traces of partisanship in the individual membership; and this brings me by easy steps and without breaking the chain to what I rose to say. There is one point in which our eager partisanship holds, both collectively and individually, the membership of the Associated Press hold in the highest respect the great service of the President of the United States, and in respect and admiration and warm affection for the President personally. We are greatly honored that he has come to us today. We welcome him not only as the honored holder of a great position, but also as a fellow newspaper man of whom we are proud. I ask you to drink to the President of the United States, Warren G. Harding (Applause) and to the gracious lady of the White House, Mrs. Harding." (Loud applause.)

The annual toast of the Associated Press was drunk as the thousand diners arose, glasses aloft, and stood while the national anthem was played. President Harding didn't "follow copy" in his opening remarks.

"Mr. President, members of the Associated Press and guests," he began. "It is inevitable that the President, who happens to be a newspaper man, appearing before a newspaper gathering, must t a l k some kind of shop. I am willing to make the confession that I would rather talk newspaper shop to you than anything else. I believe I could do it hopefully some time because I have had my viewpoint a b o u t journalism broadened while twisting around occasionally in the executive c h a i r. (Laughter and applause.)

"Frankly, I have never squirmed under the criticism, but I have sometimes been appalled at inaccuracy of statement, and if I were going to lecture on journalism, my theme would be 'a little less eagerness a n d much more of ac- c u r a c y.' (Applause.)

"Not very long

(*Continued on page* 38)



In the language of Ohio, "Warren G. Harding, of the Marion Star and President of the United States, got a lot of dirt on his vest Tuesday night." It could not be helped. After the theatre he insisted upon a visit to the new home of the New York Tribune. Alex Torrey pressed him into service and above we have him finishing the job of putting the editorial page to bed.

WITH THE MARCHERS IN THE ANNUAL PEACOCK ALLEY PARADE

Convention Visitors from Every Part of Country Express Interesting Views on Labor, Advertising Rates, Newsprint, Editorial Standards and Other Problems in Exclusive Interviews with EDITOR & PUBLISHER

A SYMPOSIUM of opinion from editors, publishers and others of affiliated interests in newspaper work present at the Waldorf conventions demonstrated just one thing—there are 99 ways to make a successful newspaper, and every single one of them is right.

Questioned on developments of the past year and the trend of newspaper work in the future, successful newspaper men voiced antipodal opinions as to how it could be, and is being done. Some publishers declared that syndicate features gave circulation: others held that the circulation saturation point of features had been reached, and that the future was for the home produced, distinctively individualistic paper. The majority, however, favored the feature idea, if features were scientifically selected for their applicability to local fields.

In the Mid-Western group a belief that foreign news was being overplayed was noted. Eastern publishers, however, said this foreign news built circulation in cities where there was a large foreign colony. Many editors deplored the "standardization" and combining of newspapers, but others held this to be the inevitable future of newspaper work.

Radio broadcasting created the greatest storm. Some who had radios praised them as circulation builders through goodwill. Other editors found them expensive playthings. To others the mere word "radio" was anathema.

Various opinions follow:

* * *

M. H. DE YOUNG, publisher of the San Francisco Chronicle, told EDITOR & PUBLISHER that he believed the acme of newspaper success to lie through concentration on news. "A real newspaper is one that has the latest news," said Mr. de Young. "In the last analysis news is what counts with the buying public." He decried the tendency to turn newspapers over entirely to features and illustrations, and favored the four-color illustration as against the complex modern art type, pointing out that a four-color illustration can be produced in three days while three weeks are needed for the "oil painting" type of work.

Mr. de Young holds the unique record of being for 56 years the proprietor of his paper, which he founded at the age of seventeen in 1865.

* * *

HENRY M. PINDELL, proprietor of the Peoria Journal & Transcript, was at the Waldorf with a husky coat of tan acquired on a just-completed Mediterranean tour on the S. S. "Mauretania." On the trip he made a particular study of newspaper methods in different parts of the world. He holds that American newspapers cover the world better than does the press of any other nation, and said that on his return to America he was again impressed with the high standard of service and patriotism of the American press.

He emphasized, however, the advisability of a chose study of European newspaper methods by American publishers, saying that many points of news treatment could be picked up by foreign observation.

Mr. Pindell has solved one mystery of all time. Visiting the Valley of the Kings in Egypt, he comes back to report that the much press-agented King Tut pronounced his own name "Tut-tank-ahmen," no matter what people try to do with it today.

* * *

EDGAR B. PIPER, editor of the Portland Oregonian, was an enthusiastic advocate of radio broadcasting. The Oregonian broadcasting plant, he states, had opened up isolated fields on farms and lumber camps throughout Oregon and has even reached up toward the Arctic Circle to far off outposts of civilization in the Alaskan hinterland. He pointed out the obvious value of radio in using the broadcasting system to tell readers of valuable features about to be introduced in a newspaper, thereby creating interest that results in sales.

* * *

YOU can't keep a war horse from the field of battle, and Col. C. A. Rook, who has sold his holdings in the Pittsburgh Dispatch and retired from active newspaper work, heard the convention call while vacationing at Atlantic City, and took the first train for the Waldorf, renewing old acquaintances there. Col. Rook is now Director of Public Safety in Pittsburgh and in this position keeps in close touch with the newspapers there, but he declared that after 43 years of service in the game, he still had difficulty in not grabbing a pencil and starting editing whenever he saw a new edition on the streets.

"I do not intend to re-enter newspaper work," he said, "but I often feel that I'd like to buy a barrel of ink, open it up, and leave it in a corner of my office just to get the familiar smell of a newspaper shop around my office."

Col. Rook said that while combining newspaper properties was a good thing financially for the newspapers it was a bad thing for the reading public, defeating the real purpose of the press in centralizing the vocal expression of public opinion in the hands of a few men.

"St. Louis, New Orleans and Cleveland are all limited now to one morning paper," he said. "The public therefore gets only one opinion, and has no choice in the formation of its ideas on world affairs."

* * *

JUST producing a good newspaper is the secret of the circulation gains made by the Greensboro (N. C.) Daily News, according to E. B. Jeffress, business manager. Cost of white paper and labor will be the determining factor in newspaper expansion during the coming year, according to Mr. Jeffress, who believes that the expansion will continue without danger of the much advertised "saturation point" unless costs unexpected intervene.

A fifteen-watt radio set installed by the Daily News has established a record by getting its messages picked up in Canada, and suggests some of the possibilities of broadcasting newspaper advertising.

* * *

"WHAT is the saturation point for features?" asked T. R. Williams, business manager of the Pittsburgh Press. "The question arises because the newsprint shortage has been overcome and prices are down to figures less than during the war crisis," he replied. "Newspapers can get news print, and thus can print more features. Many papers are putting in more features right along.

"Some publishers contend that there is a certain point at which stocking of features becomes a top-heavy proposition, an expense outlay that does not get more circulation due to the fact that a point of saturation has been arrived at.

"I hold that there is no such thing as a saturation point for features in daily papers. More and more excellent features are being put on the market. The publisher can get circulation from just as many features as he can get and put in his paper. He must use discretion, and pick his features to suit his public of course, but I believe that in addition to news the public wants entertainment from its newspaper, and is today demanding more and more of it."

* * *

DIETRICK LAMADE, president and general manager of the Grit Publishing Company, of Williamsport, Pa., stated that he bought few features, believing in the development of each paper along individualistic lines suited for its particular community. "We are making an endeavor to publish a paper for homes in the smaller towns," he said. "We want to give our readers clean material that will interest them, and not be over their heads. Conditions are changing, and have changed rapidly with the war, and we keep up with these changes. But we do not want to keep ahead of our readers in sophistication." He emphasized that syndicated features, originated by men in large cities for city circulation, did not necessarily please or satisfy the man in the smaller town, no matter how clever they might b declared his belief that locally p features and departments would b structed best to meet the local de Mr. Lamade believes that peop fundamentally interested in their their work, their gardens or farm their bank accounts.

* * *

THOMAS W. BRIGGS o Thomas W. Briggs Compan special feature advertising organ of Memphis, Tenn., which conduc ness review pages on 37 papers United States and Canada, head organization's delegation to the ence, others being N. J. Early, Krein and R. E. Briggs.

* * *

S. P. WESTON, who has just plished a great newspaper a ment in laying out the new plant New York Tribune, said, "The lat most important development in new making is the reduction of manufa costs by increase in production eff To achieve this end the first ste create in operation the well esta lines of practice which have been in other industries, and then to a building to fit the newspaper op instead of trying to fit the newsp the building."

* * *

COL. J. H. LONG, editor an lisher of the Huntington (W Advertiser was at the convention that he believes that the smal offers a real field for the man the newspaper game. He proves i record of having started the Ad with $2,000 capital, and having de it into a million dollar property Col. Long runs the Advertiser junction with his three sons, Lu Long, general manager of the Walter Long, city editor, and Long, auditor, thereby setting up a for a family newspaper in the fam is hard to beat. The Advertiser constructing a new five floor, bui

* * *

SUCCESS in the smaller cit again exemplified by J. F. publisher of the Salisbury (N. C. who has a record of 6,000 circul a town of 14,000 people. He sa while holding to high standards news and features he believed cir increases had been made throug extensive use of A. P. and N. E. ices and through the introduc features, the serial story idea bei ticularly valuable in pulling po cording to Mr. Hurley.

Faced by the fact that mornir petition beat his evening paper t D. deliveries, he found the answe circulation problem by using th rural jitney buss services to blan out of town field with the latest the day.

Mr. Hurley stated that he h yet taken sides on the radio broa question, but believing that wirele reach fields hitherto undeveloped vestigating the radio idea.

* * *

EARL J. HADLEY, of the politan Newspaper Servic just returned from a three mon to the Far West. He reports activity in advertising and newspa cles and refers especially to C where business seems to be burs bounds.

* * *

THERE was something fam the profile of a man who sa reporter's table while President spoke at Tuesday's luncheon. some of the New York evenin

(*Continued on page 22*)

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EW PLAN OF ASSESSMENT ADOPTED BY A. P.

it of Good Feeling Marked Annual Convention—Pittsburgh Problem Still Unsettled—Noyes Re-Elected President—Perry, Thompson and Anthony New Directors.

PTION of a new plan for assessnt of service charges, election to rd of directors of three publishers ve never held that honor, admis- membership of only one newsout of eleven whose applications efore the annual meeting, and a by the board of directors of the ar's growth that the Associated has ever enjoyed—these were the ding features of the business meet-



s B. Noyes
ed President
A. P.



George B. Dealey
New 2d Vice-Pres.
A. P.

the A. P. on Tuesday, April 24, Waldorf-Astoria in New York. the 24th annual meeting of the s organized in 1900.

dent Frank B. Noyes reported on round the world which was au- by the directors last year with a of securing world-wide inlets lets for A. P. news service, but rt was made not to the member- t to the board and its contents more familiar to the public after ting than they had been since Mr. left America last summer. His to the convention was in general quite similar to those in which he ed the annual luncheon, an ac- of which, with Mr. Noyes' and nt Harding's addresses in full, ap- n page 5.

meeting was unmarked by dis- n the floor and proceeded with hine-like smoothness that is char- c of A. P. annual gatherings. 00 members were present and the te cast was approximately 4,000, larger than the ballotting in 1922, ind the high record of 1921.

Pittsburgh controversy over the of memberships to the Pitts- ress and the Pittsburgh Sun was led by the board of directors of ociated Press and did not come he convention as was anticipated n it was one of the most dis- opics of the week.

informed persons are very much dark as to what the next step Both Pittsburgh papers were to membership several months , as stated in Editor & Publish- week, every preparation has been o begin service to each. The owever, has been caused by the nd the Sun stating under what ns they were willing to become ged members of the A. P., in- subscribing to the rules of that ution especially on the handling news.

Pittsburgh case is without paral- . P. history, and it promises to until final settlement is reached, the most delicate that has come he directors of that body.

act that the case was not at this ught before the general conven- the board of directors, occasioned able surprise.

dent Noyes was re-elected for year and 25th term when the ard of directors convened Wed- morning in the Waldorf Apart- Florence D. White, member for w York Evening World, was first vice-president, and George ley of the Dallas News was elected second vice-president. Melville E. Stone was re-elected secretary, Frederick Roy Martin assistant secretary, and James R. Youatt, treasurer.

Victor F. Lawson declined re-election to the executive committee, stating that he found it inconvenient to attend its frequent meetings. The committee as constituted by the board, is now:

Frank B. Noyes, Washington Star.
W. L. McLean, Philadelphia Bulletin.
Adolph S. Ochs, New York Times.
Charles Hopkins Clark, Hartford Courant.
Elbert H. Baker, Cleveland Plain Dealer.
Clark Howell, Atlanta Constitution.
E. Lansing Ray, St. Louis Globe-Democrat.

One new member was elected at the annual meeting—D. E. Wood of the Redwood (Cal.) Tribune. Protest rights had been waived by all San Francisco members, with the exception of the Hearst papers, and the paper's election was recommended by the board of directors. It was carried by a viva voce vote.

The Kansas City Kansan, which withdrew its application of 1921 and was refused membership in 1922, in accord with the protest of the Kansas City (Mo.) members, was again turned back by the membership.

An interesting interlude was the refusal of the membership to admit either of the two Camden applicants—the Post-Telegram and the Courier—although their applications were backed by the New Jersey members. W. B. Bryant, publisher of the Paterson Press-Guardian, requested favorable consideration from the meeting for the Camden papers, stating that the New Jersey A. P. newspapers desired a connection within the organization in Camden, one of the most important industrial towns in the state and a center of a region fertile in news.

R. L. McLean of the Philadelphia Bulletin opposed the grant of membership on behalf of the Philadelphia newspapers, declaring that the A. P. was amply protected in Philadelphia and South Jersey by the correspondents of Philadelphia newspapers and that Camden was a part of the Philadelphia field. The viva voce vote was evidently close and President Noyes declared that the Philadelphia members, by their voting rights through A. P. bonds, and the number of proxies in their hands, decided the issue.



Stuart H. Perry
New director A. P.



F. I. Thompson
New director A. P.

Two New York City papers which entered the daily field during 1922 also met the refusal of the membership to admit new members into fields already covered. They were the Corriere d'America, a morning paper in Italian, and the Bronx Home News, evening and Sunday morning. Others whose applications were turned down were the Berkeley (Cal.) Berkeleyan, Long Beach (Cal.) Press, Long Beach Telegram, Long Beach Morning Sun and Pasadena Star-News.

It was announced to the membership that the directors at their meeting on January 24 had adopted the following resolution, under which the above applications were presented to the meeting:

"Resolved, that at least thirty days' notice shall be sent to all members by mail of all applications for membership which are to be presented to the annual meeting."

Election of directors resulted in the return to office until 1926 of the following, whose terms expired this year:

Frank B. Noyes, Washington Star, 3,777 votes; W. L. McLean, Philadelphia Bulletin, 3,752 votes; Adolph S. Ochs, New York Times, 3,696 votes; and H. V. Jones, Minneapolis Journal, 2,975 votes. Benjamin H. Anthony, New Bedford Standard, was elected to the directorship vacated by the retirement of John R. Rathom, Providence Journal, with 3,045 votes. Henry M. Pindell, Peoria Journal and Transcript, received 1,536 votes.

Stuart H. Perry, Adrian (Mich.) Telegram, and for the past two years second vice-president of the A. P., was elected to the board to succeed C. A. Rook, whose term would have expired in 1925 but was terminated when he retired with the suspension of the Pittsburgh Dispatch. Mr. Perry received 1,831 votes, against 1,478 for A. K. Oliver, Pittsburgh Gazette-Times and Chronicle-Telegraph, the choice of the Pittsburgh members, and 424 for Richard M. H. Wharton, Harrisburg Patriot.

Frederick I. Thompson, who represents in the A. P. the Mobile Register, was elected to fill the vacancy created by the retirement of D. D. Moore, consequent to the latter's change of field from the New Orleans Times-Picayune to the Fort Worth Record. Mr. Thompson's name appeared on 2,601 ballots, against 1,045 for Mr. Moore, who was renominated to succeed himself. His term expires next year.

The board, as constituted for the next year, comprises the following:

Term Expires 1924—
Victor F. Lawson, Chicago Daily News.
W. H. Cowles, Spokane Spokesman-Review.
Frank P. MacLennan, Topeka State Journal.
Frederick I. Thompson, Mobile Register.
E. Lansing Ray, St. Louis Globe-Democrat.

Term Expires 1925—
Clark Howell, Atlanta Constitution.
V. S. McClatchy, Sacramento Bee.
Charles Hopkins Clark, Hartford Courant.
Stuart H. Perry, Adrian (Mich.) Telegram.
Elbert H. Baker, Cleveland Plain Dealer.

Term Expires 1926—
W. L. McLean, Philadelphia Bulletin.
Frank B. Noyes, Washington Star.
Adolph S. Ochs, New York Times.
H. V. Jones, Minneapolis Journal.
Benjamin H. Anthony, New Bedford Standard.

The morning session was marked by several bursts of oratory in the nominating and seconding speeches, the most notable of which was that of Clark

HERE'S THE PAGE THE PRESIDENT MADE UP


12 NEW YORK TRIBUNE, WEDNESDAY, APRIL 25 1923
New York Tribune
The Lantern
THEY CAN GO AND "TELL" IF THEY WANT TO. MA KNOWS IT ALREADY AND ISN'T WORRYING A BIT
The Nyack Movement
What Readers Say

An interesting side light of the President's visit to the New York Tribune was the speed with which he made up the page shown above. On most papers in the east the makeup man works from a single galley with both hands, but President Harding makes up his page in true western style—using each hand to grab big spans of slugs from two different galleys at the same time—which prompted Alex Corry, one of the Tribune's oldest makeup men to nudge a fellow comp and remark: "Jiminy crickets, Bill! He's making up with both hands at once!"

Howell, Atlanta Constitution, in seconding the re-nomination to the board of President Noyes. Mr. Howell's remarks in part follow:

"I do not wish to be put in the attitude of making any invidious distinction among any of the list of splendid men under your consideration today to fill the vacancies on our next Board of Directors.

"I rise, however, in behalf of myself, and, informally and unofficially, for the members of the Board of Directors, to make a statement which no doubt could have been very much better made by the older and abler members of this board.

"The choice would naturally have fallen upon no less distinguished a person than Mr. Victor Lawson, patriarch of the organization, whose business associations, however, in the past with the



Adolph S. Ochs
Relected A. P. Director



Benj. H. Anthony
New A. P. Director

gentleman to whom I make reference, counsel that it would be best left to another.

"Then the choice naturally fell upon Adolph S. Ochs, long an associate of Mr. Noyes. He frankly made the statement that he was too tender-hearted and too emotional, and that if he made this statement to the Board he might break down entirely.

"Passing it on to me is very much after the fashion of the man who had summoned a physician to attend his mother-in-law. He was notified that his mother-in-law was in a very desperate condition, and was advised immediately to send her to a hotter climate; whereupon he said, "Doctor, here is the hatchet. You do it; I am too tender-hearted." (Laughter).

"And so Mr. Ochs has passed it on to me; and now I wish to make simply the informal statement—not officially, but as an expression of the members of this Board who have served intimately and closely with your retiring President, Frank B. Noyes.—(Applause) — the statement which is perhaps not necessary that there is not a member of this organization who is not acquainted with the wonderful service rendered by the president of your organization, since the formation of the Associated Press.

"That I can perhaps unofficially, in behalf of his associates, make this statement more intensively, because for many years I have watched his work, I have been impressed with the earnestness and with the zealousness of his efforts, and never in any position have I ever seen a member of any business organization devote himself more earnestly, more steadfastly, more unselfishly to the affairs of that organization then Frank B. Noyes, as president of the Associated Press, has always done to the affairs of your great organization.

"For more than twenty years he has been a tower of strength, never swerved by friendship, nor by passion, nor by prejudice—always with the one end in view: that the thing to be done was that which was right, that which was fair, that which was just, and that which best served the purposes of the membership as a whole. Frank B. Noyes for more than twenty years has labored zealously and earnestly in your behalf, and more than to any other living man is due to him the greatness and the glory of the greatest news organization on the face of this earth. (Great applause).

"And, therefore, I warmly second the nomination of Frank B. Noyes as his own successor."

Advisory boards, nominating and auditing committees were named while the tellers were counting the ballots on the directorships, when the afternoon session convened shortly after three o'clock, with Vice-President Perry holding the chair in place of Mr. Noyes. The following advisory board were elected:

Eastern Division—Richard Hooker, Springfield (Mass.) Republican, chairman; Frank E. Langley, Barre (Vt.) Times, secretary; Charles E. Chapin, Waterbury (Conn.) American; Frank E. Gannett, Ithaca (N. Y.) Journal-News; George E. Graff, Williamsport (Pa.) Sun.

Central Division—H. J. Powell, Coffeyville (Kan.) Journal, chairman; Mrs. Zell Hart Deming, Warren (Ohio) Tribune, secretary; C. K. Blandin, St. Paul (Minn.) Dispatch; W. Y. Morgan, Hutchinson (Kan.) News; Arthur R. Trainor, Saginaw (Mich.) News-Courier.

Southern Division—Robert Ewing, New Orleans States, chairman; F. G. Bell, Savannah (Ga.) News, secretary; J. N. Heiskell, Little Rock (Ark.) Gazette; L. J. Wortham, Fort Worth (Tex.) Star-Telegram; W. C. Dowd, Charlotte (N. C.) News and Chronicle.

Western Division—A. N. McKay, Salt Lake City (Utah) Tribune, chairman; James D. Meredith, Sacramento (Cal.) Union, secretary; C. B. Blethen, Seattle (Wash.) Times; J. E. Wheeler, Portland (Ore.) Telegram; Dwight B. Heard, Phoenix (Ariz.) Republican.

Nominating committee was elected as follows:

Eastern Division—Jerome D. Barnum, Syracuse (N. Y.) Post-Standard; Edward Flicker, Bridgeport (Conn.) Telegram.

Central Division—Charles D. Simeral, Steubenville Herald-Star; Charles M. Greenway, Flint (Mich.) Journal.

Southern Division—H. C. Adler, Chattanooga (Tenn.) Times; J. S. Cohen, Atlanta (Ga.) Journal.

Western Division—J. R. Knowland, Oakland (Cal.) Tribune, chairman; Frank H. Hitchcock, Tucson (Ariz.) Citizen, secretary.

The following auditing committee members were named:

Eastern Division—Arthur G. Staples, Lewiston (Me.) Journal.

Central Division—J. C. Seacrest, Lincoln (Neb.) State Journal.

Southern Division—James M. Thomson, New Orleans (La.) Item.

Western Division—Frank S. Baker, Tacoma (Wash.) Ledger.

Quick work was made of the applications for membership, with the results noted above, and while the meeting was awaiting the announcement of the elections of directors, C. P. J. Mooney, editor of the Memphis Commercial-Appeal, took occasion to thank the directors, officers, and staff of the A. P. for their services during the year, embodying his thoughts in the form of a resolution which was passed unanimously—Mr. Mooney calling on all dissenters to stand up and be shot. His address was taken by the official stenographer as follows:

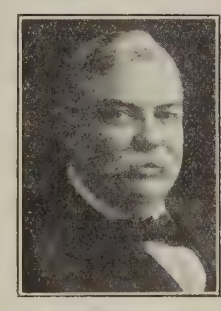
"Mr. Chairman, there has been performed for several years here by a very distinguished newspaper man, who was distinguished in his day, but who has been elevated to fields ambassadorium. I believe he is now Ambassador Extraordinary and Minister Plenipotentiary to Spain. I refer to Mr. Alexander P. Moore of Pittsburgh.

"I have been coming to these meetings for a long time, and there is a certain point in our very intricate proceedings here—which consist in meeting early in the morning, and voting, and getting our dinner tickets, and listening to a speech, and coming back and hearing the result of hearing the ballots counted, and having a nice time meeting each other, and then going home and putting all of our burdens and troubles upon the Board of Directors, to be our guardians for the next year. Some of us need them.

"Mr. Moore always introduced a resolution at this particular time, thanking the president, the officers of the association and the directors for their faithful and efficient service during the previous year.

"And in order that the Associated Press may keep up its custom of doing everything every year as it did it the previous year (Laughter), I undertake to take Mr. Moore's place in this matter, and—very seriously, though, gentlemen—on behalf of this organization I make a motion that this body do tender to its president, its officers, its directors, the members of its advisory boards, and to its operators, employees, editors and so forth—and we have some very splendid editors in this organization.

"We have some men here in this organization who are at these cross-points, and who have the difficulty of taking a four-wire report, sometimes, and cutting it into a single wire report. It is just like taking ten columns of news and condensing it into four columns. An the man on the single wire, seeing the four-wire report, thinks he ought to have as much of the Associated Press on his one wire as a big paper gets on four. Those



Col. Robt. Ewing,
Chairman Southern
Advisory Board



Richard Hooker
Chairman Eastern
Advisory Board

men are very splendid men. They are doing a great work.

"The staff at Washington does a splendid work. That young man who same down here this morning escorting the President—I thought he was on his way to attend the wedding of the Duke of York, dressed as he was (Laughter). But he is a worthy fellow. He is an able man. And you will remember he wrote that interview of that 'day with ex-President Wilson,' which is one of the most splendid pieces of work that ever went into an American Newspaper.

"And here are these men whom you never see, and I never see, who are placed all over this country, from Maine to San Diego, occasionally breaking into the Associated Press with a story, every word of which lives in life and is splendid. And we get it, and we think nothing of it. If we got that same story from a special correspondent, or probably as a special cable from some New York paper which makes a business of peddling its news—we would think it was wonderful. And you know, sometimes those papers get two thousand and peddle ten. But that is neither here nor there. These men really are the fibre—they are the straw in the bricks of this splendid organization.

"And so I move that the members express their appreciation of the very faithful work that everybody connected with this organization has done, from the president down to the telegraph operators and the other minor employees, and that it thank them for what they have done during the past year. And we hope that no dire disaster overtakes some of the directors whom we have renominated, because they are men who have been here a long time running this organization in these days of disasters and trouble, and individualism, which President Harding himself referred to, stating this morning that a pure democracy was impossible.

"So it would be a great misfortune if the control of this organization fell out of the hands of the very splendid and conservative and intelligent men in whose hands it has been during the last several years.

"So therefore, I will take the liberty of putting my motion if I can get a seconder to it."

Several members seconded the motion.

Mr. Mooney continued:

"Now, gentlemen, it has been moved and seconded that this association express its appreciation for the very faithful and efficient service of its president, its officers, its directors and its employees during the past year. All in favo motion will please stand up."

All the members arose.

Mr. Mooney again continued:

"Sit down! Now, if there gentlemen that is not in favor motion, let him stand up and

Completion of a revised a plan for apportioning costs of A Press service among the memb announced in the annual repor Board of Directors, rendered t nual meeting on Tuesday.

The full text of the report fol

"No other year has equaled amplifications of our service or sion of our facilities. To enable proportion of the members to dr extensively from our reservoirs double wires were extended in n tions of the country, many St ices were established, financial n greatly increased in volume and eign field extended. From ac Pacific, from Southeastern Eur from South America—to cite on areas—our incoming news was n increased.

"The leased wire mileage i miles greater than a year ago, 92,131 miles. Day leases cove miles, an increase of 9,760 for and night mileage 41,210 miles crease of 400 miles. We are no ing 105 separate wire circuits, pared with 79 a year ago; the quits having increased from 37 t the night circuits from 42 to 51. dition, there are 65 day teleph quits and 40 night telephone circ employ 944 operators, an additio during the year. Experience ha us that the cheaper form of prin ice is not capable of satisfactori ering our news report; therefo not recommended to our member

"Heretofore our statements ha ed as two memberships those in ning field which have been ext include a report for a Sunda ing paper. As this has been an we have this year counted suc berships—these are approximat as one. By this change in tabul total membership on January 1 430 in the morning field and 75 evening field. It was a record-year in changes, consolidation drawals and election of new men

"Seven hundred and fifteen pa ceived the leased wire service took pony reports. Of the 751 in the afternoon field, 408 rece leased wire and 343 the pony ser the 430 morning newspapers, 307 leased wire and 123 pony serv the 86 afternoon members, with morning rights, 70 received the night leased wire and 16 the night pony. Gains in leased wir were 11 in the afternoon, 10 in t ing and two in the Saturday nig ices. Of the pony decreases, 12 the afternoon, 16 in the mornin the Saturday night list shows a two. During the year 34 mem creased their service from pony wire, whereas five leased wire p duced their report to pony classi

"Since 1916 your board has gaged in preparation of a metho sessment which will most nearly mate the equitable amount each shall contribute toward the ex the organization, in accordance opportunity in the field in w membership exists. Many pla been carefully analyzed by the bo as a result of its study, a plan adopted as best providing an distribution of costs. The plan redistributes the present reven more equitable basis, the fun unit of distribution being the p as shown by the Federal census Uniformly the population assig city is that of the city itself and tory embraced within a radius miles thereof. There are no ex This ten-mile radius is deemed t field.

"The elements which go to t the basis assessment of each me ceiving leased wire service are charge, local charge and general If a member receives an additio

(*Continued on page 64*)

...W AUDIT BUREAU PLAN BEFORE A. N. P. A. BOARD

...ention Closing 24 Hours Ahead of Schedule, Re-elects All Officers—Favors Regional Schools for Printers—Condemns Joint Action by I. T. U. and Mailers—Will Investigate Radio

...NG with precision and speed ...t almost shamed the efficient ...sm of the Associated Press an...eting, the 37th annual convention ...American Newspaper Publishers ...ion at the Waldorf-Astoria, New ...osed its sessions Thursday after... hours ahead of the usual sched... officers were re-elected and ... the four directors whose terms ... The new director is F. J. Burd, ...rer (B. C.) Daily Province, who ...e chair vacated by J. E. Atkin... Toronto Star. Outstanding actions ...convention can be summarized as ...:

...fence to the directors, with power ...of a proposed Audit Bureau of ...ions to be organized and op... by the American Newspaper Pub... Association.

...ution favoring regional schools ...ning printers and assessing each ... 25 cents per month for each ... in operation, for the purpose of ... a printing trades schools fund. ...st year's assessment was $1 per ... machine and was devoted wholly ...A. N. P. A.-S. N. P. A. school ...on, Ga.

...ndard of practice with regard to ...ing co-operation, setting forth ... limits for newspaper aid to ad... campaigns and putting outside ...wspaper province the selling of ...rimming of windows, or checking ...s.

...sition to the Typographical ... scheme for joint typographical... contracts with publishers.

...intment of a committee on radio.

...ition of standard newsprint which ...mmended for adoption by the ...y Department, in connection with ...2 tariff act.

...ther action was taken with refer... newsprint.

...oval of the work done by the ...op division of the association dur... first year.

...irmation of the association's stand ...bitration contracts with the in...nal printing trades unions be re... only on condition that all ques... held arbitrable. Conclusion of ...act on these terms with the In...nal Printing Pressmen's and As... Union was reported.

...dent Paul Patterson, Baltimore ... as accorded re-election, as were ...ng officers who have served the ...ar:

...President, S. E. Thomason, Chi... Tribune; secretary, John Stewart ... Richmond News-Leader; treas... Howard Davis, New York Tribune. ...Burd, of the Vancouver Province, ...nly new member of the board of ...s. Those re-elected were: El... Baker, Cleveland Plain Dealer; ...H. Butler, Buffalo News; and ... U. Brown, Indianapolis News. ...er directors, whose terms will ex... ...xt year are: T. R. Williams, ...rgh Press; F. G. Bell, Savannah ... Harry Chandler, Los Angeles ... and C. H. Taylor, Boston Globe. ... committees were named when the board held its first meeting on Friday, but their personnel will not be announced until acceptances have been secured from those named. The only committee which has been announced is the special standing committee, whose members, all reappointed, are: H. W. Kellogg, Indianapolis, chairman; C. H. Taylor, Boston Globe, and W. S. Jones, Minneapolis Journal.

Louis Hannoch, of the Newark Sunday Call, and J. D. Barnum, of the Syracuse Post-Standard, served as tellers of the meeting and were re-appointed.

Change of the association's policy on supporting schools for training printers was the outstanding event of the unusually quiet meeting. The topic was broached after the committee on the Macon school had reported, and it brought forth a wide range of opinions. In fact, it was the only question which was thoroughly discussed at the meeting.

Many of the members felt that the association was not doing itself full justice in giving its entire financial support to one school, which, it was declared, could not meet the labor requirements of members in sections far distant. W. J. Pattison, of the Scranton Republican, was appointed chairman of a committee to resolve the differing points of view and recommend a course to the association. The committee, including members who had been active in the discussion, comprised the following:

Amon G. Carter, Fort Worth Star-Telegram; J. D. Barnum, Syracuse Post-Standard; Harry Chandler, Los Angeles Times; Urey Woodson, Owensboro (Ky.) Messenger, and E. B. Piper, Portland Oregonian.



...t Patterson,
...int A.N.P.A.



S. E. Thomason,
Vice-President A.N.P.A.



J. S. Bryan
Secretary A. N. P. A.



Howard Davis,
Treasurer A.N.P.A.

The resolution, presented by Chairman Pattison and passed unanimously after considerable discussion, reads:

"Resolved: That the American Newspaper Association undertakes the sponsorship of Printing Trades Schools for instruction and training of printers, operators and other craftsmen in the printing trade. It is favorable to the plan of regional Printing Trades Schools in several sections of the United States and Canada, to be financially supported by newspapers in such designated territories by plans of assessment to be devised by the newspapers within such regions.

"To supplement the foregoing work and to encourage the development of such schools, there is hereby created a Printing Trades Schools Fund to be collected from the general membership of the American Newspaper Publishers Association, to be administered by the Board of Directors of said Association for the promotion of the Printing Trades Schools plan throughout the United States and Canada.

"Therefore be it Resolved: That the present assessment of $1.00 per machine per year be increased, effective July 1st, 1923, to an assessment of 25 cents per month per each typesetting or type-casting machine or other mechanical compositors owned or operated, or the product of which is used by each active newspaper member for the purpose of creating a Printing Trades Schools Fund, and such assessment is hereby levied against each member of this association, it being the sense of this convention that insofar as possible the fund shall be expended in such manner as to promote the education of printers in uniform proportion throughout the territory served by this membership."

H. N. Kellogg, in the report of the special standing committee, called special attention to the constitutional amendment passed by the International Typographical Union convention providing joint contracts for mailers and compositors with employers and for joint strikes. Chairman Kellogg condemned the policy as foreign to the procedure of the I. T. U. and likely to result harmfully to that organization, and his resolution, placing the association on record as declining to accept the I. T. U. law on this point, was passed, as follows:

"Whereas, The International Typographical Union has amended its constitution by adopting the following:

"Where printers' and mailers' unions, chartered by this union, have jurisdiction in different departments in the same establishment, contracts for employment shall be negotiated jointly and with identical expiration dates, and these contracts shall contain a clause that an authorized strike or a lockout in any department shall automatically terminate contracts covering other departments or unions."

"Whereas: This is contrary to the policy that the International Typographical Union has followed for years.

"Whereas: The said amendment is very objectionable, unacceptable to publishers and impractical of application, it is therefore

"Resolved: That members of the association refuse to negotiate contracts with printers and mailers jointly, decline to accept agreement providing coincident expiration dates, and refuse to sign contracts carrying sympathetic strike provisions."

Radio as an adjunct to newspaper publication came before the association at its opening session. Various views were expressed on the publication as news of radio broadcasting programs, whether department stores would eventually use radio for broadcasting sales, whether radio might be expected to interfere with newspaper advertising, and also whether newspapers should give free publicity to broadcasting stations and radio inventions. The discussion closed with a resolution authorizing the president to appoint a committee to consider the entire question of radio and the newspaper and keep members informed on developments throughout the year. President Patterson named the following committee: C. P. J. Mooney, Memphis (Tenn.) Commercial-Appeal, chairman; W. A. Strong, Chicago Daily News; E. B. Piper, Portland Oregonian; Daniel Nicoll, New York Evening Mail; Louis Hannoch, Newark (N. J.) Sunday Call; Harry Chandler, Los Angeles Times; Elzey Roberts, St. Louis Star; Rowe Stewart, Philadelphia Record; Amon G. Carter, Fort Worth (Tex.) Star-Telegram, and H. S. Scott, Detroit News.

Most of the committee represent newspapers which are active in radio broadcasting.



F. J. Burd
New Director
A. N. P. A.



E. H. Baker
Re-Elected Director,
A. N. P. A.

Recommendations by William B. Bryant, Paterson (N. J.) Press-Guardian, chairman of the advertising agency committee, were heartily endorsed, especially its code of practice for advertising co-operation. The committee's plan, put in the form of a resolution, was passed, as follows:

"Whereas: Your Committee on Advertising Agents was instructed to present to this convention a standard of practice with regard to co-operation; and

"Whereas: Your committee believes that while members should assist in every practical manner to secure the greatest success of advertising campaigns, and to confine the standard of newspaper merchandising and co-operative practice to service that is clearly within the province of newspapers to render; therefore be it

"Resolved: That these practices be confined to the following:

First—To furnish surveys of the local market.

Second—To encourage and to make possible an adequate distribution by supplying route lists of retailers for the use of salesmen of the manufacturer or advertiser who has made an adequate non-cancellable contract for space.

Third—And to limit the mailing of letters or broadsides, so called, to retailers when bills for printing and postage and other expenses are to be paid by the advertiser.

—and be it further

"Resolved: That the selling of goods, the trimming of windows or making check-ups of sales or distribution are not within the province of a newspaper."



H. U. Brown,
Re-elected Director
A. N. P. A.



E. H. Butler,
Re-elected Director
A. N. P. A.

Harry Chandler and D. D. Moore reported to the convention on the work of the Open Shop Division, which was created last year, and received unanimous endorsement of their labors.

Mr. Kellogg, in reporting on the special standing committee's year, mentioned that publishers had been uniformly successful in disputes before the International Arbitration Board.

Victor F. Lawson, Chicago Daily News, narrated efforts of the publishers to secure renewal of the arbitration agreements with the international unions which expired last April. Only one such agreement has been concluded—that with the pressmen, who met the terms imposed by the A. N. P. A. conventions of 1921 and 1922. Other unions have refused to accede to the publishers' demands that all questions in dispute be made arbitrable, even those concerning international union law. An arbitration agreement proposed by the publishers is now before the directors of the International Photo-Engravers Union, Mr. Lawson stated, adding that no reply had been received from this union.

The A. N. P. A. reaffirmed for the third time its determination that future arbitration agreements be made only in accord with the previously expressed sentiment that union law be arbitrable.

Postal questions were given comparatively brief attention, aside from the reports of the committee on second-class postage and committee on Federal laws. Postmaster General Harry S. New, the association's guest and only outside speaker, on Wednesday morning reiterated his recent suggestion that delivery of newspapers would be expedited if they were wrapped in paper of a distinctive color, so that they would not be confused with other second-class mail which would not be hampered by slower delivery.

Favorable comment was made on the

Postmaster General's suggestion, which was referred to the committee on second-class postage for action. Other questions referred to this committee were:

Whether the A. N. P. A. should ask the Post Office to insure newspaper bundles.

What action should be taken toward restoration of former efficiency of mail service, impaired through the space basis governing payments to railroads for mail transportation, and toward remedying mail delays due to congestion on account of heavy freight shipments carried as parcels post.

Whether the A. N. P. A. should submit a legal brief to the Post Office contending that white space on news pages should be credited to news rather than divided equally with advertising.

The committee reported failure in its co-operative efforts with other publishers' bodies for reduction of postal rates, due to refusal of Congress to pass the Kelly Bill. No criticism of the American Publishers' Conference argument before Congress was voiced by the A. N. P. A. postal chairman, S. E. Thomason, but he declared that the past year's experience convinced him that the newspaper publishers would secure best results through independent action of an A. N. P. A. committee.



C. H. Taylor, Director, A. N. P. A.



F. G. Bell, Director, A. N. P. A.

Mr. Thomason, who in addition to heading the postal committee, also served as chairman of the Federal laws committee, reported on his committee's success in keeping newsprint, groundwood and sulphite pulp on the duty free list. He also referred to the narrow definition of newsprint transmitted to the Treasury Department by the Collector of Customs at New York, barring from import free of duty all newsprint paper except 32-lb., white, machine-finished paper containing approximately 75 per cent ground wood and 25 per cent sulphite. The committee submitted a brief to the Treasury Department and to the Collector of Customs at New York and the matter is still before these authorities awaiting a decision. The sense of the committee's argument is contained in the following resolution, sponsored by Mr. Thomason and passed by the convention:

"Resolved that it is the sense of the membership of the American Newspaper Publishers' Association assembled in annual Convention that 'standard news print paper' as placed upon the free-list only as 'news print paper used in the manufacture of standard newspapers.'

"Be It Further Resolved that the Committee on Federal Laws be authorized and directed to urge upon the Federal Treasury Department and Collectors and Appraisers at the several ports the adoption of this definition in the interpretation of the Tariff Laws."

Exchange of views on advertising and circulation topics took up some time on Thursday, but no definite conclusions were evolved, and no information as to the character of the discussions could be secured from Charles H. Taylor, of the Boston Globe, who transmitted the account of convention activities to the press at the end of each session.

One proposed new activity—the formation and management by the A. N. P. A. of a body similar to the present Audit Bureau of Circulations—elicited some discussion, and was referred to the Board of Directors with power to act.

Some members privately expressed views that the present Audit Bureau of Circulations, while performing undoubted service to both newspapers and advertisers, gave newspapers too little voice in its management and had built up its large financial surplus largely from newspaper dues, which it was felt, should be reduced. Similar service conducted by the Newspapers for themselves, some members felt, would be just as efficient and considerably less expensive.

Returns from newsdealers, it was brought out in the circulation discussion, were not justified, but no formal opinion was expressed by the association. Other circulation topics received only general attention.

More general support of the work being done by the Bureau of Advertising was urged by several speakers, following the report of the Bureau, which is printed in full in another column.

Shortly before adjournment the convention rose to honor the memory of members whose deaths had been reported during the year, and the following resolutions were adopted:

"The reading of these names will not awaken the same memories for every hearer, and there is for every member present here today a bond of sympathy with those that have made the great interview—and that bond of union comes from the fellowship of labor and the common idealism that must of nature exist between all newspaper men, whether they have turned in their copy or are still on routine.

"Now therefore, as a mark of respect and as a tribute of fellowship and sympathy

Be it Resolved: That this convention, by a rising vote, adopt these resolutions and order them ot be spread on the minutes of this association; and further, that a copy of these resolutions be sent to the family of each member so remembered.

"Since the last annual meeting of the American Newspaper Publishers Association 28 members of this association have ceased their activities and do now rest from their labors."

The names of those former members are:

L. V. Ashbaugh, St. Paul Daily News.
E. W. Barrett, Birmingham, Age-Herald.
F. Guy Barham, Los Angeles Herald.
Ernest Bross, Indianapolis Star.
George T. Campbell, Owosso (Mich.) Argus-Press.
Henry N. Cary, Chicago Newspaper Publishers Association.
Augustus S. Crane, Elizabeth (N. J.) Journal.
George E. Dunham, Utica (N. Y.) Press.
James E. Hardman, Davenport (Ia.) Times.
David S. Hasbrook, Troy (N. Y.) Times.
Harry F. Higgins, Tacoma Ledger.
Charles H. Keach, Waterbury (Conn.) American.
William McCormick, Reading Times-Herald.
Andrew McLean, Brooklyn Citizen.
W. D. McNally, Minneapolis Tribune.
Edward B. Kimball, Mount Carmel (Pa.) Item.
Charles R. Miller, New York Times.
H. J. Simmons, El Paso (Tex.) Times.
Harry Slep, Altoona (Pa.), Mirror.
Delavan Smith, Indianapolis News.
Richard Smith, Indianapolis News.
Charles R. Sutphen, Pittsburgh Dispatch.
Col. H. O. Stivers, Superior (Wis.) Telegram.
Ervin Wardman, New York Sun and Herald.
Arthur Will, Syracuse (N. Y.) Journal.
Judge Robert Williams, Paterson (N. J.) Call.
Gene Luke Wright, Memphis Commercial-Appeal.
Richard H. Yancey, Nashville (Tenn.) Banner.

About 500 members were present at the Wednesday and Thursday morning sessions, the concluding assembly being depleted somewhat, possibly by the opening of the New York Giants' baseball season. Some 450 members were in their chairs in the Astor Gallery when President Patterson called the Wednesday morning meeting to order and opened it with one of the briefest presidential addresses in recent A. N. P. A. history. He covered only in the most general way the accomplishments of the past year, leaving details to the committee in charge. His address follows:

"In welcoming you here today I feel it is not necessary for me to dwell upon the great pleasure this official duty gives me. Rather I prefer to emphasize the gratification caused by the excellent attendance, as indicating the sustained interest of the membership in the work and aims of the association. You have come here in what, by all tokens, seems to be the busiest period that ever developed for the newspapers of the United States and Canada, a period that is witnessing the wildest activity on the part of daily newspapers.

"I think it may well be taken as evidence of the importance of these gatherings that publishers find it desirable to leave their busy offices to give the time to this week's deliberations; it is evidence, again, that this association functions as the only possible clearing-house of ideas on a national basis and serves as a reminder that the functions of this association cover a tremendous range in dealing with the problems of every section of the English-speaking portions of the continent and of every size and type of daily newspaper.

"For this reason it is well to bear in mind that our consideration of the matters presented for discussion and action must be on a nation-wide basis.

"It gives me a great deal of pleasure to bear witness to the excellent work done by your various committees since the last convention. Many important matters have arisen, requiring prompt and aggressive attention. I feel certain that after reading the detailed reports of these committees you will agree most heartily that they have done exceedingly well.

"I shall only take the time to call briefly to your attention some of the more important matters taken up during the year.

"Very soon after the 1922 convention the Committee on Federal Laws engaged itself in an active campaign to prevent the imposition of a duty on sulphite pulp. In furtherance of this work, a most effective organization of sub-committees in each state was worked out, and through these state advisory committees able support was secured for the efforts of the main committee. The result was evidenced in the prevention of the proposed tariff.

"In the late summer months the newsprint paper situation developed in such a way as to require especially aggressive and intensive work by the Paper Committee and the Newsprint Conservation Committee. In this effective assistance was secured from the many special sub-committees which were organized in practically every state for the purpose under the supervision of a state chairman.

"Consumption of newsprint had increased so rapidly over the first six months of the year that paper prices began to advance steadily. Demands for spot news were so heavy as to encourage practically all manufacturers to advance prices for contract paper under provision of the contracts allowing quarterly adjustments. By early autumn contract prices had been pushed up from an average of $3.50 per hundred pounds to $3.75 and in some instances to $4, and it was freely predicted by many manufacturers that a $4 per hundred rate or higher would prevail for the year 1923.

"The Newsprint Conservation Committee and its very effective sub-committees conducted a vigorous campaign to impress upon publishers the necessity of holding down as much as possible on the consumption of newsprint in order to lighten the pressure in the spot market; at the same time strong representations were made by the Paper Committee to the manufacturers to avoid serious upset of conditions by holding the contract prices for 1923 at a reasonable figure.

"These counsels of moderation prevailed to such an extent that a price of $3.75 a hundred was fixed for the first six months of the year. Consumption is continuing at a record-breaking rate, but fortunately expansions have taken place in the newsprint mills at a rate that should provide an ample supply of paper, provided publishers avoid extravagant and wasteful use of paper.

"After much patient work the Committee on Arbitration Contracts successfully concluded negotiations for a new arbitration contract with the International Printing Pressmen & Assistants' Union of North America, on the basis laid down by the resolution adopted by the convention in 1921. The situation as to the negotiations with the remaining unions continues deadlocked and presents one of the most important problems for consideration by the convention.

"The Committee on Traffic has had a particularly active year. Traffic conditions on the railroads became very acute in the fall. Many manufacturers were reporting shortage of cars. In certain sections of the country embargoes on certain classes of freight were established. The Traffic Committee has dealt n
fectively with both situations.
kept in active touch with the
mills and by keeping the railroa
stantly and fully informed as
pressing needs of adequate car sup
managed to relieve all pressing c
car shortage affecting paper shi
"Individual appeals from pul
have been dealt with effectively.
Traffic Committee also was very
in relieving newsprint shipments
various embargoes and restrictio
this connection it is only fair to st
the Traffic Committee has found
sponsible officials of the railroa
sponsive to its appeals and anxi
do all that was in their power t
the requirements of the situation.
"Only in the case of the fight
reasonable modification of the
rates is it necessary to record failu
this is in no way due to lack o
ligent and vigorous efforts on the
the Postal Committee. The ref
Congress to grant the remedy as
in this connection is due to the u
antagonism on the part of a certain
of Congressmen, and this situatio
be expected to continue until C
realizes the unjustness and unreas
ness of the existing rates.



Harry Chandler, Director, A. N. P. A.



T. R. Willi
Director, A. N.

"In accordance with the reso
adopted at the 1922 convention, an
assessment was levied upon the m
at the beginning of the present ye
the purpose of assisting in the n
nance of linotype schools. While a
proportion of the members have pa
assessment, there remains a very
erable group that object to the imp
of this assessment for this purp
view of their direct support of sch
their own sections.
"The situation has been rendered
difficult by reason of the fact tha
type schools are being organized
parts of the country and applicatio
ing received for a portion of the li
school fund, which is inadequate t
all these demands.
"This is another important q
deserving the very careful conside
of the convention and on which
the Board of Directors will submit
cial recommendation.
"I will not attempt to take the
necessary to touch upon the work
other committees, but I most ear
recommend to you a careful peru
their reports, which you will find p
in full."

Full reports of committees follow

REPORT OF A. N. P. A. COMM TEE ON ARBITRATION CONTRACTS

To the Members of the American New Publishers' Association:

Dear Sirs: The proceedings of the A tion Committee of the Association, sin last annual meeting have been as follows:

On August 15, 1922, the Sub-Commit the Committee met at Chicago at whic the following communication from the Se of the International Stereotypers' and E typers' Union was reported:

Kansas City, Mo., July 27, 1
Mr. Victor F. Lawson,
Chairman Arbitration Committee
A. N. P. A., Chicago, Ill.

Dear Sir: At the Convention of the national Stereotypers' & Electrotypers' held in Cincinnati, Ohio, the week of July 1922, the matter of a renewal of an I tional Arbitration Agreement between o ganization and the American Newspaper

(*Continued on page* 18)

]NTH YEAR OF A. N. P. A. AD BUREAU SAW $200,000,000 SPENT IN DAILIES

gional Advertisers Now Recognize Daily Newspaper as Premier Medium, But Opposing Forces Are Well Organized—Many New Firms Used Newspapers for First Time

]N years of steady progress are signalized in the annual report of e Bureau of Advertising of the Ameri- n Newspaper Publishers' Association, ed by the directors on Monday and tted to the A. N. P. A. convention Wednesday.

itional advertising to the amount of 0,000,000 appeared in newspapers in almost a peak figure, and includ-



W. F. Rogers
rman Advertising
reau Committee



W. A. Thomson
Director A. N. P. A.
Advertising Bureau

many advertisers who were brought he daily field by the efforts of the au's staff, the report states.

rganization of a statistical depart- t to make effective the bureau's re- ch and promotion work is also noted 1922 accomplishment.

ther activities not less important, gh not so concrete, are listed as ther recognition by advertisers and cies of the bureau's use and influ- in developing newspaper advertis- n" "a greater variety of service for cies and newspaper advertisers," and, least, "an increase in revenue suffi- t to meet the bureau's normal expan- n."

otal income is reported as $75,145.41. enses were $71,410.38, leaving a net me of $3,735.03.

he text of the report and financial tement follow:

The progress of the bureau during the al year just ended is shown by various elopments among which are men- ed:

The organization of a statistical de- tment.

The appearance in the newspapers of y new accounts on which active soli- tion has been conducted from the bu- u's three offices.

Further definite recognition by adver- rs and agencies of the bureau's use influence in developing newspaper ertising.

A greater variety of service for ncies and newspaper advertisers.

An increase in revenue sufficient to t the bureau's normal expansion.

The establishment of a statistical de- tment in charge of F. Douglas Camp- l, gives the bureau a long-needed op- tunity to make its research and pro- ion work more effective. The difficult k of classifying national advertisers h their various expenditures by ups is well under way, and the de- tment's program includes indexing, lyzing and adding to the merchandis- data in the bureau's files. The im- vement promised will be of especial p to the main office in co-operating h the bureau's branches and will make ilable valuable material for solicita- n.

National advertising in the newspa- s during 1922 is estimated to have n in excess of $200,000,000, a substan- increase over 1921, and bringing the ume near to the peak of 1920. This rease was made up largely of adver- rs who had not heretofore used the spapers extensively, if at all.

It has been gratifying to the bureau note among these new accounts many which its representatives have worked, in some cases almost since the bureau was established.

"Perhaps the most notable illustration of this is found on the Pacific Coast where the bureau's new office has been in active operation for more than a year. During that time there has been a marked change in sentiment among advertisers and agencies toward newspaper advertising, and the bureau's representatives have been of signal service in shaping this sentiment. The newly-developed reliance which the various Growers' Associations are placing upon newspaper advertising is both obvious and significant.

Recognition of Work

"The bureau has been gratified at many further evidences in the shape of unsolicited statements from advertisers, agencies and newspapers showing the effectiveness of its work.

"A prominent manufacturer writes:

"'If the bureau's work is to create a desire for newspaper advertising, we think you have accomplished it.'

"An advertising agency writes:

"'You will be glad to know that your assistance has again proved of value in landing a new advertiser for the newspapers.'

"A publisher writes:

"'Thank you for the splendid work you have done for the newspapers, as we feel sure that had you not interested yourself in this account it would still be classed as a national magazine account.'

"These letters are typical of many and are quoted to illustrate the recognition the bureau has won.

"The scope of the service rendered by the bureau should be noted briefly.

"A national advertiser spending $750,000 expressed his dissatisfaction with newspapers and a determination to change to other mediums. The bureau, after analysis of his position, recommended a change in copy and schedule, which the advertiser agreed to try. The results justified the experiment, and the account was retained for the newspapers.



Thomas H. Moore
Associate Director A. N. P. A. Advertising Bureau

"An advertising agent successfully enlisted the services of the bureau to demonstrate to a client that his line could be advertised in newspapers, although he confessed having failed in another medium.

"A representative of the bureau working in co-operation with newspaper men was able to induce a committee having in charge a community advertising plan to appropriate its fund for newspaper advertising in the face of adverse recommendations made by its advertising counsellors.

"In a word, the bureau's help has been demanded and successfully employed in every phase of advertising, from active solicitation to the furnishing of data and advice.

"The bureau continued its general promotion through literature, advertising and speech-making before conventions, boards, clubs and the like.

"The advance in income which made possible the enlargement of its work is evidence of the steadily growing confidence of the bureau's membership.

Non-Members in A. N. P. A.

"Your committee again draws attention to the fact that a large percentage of the A. N. P. A. membership, while profiting by the bureau's work, is not yet supporting it. Some progress has been made in bringing in these members during the past year, but your committee again urges a more general support of the bureau among A. N. P. A. non-members, and it makes this recommendation upon economic grounds.

"The Bureau is sound financially, and, with its present resources, is enabled to carry on its work successfully. The demands upon it, however, indicate larger opportunities for profitable service, and if the non-members among the A. N. P. A. membership will agree to pay the small sum entailed in joining the organization, the bureau will be able to add importantly to its successful work of developing more newspaper advertising.

"Of the A. N. P. A. membership, 285 members are not members of the bureau.

"It is worth noting that other mediums that have lost advertising while we have gained in the past few years, and are strongly organized for competition.

"While the newspaper is conceded to be the chief medium of national advertising, many factors in the field still militate against its further growth, and in the judgment of your committee, this situation can be met only by intelligent service and aggressive solicitation and propaganda such as the bureau puts forth.

"At the 1922 convention, the following resolution endorsing the bureau, was passed:

> "'Whereas, since the formation of the Bureau of Advertising in 1913, the volume of national advertising in the newspapers has been more than trebled, and that undoubtedly the bureau has been a big contributing force to this increase.
>
> "'Resolved, that the convention endorse the work of the Bureau of Advertising and recommend that publishers give more general support to the bureau by becoming contributing members.'

"Members of the A. N. P. A. who are not members of the bureau are earnestly requested to consider not only their obligations in this respect, but the opportunity which membership in the bureau will afford them to further a work which is being successfully conducted for their benefit.

Printed Salesmanship

"Reference to the auditor's statement shows that the bureau expended more money for printed matter than in the previous year. This is indicative of the constantly increasing demand for information concerning newspapers and newspaper advertising.

"In August the bureau brought out its new annual book, 'Today in the Newspapers.' The original edition of this book, 6,000 copies, was speedily exhausted and a second edition was ordered. Only about 100 copies now remain on hand and calls for books continue to come in every day.

"Many publishers who wanted quantities for distribution among their local advertisers purchased copies of 'Today in the Newspapers' at cost. Hundreds of gratifying comments on this book have been received, and in many instances the bureau has direct evidence of its influence upon advertising campaigns.

"Many requests for 'Today in the Newspapers' come as a result of the promotional advertising which is being run by our membership. This series of advertisements was prepared in response to many requests and was offered to publishers in mat form. One hundred and twenty-two newspapers were supplied with mats and many other publishers set the copy.

"Another book of a statistical character, compiled in co-operation with Editor & Publisher, is just off the press and will be distributed to advertisers and agencies this spring.

"The bureau made a major survey of the perfume market, which was in great demand by agents and advertisers handling toilet preparations.

"Minor surveys or briefs to meet specific situations have been constantly required. In one case an agent desiring to save an underwear account for the newspapers asked the bureau to prepare a written argument covering the points he should emphasize to his client. A letter of thanks is on file from this agent and the account continues in the newspapers.

"Briefs dealing with competitive situations, such as newspapers vs. street cars, or newspapers vs. billboards, were prepared during the year in answer to requests.

"There were many special investigations touching on jams, dye stuffs, food products and similar situations.

Solicitation

"The bureau's representatives spent 261 days traveling during the year and entered virtually every field of advertising activity for personal solicitation.

"The new San Francisco office was particularly active and the territory was covered intensively several times from Vancouver to the Mexican border. One trip was made by the Associate Director in co-operation with the Pacific Coast manager.

"There was splendid co-operation from individual newspapers and special representatives in many of these solicitations. The bureau's representatives made a large number of calls at the request of advertising agents who arranged the interviews with advertisers.

"One feature of the work that was highly valuable was frequent meetings with organizations of salesmen.

"The bureau has on record many letters testifying to the help it has given to advertisers, agencies and others and an even larger volume of letters testifying to the success of advertisers have scored through newspaper advertising.

Organization

"Your committee appointed at the 1922 convention consisted of William F. Rogers, Boston Transcript; Harry Chandler, Los Angeles Times; Howard Davis, New York Tribune; D. D. Moore, Fort Worth Record; Fleming Newbold, Washington Star; David B. Plum, Troy Record; S. E. Thomason, Chicago Tribune; Louis Wiley, New York Times; John B. Woodward, Chicago Daily News; Lafayette Young, Jr., Des Moines Capital; W. J. Hofmann, Portland Oregonian, and E. A. Westfall, Boston American.

"W. C. R. Harris, Toronto Star, a few days later was also appointed a member of the committee to represent the Dominion of Canada.

"The committee organized at a meeting in the Waldorf Apartments, April 28 at 1 p. m., by electing William F. Rogers chairman; Harry Chandler, vice-chairman, and Howard Davis, treasurer. David B. Plum was appointed chairman of the finance committee, with Louis Wiley as his associate.

"During the year, Mortimer D. Bryant was named to succeed Harry D. Reynolds as advisory member from the Six Point League of New York, and H. K. Clark was succeeded by F. E. Crawford as the representative of the Newspaper Representatives' Association of Chicago.

"Your committee remained intact during the year and held two meetings, one of which took place in the bureau's Chicago office on October 19.

"The chairman and finance chairman were frequently in personal touch with work of the New York office and all the committee were advised twice each month of developments through the confidential semi-monthly reports.

Membership

"One year ago the bureau had 382 members. At the close of its fiscal year, February 28, its membership was 373. Since these figures were taken off, there have been some additions to the membership and such changes as have taken place have not affected the bureau's income to any appreciable extent.

"The percentage of the A. N. P. A. membership who are not yet members of the bureau, is touched upon in another part of this report, but your committee desires to reiterate its suggestion that these newspapers should be enrolled in this important work.

Finances

"The bureau's finances continued in a healthy condition, and, notwithstanding

the various enlargements, its income covered its expenses.

"The bureau's books were closed on February 28 and its accounts audited by Howard Greenman, C. P. A., at the direction of your committee. The total gross income for the year was reported as $75,145.41 and the total expenses $71,410.38.

"The additional expense of the statistical department and other enlargements will bring disbursements close to the income account during the coming year and the budget for 1923-24, as prepared for the finance committee, emphasizes the fact that any further enlargements must come through additions to membership.

CONVENTIONS

"The bureau's representatives were called upon to attend and speak before numerous conventions and meetings during the year. The Western manager represented the Bureau at the A. A. C. W. convention in Milwaukee, the Pacific Coast manager co-operated at advertising conventions on the Coast, and the director and his associate attended the convention of the Association of National Advertisers.

"The bureau continued its membership in the National Association of Newspaper Executives and has been in co-operation with that organization.

THE BUREAU'S DINNER

"At the suggestion of the A. N. P. A., no bureau luncheon was held last year, but the bureau held a dinner on the night of April 27 in the ballroom of the Waldorf-Astoria. There were about 840 participants. William F. Rogers, chairman of the committee-in-charge, presided, and William A. Thomson acted as toastmaster. Speeches were made by John W. Elwood of the Radio Corporation of America; Hon. G. M. Hitchcock, United States Senator from Nebraska, and Seymour L. Cromwell, president of the New York Stock Exchange.

THANKS

"Your committee thanks the officers of the A. N. P. A., the membership of the Six Point League and the Newspaper Representatives' Association of Chicago for their continuing courtesies and hearty co-operation. The splendid support the bureau has received from the trade press calls for a special word of commendation.

"The backbone of the bureau's success has been the loyal support of its membership, and your committee wishes to thank these publishers individually and collectively for the confidence, good will and co-operation they have always shown.

"The financial statement and report follow:

Statement of Assets and Liabilities as of February 28, 1923

ASSETS

Cash in banks	$19,902.87	
Petty cash	57.60	
U. S. obligations at cost	18,000.00	
Due from members	2,703.43	
Furniture and fixtures	1,171,74	
Interest collectible	25.27	
Total assets		$41,860.91

LIABILITIES

Dues paid in advance	$126.00	
Unpaid expenses	2,679.56	
Bureau dinner receipts	4,108.27	
Total liabilities		$6,913.83
Balance, being surplus at February 28th, 1923		$34,947.08

Income Account—March 1st, 1922, to February 28th, 1923

INCOME

Members" dues, less amount written off as uncollectible	$74,329.52
Interest on bank deposits and investments	782.89
Sales of Bureau book and binders	33.00
Total income	$75,145.41

EXPENSES

Total expenses incurred	$70,238.63	
Depreciation on furniture and fixtures	1,171.75	
Total expense		$71,410.38
Net income		$3,735.03

"'I hereby certify that, in my opinion, the above statement of assets and liabilities fairly states the condition of the Bureau of Advertising at February 28, 1923, and that the attached income account shows the operations for the period March 1, 1922, to February 28, 1923.

"'A detailed report of my examination of the accounts of the Bureau of Advertising has been rendered under this date to William A. Thomson, Director.

"'H. Greenman,

"'Certified Public Accountant.'

"Signed on behalf of the committee in charge,

"WILLIAM F. ROGERS, Chairman."

AD BUREAU BOARD RETURNED

Body Reorganizes After Convention's Close with Same Officials

All members of the committee in charge of the Bureau of Advertising of the American Newspaper Publishers Association were re-appointed, following a meeting of the committee Friday noon at the Waldorf-Astoria. No changes in officials or plan of operations was considered, it was stated. The committee's personnel follows:

William F. Rogers, Boston Transcript, chairman; Harry Chandler, Los Angeles Times, vice-chairman; Howard Davis, New York Tribune; D. D. Moore, Fort Worth Record; Fleming Newbold, Washington Star; David B. Plum, Troy Record; S. E. Thomason, Chicago Tribune; Louis Wiley, New York Times; John B. Woodward, Chicago Daily News; Lafayette Young, Jr., Des Moines Capital; W. J. Hofmann, Portland Oregonian; E. A. Westfall, Boston American; W. C. R. Harris, Toronto Star. Advisory members are Brig. Gen. Mortimer D. Bryant, representing the Six Point League of New York, and F. E. Crawford, Newspaper Representatives' Association of Chicago.

William A. Thomson is director; Thomas H. Moore, associate director; F. Guy Davis, Chicago manager, and Thomas F. Emory, Pacific Coast manager.

LINOTYPE SCHOOL IN PARIS

Profits of Combined Paper During Printers' Strike So Applied

EDITOR & PUBLISHER'S *Paris Bureau*

PARIS, April 17.—As already reported in EDITOR & PUBLISHER of Feb. 24, the profits from the Presse de Paris, the combined newspaper issued during the printers' strike in 1919, were devoted to founding a school for linotype operators. The Syndicat de la Presse Parisienne now announces that four linotypes and four intertypes with silent keyboards have been installed on the premises of the Association, and in a week or so the first batch of linotype pupils will be receiving instruction.

The Government has taken an active interest in the enterprise, and the Under Secretary of State for Technical Education has promised a subsidy. The Syndicat de la Presse Parisienne states in a report just issued that there are at present 3,100 linotypes and 150 intertypes in France. Great difficulty is experienced in finding efficient operators, so the school will supply a long felt want.

CURTIS ENTERTAINS ON YACHT

Philadelphia Publisher Is Host to Advertising Men

Cyrus H. K. Curtis recently entertained F. A. Wilson-Lawrenson of the Union Carbide & Carbon Corporation, William H. Rankin, and A. S. Brown of the Associated Advertising Clubs of the World at luncheon on his yacht Lyndonia at Philadelphia.

Mr. Curtis is going to London early in May.

Linotype Executive Abroad

Norman Dodge, vice-president and general manager of the Mergenthaler Linotype Company, sailed on the S. S. Majestic April 21 for a two months' business trip abroad. He will visit England, Belgium, Holland and Germany, and will make stays of several days at the headquarters of Linotype & Machinery, Ltd., London; Societe Linotype Francaise, Paris; Dismet & Asiel, Brussels, and Mergenthaler Setzmaschinen-Fabrik, Berlin.

CONTRACT OF AGENCY UPHELD BY JURY

N. W. Ayer & Son Are Awarded Verdict Against U. S. Rubber Company for the Full Amount Claimed, $178,620.87

In April, 1916, the United States Rubber Company placed its advertising for its footwear and clothing and its mechanical goods divisions with N. W. Ayer & Son. The contract was to run for a year and thereafter until terminated upon three months written notice by either party.

In December, 1917, the contract was extended to cover the advertising of the tire division, and during 1918 and part of 1919 N. W. Ayer & Son handled all of the advertising for the United States Rubber Company in the United States, with the exception of advertising in trade papers.

In the Spring of 1919 it came to the attention of N. W. Ayer & Son that the rubber company had appointed a committee to review the entire subject of its advertising and that it had been decided that the advertising for each division should be handled separately. Therefor, Ayer & Son, in order to relieve the company of any embarrassment, voluntarily offered to terminate their contract upon completion of the orders then in hand. In the summer of 1919, this offer was accepted for the footwear and clothing and the mechanical goods division.

In the case of the tire division, J. N. Gunn, vice-president in charge of this division, announced the company had no immediate intention of making any change and that in any event they wished Ayer & Son to continue until the end of the selling season. Accordingly, Ayer & Son went ahead making preparations for advertising to run during 1920. In November, 1919, at a conference of newspaper publishers in New York, a general increase of advertising rates was announced. Immediately following this announcement, with the authority of the United States Rubber Company, Ayer & Son entered into contracts with more than a thousand newspapers all over the country in order to secure the advantages of the then existing rate. In addition, Ayer & Son, acting as they say in every case with the full knowledge and approval of the rubber company, made reservation for space in various farm periodicals and national and weekly magazines.

By letter of Dec. 15, 1919, the company notified Ayer & Son that it had decided to make a change in the advertising for the tire division and that after Jan. 1, 1920, this advertising would be handled by another agent. Ayer & Son were asked to co-operate in adjustment of any outstanding business and in the transfer of its business to the new agency.

To this Ayer & Son replied that they had entered into contracts on behalf of the rubber company, upon the financial responsibility of Ayer & Son, to the amount of upwards of $1,000,000; that the good faith of N. W. Ayer & Son's contracts with publishers had never been questioned, and that under their contract with the rubber company none other than themselves could be asked to complete these contracts. To this the rubber company replied that it had instructed the publishers to transfer these reservations to the new agency and that the new agency would furnish copy.

Thereupon Ayer & Son wrote that while they would prefer to carry out these orders to a completion and give to the rubber company the advantage of their full service in that respect, still if the company insisted they would offer no objection to some other agency furnishing the copy and upon request of the company would at once make all contracts with publishers made on its account available to its order, but would expect payment of the amount of their commission in due course. To this the company replied in substance that it did not wish N. W. Ayer & Son to have anything further to do with its advertising and that these matters would be handled by another agent.

At the trial of the suit brought under this contract in Common Pleas Court, Philadelphia, it appeared that the rubber company had made use of the space contracted for by Ayer & Son to the amount of approximately $1,000,000 and had obtained the benefit not only of the space in rate but also in the preferred positions as result of the contracts and reservations which Ayer & Son had made. Ayer & Son claimed commission on the amount of space thus used. The trial lasted more than a week and at the conclusion the jury on April 18 rendered a verdict in favor of Ayer & Son for the full amount claimed—$178,620.87.

FILL OPEN SHOP WIT UNION MEN IS PLAN

Florida Typographical Conferen Hears this Method Urged As Way to Deal with the Tampa Tribune

The semi-annual convention of t Florida Typographical Conference, he at the Hotel Roberts, Miami, April was largely taken up with a discussion the open shop being maintained by t Tampa Tribune. Many delegates e pressed the belief that union men cou be put into the shop one by one until t entire composing room could be unio ized when it might be possible to sign the whole plant.

The advisability of broadening t scope of the organization by taking in t pressmen, engravers, bookbinders a stereotypers, and of the formation of Florida Allied Printing Trades Coun was discussed at some length. It w declared that the typographical indust was too small in Florida to admit of successful union. The matter was r ferred to a reorganization committee report later in the year.

The proposal to establish a printers home on the East coast of Florida ne West Palm Beach was debated favo ably. J. B. O'Hara, president of t Florida Typographical Conference, h offered 50 acres free of cost. Flori delegates to the Atlanta convention the I. T. U. will back this proposal.

The constitution and by-laws we changed so that officers could be elect whether present during the election not and also so that more than one o ficer could be elected from the san union.

At the banquet following the busine session, Editor-in-Chief Stoneman of t Miami Herald spoke on "The History Florida Newspapers" and Miss M. F. I Powell, labor organizer and lecturer fro Australia, spoke on the attitude of worl ers toward the press and the attitude the press toward the workers, it beir her contention that the one is the resu of the other.

The next meeting place was left to t organization committee but it was felt would be Jacksonville.

The election resulted in the followir choices: President, J. B. O'Hara, Lak Worth, re-elected; vice president, W. I Griffis, Miami; second vice president, C. Collins, Jacksonville; secretary-trea urer, J. E. Brenkworth, West Pal Beach; executive committee, S. B. An drews, Tampa, and H. B. Carrington Miami.

PAPER WAGE RAISE REJECTED

Union Leaders Demand Five Cen Increase Instead of Four Cents

The proffered increase of four cents a hour offered to 30,000 men in the pape trade by nine large companies has bee rejected by union leaders, who have no tified the employers they are willing t sign a new agreement beginning May 1 a a five-cent increase.

It was reported that the Ontario Pape Company had agreed to the five-cent raise Other companies are continuing negotia tions.

WHEN YOU FIND THE MAN LOOK FOR THE WOMAN



Mrs. Elmer P. Fries (above) has a right to be proud. Editor-in-chief of the Cincinnati Post is some job.



Looking on a world that has been hers to see is Mrs. Frank B. Noyes, who knows her As and Ps.



Mrs. Ray Murdock looks with favor on R. M.'s efforts on the Syracuse Telegram and American.



Mrs. Frank E. Gannett smiles on a world that knows the Rochester Times-Union and others, several others.





Even if W. F. R. is on the very serious Boston Transcript, Mrs. Rogers (left) knows how to smile and so do the kids (right), begging Boston's pardon.



An American Queen with Cotton King. Miss Mabel Lee Welsh smiles as the Shreveport Journal goes to press on time.



Mrs. W. C. Nichol is satisfied. With an entire Province in Vancouver and a lieutenant governorship W. C. N. is only starting.

PRESS IS THE TONGUE OF THE WORLD, AD BUREAU SPEAKERS' THEME

Lord Robert Cecil Sees League as Increasingly Vital Force—Senator Pepper Says Form of U. S. Co-operation Is Not Important—Gerard Suggests Cut in Debt Interest

INTERNATIONAL affairs was the post-prandial topic of the publishers' week. Not to be outdone by the Associated Press, which made its luncheon on Tuesday the scene of President Harding's declaration of policy on American foreign relations, the Bureau of Advertising of the American Newspaper Publishers Association at its annual banquet Thursday night at the Waldorf-Astoria presented advocates of several forms of participation by America in the business of the world.



Louis Wiley

Senator George Wharton Pepper, of Pennsylvania, declared that finding a cure for the world's illnesses was more important than finding a way to apply it.

Lord Robert Cecil, Great Britain's distinguished advocate of the League of Nations, ended his American tour by stating his conviction that the League would live.

Former Ambassador James W. Gerard urged that the United States demonstrate its friendship for Europe by cutting the interest on the British debt by one per cent for ten years.

James A. Emery, counsel for the National Association of Manufacturers, asked whether the new principle was to be that Government should interfere where it may, or only where it must.

Louis Wiley, business manager of the New York Times, was toastmaster, and had the more than one thousand diners at attention throughout.

Will Rogers, of the Ziegfeld Follies, poked fun at them all—including the distinguished speaker at the Associated Press luncheon.

Entertainment was rendered by the band of the 101st Cavalry, N. Y. N. G., part of the command of Brig.-Gen. Mortimer D. Bryant, an advisory member of the committee in charge of the Ad Bureau; and by the Ukrainian National Chorus, who, dressed in picturesque native costumes, rendered the folk-songs of their home land and several American selections.

Chairman William E. Rogers read a telegram from President Harding regretting his inability to remain over for the occasion.

Louis Wiley, toastmaster, opened the program with the following remarks:

"I am directed by the publishers of the newspapers of New York to offer a welcome on their behalf to their colleagues of the nation assembled here.

"You may assert that the metropolitan publishers are outsiders. It is true New York's newspapers are largely in the hands of men who came from other sections. Mr. Munsey was born in Maine, Mr. Ochs came from Tennessee, Mr. Hearst from California, Arthur Brisbane from Brook Farm. Mr. Gay of the Evening Post is from Michigan, Mr. McCormick and Mr. Patterson of the Daily News receive most of their mail in Chicago. Even our Mayor, a liberal contributor to the press, comes from Brooklyn.

"The slogans of New York newspapers are rapidly changing. 'The Morning Sun Surprises' has been succeeded by 'Hark, the Herald Angels Sing.' Now the Sun rises in the evening and spends most of its time setting.

"As a survivor of at least 2,000 public dinners in the last thirty years, I may claim a knowledge of the requirements as well as the vexations of such functions. One of the latter is the tendency of the chairman to occupy too much time.

"The chairman tonight will strive to be neither incubus nor incubator. He will temper justice with mercy. He will not be a center of gravity. He will not review the problems of the world or permit anything that occurs to remind him of a story, although he knows several.

"He will try to represent here the spirit of Mr. Munsey's latest experiment, The Summary, and join with the speakers in keeping within the limits set for that publication, ten minutes.

"Advertising is one of the principal industries of America. One billion dollars is expended for it annually. In spite of inordinate special taxation, of excessive postal rates, of difficult labor conditions, the newspapers of America are prospering.

"It is highly important that in the welter of hatred and suspicion and unkindness in the world the chiefs of the newspapers of America should come together to restate the principles upon which self-respecting journalism is built and to



Lord Robert Cecil Sen. Geo W. Pepper

reassert the ideals upon which our institutions are founded.

"It is essential in the midst of many world problems that there should be the widest public information and the freest discussion. We sometimes see only a little of the truth and thereby become unyielding partisans."

James A. Emery, counsel for the National Association of Manufacturers, said in part:

"After six thousand years of recorded history, we sum up all the immense progress of mankind in the control of the great forces of Nature within the last 150 years that we say comprehend the industrial revolution.

"Each period of that amazing growth has found the industrial organization as the formal means of organizing and administering the progressive discoveries of science and the contributions of invention to actual use in the social affairs of men.

"Responsive in each stage, it has within the short period of a century wrought the tremendous revolution that has transformed the Napoleonic Europe of independent self-sustaining agricultural states into the interdependent industrial world of the Great War and of today.

"At each stage of the movement it has contributed to the immediate cry of some want, and of some demand. Why, even as Hood was drawing the tears of England to the pathetic song of the shirt, there was a gaunt Yankee in a Cambridge garret setting it to the music of the revolutionary notes of the sewing machine.

"And even as the great contribution of another Yankee had founded the kingdom of cotton and set on foot by its industrial transformations the great body of economic and political issues that burst into final fruit in the struggle of the Civil War, so it was another that released thousands of men to the summons of Lincoln, when McCormick made free the reaper.

"But all those contributions to mere industrial production, to the multiplied power of the human hand were accompanied at every stage by contributions that have revolutionized your profession. The slow means of communication of the past have given way to this amazing control over the instantaneous communication of the present.

"You are tonight the quickest and the loudest tongue of the worlds' affairs. Hardly does the explorer emerge from the depths of a Pharoah's tomb when the world is cataloguing its contents. The secrets of conclaves of ambassadors are uttered to the world as they meet in conference. Even the executive proceedings of the Senate seem to find always present some accredited senatorial reporter.

"Nay, more, the quick speed of your great publication seems at its best when the cry of some convict in a camp is uttered in every household on the morrow, and in response to the resentment of an outraged opinion, a legislature acts; and even in distant Russia the news of the proceedings within a courtroom, the dull shot within a Moscow cellar, echoes in the ear of a listening world, and the indignation of mankind reacts within the day upon a nation.

"One hundred years ago an American general won a victory and founded a political career upon a battle won two weeks after the signing of a treaty of peace, and a century later, your premature enterprise came within a hair's breadth of celebrating an armistice 24 hours before it occured. (Laughter.)

"All that we have gathered and organized into what we term our industrial structure represents, over the period of time, just the conquest of man over nature, by which he has multiplied the power of his hand and turned into bond-servants the very forces that aroused the superstitious fear of our ancestry. That very power has brought in its pathway new problems, the problems of our progress, problems that are not so novel save in their facts and may yet be confronted with tested principles for solution.

"But there has passed over us a disrespect for age, an affection for the new, merely because it is novel; a dislike for experience because it lingers too much in the past.

"I believe if industry were to express its anxiety tonight when it stands upon the peaks, for the moment, of a satisfactory prosperity, not founded on multiplied production for the waste of war but in answer to the immediate needs of peace, it would realize upon the one hand that the permanent possession of what we immediately have depends so much upon our own capacity for restraint in the enjoyment of it, but depends still more, as we face the future, upon an ability to face the problems that are going to rise each day in this highly complex and delicate industrial machine, in the possession of an informed and instructed and intelligent public opinion—and you gentlemen are the makers of that.

"We shall have new facts presented each day for our consideration, but the trouble of the industrialist is a continuing wonder of whether we are to debate over fundamentals or whether we are to agree upon major premises. If we cannot agree upon that, we agree upon nothing. That, more than all other things, seems the need of this hour.

"We have arrived where we are today; we possess the means at our disposal; we have made progress in the control of these great forces because we have released and rewarded individual effort and secured individual opportunity. If these are to take us forward, they must be protected alike against the arbitrary restraints of mere public interference or the dominating control of private combination.

"Are we for the future to adopt a new principle that government shall interfere wherever it may or that government shall interfere only wherever it must? (Applause.)

"The causes that have brought us into the possession of our present control of social force are plainly visible. They were the animating impulse that organized the nation and inspired the individual factors of its progress, and that progress is to be made not through government but through individuals, for government never invented anything, never administered anything, but it has had to rely upon the individual as the dynamo of social progress.

"We need now a renaissance of faith in the old fundamentals, a belief in the necessity for cultivating and preserving individual self- reliance, and that, gentlemen, you can contribute as the maker of opinion, as the instructor of public thought, as the assembler of facts, as the faithful adherent to the great fundamental principles that your profession has guarded through the history of the nation, and the firm vindication of which it needs today as never before.

"Unfortunately, while we are easy critics of public affairs and public men, there is, alas, that defect in us which your aid can supply—the more active participation in public affairs of men in responsible positions in every-day life. It is easy to criticise, but is seems to me that no business man occupies a helpful position in the political life of the nation if he is not willing to put his shoulder to the wheel and to give his aid to the improvement in office of the quality of men, not only by the offer of his own position, but by the stimulating aid of active participation in public affairs.

"It was George William Curtis, your own great leader of 30 years ago, who pictured the course of government in which men neglected that responsibility and pictured it as a government in which there was not a mastery by ignorance, but a retreat by intelligence, and pointed out that it was not that bad men were brave, but that good men were cowards and infidels.

"So the last word that I would say for industry tonight, if it could speak through my feeble voice to the press, would be to ask for a renaissance of support for fundamental things in American life, a realization of the valu every day affairs of the great impulses have driven us forward, and of the nee again realize them, to bring us within easy possession and control of that prosp that seems this hour within our grasp." plause.)

At this point Lord Robert Cecil escorted into the hall, while the orc tra rendered the selection "God S the King." The next speaker Senator George Wharton Pepper Pennsylvania. He said:

"Mr. Emery spoke of the newspaper as tongue. The newspaper is the tongue of world! If I listen to it, I gain knowledg what the world is thinking and saying and ing. And if I gain not this knowledge I essential equipment for my daily work.

"You people are the nerve centers that trol the tongue, and from this comes unique and almost terrible responsibility, it is your interpretation of what the world



James A. Emery



James W. Gera

and does that is accepted as ultimate fact millions and millions of people. And I pose that the most difficult feat for the tor controller to perform is so to speak as maintain a right relation between people events.

"If the tongue talks too freely about pe the result is gossip; and if we forget people babble about events and theorize concer their significance, we quickly develop an mosphere of unreality.

"Take, for instance, the three great pu questions that confront America today—t tion, the railroads and foreign relations.

Seriously, ladies and gentlemen, as we

"We make the mistake constantly of thinl that the strangers within our gates are t who come here that we may teach them, wh as the fact is that if we will keep our and ears open, they will interpret to us which has become commonplace, and all too dinary; and I believe that the civilization America, of tomorrow. will be noted more for anything else for this; that it will b composite of all that is best and vital and enduring in the civilizations that we are ass lating.

"There are not many things that are of n vital interest to a man than these. Well, is the collective tongue of American journa to discuss these three great problems? S we place, in the days that are ahead of major emphasis upon the political aspects these questions, or shall we discuss them a strive to relate them to the welfare of all people and sink to secondary place their p cal insignificance to individuals?

"Be just a little more specific for a min Consider the subject of foreign relations. there or is there not grave danger that in months that lie ahead of us, the tongue will so busily respecting parties and platforms candidacies and political fortunes, that there be relatively little time for the discussio the question which after all is the fundam question, namely, what are the facts; an the light of those facts, what is the sen thing for America to do?

"I believe that you agree with me in t ing that our foreign policy must never b complicated thing, beyond the ken of the ma of the American people. We must never ha foreign policy which is a course charted steered only by advance students in diplon navigation.

"Our foreign policy, if it is to be reall American policy, must be simple enough straightforward enough for all to underst I am one of those who believes that for policy, in its last analysis, will be somet like the unanimous verdict of the jury American public opinion.

"Now, if that be so, we refresh our r lection of what has happened in the past, we say to ourselves, 'There are classes of mestic questions respecting which we can a to differ, respecting which parties may afford to align themselves on one side or other; but in our contacts with foreign nat we should strive hard to keep in step.'

"I believe that unanimity in thinking a our foreign problems is most likely to be ized if we lay little stress on the discus of mere machinery and focus our attention the substance of the thing; namely, machi aside, what is the part which we would see America play in the world?

(*Continued on page* 80)

GHER ETHICAL STANDARDS CALLED FOR BY EDITORS' SOCIETY

ington Convention Considers "Canons of Journalism"—Pans Co-operation with Schools—Favors Newspapers Producing Own Features

(*By Telegraph to* EDITOR & PUBLISHER)

SHINGTON, D. C., April 27.—T: second annual convention of Aerican Society of Newspaper reopened here today with a repave registration of the leading ie men of the country. Up to ore than fifty editors had regi with Secretary. Erie C. Hopf the Cleveland Plain Dealer, he is every indication that there eun attendance of at least 100 of t membership of 124.

p S. Yost of the St. Louis Globe-c t, president of the society, sound-a for higher ethical standards and notion of the interests of jour-; a profession as the first purpose ew national body, in his opening

i E. Smiley of the Philadelphia edger, chairman of the member-committee, reported that the mem- was now 124, of whom 94 are members who had registered or e their intention of joining prior ganization meeting in New York ago. The present membership, lig to the report represents 94 ers in 54 cities in 28 States, the of Columbia and the Philippine

uying of "big names" without n opportunity to first read the to which they are attached was ed by the committee on syndi-al press services, of which Marvin ger of the Milwaukee Journal is n. The report states that there eral feeling among editors that a bureau should be established to nd supply members with confi-information on features, including is charged and the population of ing area and circulation of the ng newspaper. Long-time con-or running features were con-The committee takes the stand eures do not popularize the news-it rather that newspaper popu-he feature by the publicity it

ommittee, in closing its report, hat newspapers build up their own saying: "It is not a defense that erfected overnight and probably one that, in actual practice can supplant the syndicate features. nakes the paper less dependent te outside controlled features: it or individuality and very much he field for workers in journal-he tendency of such a system to curtail somewhat the incomes of the 'stars,' but it would in-he earning opportunities of the al file which is, perhaps, of more tice and it surely would be a move dmeeting the increasing criticism merican newspapers are all very ike after all."

er co-operation between news-and schools of journalism was nded in the report on that sub-mitted by Arthur M. Howe of Brooklyn Eagle, chairman of the committee. Correspondence and so-called writers' organiza-hat make a practice of selling al-credentials for reporters were con-and it is the feeling of many of gates that a wide publicity cam-ould be carried on against them. ociety accepted the report of the committee, including the recom-on that the committee should co-with the Association of American and Departments of Journalism, fying schools in a manner that ke it possible for the employing er to have a prior knowledge as training of applicants. The re-loses the fact that there are some or departments of journalism that persons of newspaper experience teaching staffs and that the total amount being expended by another school graduating students in journalism is only $4,500 annually.

The most important business before the meeting, which ends tomorrow, is the action to be taken on adopting a code of journalistic ethics. The ethics committee, under the chairmanship of Harry J. Wright, editor of the New York Globe, has been working, on its assigned task for the past year. It presented the following "Canons of Journalism" to the meeting for consideration:

Canons of Journalism

The primary function of newspapers is to communicate to the human race what its members do, feel and think. Journalism, therefore, demands of its practitioners the widest range of intelligence, of knowledge, and of experience, as well as natural and trained powers of observation and reasoning. To its opportunities as a chronicle are indissolubly linked its obligations as teacher and interpreter.

To the end of finding some means of codifying sound practice and just aspirations of American journalism these canons are set forth:

I.

Responsibility—The right of a newspaper to attract and hold readers is restricted by nothing but considerations of public welfare. The use a newspaper makes of the share of public attention it gains serves to determine its sense of responsibility, which it shares with every member of its staff. A journalist who uses his power for any selfish or otherwise unworthy purpose is faithless to a high trust.

II.

Freedom of the Press—Freedom of the press is to be guarded as a vital right of mankind. It is the unquestionable right to discuss whatever is not explicitly forbidden by law, including the wisdom of any restrictive statute.

III.

Independence—Freedom from all obligations except that of fidelity to the public interest is vital.

1. Promotion of any private interest contrary to the general welfare, for whatever reason, is not compatible with honest journalism. So-called news communications from private sources should not be published without public notice of their source or else substantiation of their claims to value as news, both in form and substance.

2. Unfair political partisanship, even in editorial comment, does violence to the best spirit of American journalism; in the news columns it is subversive of a fundamental principle of the profession.

IV.

Sincerity, Truthfulness, Accuracy—Good faith with the reader is the foundation of all journalism worthy of the name.

1. By every consideration of good faith a newspaper is constrained to be truthful. It is not to be excused for lack of thoroughness or accuracy within its control or failure to obtain command of these essential qualities.

2. Headlines should be fully warranted by the contents of the articles which they surmount.

V.

Impartiality—Sound practice makes clear distinction between news reports and expressions of opinion. News reports should be free from opinion or bias of any kind.

1. This rule does not apply to so-called special articles unmistakably devoted to advocacy or characterized by a signature authorizing the writer's own conclusions and interpretations.

2. Critics of the arts should possess authority based on knowledge, sympathy based on understanding, independence of judgment that demands complete freedom.

VI

Fair Play—A newspaper should not publish unofficial charges affecting reputation or moral character without opportunity given to the accused to be heard; right practice demands the giving of such opportunity in all cases of serious accusation outside judicial proceedings.

1. A newspaper should not invade private rights or feelings without sure warrant of public right as distinguished from public cusicsity.

2. A newspaper has no right to publish a private statement ascribed to its author without his permission.

3. It is the privilege, as it is the duty, of a newspaper to make prompt and complete correction of its own serious mistakes of fact or opinion, whatever their origin.

VII.

Decency—A newspaper cannot escape conviction of insincerity if, while professing high moral purpose, it supplies incentives to base conduct, such as are to be found in details of crime and vice, publication of which is not demonstrably for the general good. Lacking authority to enforce its canons, the journalism here represented can but express the hope that deliberate pandering to vicious instincts will encounter effective public disapproval or yield to the influence of a preponderant professional condemnation.

The convention ends tomorrow night with a banquet, at which President Harding, a member of the Society, will be the guest of honor and speaker.

PUBLISHERS WATCHED RADIO

New Set Demonstrated at Waldorf Suite of Editor & Publisher

Frankness compels, and modesty doesn't inhibit the statement that Suite 116, occupied by EDITOR & PUBLISHER during the conventions at the Waldorf-Astoria, was one of the most attractive spots for publishers on the entire convention floor. Many visited to renew old friendships, others to share a cup of cider, many no doubt wanted information as to where other publishers were stopping, and all of them wanted copies of EDITOR & PUBLISHER'S convention report and rotogravure section.

All of them likewise were deeply interested in the radio demonstration given in the suite by the De Forest Radio Telephone and Telegraph Company, with a Type D-7a reflex radiophone receiving instrument and loud-speaker. The instrument was the latest word in radio apparatus. It is entirely self-contained, with no outdoor aerial, and with three tubes, affords five stages of amplification. Throughout the day, programs broadcast by New York and Newark stations were picked up clearly and at night success was had in reaching more distant stations. The demonstration was in charge of A. G. Nordholm of the De Forest staff.

BETTER ADVERTISING SCHOOLS

Improved Instruction Courses Are Sought by California Association

Improved advertising instruction in colleges is the aim of the California Advertising-Service Association, which held its sixth semi-annual convention at Carmel-by-the-Sea April 12-15.

It is hoped to secure men for agency staffs and executive posts from the advertising graduate classes. Sound training in the fundamentals of advertising as an economic force will be emphasized.

N. A. N. E. Working on Program

Directors and executive committee of the National Association of Newspaper Executives met informally at the Hotel Astor, Tuesday for perfection of program plans for their annual meeting with the Associated Advertising Clubs of the World at Atlantic City, June 3-7. President A. L. Shuman, Forth Worth Star-Telegram, stated that the program had been generally outlined and would be made public in a few days. There will be four sessions of the association, including one with the American Association of Advertising Agencies and one with the National Association of Newspaper Classified Advertising Managers.

Evansville Consolidation Near

Consolidation of the Evansville (Ind.) Journal and the Evansville Courier is announced by both papers as near consummation. There will be one morning, one evening, and one Sunday paper published from the present Courier plant.

New Daily in Oklahoma

The Henryetta (Okla.) Standard has graduated from a weekly to an afternoon daily, with a Sunday morning edition. Carl H. Fellows is editor.

CHANGES IN SYRACUSE

Former Scripps Man Named Publisher of Hearst Papers

Eugene MacLean, formerly with the E. W. Scripps publications in California, has been appointed publisher of the Syracuse Telegram and Sunday American. He succeeds J. A. Easton, who has resigned to take charge of his own publications.

Other changes have taken place on the Syracuse Hearst newspapers. William N. Hardy, formerly managing editor of the Boston Telegram, is now editor of the Syracuse Telegram. Roy Murdoch, who has been managing editor of the Telegram and Sunday American, will now devote his whole time to the Sunday American. William Wayne, head of the copy desk on the Telegram, has been made head of the copy desk of the Baltimore News. Joseph W. Hayes, formerly of the Detroit Times, succeeds Wayne as head of the copy desk on the Telegram. George Blackford, formerly of the Syracuse Journal copy desk, is now with the Telegram in a similar capacity.

William Ross, financial editor of the Telegram, has returned to the staff of the Boston American, and J. W. Broadwell of the financial staff of the Telegram has joined the copy desk of the Baltimore American. Charles Wolff of the Syracuse Journal has joined the staff of the Telegram as a special article writer.

1,119 ADVERTISING COMPLAINTS

Federal Trade Commission Member Reports 450 Orders Issued

Speaking at a luncheon of the New York Council American Association of Advertising Agencies at the Hotel Pennsylvania, New York City, April 26, Huston Thompson, member of the Federal Trade Commission, stated that up to April 1 the commission had 1,119 complaints of unfair advertising practice, and that to correct these conditions, 450 orders in all had been issued.

Commissioner Thompson said many complaints had been received of the sale of celluloid products as "jade" and "French ivory."

Veteran Michigan Publisher Dies

Tom A. Hanna, aged 67, veteran publisher of the Michigan Upper Peninsula, died April 23 at Pasadena. He started newspaper work on Detroit and Duluth papers. He went to Iron Mountain, Mich., 35 years ago, and after working awhile on the Iron Mountain Press, bought it and made it one of the leading weeklies of Michigan. After the consolidation of the Press and the Tribune-Gazette into the present Iron Mountain News, he continued on the News editorial staff. His editorial policy on the Press was summed up in a slogan: "You don't have to wear silk suspenders to get your name in this paper." He served several years as State Commissioner of Mineral Statistics. He was a member of the Masonic Order.

Callender & Lynch Start Business

The firm of Callender & Lynch, Inc., has just been organized in New York, to act as publishers advertising representatives, by William N. Callender, Jr., and A. O. Lynch. Mr. Callender for a number of years has been manager of national advertising for the New York Evening Journal and Mr. Lynch has been with the New York Home Journal.

Baltimore Critic Dies

John O. Lambdin, aged 50, dramatic and music critic of the Baltimore Sun, died April 26 of pneumonia. His father was Dr. Alfred Cochrane Lambdin, once associate editor of the Philadelphia Times and later editor-in-chief of the Philadelphia Ledger.

Type Founders Increase Capital

The American Type Founders Company of Jersey City has increased its capital stock from $7,000,000 to $10,000,000.

A. B. C. AMENDS RULES ON PUBLICITY

Board of Directors and Standard Forms and Audits Committee Take Action at Meeting in New York —New Members Elected

Publicity rules of the Audit Bureau of Circulations were amended by the directors at a meeting in the Hotel Biltmore, New York, April 24, governing the use of the bureau's name or figures in publishers' advertising. One new rule specifies limits on the use of the A. B. C. name or statistics, another rule provides penalties for violation of the first rule, and another requires publishers to keep on file copies of advertised circulation claims, which are to be filed with the working papers of the auditor when making the annual audit. A meeting of the Standard Forms and Audits Committee was held at the bureau's New York office in the morning before the board meeting.

The publicity rule adopted follows:

A Publisher Member of the Bureau is permitted to publish in his own or other publications or in circular form when using the name and authority of the figures of the Bureau.

1. Total *net paid* circulation on his own publication only.
2. The divisions of net paid circulation as shown in Paragraph 8 of all publishers' statements and audit reports on *his own publication only.*
3. The first page of either publishers' statement or audit reports *on his own publication only.*
4. The entire report—either publishers' statements or audit reports *on his own publication only.*
5. In Directories, use of figures shall be confined to Paragraph 8, but date and whether publishers' statement or audit report as authority, shall always be shown.

Publishers are *not permitted* to use the Bureau's figures, concerning competitors either through the direct or implied authority of the Bureau in any advertising matter.

Violation of this rule is co the following regulation:

"When a violation of the publ of the Bureau is called to the of the Managing Director, a bull be issued setting forth the facts ing such violation.

"In the event of a repeated after attention has been called violation and a Bulletin issued, t ber shall be cited by the M Director to appear before the Directors to show cause wh should not be taken in conform the By-Laws and Rules and tions."

Circulation claims are covere rule:

"Each publisher member sh

FIVE HUNDRED ATTEND MR. KOENIGSBERG'S "CARRIER'S LARK



MORE than five hundred visiting newspaper men were guests of M. Koenigsberg, directing head of King Features Syndicate, International News Service, International Feature Service, Universal Service, Newspaper Feature Service and Cosmopolitan News Service at the "Carrier's Lark and Friar's Frolic" at the Friar's Monastery, New York City, Wednesday evening.

The entertainment program under the personal direction of Abbot George M. Cohan consisted of about twenty of the star acts of leading Broadway attractions including: Gilda Gray and Follies Girls; Balcony Scene from "Romeo and Juliet" by George M. Cohan and Charlotte Greenwood; Clark & MacCullough and Leila Ricord from the "Music Box Revue;" "The Efficiency Man," an original sketch by Jack Lait; The Muskowitch Quartette; "Breaking into the Papers" under direction of Harold Goldin; "Kitty Kelly and Estelle Levell" from "Cinders;" "Their Just Deserts," a sketch by Jack Lait and John P. Medbury; Tom Burke, the Irish Tenor; Eddie Leonard; Ann Pennington and Brooke Johns from "Jack and Jill;" Bard and Pearl from "The Dancing Girl;" Gus Van and Joe Schenk; Lillian Shaw, and Genevieve Wickham and Guy Robertson and an interesting company from "Wildfire."

Amon G. Carter of the Fort Worth Star-Telegram and D. D. Moore of the Fort Worth Record contributed a sensational incident to the reincarnation of Pharoah "Tut Tut." The star act was undoubtedly the sketch by Jack Lait and John M. Medbury, "Their Just Deserts." The scene was a New York courtroom in 1930—"maybe sooner"—in which the Hearst Million Dollar Galaxy of Comic Artists were tried and sentenced for their misdeeds in the creation of newspaper comics.

Senator Royal S. Copeland, former health commissioner of the city of New York and of the staff of Ne American and other Hearst new as contributor of a daily health t livered a brief, but interesting, the value of the Republic of heal and women. He told his audie he thought they acted like "perfec mal" individuals. The need of t he said, is healthy minds in bodies.

The evening scintillated with s The first was the presentation guest of a handsome cane, silver and engraved with his initials. one and more startling was th materialization of the "first ne

1, 923, be required to keep on file
y f announcements concerning cir-
ɔɪclaims, which are in the form of
iments in his own publication or
plications or in the form of cir-
roduced or caused to be dis-
cby the publisher or his author-
ant. These announcements shall
dwith the working papers of the
r when making the annual audit.
atments are made in these an-
e ents during the period of the
hich are not in conformity with
ngs of the auditor, the rule cov-
olations of the Bureau's pub-
re shall apply."
y members elected included the
und (Md.) Times, Lancaster
New Era; Tacoma (Wash.) Times; Albuquerque (N. M.) Herald.

The Omaha Daily News was reinstated to full membership.

Applications for membership were accepted from the Altoona (Pa.) Tribune, Syracuse (N. Y.) Telegram and Sunday American, Concord (N. H.) Monitor and Patriot, Alexandria (Va.) Gazette.

Applications were received from the Athens (Ga.) News, Rome (Ga.) Tribune-Herald, Morristown (N. J.) Jerseyman, Yonkers (N. Y.) Statesman, Middletown (Ohio) Journal, Sheridan (Wyo.) Post, Parsons (Kan.) Daily Sun, Astoria (Ore.) Morning Astorian, Wheeling (W. Va.) Register, West Palm Beach (Fla.) Post, Painesville (Ohio) Telegraph, Anderson (Ind.) Daily Tribune, Johnson City (Tenn.) Staff, Memphis (Tenn.) News-Scimitar, Daytona (Fla.) News, South Bend Sunday Tribune, Clifton Forge (Va.) Daily Review, Sioux Falls (S. D.) Press, Danville (Va.) Register and Danville Bee, Beaumont (Tex.) News, Marquette (Mich.) Mining Journal, Canton (Ohio) News, West Palm Beach (Fla.) Times, Lakeland (Fla.) Star-Telegram, Albany (N. Y.) Evening News, Sacramento (Cal.) Union, Grand Rapids (Mich.) Herald, Flint (Mich.) Journal, Rome (Ga.) News, Bristol (Va.) Herald-Courier, and Quebec (P. Q.) Chronicle.

Officers and directors present included:

O. C. Harn, W. Laughlin, Ernest I. Mitchell, F. R. Davis, W. A. Strong, E. R. Shaw, B. H. Bramble, Mason Britton, Ralph Starr Butler, J. Murray Gibbon, Walter Hine, L. B. Jones, L. L. King, Marco Morrow, David B. Plum, F. W. Stone, B. Kirk Rankin, Stanley Clague, E. W. Chandler, chief auditor, and W. F. Hoffmann, New York, manager.

Record Class Is Graduated

The School of Journalism of the University of Missouri graduates this week 86 students with the degree of Bachelor of Journalism, the largest class in the 15-year history of the school. Of the graduates 53 are men and 33 women. More than 80 per cent already obtained work on newspapers.

T GREAT HALL OF FRIARS' MONASTERY—A RIOT OF CLEAN FUN



l air" in this age of radio. He
e that communications might soon
eed to develop to the point where
ght get, not only the day's news,
day's newspapers, through the

, he said, it had already been
–the "Carriers' Lark" was the
r his guests had ever read which
n their hands directly from above
human intervention. His last
as the cue. Without further
he space between the tables and
s was clouded with hundreds
of a newspaper, which, freed by
nown process from the ceiling, fluttered into the laps of the diners.

It was a two-page paper of the New York Evening Journal type, with heads of the night's souvenir canes used as decorative dashes. Cuts of the evening's guests and entertainers, distorted by the camera's magic, illustrated the news stories.

At the head table were seated: Bradford Merrill, Arthur Brisbane, J. A. Mooré, Alexander Black, Herbert Kaufman, J. C. Dayton, John McMahon, R. R. Govin, Dr. Royal S. Copeland, General Chateaurien, Rudolph Block, C S. Stanton, V. H. Polachek. Mr. Koenigsberg presided.

The reception committee was as follows: J. V. Connolly, I. F. Alofsin, Frank J. Nicht, Chester R. Hope, John A. Brogan, Jr., U. Erhard, C. B. Travis, Paul H. Karnes, Webster K. Nolan, John D. Raridan, Guy Fisher, Brett Page, W. W. Williams, George Finley, Dan Care Eugene Campbell, Walter Vogdes, H. K Tootle, Bill Smith, Leo McManus, Ward Greene, H. S. Bressler, Bushnell Dimon Walter E. Moss, A. Heathcock, Dr. Charles Fleischer, Jack Lait, F. J. McIsaac, Max Hart, C. M. Sheridan, S. S. Paquin, William Mackey, N. B. Spingold, E. Barry Faris, Edgar G. Sisson, Arthur Wyne, William Weinberger, Harry E. Wolff, George McManus, T. A. Dorgan, George Herriman, William DeBeck, Harry Hershfield, H. H. Knerr, J. E. Murphy, F. B. Opper, E. Segar, Clyde West, Cliff Sterrett, Russ Westover, Charles McManus, Fred Faber, Jack Callahan, R. L. Goldberg, A. G. Ablitzer, Tom Powers, Winsor McCay, Dan Smith, Henry Hutt, Hal Coffman, J. W. McGurk, J. V. Early, Arthur Baer, Damon Runyon.

Doyle Moves to Syracuse

James E. Doyle, formerly of the Worcester Post, has joined the editorial staff of the Syracuse Herald.

WESTINGHOUSE SEES THE LIGHT

Discovers What Newspaper Advertising Can Do in N. Y. Test Campaign and Increases 1923 Appropriation 150%

Along about Thanksgiving, 1922, one of the sales and advertising men of the New York office of the Westinghouse Electric & Manufacturing Company, who had listened to the siren song of some newspaper advertising man, got the big chief to "try out" a tieup campaign—daily newspaper and dealer—for the Christmas trade in Brooklyn.

The idea was theoretically clever—worthy, in fact, of a trial. As designed, each advertisement was to feature the local dealers and tell of some Westinghouse product that would make an appropriate Christmas gift for some member of the family.

In four weeks the Westinghouse Electric & Manufacturing Company "sold" twenty-four dealers on the idea, thirteen of them being new dealers and the salesmen reported repeat orders in a very satisfactory volume.

After the advertising stopped the orders fell off materially.

The general result of this tryout is that for the year 1923 the daily newspaper advertising appropriation of the Westinghouse Electric & Manufacturing Company has been increased some 150 per cent and a nation-wide campaign is being released.

The campaign itself, as outlined by the Westinghouse Electric & Manufacturing Company, will run into something more than a quarter of a million dollars, but that is not all, for dealers are obligated to do some more advertising of their own to back up the campaign, and jobbers, too, are expected to use the daily newspapers. So before the campaign is finished it will probably mean more than half a million dollars to the daily newspapers of the country.

The Cline Electric Manufacturing Company, which has sold its press control equipments to many newspapers, has its apparatus manufactured by the Westinghouse Electric & Manufacturing Company, making a logical tieup in this campaign.

A. N. P. A. COMMITTEE REPORTS

(*Continued from page* 10)

lishers' Association was presented to the Convention by President Freel in executive session.

As a result of the discussion on the subject the Convention passed the Resolution found in the enclosed copy of the fourth day's proceedings of the Convention.

President Freel would be pleased to meet you at some time suited to your convenience in an effort to work out a new agreement if you will let him know your pleasure.

Yours, very truly,
Charles A. Sumner,
Secretary-Treasurer.

The resolution referred to by Mr. Sumner follows:

At the conclusion of morning's executive session deliberations of following resolution was presented to the convention by delegate Garrison, (New York No. 1):

"The Convention has carefully considered the report of the President relative to the negotiation of a new Arbitration Agreement between the American Newspaper Publishers' Association and the International Stereotypers' and Electrotypers' Union.

"The Convention instructs the Executive Board to renew the recently expired Agreement for a further period of five years if this is possible.

"The Convention is unwilling to agree to the elimination of Section 9 of the old Agreement, which provided that local and International Laws are not subject of arbitration.

"The Executive Board, with this expression of the Convention in mind, is authorized to resume negotiations with the representatives of the A. N. P. A., and if any agreement can be arrived at within the limits of these instructions, the Executive Board is authorized to accept the Agreement subject to the approval of a referendum.

"Resolution adopted."

No further communication has been had with the representatives of the Union.

The sub-committee met the representatives of the International Typographical Union—John McParland, president, and Walter Barrett, first vice-president—in conference the following day, August 16.

The discussion opened with the statement by President McParland that the union's chief objection to the publishers' revised agreement is its exclusion of the former provisions under which differences relating to matters covered by the union's "International Law" are non-arbitrable, and proposed that inasmuch as the provisions of their laws which apply to their relations with the publishers are so few they might be incorporated in the arbitration agreement itself, if it were found possible to come to an agreement respecting them. He then said that the "reset," or "mat," law was the most important and the most difficult to adjust, and that if an agreement could be had respecting this law the other matters in controversy should be possible of adjustment. He then proposed that they would recommend to their membership an amendment of this law under which its subject would be relegated to the local unions with authority to waive the "reset" requirement provided the working hours of the week were reduced below 48.

Your committee replied that they could not consider the proposition, first on the ground that they had no authority to reduce the working hours, and second that in the view of the publishers the "reset" law is economically wrong, and that it is therefore morally unjust to compel its recognition as against the protests of the publishers whose position is that they are entitled, as a matter of justice and self-respect, to the abrogation of the law without paying a price for it in the way of a reduction of the working hours.

After prolonged discussion the representatives of the union announced that they could go no further toward meeting the demand of the publishers, and asked whether it would be possible to renew the old arbitration agreement for a short term, or until such time as a new one might be agreed upon.

Your committee replied that under the directions of the convention of the association it could only consider negotiation of a new agreement framed in accord with the instructions under which the committee had been appointed. The conference thereupon ended without consideration of any of the other provisions of the international law of the union. The union's representatives stated that the "reset" law would be discussed at their coming annual convention.

No further communication with the union has been had.

After a prolonged negotiation with President George L. Berry of the International Printing Pressmen & Assistants' Union, and its board of directors, the publishers' amended agreement was adopted and received the approval of a referendum vote of the membership of the union.

The publishers' amended arbitration agreement, as executed with the International Printing Pressmen & Assistants' Union, has been submitted to Matthew Woll, President of the International Photo-Engravers' Union for submission to the board of directors of the union. No reply has yet been received.

Respectfully submitted,
Victor F. Lawson, CHAIRMAN.

REPORT OF A. N. P. A. SPECIAL STANDING COMMITTEE

ARBITRATION CONTRACT WITH THE I. P. P. & A. U. AND OTHER INTERNATIONAL UNIONS OF THE PRINTING TRADES

YOUR committee reported at the last annual meeting that the officers of the International Printing Pressmen & Assistants' Union had agreed to negotiate an arbitration contract with the A. N. P. A., providing for the arbitration of all differences, and to recommend the acceptance of such a contract to the members of the pressmen's unions. That agreement has been concluded and covers a period of five years from January 1, 1923, to December 31, 1927. The acceptance of such a contract by the International Pressmen's Union is evidence of the broadmindedness of its officers and members, and testifies to the fact that they have sufficient confidence in the equity of their laws to submit differences respecting them to arbitration and to accept modifications of them if an unbiased arbitrator so decides.

This new arbitration contract is an improvement on previous agreements in many respects, the most important being provision that seven men shall constitute the International Board of Arbitration, thus insuring decisions and preventing deadlocks, which have in many cases in the past proven very unsatisfatcory.

The rule in previous arbitration contracts which required the submission of all books on points at issue, caused considerable controversy, because in some instances local unions tried to misapply this rule by demanding that private and confidential books and reports covering profits and losses be placed before local arbitration boards.

The international board on a number of occasions decided this rule did not require the production of such books and statements, but to avoid controversy on the matter hereafter, the rule was not included in the new abitration contract.

The new agreement is an improvement on previous contracts in other respects, which it is unnecessary to enumerate as copies have been sent all members of the association having union pressrooms, with the recommendation that they inform the officers of the local unions if they wish to execute the new contract.

Copies of the new contract were sent members on March 22, and since then 28 agreements have been executed and nearly every day additional signed contracts are being received by your chairman.

Arbitration contracts have not been made with other International Unions of the printing trades. The committee on new arbitration Agreements will report respecting its negotiations; hence the matter will not be dealt with further at this time by the special standing committee.

ARBITRATION OBLIGATIONS UNDER EXPIRED ARBITRATION CONTRACTS

For many years arbitration contracts have provided that all issues raised under those agreements must be settled as set forth in the said agreements. When it became apparent that new arbitration contracts to succeed those expiring April 30, 1922, would not be made with any International Union prior to that date, our committee arranged with the various International organizations that all issues raised under the expired arbitration contracts would be settled in accordance with the obligations of the said contracts. Therefore there have been a number of arbitrations during the past year. Details respecting these proceedings will be given later. In considering the rights of members under expired arbitration contracts, it was necessary to scrutinize carefully all local agreements and the arbitration obligations they contained. Clauses in local agreements respecting arbitration differ materially in contracts with typographical unions; hence a study was made of all the agreements and a set of questions formulated covering the various arbitration obligations to determine the course to be taken respecting them. It was found there were five different classes of agreements which had some form of arbitration obligation. The questions as finally formulated are as follows: Does the jurisdiction of the International Arbitration Board (including its legal interpretations and decisions) continue until the completion of—

1. Contracts or scales, or either, negotiated under International Arbitration Agreement (or controversies arising thereunder) negotiations of which were completed before the expiration of the arbitration agreements?.

2. Contracts and scales, or either, negotiated under International Arbitration Agreement (or controversies arising thereunder, including questions of new scales during the life of local contracts which provide for periodical consideration of wage scale changes) negotiated after the expiration of the arbitration agreement, but initiated before?

3. Contracts or agreements negotiated under the arbitration agreement either before or after its expiration, the initial issue in which was raised prior to the expiration of said agreement, and the terms of which contracts or agreements provide for negotiations of a succeeding agreement and method for settlement of controversies thereunder?

4. Do those rulings, if agreed to, apply to members of A. N. P. A. not parties to the arbitration agreement, but whose local contracts or agreements include provision for taking advantage of that instrument?

5. Where local contracts or agreements providing for arbitration of subsequent contracts have expired and operations have been continued regardless of their expiration and without formal renewal, does the arbitration obligation continue?

These questions were considered by the directors of the association at a meeting on January 25, and the directors answered "yes" to each query.

The Executive Council of the I. T. U. was informed of this and later advised it answered "yes" to all the questions excepting number three.

Since then it has not been officially accepted by the Council, but that may be done later. When the Special Standing Committee completed its investigation of the contracts containing reference to arbitration, the result was checked by the I. T. U. and a statement prepared jointly. It was found that the various questions respecting arbitration obligations now apply as follows.

No. 1, 91 contracts.
No. 2, 19 contracts.
No. 3, 33 contracts.
No. 4, 2 contracts.
No. 5, 11 contracts.

It should be stated, however, that provisions in some contracts require placing the agreements under more than one classification; hence there is some duplication in the above figures.

LOCAL ARBITRATION AGREEMENTS.

During the year local contracts in many cities in which there were no obligations to arbitrate, expired, and in all such instances mer been advised to propose the making ments to settle pending differences b bitration, and if agreeable, to make for settling future disputes by the sa Your committee supplied a form of c that purpose. Nine of such agreem been signed and all but two accept national laws.

MANY LOCAL CONTRACTS INCLUDE I TIONAL LAWS.

For years local unions have been contract sections making International of agreements. Your committee exam graphical contracts which include s sions, and the result was as follows:

"Out of 252 contracts, 115 covering lishers provide for the observance o tional laws. Of the 115 agreements, 6 76 publishers also specify that local be adhered to. Besides these there a tracts covering 42 publishers that p the observance of local laws only, and covering 30 publishers specify that laws are not subject to arbitration."

FUNDAMENTAL DECISIONS,

During past years the Internation tion Board has made some decisions considered fundamental. Your comm posed to the Executive Council of the that such decisions be considered as of both organizations and the propo accepted with the reservation that if th at any convention adopts any law c any of the fundamental decisions, th tional Union will then hold it is not u gation thereafter to comply with the of any fundamental decision which i to the new law.

One of the important fundamental the Denver decision. This was made and provided that discharged men ne reinstated on demand, but must awai of the "court of last resort." The at its convention in 1922 adopted a la to the reinstatement provision of th decision. It reads:

"In case of appeal against the a subordinate union, its decision mu plied with in the interim. When nate union reinstates a discharge and the right of appeal is exercised man must comply with order of rei pending final decision."

After the Denver decision was committee and the Executive Coun it wise to provide in local contract differences regarding discharged men by local boards and not carried th tedious union processes of appeal to t tive Council of the I. T. U. In where there are such contract provi new reinstatement rule will not app the life of the said contracts. In c agreements do not have provisions f discharged issues locally, the new rei rule is not effective if the contracts cluded prior to January 1, 1923, whe rule became operative. Members w the new reinstatement rule a detrim be careful to include in their new a provisions for settling discharge qu cally and specify that men need no stated until the issues are decided.

NEW I. T. U. RULES RESPECTING JOIN AND SYMPATHETIC STRIKES BY PR AND MAILERS.

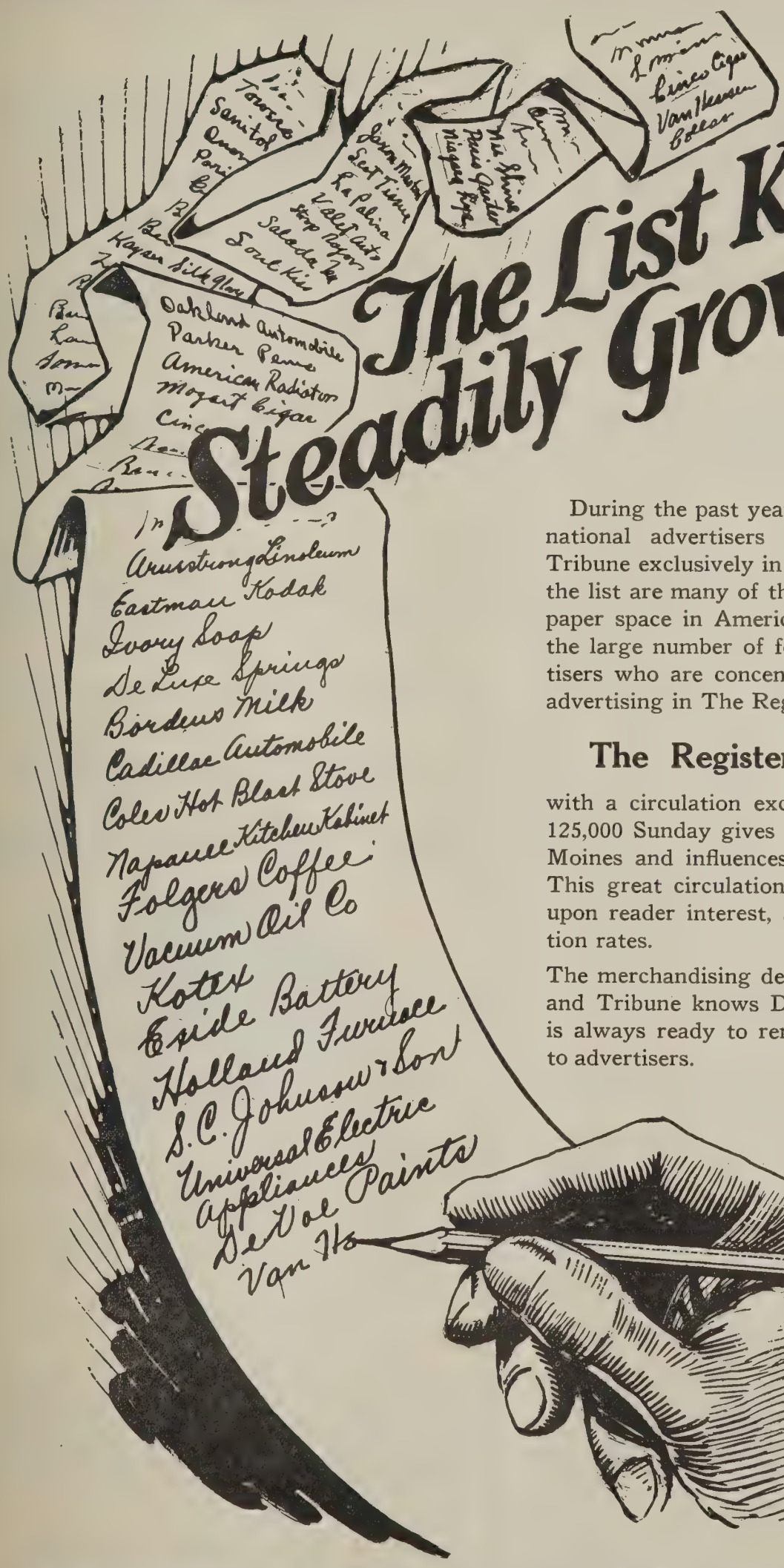
The I. T. U. at its last convention its constitution so that it now contai vision reading:

"Where printers' and mailers' uni tered by this union, have jurisdicti ferent departments in the same esta contracts for employment shall be jointly and with identical expirati and these contracts shall contain that an authorized strike or a lock department shall automatically term tracts covering other departments o

This is directly opposite to the poli ternational Union has followed for y is exceedingly objectionable. There than 800 local typographical union mailers' unions. At the last I. T. U tion the total membership in good sta reported as 65,686, of which there w mailers. It is obvious that a progra port of a comparatively few mailers encounter serious opposition and caus ers who have been friendly with the t cal union for years, to become host ceedingly bad policy for the I. T. committee has informed the Executiv it is unequivocally opposed to the new and that members of the Association w vised not to negotiate contracts with and mailers jointly, to decline to acc ments providing coincident expiration to refuse to sign agreements carryir thetic strike provisions.

This new rule has caused the pub one important city to refuse to re contract with the mailers, and the r two other cities have recently dema

(*Continued on page* 69)



The List Keeps Steadily Growing

During the past year more than four hundred national advertisers used The Register and Tribune exclusively in Des Moines. Included in the list are many of the largest buyers of newspaper space in America. Especially striking is the large number of food and household advertisers who are concentrating their Des Moines advertising in The Register and Tribune.

The Register and Tribune

with a circulation exceeding 135,000 daily and 125,000 Sunday gives complete coverage in Des Moines and influences the buying of all Iowa. This great circulation has been built up solely upon reader interest, and at adequate subscription rates.

The merchandising department of The Register and Tribune knows Des Moines and Iowa. It is always ready to render efficient co-operation to advertisers.



DES MOINES REGISTER and TRIBUNE

"The Backbone of Practically Every Successful Advertising Campaign in Iowa"

NATIONAL COMMISSION MEMBERS FAVOR 1924 LONDON CONVENTION

But Will Insist on American Delegation Going on American Ship—Two-Day Session in Cleveland Develops Facts and Figures on Advertising

(*By Telegraph to* EDITOR & PUBLISHER)

CLEVELAND, O., April 25.—Members of the National Advertising Commission of the Associated Advertising Clubs of the World during their Hotel Statler two day conference, ended, today expressed themselves in favor of holding the 1924 A. A. C. W. convention in London. In so doing the members said they expressed individual preferences. E. T. Meredith, Des Moines, gave notice that if "I go to London next year to attend a meeting of the Associated Advertising Clubs of the World it will have to be in a dry American vessel." Said he, "if this trip is to be made on a wet English boat I will stay at home. It would be a mighty sad commentary upon our respect for our own advertising laws if the advertising men, as a body, should refuse to make the voyage on a dry American ship."

Members of the conference generally echoed Mr. Meredith's views. Final decision on the "on-to-London" movement will be left to the Atlantic City convention of ad clubs.

Mr. Meredith told the conference "the farmer is coming back. The American farmers, collectively," he said, "were worth $2,000,000 more either in money or crops, January 1, 1923, than they were a year before. Last year's crop was worth $2,000,000 more than the year before, which means that prices of agricultural products are generally increasing. Agriculture remains the basic industry of the country and the reason why the cities and towns are more prosperous today than they were a year ago is because the farmer is better off." Mr. Meredith, during the public session Wednesday afternoon, spoke on "The Influence of Agriculture In All Business."

Frank McClure of Chicago, chairman of the commission, presided during Tuesday's executive sessions and the public sessions Wednesday. He said advertising of all kinds, in which more than $2,000,000,000 was invested during 1922, is cheapening production, making better production and raising the standing of living of the American people. He said that there is a constant improvement in business conditions as denoted in the constantly increasing volume of advertising.

"Advertising," Mr. McClure said, "is merely a system of education. It is making an educational contribution to modern society along with the public schools and the university. At the same time, it is the modern miracle that is bringing to the home of the humblest working man better merchandise and more perfect comfort than the world has ever before known.

"Despite the stupendous sum spent for it, advertising has never increased the sale price of any product, but has always lowered it. The cost of advertising per article is so low as to be negligible, since it increases the production of the advertised article and broadens the field of its distribution. The last goods to be increased in price during the war were the nationally advertised products, for very often the advertised product is known by its price as well as by its name."

Mr. McClure pointed out that the "modern tendency in advertising is the elimination of comparative prices and the public is learning that it cannot get something for nothing; it does not want something for nothing, but full value for its money.

He pointed out that the chief aim of the Associated Advertising Clubs of the World is to combat "fraudulent advertising." He said more than $500,000,000 is spent annually in newspaper advertising; over $395,000,000 for direct mail advertising; $200,000,000 for magazine advertising; over $150,000,000 on billboard and specialties and $50,000,000 on advertising motion picture films; while many millions more are annually expended on theatre programs and street car advertising.

"The day when a thing could be put over by advertising it has passed," said Mr. McClure. "The better newspapers will not publish fraudulent or misleading advertisements and under Legislation enacted in 34 states, those who use fraudulent advertising can be prosecuted. Similar laws, I believe, will soon exist in every state."

Charles Henry Mackintosh of Chicago reported progress in "The Promulgation of Standards of Practice in Advertising."

E. S. Goldstein, advertising manager of the May Company Department Store, Cleveland, presented a code of ethics which retailers will be asked to adopt. The commission approved the code as presented.

Charles S. Hatfield, secretary and general manager of the St. Louis Convention and Publicity Bureau, discussing "community building through publicity," said the "surface of the community advertising field has hardly been touched." He said the money thus expended has increased in a few years from $80,000 annually to $2,225,000 and in 1923 will exceed $3,000,000. Cities west of the Mississippi alone spend $2,000,000 a year. Some cities are raising funds by direct taxation for such advertising. Baltimore is one. It spent $25,000 last year in advertising.

Mrs. Bernice Blackwood, executive secretary of the Advertising Specialty Association of the United States and president of the Women's Advertising Club of Chicago, said if the women of the country were to "go on strike, refusing to read advertising, most of the manufacturing establishments and mercantile firms would have to go out of business in a very short time." She said "women are the world's greatest advertising readers. They also succeed remarkably as advertising writers and executives. Women are the chief advertising readers because they spend a large part of the family income. They know what advertising appeals to them. Therefore, they know what will appeal to other women. She is the only woman member of the commission."

Homer J. Buckley of the Buckley-Dement Company, Chicago, spoke on "Intensive Advertising Plus Merchandising Vs. Distribution Costs."

G. R. Schaeffer, advertising manager of the Marshall Field & Co., Chicago, discussed "some theories about advertising and their practical application."

Cleveland ministers participated in a conference on church advertising Wednesday morning. Dr. Christian F. Reisner, president of the Church Advertising Departmental of the Associated Advertising Clubs, New York, held the conference and in the afternoon spoke on "Why Advertise the Church?"

The commission members were guests of the Cleveland Ad Club meeting at noon lunch on Wednesday and were taken to Keith's theatre Tuesday night.

President L. E. Holland, of the A. A. C. W., was unable to be present.

George A. Fowler, advertising manager of Colgate & Co., New York, spoke, saying firms like Marshall Field & Co. plan 50 years ahead and Colgate 116 years, or the age of a progressive firm determines the length of a period for future building.

The commission adopted a resolution in favor of an extension of church advertising. Ad clubs were urged to encourage such advertising, to hold conferences with ministers on the subject and appoint a committee of church advertising. Formation of classes for the study of church advertising is urged. Increased attendance in churches it was stated has resulted from church advertising helping to stabilize business, insure prosperity and build up health and character.

IOWA COLLEGE PRESS ELECTS

Jewell Johnson of Ames Named President for 1923

Jewell W. Johnson, of Waterloo, Iowa, editor of the Iowa State Student at Ames, Iowa, was elected president of the Iowa College Press Association at the annual convention held at Ames, April 14. Other officers elected are Emily Withrow, University of Iowa, Iowa City, vice-president; Forrest Chapman, Grinnell College, secretary and treasurer. William Bayliss of Parsons College, F. W. Datisman of Coe College, and John W. Hillman of Simpson were elected directors and W. L. Maulsby of the University of Iowa was elected faculty advisor.

The Coe College Cosmos of Coe College was awarded the banner trophy offered by the Iowa State College chapter of the Sigma Delta Chi as first prize award in the front page make-up contest conducted annually. Second place went to the Iowa State Student which won first prize last year and the Scarlet and Black of Grinnell College and the Daily Iowan of the state university tied for third place.

G. L. Caswell, managing director of the Iowa Press Association; Edward Price Bell, London correspondent of the Chicago Daily News; James D. LeCron, promotion manager of the Des Mo (Iowa) Register and F. Hirsback of Collegiate Specialty Advertising Ag were the speakers.

Mr. Bell, who has been a foreign co spondent for 20 years, was initiate an associate member of the Iowa S College chapter of the Sigma Delta national professional journalistic ternity.

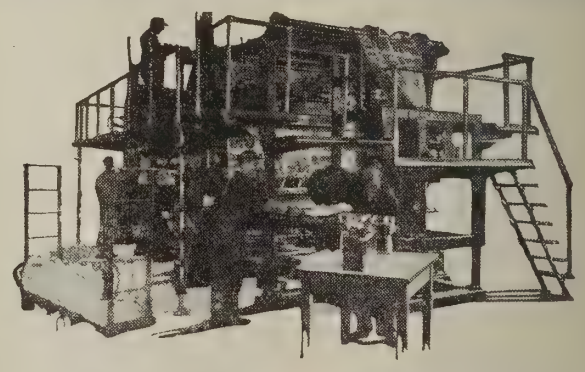
Dates Fixed for P. C. A. M. A.

Dates for the annual session of Pacific Coast Advertising Associa June 17, 18 and 19, in Spokane, have set so that it will be convenient for delegates to attend the Portland Festival, which is to be held June 12 and 14. Thomas Keane, of Spok president of the Advertising Associa recently visited officials of the Port Ad Club and assured them that he w urge all delegates to the convention stop over in Portland for the Rose tival.

Omaha Trade Excursion Plans

Representatives of all Omaha (N newspapers have been invited by the Chamber of Commerce to go on its nual Trade Extension Tour, which lea Omaha on May 20. Twenty-three h dred miles will be covered by the ex sion. An all-steel ten-car Pullman t will leave Omaha on Sunday night, companied by the twenty-five-piece b of Dan Desdunes. Ninety cities in tral and western Nebraska and cen Wyoming will be visited.

News Rotogravure Is Detroits Choicest Medium



IN Detroit, Rotogravure has proved a most effective medium for products as widely varied as breakfast sausage and face creams. Little advertisers using small space—eight or ten inches regularly—have found it paid them unusually well. Bigger advertisers have achieved phenomenal results as was amply shown by the Janay Face Cream campaign.

And it's small wonder. Rotogravure is the most popular section of the Sunday paper. It has had a tremendous part in the growth of The Sunday News circulation which covers all Detroit and a wide trading territory outside. Rotogravure advertising is the most logical medium for national advertisers seeking 100% attention at the smallest proportional outlay. No engravings are required.

During the first three months of 1923, The Sunday News published 4,733 inches of Rotogravure advertising while its nearest competitor printed 2,086, less than half as much.

The Detroit News

First Michigan Paper to Issue a Rotogravure

Greatest Circulation Daily and Sunday in Michigan

NEW HAVEN

Connecticut's Largest City.

In New Haven, Conn.—

The New Haven Register.

is

FIRST and FOREMOST

It completely blankets the field.

Every night The Evening Register has a larger circulation than any two other New Haven papers combined—a concentrated circulation—91% of which is within ten miles of the New Haven city hall.

The average Daily and Sunday combined circulation of The Register for the six months period ending April 1st, 1923, was per issue

35,514 Copies Net Paid

All Special Extras Excluded

The Register fulfills every requirement in quantity and quality as the best advertising medium in Connecticut's largest city. It covers the field completely and the wise advertiser will insist that The Register is on his list if he enters Connecticut at all.

During the past year The Register printed **10,306,721** lines of advertising—

3,298,654 lines more than any paper in New Haven.

The New Haven Register.

Quality and Quantity circulation. It covers the field.

REPRESENTED BY

The JULIUS MATHEWS SPECIAL AGENCY, Boston, New York, Chicago, Detroit.

THE ANNUAL PEACOCK ALLEY PARADE

(*Continued from page 6*)

correspondents who grabbed slices of the President's speech between dashes to the telephone booth may not have recognized Arthur Brisbane, busy with pad and pencil as any of the street men beside him. Mr. Brisbane took lengthy notes on the President's address, and keenly studied President Harding's face throughout the speech. He later said that he had taken the reporter's desk position to gain first hand impressions of the speech. Asked about the news situation he said "One thing is certain—news was never duller than it is today."

* * *

JOHN A. PARK of the Raleigh (N. C.) Times believes in good features, and plenty of them. His experience has been that "if we leave out any of our features our people kick." The Times has utilized radio by sending out messages through the big radio plant at the North Carolina State College, but Mr. Park does not consider broadcasting a newspaper essential. "It is a good will asset beyond a doubt," he said, "but I cannot see where it gets real circulation." When asked whether he believed that the use of personals aided circulation in the middle sized city, he said that he believed the day of the personal, per se, to be passing, adding: "People have gotten over the novelty of seeing their names in print. What they want are the news and feature material that will keep them in touch with the world, not only the world of their own town, but the outside world whose news horizons are constantly coming closer to them."

Thirty-two percent of the population of Raleigh consists of colored people, according to Mr. Park. He has built up good will among colored readers by introducing a department of local news about Negroes which runs from half to three quarters of a column daily. The editor of the column is a negro student who collects only material for this department.

* * *

COLONEL ROBERT R. McCORMICK of the Chicago Tribune was asked to comment on criticism from editors in smaller towns of the increasing press of foreign news. He expressed the opinion that the editor of the paper in smaller cities was justified in believing that his field lay closer to his own territory, and said that the foreign news was of more dominant interest to the big city men, adding that the town man who wanted world news could obtain it, and generally did obtain it, by subscribing to a big city paper to supplement his home town publication. The out-of-town circulation of the Chicago Tribune, he said, covered 7 states, and added that the Tribune continues to find foreign news of great value, usually obtaining at least one, and often two front page stories daily from correspondents in all parts of the world.

* * *

"I AM glad to say we've escaped the bug-bear of radio broadcasting," said M. E. Foster, publisher of the Houston (Tex.) Chronicle. "It is entirely too expensive a way to get good will, and we believe that more good will can be obtained by putting money directly into making a good newspaper. People buy a newspaper for news; when they want entertainment they go to a theatre to get it." The Houston Chronicle has broken all its records for growth during the past year. Full treatment of local, state and national news coupled with a sound feature policy are credited as the cause of gains by Mr. Foster. An eight-page rotogravure section and an eight-page comic section are among the Chronicle's valued departments.

* * *

HERBERT BAYARD SWOPE, executive editor of the New York World, condemned tendencies of standardization of newspaper news interest. "Canned news handed out without a background, and presented to the public in newspapers that are sterotyped fabricated models produces characterless ewspapers that look as much alike as one Child's restaurant looks like another," he said.

* * *

"AMERICAN business is cheerful all the way through the country. Values are high, and there is no indication that they are inflated. Optimism is the note most noticeable, without discord, both in the United States and Canada." This is the meat of the volume of information collected by Walter H. Savory, personal representative of the vice-president and general manager of the Mergenthaler Linotype Company, on his return from an annual trip that has taken him from coast to coast, and put him in touch with local conditions in all parts of the two countries from Florida to British Columbia and Quebec to Los Angeles.

"Industries in the East are practically all working at full capacity," said Mr. Savory. "The resort places of the South and of California have been overrun all winter, with people who have money to spend. Crops in all sections have been satisfactory and available at good prices. Even the cattle country of the plains, hardest hit last year and year before of all localities, is feeling better, and looking for a steady rise of its financial barometer.

"Texas is a veritable caldron of bubbling, effervescing activity. Her oil interests, cement industry, cattle men, cotton growers, are all hustling to keep up with the demands of their clients. The whole West coast from Los Angeles to a couver is teeming with business so that real estate values are at a level. California, Oregon, Washi and British Columbia are all anticip a remarkable year—in tourist busine building of all kinds, in fruit gr and sale, in transportation. Minin come back to its own in the state voted largely to this work, and lal well employed. Corn, cotton, whea the other staples are bringing good p and the outlook is for good crops.

"Everybody is hoping that the pean situation may be straightene soon, but people generally in all bu are not figuring on the Europear uation as a necessary precursor of times. It is rather a secondary c eration, that will make the outlook better if it should be cleared.

"Wherever a spirit of restlessn found, and there are few such, it m most invariably be traced to the w or impatience over being forced ba reasonable profits from the treme profit taking days post war. Rec ness of spending those abnormal p became a habit, and when, perforce recklessness must be curbed and drop back to normal expenditure, th a dubiousness and a blue outlook those who must change their habits In other words the cost of high livin been almost entirely responsible fo feeling of nervousness as to busine the immediate future. Each yea grows less, and in another year or ought almost all disappear.

"There's nothing the matter with f mental business conditions of the U

(*Continued on page 24*)

Two Scott Multi-Unit Double Octuple Presses

USED BY

THE BOSTON HERALD, BOSTON, MASS.



SCOTT Multi-Unit Presses

satisfy the most exacting requirements, not only of today's newspaper but of the morrow, and your initial installation will never need replacing, only adding to it when expansion becomes necessary.

SCOTT Multi-Unit or Straight Unit Presses

will never be traded out or sacrificed, for additional units can be added to same at any time, without stopping the machine for a single day or missing an edition.

Ask the Man Who Has One

for we know he is well satisfied and his answer will be yours if you should install any of our newspaper printing presses in your establishment.

PRESSES BUILT FOR YOUR REQUIREMENTS

WALTER SCOTT & CO.

PLAINFIELD, NEW JERSEY, U. S. A.

CHICAGO
Monadnock Block

NEW YORK
1457 Broadway, at 42d Street



Rotogravure Advertising

You know all about the effective possibilities of Rotogravure Advertising in general. But do you fully realize the peculiar importance which attaches to the Rotogravure Section of the Washington (D. C.) Star?

Published here in the National Capital—it is full of national and international interest—giving a really remarkable setting for your advertising.

The Evening Star

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

Write us direct or through our

New York Office
Dan A. Carroll
150 Nassau Street

Paris Office
5 Rue Lamartine

Chicago Offic
J. E. Lutz
Tower Buildi

Buffalo the Wonder City of America

Just a Few Facts About Buffalo

Population 506,775 U. S. Census.

Buffalo has over 75,000 residences using electricity.

Buffalo has the largest grain elevator in the world.

1,500,000 people who come to see Niagara Falls are in Buffalo annually.

Buffalo has the largest and best equipped of the Normal schools of the state.

One of Buffalo's printing establishments uses over a carload of paper a day.

Buffalo has the largest night school attendance of any city of its size in the world.

More than half of the population of the United States lives within 500 miles of Buffalo.

Buffalo is the second greatest horse and the first greatest sheep market in the country.

At Buffalo is the greatest development of hydro-electric power to be found anywhere in the world.

Buffalo is situated between two of the great natural wonders of the world—Niagara Falls and the Great Lakes.

Buffalo Savings banks average more than $735 per depositor. The per capita deposits based upon the city's population is over $250.00.

Buffalo has a chemical plant devoted to the development of the aniline dye industry which is rated as the largest dye plant in the United States.

The Buffalo district is the greatest lumber market in the world. At times in the yards of the city alone are piled 200,000,000 feet of lumber.

Buffalo is known as a "City of Diverse Industries," producing in quantities, 60 per cent. of all the different lines of goods recognized by the U. S. Census Bureau.

The Buffalo district is one of the most extensive producers of pig iron in the world, having over 20 large blast furnaces with a combined annual capacity of between 2,000,000 and 3,000,000 tons.

Buffalo holds the wonderful record of a gain of 475 new industries in the past five years, which is a greater increase than is to be found in any other of the twenty-five first class cities of the United States except New York.

Cover the Buffalo Market with a Single Newspaper

The Buffalo market is responsive and profitable to the national advertiser. It is a major market offering the sales possibilities represented by the needs of more than half a million people in the city and 300,000 more in the adjacent trading territory. You can cover this market effectively and economically through the columns of a single newspaper—the BUFFALO EVENING NEWS

The BUFFALO EVENING NEWS

has 35,000 more

Daily Circulation than any other Buffalo Daily Newspaper

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

EDWARD H. BUTLER
Publisher

KELLY-SMITH COMPANY, National Representatives
Marbridge Bldg., New York, N. Y.
Lytton Bldg., Chicago, Ill.

THE ANNUAL PEACOCK ALLEY PARADE

(*Continued from page 22*)

States or Canada. All we need is confidence in our own ability to complete the readjustment processes. Most all of us have that confidence. Newspapers and printers are sharing the prosperity right now, and the signs all point to more, rather than less, printed words. Advertising is being refined, both in verbiage and typography, in publications and all printed matter, and is therefore proportionately effective. This effectiveness is aiding in the maintenance of rates and the permanence of performance.

"Rates are stable. A cut rate in a newspaper is now a curiosity. Present day conditions have made a profitable return necessary, and advertising is no longer an experiment, but rather a nearly exact science. There is more business in advertising management that has put it on a plane equal to the highest. Banking methods, cost systems, standardization looking to better credits and more solid properties are warranting more independence of action than ever before 'upstairs.' Altogether, up and down the length and breadth of the land the outlook is promising and Europe's reconstruction while it might help, if hurried, will not greatly harm North America if only delayed.

"The country needs men—men of ambition—not banditry, but two fisted people to produce crops and get money from the soil. East and West need them, Canada needs them, and there's plenty of room and money ahead for the class that's willing to work for success. Printers of publicity are on a higher grade, industrially and financially, than ever before, and there is every reason to believe present good business will continue or be still further improved."

* * *

E. E. E. McJIMSEY of the Springfield (Mo.) Republican is another man who finds features good circulation builders. Interest in foreign news, which has filled an increasing amount of newspaper space since the war, is now waning, according to Mr. McJimsey. He shares the opinion of most editors that the publicity man is an entirely unnecessary citizen.

"I get a mountain of publicity every day," he declared. "And by experience with the outside covers of envelopes containing free puff copy I've learned to sort my mail so that I can throw two-thirds of it in the waste basket without looking at it."

* * *

ADOLPH S. OCHS, publisher of the New York Times, was asked his opinion on the idea, frequently expressed by smaller publishers, that foreign news demand was declining. In answer he pointed out that the newspaper in the great cities of the country faced a different situation, and emphasized that there was a continued demand for more and better foreign news.

* * *

THE use of foreign news in the smaller city was favored by George Anthony Hough, managing editor of the New Bedford (Mass.) Standard.

"New Bedford has a large foreign-born colony, many residents being Portuguese, Greek, and French Canadians. We have found them highly responsive to foreign news, and in fact their interest has never been keener than it is today. Important developments occur daily throughout Europe, and new citizens who know the old world appreciate being able to keep in touch with affairs involving their former nations, their relatives and friends abroad."

* * *

INTERESTING news policies were told of by J. R. Snyder, publisher of the Gary (Ind.) Post-Tribune, who when asked whether the "personal" that builds the circulation of the village and small-town newspaper was useful in larger cities, said that the Post-Tribune endeavors to print at least a full page of society and personal news daily, and has found increased circulation resulting.

Another rule of value of the Post-Tribune is that the week's composition average must show over 50 per cent news matter run daily. Friday's advertising may cut into this, but the average is kept up by increased news space on other days.

A full page of cartoons daily, and use of syndicate feature material are other points that Mr. Snyder believes have helped boost the paper's circulation from 8,000 to 12,500 daily during the past two years. This circulation jump was made in the face of the fact that the Tribune two years ago raised its price from two to three cents.

* * *

SYNDICATE features are growing, due to the fact that this is an age of specialization, and the syndicated feature supplies the advantage of a specialist's analysis of a subject, according to Capt. Joseph Medill Patterson of the Chicago Tribune. Capt. Patterson has found a constant and increasing demand for features during the past year.

* * *

"NEWSPAPERS of today look too much alike," said Josephus Daniels of the Raleigh News and Observer. "The feature idea will continue, for it takes more brains for an editor to get away from the clever syndicated copy and produce something clever of his own. We must have some features, but not too many, for the need in newspaper work is for individualistic endeavor on the part of a newspaper to supply material that will meet the individual needs of its own clientele."

* * *

W. G. CHANDLER, of the Cleveland, O., Press, expressed an opinion on the advertising side, saying "The biggest job that publishers have to do now is to keep advertising down to a point that will prevent an advertising debauch such as brought about the paper shortage of two years ago."

* * *

J. W. BAKER, of the Ithaca (N. Y.) Journal-News, is another believer in the policy of news first. "Feature stuff makes for lazy editors," he said. They take away the incentive to go out and dig for the local news people really want. I believe that what people in the middle sized city want is real news, and lots of local news also. We run 12 to 15 columns of local news daily, as against 7 to 8 columns of outside news. We have daily 7 to 8 columns of local correspondence from nearby towns. Our farm editor is a college man with practical farm experience, and daily gives us 2 to 3 columns of material of interest to farmers. Thus we try to tie up directly with the personal lives and immediate interests of our readers."

* * *

HARRY CHANDLER, of the Los Angeles Times, does not worry. The Times and Los Angeles were both born lucky, and the oil discoveries that have put Los Angeles county into the class of producing more than one-fifth of the world's oil supply have kept both the Times and the city booming along on the prosperity course so fast they have to hurry to catch up with themselves. Population jumped to over 800,000 last year, and circulation of the Times jumped right beside it with a 14% gain. Advertising rates were raised twice during the year. The Times feels an increasing need for foreign news, particularly news of the Orient, as Los Angeles is taking high place as a Pacific port, and trade and travel daily reach out to farther eastern shores. Features are also being used heavily and profitably, according to Mr. Chandler.

* * *

J. P. KNOWLAND, publisher of the Oakland (Cal.) Tribune, is another west coast publisher who is making fast progress on the west's prosperity career, and Oakland's growth and the growth of the Tribune is typified in a new 20-story home now under construction for the newspaper.

"Foreign news is important to a limited extent," said Mr. Knowland, "but I do not find any great reader interest or demand for it. Features are a necessary evil. But the great function of a newspaper is to publish news. We take all the wire services, develop local, state and national news, and hit news hardest all the time. It is what people want, and it really makes a newspaper."

Carolinans Meet in New York

North Carolina Associated Press members held their quarterly meeting at the Hotel Waldorf in New York, Tuesday, to discuss questions connected with the Associated Press service in their state. U. L. McCall, superintendent of the Southern division of the Associated Press, will meet the organization on June 21 when the North Carolina Press Association holds its annual meeting at Blowing Rock, N. C.

Editors Plan Annual Meet

Friday, July 13, has been de as opening day of the 1923 conve the Oregon State Editorial As to be held at Hood River. Presi bert Bede and Secretary Hal Hc recently returned from a motor Hood River, where they went t with the American Legion co and Chamber of Commerce as t of the meeting. A banquet will at the Columbia Gorge Hotel night, and on Saturday morning itors will motor with the Legio to a base camp at a mile elevatio mountain. There the convention concluded, a high jinks about th fire being the feature for Saturda

Post-Dispatch Has Sunday P. M.

(*By Telegraph to* Editor & Publis

ST. LOUIS, April 23.—The P patch began the publication yeste a Sunday evening edition. It i shortly after the baseball games a and is distributed locally and to points. The Sunday evening iss tains a four-page colored section to sports, with complete news a ture sections. Display and classi vertisements which appeared in day's issues are repeated in the evening issue.

Cresson Suit Dismissed

AUSTIN, Tex., April 25.—The Cresson suit against the Fort Star-Telegram was finally disp today by the Texas Supreme Cou the Cresson appeal was dismis want of jurisdiction of the court

THE TIMES-JOURNAL

Bowling Green's Oldest Newspaper

with a circulation of quality which brings results to the careful advertiser.

Bowling Green, Kentucky

the city dealer *consider him first*

IF you are a manufacturer coming into the St. Louis market, consider *first* the city dealer. The amount of your goods that he sells represents the bulk of the business that you will do in this entire market. If you tell him that you are going to create a demand for your product through newspaper advertising, you owe it to him—and to yourself—to reach the greatest possible number of his customers.

You can't do this with one newspaper, nor with two newspapers having largely duplicated circulations. Country circulation produces no business for the city dealer.

You can cover St. Louis only one way; by using the two large, non-duplicating evening papers.

One of them—



THE ST. LOUIS STAR

National Advertising Representatives
STORY, BROOKS & FINLEY

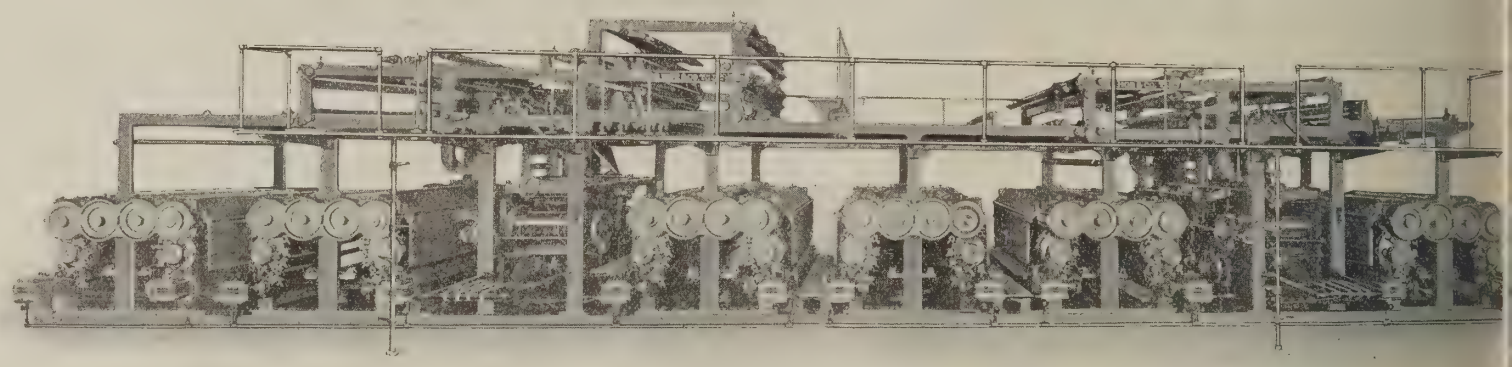
New York Chicago Philadelphia St. Louis
Los Angeles San Francisco

Today's Box Scores Today—a forward step in wire service news delivery by the "United Financial" sporting and financial news report of the United Press.

HOE SU

Over *Ninety Per Cent* of the Newspape and Boston are P

Approximately the same proportion prevails in almost all the larger citie the United States and Canada, and throughout the entire English-speaking wo *more newspapers and periodicals are printed on Hoe Rotary Presses* than those of all other makes combined.



The Speediest, Most Efficient and Most Versatile Newspaper Press Made.

Six-Unit "Superspeed" Press built for the Trenton, N. J., Times. Equivalent to a Dou Sextuple, but by means of the Unit-Type arrangement may be operated as two separate Sextup as an Octuple and a Quadruple, or as a Decuple. Equipped with the Hoe Patented Automa Pump System of Ink Distribution, Solid Steel Cylinders with Roller Bearings, Extra He Frames, etc. Actual running-speed capacity—80,000 papers per hour of 24 pages, and other pr ucts in proportion.

The Hoe Organization and methods of design and manufacture, the resul over a Century of experience as the pioneer builders of Printing Machinery, particularly fitted to assist not only those publishers who can use standard signs and types of presses, but also those who have difficult or special press pr lems to solve.

Because of their Perfection of Design and Workmanship, Hoe Presses Excel both in Quantity Quality of Output, as well as in Invariable Dependability, and are therefore the Most Econor to Operate and the Most Profitable Investment for the Publisher.

R. H

7 South Dearborn St., CHICAGO, ILL.

504-520 Grand St., NEW YORK, N.

EMACY

ld every day in New York, Philadelphia
d on Hoe Presses.

SOME RECENT HOE ORDERS

NEW PLANTS

ohia Public Ledger	12 Superspeed Sextuple Machines 1 20-Cylinder Color Press
ohia Inquirer	24 16-page Superspeed Units
k Tribune	4 Unit-Type Octuples
ia Tribune	12 16-page Superspeed Units
ncisco Chronicle	10 16-page Superspeed Units
ity Journal-Post	6 16-page Superspeed Units 1 Color and Black Octuple

DOUBLE SEXTUPLE MACHINES

ublications	6 Unit-Type Machines 4 Universal-Unit Machines
k Times	4 more Superspeed Machines
hia Bulletin	4 more Superspeed Machines
e Sun	2 more Unit-Type Machines 2 16-page Decks
Globe	1 more Superspeed Machine
Times	1 Superspeed Machine
d Newspapers, Ltd	1 Machine
don Daily News	1 Machine
Parisien	1 Machine
Truth	1 Machine

DECUPLE AND OCTUPLE MACHINES

al Plain Dealer	3 more Superspeed Octuples 2 more 16-page Octuple Units
d News-Leader	2 Superspeed Decuples
n Tribune	1 more Straight Line Decuple
Evening News	2 Superspeed Octuples
cn Call	1 Central-Folder Octuple
Constitution	1 Unit-Type Octuple
ls Dispatch	1 more Straight-Line Octuple
e Journal & Tribune	1 Unit-Type Octuple
e Sentinel	1 Superspeed Octuple
(Neb.) Star	1 Superspeed Octuple
ne Argus	1 Superspeed Octuple
Star-Eagle	1 Superspeed Octuple
lford Standard	1 Superspeed Octuple
eans Times-Picayune	1 more Superspeed Octuple
Press-Herald	1 Unit-Type Octuple
ournal	1 Unit-Type Octuple
Citizen	1 Unit-Type Octuple
Dispatch	1 Unit-Type Sextuple 1 16-page Deck
ess	1 Unit-Type Octuple
arre Leader	1 Superspeed Octuple
n & Co., Ltd	6 more Octuples
d Newspapers, Ltd	2 Octuple Machines
th Evening News	2 4-roll Machines
ercury, Durban, South Africa	1 5-roll Press
Herald	1 8-roll Machine
Evening News	1 Superspeed Octuple
unday Times	1 Unit-Type Octuple
ales Daily News	1 4-roll Machine
e Post	1 Octuple

SEXTUPLES

Montreal Gazette	2 Unit-Type Machines
Brooklyn Eagle	1 Superspeed Machine
Charlotte (N. C.) Observer	1 Superspeed Machine
Hartford Courant	1 X-Pattern Machine
Huntington Advertiser	1 Unit-Type Machine
Jewish Morning Journal	1 Machine
Manchester Union-Leader	1 Unit-Type Machine
Philadelphia Bulletin	1 more Superspeed Machine
Pittsfield Eagle	1 Unit-Type Machine
Raleigh News & Observer	1 Unit-Type Machine
Toronto Telegram	1 Superspeed Machine
San Jose Mercury Herald	1 Machine
Utica Observer-Dispatch	1 Heavy-Design Unit-Type Machine
Wilkes-Barre Evening News	1 Machine
Northern Daily Telegraph	4 3-roll Machines
Belfast Telegraph	2 3-roll Machines
St. Clements Press, Ltd., London	1 Machine

SMALLER ROTARY PRESSES

Hearst Publications	2 more 16-p. Double Sextuple Units 1 16-page Unit
Toronto Star	2 more 16-page Superspeed Units 1 Color Press Unit
Boston Transcript	1 Superspeed Quadruple
Carbondale Leader	1 Pony Quadruple
Stamford Advocate	1 40-page Simplex
Anderson Bulletin	1 32-page Simplex
Woonsocket Evening Call	1 32-page Simplex
Alton Daily Times	1 24-page Simplex
Torrington Register	1 24-page Simplex
Veto M. Baldi	1 24-page Machine
Long Island Daily Star	1 40-page Simplex Deck
Evansville Courier	1 16-page Sextuple Unit
San Diego Union	1 16-page Octuple Unit 1 8-pageUnit
Jewish Day	1 16-page Unit
Charles Schweinler Press	1 Pair of Color Cylinders
Baltimore Sun	3 more Superspeed Folders
Philadelphia Bulletin	6 more Superspeed Folders
Midland News Association	1 Four-Roll Machine
Kentish District Times	1 Quadruple
The Bouremouth Echo	1 Three-Roll Machine
Smith's Weekly, Australia	1 Unit-Type Quadruple
Christchurch, N. Z., Sun	1 Superspeed Quadruple

MAGAZINE, INTAGLIO AND COLOR PRESSES

New York Times	5 more Two-Roll Intaglio Presses
Hearst Publications	3 24-Cylinder Color Presses
Philadelphia Inquirer	1 24-Cylinder Color Press
Philadelphia Public-Ledger	1 20-Cylinder Color Press
San Francisco Chronicle	1 15-Cylinder Color Press
Oakland Tribune	1 10-Cylinder Color Press
Boston Post	1 8-Cylinder Color Press
Dearborn Independent	2 96-page Magazine Presses 1 Color Cover-Printing Press
Art Gravure Corporation	2 Intaglio Presses
Jersey City Printing Co	2 Telephone Book Presses
Lord Baltimore Press	1 Telephone Book Press
Apostleship of Prayer	1 144-page Machine
Richard K. Fox	1 32-page Machine
Cassell & Company	1 Magazine Press
Sydney Bulletin, Australia	1 32-page Machine

AND MANY OTHERS

& CO.

7 Water St., BOSTON, MASS.

109-112 Borough Rd., LONDON, S. E., 1, ENG.

Obituary

MRS. ALLAN DAWSON, for twenty years literary critic of the Globe and Commercial Advertiser and a contributor to current periodicals under the name of N. P. Dawson, died suddenly of a cerebral hemorrhage April 23. Mrs. Dawson was born in Chicago fifty-three years ago and was graduated from the University of Wisconsin. She was married to Allan Dawson in 1894 when he was editor and part owner of the Des Moines Leader. They came to New York in 1903. Mrs. Dawson is survived by her husband, a sister, Miss Elizabeth Perkins, and three brothers, John B. Perkins, publisher of the Sioux City Journal, and Henry A. and Claude F. Perkins, of Los Angeles.

JOSEPH S. BERNOLAK, 63 years old, dean of Polish editors in America, was found dead in a roadside ditch in the outskirts of Buffalo, N. Y., drowned in four inches of water. Mr. Bernolak had been editor of Polish newspapers in Buffalo, Pittsburgh and Chicago. He was regarded as an authority on translation of the Polish and Austrian languages. He was a member of the Austrian nobility.

ANDREW J. LANNES, formerly editor and publisher of a number of Swedish newspapers in this country, is dead at his home near Jamestown, N. Y., at the age of 62 years.

FRANK HURD, 76 years old, owner and publisher of the Medina (N. Y.) Tribune, died April 20 of injuries received when he was struck by an automobile. A widow and three brothers survive.

FRANK ALBERT WARWICK, sports writer on the Ottawa (Ont.) Journal, died recently of tuberculosis. He was an authority on soccer.

JEAN OLIVER LAFERRIERE, for several years a member of the editorial staff of the Hull (Que.) Echo and author of the book, "Compagnon du Chantier," died recently at the age of 65.

JAMES POWER, who founded the Bellingham Bay Mail in 1873, then the only newspaper north of Seattle, and who for many years published the Puget Sound Mail at La Conner, Wash., died near La Conner on April 15. He was once collector of customs and U. S. commissioner in Washington and during territorial days was a member of the legislature and of the state constitutional convention.

BERNARD A. CORR, said to be the oldest newspaper man in Boston, died recently at Roxbury, Mass., at the age of 95. For twenty-five years he was commercial editor of the Boston Journal after having earlier worked on the publication of the Shipping and Commercial List. He later became stock market reporter for the Boston Chamber of Commerce and editor of that body's Chamber of Commerce circular, from which he resigned in 1916. He leaves a wife, son and two daughters.

FRED M. ("Lone Star") HANS, 62, night watchman for the Omaha (Neb.) World-Herald, was crushed to death in an elevator accident on April 17. Mr. Hans was an old Indian scout and was noted as a "two gun" expert in his time. He was author of the book entitled "The Great Sioux Nation," published several years ago.

V. F. CHASE, well-known newspaper editor and publisher of Minnesota, died April 4 at Van Buren. He was 84 years old.

MRS. LUCY LINDSAY, mother of the late Richard H. Lindsay, who until his death several years ago was Washington correspondent of the Kansas City Star, died in St. Louis recently as the result of burns received when her home caught fire. Mrs. Lindsay was 95 years old.

GEORGE WAGNER, co-founder, with his brother, B. A. Wagner, of the Arkansas City (Kan.) Daily Dispatch in 1885 and for five years editor of the Topeka (Kan.) Democrat, died at Topeka recently, following a short illness.

WILLIAM HOWARD WEBSTER, secretary and manager of the Caxton Printing Company, Cleveland, died April 20. He has been engaged in the printing and engraving business since 1894, and was one of the founders of the Caxton Company, which was organized in 1902. He was a member of the Cleveland Chamber of Commerce, Master Printers' Association, the Cleveland Engravers' Club and other commercial and social organizations. He was born in Grafton, Can., in 1870.

WILLIAM J. CARMODY, the oldest member of the Knickerbocker Press chapel of Albany (N. Y.) Typographical Union No. 4, died Sunday, after a brief illness. Mr. Carmody began work when a boy as a printer on the papers that have since been consolidated into the Press and worked continuously for forty-six years. He was for many years foreman of the Press composing room.

FRANK D. HASKELL, at one time western representative of the American Wood Pulp Corporation, died recently at Kalamazoo, Mich., aged 70 years. During the early eighties Mr. Haskell was a professor on the faculty of Kalamazoo College.

MISS MOLLIE CARPENTER, owner and publisher of the Placerville (Cal.) Democrat, died in Oakland, April 12. Miss Carpenter was a delegate to the last Democratic national convention.

SEELY P. MOUNT, engaged in the printing business in Cleveland for 56 years and president of the S. P. Mount Printing Company, is dead at the age of 76 years. He was a member of the Army and Navy Post and formerly department commander of the Ohio G. A. R.

J. S. ALLING, aged 60, for the past 13 years iron range and northwest editor of the Duluth Herald, is dead.

MRS. ADALIZA DAVIDSON, widow of Capt. James E. Davidson, formerly editor of the Monticello (Ia.) Express, died recently in Florida.

MICHAEL F. HENNESSY, aged 53, lawyer and son of the late Michael Hennessy, who was first commercial editor of the New York Times, died April 23 in Brooklyn.

FRANK BEAVER, who edited the Bemidji (Minn.) Daily Pioneer during the World War, is dead at Kankakee, Ill.

COMMODORE J. L. STEWART, aged 72, Canadian yachtsman and editor of the Chatham (N. B.) World, died in Melrose, Mass.

CHARLES DALY, for 27 years on the New York Herald and recently with the New York American, died April 19 in New York. He is survived by his widow and a brother, John Daly, of the Brooklyn Eagle. He was a member of Web Pressmen's Union No. 25.

"JACK" CARNEY, aged 42, died April 7 of pneumonia, after a quarter-century of newspaper work in Chicago. He started as a reporter, but ended in charge of the night tube service of the City Press Association.

WALTER M. WOOD, at one time managing editor of the Honesdale (Pa.) Citizen, and later Wayne County Treasurer at Honesdale, died recently. He served in the Civil War with a New York State unit. He was formerly one of the best-known men in politics and journalism in northeastern Pennsylvania.

JAMES U. SANDERS, secretary of the Montana State Historical Society and of the Society of Montana Pioneers, author of "Montana Yesterdays," a daily summary of historic events, died in Helena, April 17, of injuries suffered in an auto accident. "Montana Yesterdays," issued by the Associated Press, was published by most of the Montana dailies.

Tufts Managing Editor

James Tufts, managing editor of the San Francisco Bulletin, has been succeeded by Fred W. McKechnie, formerly of the Daily News. W. M. Burkardt now fills the managing editor's chair on the News.

Western Penwomen Elect

The Santa Clara branch of the League of American Penwomen held its first meeting in the union clubhouse of Stanford University. Mrs. Ednah Aiken was the guest of honor. The officers elected were: Mrs. Katherine Dunlap-Cathcart, president; Miss Edith Daley, first vice-president; Miss Marjory Fisher, second vice-president; Miss Mildred Herald, treasurer; Miss Mayo Hayes, recording secretary; Mrs. Elita Higgins, corresponding secretary; Miss Ruth F. Ar[illegible], historian.

Pressmen Buy Building

The United Pressmen's Association, subsidiary of New York Printing Pressmen's Union No. 51, an organization with 2,500 members have purchased a home at 22 West 13th street, New York. After extensive alteration the organization will occupy the building for its executive offices. The property is a four-story and basement dwelling on a plot 25 by 10[illegible].

Can't Use "U. S." in Ads

An order has been issued by the Federal Trade Commission against Sinclair Adelson, trading under the name of the United States Refining Company, forbidding the use of the government's name in advertising matter of that company. The company is engaged in the manufacture and sale of paints and related products.

Three on Staff 40 Years

The Alexander (La.) Daily Town Talk recently celebrated its forti[illegible] birthday. Three persons who helped get out the first issue are still with the paper. They are, Mrs. Sophie McCormick, widow of the first editor; H. [illegible] Huie, general manager, and R. [illegible] Jarreau, present editor.

Chicago Tribune Aids War Vets

A fund of approximately $6,267, raised by the Chicago Tribune through its athletic association amateur boxing tournament, is to be turned over to the Illinois war veterans' trust.

The St. Regis Paper Company

and the

Hanna Paper Corporation

NEWSPRINT

Daily Capacity 425 Tons

WE SOLICIT YOUR INQUIRIES

GENERAL SALES OFFICE

30 East 42nd St., New York City, N. Y.

Chicago
620-621 McCormick Bldg.

Pittsburgh
1117 Farmers Bank Bldg.

Read This Mr. Editor

Have you met the 30-year-old Egg?

Have you heard of the Thieves' Guild?
Where is the world's greatest Sitting Army?
What are the Heavenly Jail Birds?
Who Keep their Graves cool with an Electric Fan?
Did the Jazz Craze originate in ancient China?

These are just a few of the innumerable interesting questions answered for your readers by Elsie McCormick, world traveler, in her startling, humorous, educational and highly enlightening series of 10 weekly stories,—"*Lemon-Tinted Life.*"

READ THEM! YOU WILL WANT THEM

(See page 84 of this issue for other HELPFUL Hol-Nord Features.)

Hol-Nord Feature Service

500 Fifth Avenue, New York

Phone, Longacre 0987

THE BALTIMORE SUN
in March
carried
2,795,295
lines of paid
advertising---
a gain of
392,221
lines over
March, 1922

Let The "Sunpaper" Carry Your Sales Message into the Homes of Baltimore

The Baltimore Sun's
March
Net Paid
Average
Circulation
Daily (Morning & Evening)
235,076
SUNDAY
165,636

A Gain Over
March, 1922, of---
Daily, 3,652
Sunday, 4,299

THE MORNING EVENING SUN SUNDAY

GUY S OSBORN
Tribune Bldg Chicago

JOHN B WOODWARD
Times Bldg New York

Everything in Baltimore revolves around The Sun

ADVERTISING GAIN

First Three Months
of 1923

920,000 LINES

MILLION
in Local

350,000 Line Gain in National Advertising - Same Period

WRITING of a MILLION-LINE GAIN IN LOCAL ADVERTISING gives us a thrill. We do not expect you to have our same enthusiasm. But our million-line gain in local advertising concerns you, and is important to you because it is indicative of the strides being made in the National Capital by The Washington Times. It shows progressiveness,—*It Is Keeping Up With The Times*, as it were.

A newspaper cannot gain one million lines in local advertising in a year without having the confidence of local advertisers. This confidence cannot be secured by conversation—the local advertiser is on the ground where he can check results almost daily. Advertising confidence in a newspaper is measured only by so many dollars returns against so many dollars invested.

A gain of 350,000 lines in national advertising is also an achievement worthy of thought. This, too, shows a confidence in The Washington Times, for the number of national advertisers listing Washington, and The Washington Times during the past year, has increased steadily.

Washington is recognized as one of the strategical advertising and selling points in the country. As a try-out market, it is ideal. The combination of The Washington Times, evening, and The Washington Herald, morning and Sunday, at an attractive combination rate, offers complete coverage at the lowest line rate per thousand. This combination represents massed circulation far greater than the number of homes in the National Capital.

When the calendar year of 1923 is closed, gains that will be made by The Washington Times will prove one of the sensations in the newspaper world. These gains are not confined to advertising, because The Washington Times' circulation is moving along with the whole organization.

The Washington Times has a Merchandizing Department that REALLY functions. As an information and Service Bureau, it is placed at the disposal of any advertiser who wants to do greater things in the Capital City.

*For the fiscal year ended May 31st.

WASHINGTON TIMES

THE NATIONAL DAILY

6 Days Evening **G. LOGAN PAYNE, Publisher and Gen. Mgr.**

G. Logan Payne Co.,
Chicago, Detroit Los Angeles, St. Louis.

Payne, Burns & Smith,
New York, Boston.

Line Gain *advertising* ★

20,000 Gain in Daily Circulation of

IN November, 1922, when The Washington Herald was bought by Mr. William Randolph Hearst, it was necessary to cut its circulation to 30,000 in order to put it on a net paid basis. Since that time, The Washington Herald has gained over 20,000 daily circulation. It was absolutely impossible for The Washington Herald to create 20,000 new readers to a morning paper. This 20,000 increase in readers had to come from somewhere. The last Postoffice Statement, and the A. B. C. Statement for the period ended March 31, will prove interesting to advertisers who believe that *There Is No Substitute for Circulation.*

The Washington Herald is an ideal medium for advertisers having a product adapted peculiarly to the morning field. Bought in combination with The Evening Times, the unit gives a greater circulation at a lower line rate per M than any other Washington paper.

The combination circulation of The Herald and Times in the Postoffice Statement just filed, shows 117,000 circulation—6,000 more circulation in Washington and suburbs than there are families.

When The Washington Herald was bought by Mr. Hearst, its Sunday issue was merged with that of The Sunday Times under the name of The Sunday Times-Herald. On Sunday, April 22, the name of the Sunday issue was changed to The Washington Herald. This change was in name only. The editorial contents will remain the same. The circulation of The Washington Herald Sunday is 140,000. This at 10c against 5c competition. The Sunday Herald has nearly as much circulation as the other two Washington papers put together, and they sell at 5c. As long as the law of averages holds true, buying circulation will be the thing to do. If you increase the number of readers, you automatically increase the number of prospects. The Hearst unit in Washington gives you more readers and more prospects at a lower line rate per M.

AMERICA FIRST

The Washington Herald

7 Days Morning **G. LOGAN PAYNE, Publisher and Gen. Mgr.**

G. Logan Payne Co., Chicago, Detroit, Los Angeles, St. Louis.

Payne, Burns & Smith, New York, Boston.

EXPERT ADVICE ON WANT ADS, THEME OF TWO NEWSPAPER BOOKLETS

Classified Departments of St. Louis Globe-Democrat and Indianapolis News Sponsor Interesting Treatises —Other Classified Notes

By C. L. PERKINS

Executive Secretary, National Association Newspaper Classified Managers

THE classified departments of two newspapers have recently issued booklets that are original and interesting. Both are worth mentioning because the ideas behind them have never been treated in this way and because they are well executed.

One, published by the classified department of the St. Louis Globe-Democrat, C. W. Nax, classified advertising manager, is entitled "27 Helpful Hints." It contains thirty-six pages and cover. The page size is about 4 by 8½ inches. Twenty-six of the pages each contain a suggestion as to how want-ads can be profitably employed. Each of these pages contains an illustration at the top, then the suggestion, followed by a reproduction of a want-ad from the classification mentioned. Many of the pages dwell on the desirability of reading want-ads, some on the profit to be gained from buying want-ads, and some combine both ideas.

The twenty-seventh suggestion is that it will be profitable to read the Globe-Democrat want-ad section each morning. It is followed by this:

"Buyers vs. Sellers

"The foregoing hints have shown you how to profit by what the *other* fellow is spending for want-ads. It is well to remember, however, that it is not a one-sided proposition. The advertiser profits just as well as the person who answers his ad. Consistent users of the want-ad section are buyers one day and sellers the next.

"The want-ad section of your daily newspaper constitutes one of the greatest markets in the world. It is a meeting ground where buyers and sellers can get together and exchange both articles and services to their mutual advantage. It is accessible to you every morning in your Globe-Democrat. Are you using it to its fullest extent?"

This is followed by pages devoted to the proper writing of a want-ad, reasons for using the Globe-Democrat, rate rules, and form order blanks. The booklet was mailed to every telephone subscriber in St. Louis.

H. G. Barringer, classified manager of the Indianapolis News, is the producer of the other booklet. It is entitled "Why Is It Done That Way?" and explains the reasons for the News' policy of not using illustrations, broken columns and display type in its classified columns. The booklet, printed on a high-grade stock, contains twelve pages and cover and is copyrighted. The page size is 8½ by 11 inches.

The introduction, in part, says:

"The supreme purpose of the classified section is to render service, and the maximum service alike to *reader* and *advertiser*.

"No newspaper can do this if it permits advertisers to run *display* copy in the classified section. There are definite and understandable reasons why:

"1. Cuts, borders, double-column advertisements, and heavy display type destroy the easy reference qualities of the classified pages. This results in an impairment of the service of these pages to the reader, and a corresponding decrease in his interest.

"2. Reader interest in the classified columns is vital. Otherwise there can be *no results*. Hence, a decrease in the service rendered to the reader by the classified columns brings a gradual decrease in interest, because the reader is unable to fulfill his wants. For the benefit of all classified advertisers, reader interest in the News classified columns must and shall be maintained.

"3. When other advertisers use display type, borders, illustrations, and larger two-column advertisements, you are forced to do the same *to compete with them*. That necessitates the use of more space and hence more money in many cases than you are justified in spending to get a required return. You cannot spend what you want to advertise a certain car, you must spend what other advertisers and lax restrictions for the classified pages force you to spend. With the classified section built on strict directory lines you advertise your bargain, yourself, in your own way, as heavily as you wish, without being forced to extend yourself in unnecessary space because of competition.

"4. The experience of other classified advertisers and other newspapers in various cities proves this. Further on in this folder are the actual figures. Newspapers which build their classified columns in the 'directory' style, like the Indianapolis News, have more individual advertisers, using more space, and produce greater results per dollar expended for the advertiser. Whenever a newspaper permits its classified advertisers to compete with each other with display classified copy, it loses ground—decreased number of advertisers, lowered interest, loss of pulling power, and in the end lessened service to reader and advertiser —everything sacrificed for a temporary gain in space."

This is followed by reproductions of want-ad pages from the Chicago Daily News, Detroit News, Minneapolis Tribune and Baltimore Sun, together with letters from the classified managers of each of these papers stating their reasons for confining their want-ads to single columns without large display type or illustrations.

* * *

WHEN an efficiency expert enters a plant with a view of improving its methods, one of his first steps is to inquire who is the best and fastest worker in the particular department under scrutiny. Then he studies that operative's methods closely with a view of bringing the rest up to the same standard. Acting upon the same principle this is the result of an interview with one of the ablest salesmen of newspaper space in the country, a man who was for years high man of an organization which owned 30 dailies. Although he is a display man, the same fundamentals apply very largely to selling classified.

"Why is it that you can sell more space than any man on your entire chain of papers?" he was asked. "Is it your canvass, your personality, your eloquence, or what is the factor that puts you where you are?" He smiled.

"It's certainly not my canvass," he replies, "for I have no set speech. Nor is it personality, for I am not particularly popular personally. Nor is it eloquence, for I am notoriously abrupt of speech. No, I think it figures down to two factors.

"I know merchandising thoroughly and can talk to my customers from a behind-the-counter viewpoint. And I give them a vigorous, forceful talk that registers. This sounds strange, but I believe that too many salesmen are too pleasant. I've got something on the ball when I put it across, and though a man may resent my earnestness at the time, when I get through with him he certainly knows he's been solicited. I believe in my own paper thoroughly, and it's by driving home my own convictions that I convince my prospect. Often I am conscious that I may be offending a man by my vigor in combatting his cherished prejudices regarding the comparative merits of the various local media, but I'd a good deal rather risk a row than to waste precious hours in pleasant conversation about the chances of the home team. More than once I've left a prospect in a somewhat irritated frame of mind to find him all cooled down on my succeeding call and ready to talk business.

"To sum it up. Know your prospect's problems and advance some sound business building ideas to solve them. Then put your points across as though you meant them. Dominate the interview. I don't mean that advertising requires a strong closer who'll force a 'Yes' from the man. A one-time sale is useless in this field. But I do mean that from observation I've concluded that most salesmen have too much the attitude of requesting a favor; not enough that of proclaiming the truth. 'I'm here to help build your business with the aid of my paper.' I know I can do it—and here's why; that should be the salesman's attitude. Develop a positive, earnest manner. It will compel respect for your assertions. It is not necessary to ... gressive. But it's easier to tone do... over-aggressive manner than t... power into a flaccid talker."

* * *

IN MARCH the Los Angele... press, Naylor Rogers, cla... manager, ran a contest in its w... section. The idea was to have r... read Express want-ads daily anc... write a letter telling why a certa... vertisement attracted and interested... $100,000 in gold was given as pri...

* * *

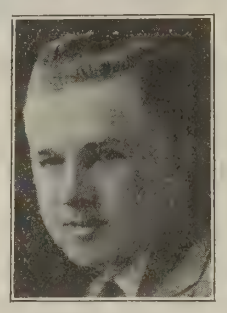
ON APRIL 1 the Los Angeles ... ald, C. B. Nissen, classifie... vertising manager, increased its ... fied advertising rate 2 cents per line... one-time rate is now 27 cents pe... with the exception of a few ... classifications which carry a ra... 32 cents. The minimum rate is... 17 cents per line on 26 or more ... tions.

* * *

H. I. PARISH, formerly cla... advertising manager of the... mingham News, has left to join ... estate concern.

NEWSBOY TO AD MANAGER

J. F. ROBERTS was born in Cleveland. His first job was delivering papers for the Tucson Citizen. He attended Creighton University at Omaha, and then worked in the art department of the Omaha Daily News. He reported on the Milwaukee Sentinel. Then he went into special edition work. During the war he was with the Railroad Administration on the border on account of his knowledge of Spanish. In December, 1922, he became classified advertising manager of the Long Beach Telegram.



J. F. Roberts

Paper Lauded for Booze Expo...

The Lake County Times, Ham... Ind., was publicly commended r... ly for its work in exposing a ... legging ring which resulted in the ... of indictments against forty-five p... including the Mayor of a city. ... praise was given by Federal Distri... torney at Indianapolis. The edit... William McHie.

New Denver Legion Paper

H. Wesley Webb is editor and g... manager and Lee Schlesinger is a... tising manager of the Denver L... naire, a new semi-monthly publicati... sued by the Denver Council of the A... can Legion. The publication is the... one of its kind owned exclusive... American Legion posts in Colorado...

The Undiscovered Country

In 1491, America was an undiscovered country.

In 1923, Classified Advertising is an undiscovered country for hundreds of newspapers.

The difficulties of discovery are great, but so are the rewards. Our business is to lessen the difficulties and increase the rewards of establishing your newspaper on the mainland of classified dominance.

May we send you our prospectus of the expedition—our booklet on "The Undiscovered Country"?

The Basil L. Smith System, Inc.

Thorough *Fair*

Otis Bldg. **Philadelphia, Pa.**

The New York Herald's Foreign Service Again Scores Over All Others

Some of the Hundreds of Newspapers That Published Francis McCullagh's Great Cable Beat on Russian Religious Persecutions



Newspapers, Like the Above, Know That the New York Herald is Pre-Eminent in Newsgathering

THE HERALD SUN SYNDICATE, 280 Broadway, New York City

CIRCULATORS ARE WARNED AGAINST DANGERS OF CUTTING SELLING PRICES

New York State Meeting at Albany Also Emphasizes Necessity of News and Circulation Departments Working Closely Together

(*Special to* Editor & Publisher)

ALBANY, April 21.—The semi-annual convention of the New York State Circulation Managers' Association at the Ten Eyck Hotel April 19 and 20 for a discussion of the problems incident to the sale and distribution of newspapers, was productive of several excellent papers by the members. One of the important subjects was "Mail Circulation," by W. C. Hixson, circulation manager of the Syracuse Post Standard, in which he called attention to practices which are of recent growth, cut-rate subscription rates to mail subscribers.



F. S. Levy
Pres. N. Y. S. C. M. A.

"In the promotion of mail subscriptions, costs have apparently been lost sight of by some newspapers of Northern New York, which have jeopardized the newspaper industry," he said. "A rate of $3 a year has been offered mail subscribers while the wholesale price to agents is $6.26. All members realize that the handling of newsprint required in the daily issue costs the publisher about $4.50 a year and the mailing charge for the local zone is $2, to say nothing of clerk hire, imperfect copies and other costs. Some may call this promotion but if the practice is continued, in the long run it will be the ruination of newspapers. Mail rates at less than wholesale cost tends to destroy the reader's confidence.

"Little do the publishers realize that they at once force some other publisher to meet the price and in turn the morning newspapers compete at a mail rate lower than the agency selling price in evening agency towns. We appreciate that the mail service advantage is with the morning newspapers, whereas, the evening publisher's advantage is through the agents. The same reason which prompts cut prices also prompted Bull Dog editions. These editions were first sent into R. F. D. sections by the evening newspapers that they might seemingly compete with morning editions. After a time the reading public learn that they are being deceived, apparent advantages disappear, and to retake some small seeming advantage, the cut rate of less than production cost is used that circulation marks may be maintained. The old theory that circulation pays for white paper and distribution costs is disappearing, and weakened newspapers are bound to come. On the 'dog eat dog' competition basis, sooner or later someone gets hurt. First the newspaper does not pay a return to its owner. Second, salaries are reduced so that real men leave for other lines of effort.

"The striking and outstanding success in newspaper making was achieved upon news value and reader interest. It is needless to cite these facts. Even though newspapers may not have quite the circulation of some other issue, they are able to enjoy higher advertising rates and readers' confidence, such as can only be enjoyed by having and giving readers' value. So that in considering the thought of promotion for mail subscribers, I would like to sell the idea of a just price and real newspaper to this association."

"Co-operation of Circulation and News Departments as Essential to the Growth of Circulation" was the subject discussed by Glen S. England, circulation manager of the Leader-Republican of Johnstown. Mr. England summed up his paper in opening when he said: "In every modern business plant of whatever nature there is today a very marked tendency to so co-ordinate the work of the various departments or divisions that each will perform its function in direct harmony with all other departments and the success of any enterprise, be it manufacturing, newspaper or any other business, depends directly upon the degree in which all its divisions co-operate, or, if I may use the expression, 'pull together.'

"The well organized and efficient newspaper of the present, like every other business enterprise, has its sub-divisions or departments, each under its own head in whom rests the responsibility for the success or failure of his particular phase of the enterprise. If we, for the sake of comparison, liken the newspaper business to that of a manufacturing plant, we would call the news department the manufacturing end and the circulation department the distributing end. It has often been said that a good article and one which the people want will sell itself. The primary function of a newspaper is to print the news of the day and get it distributed as quickly as possible to as large a number of readers as possible. With the larger city dailies where there is keen competition and where street sales figure very largely in the circulation, it would seem that speed is a primary essential. Speed in getting the news together and into print and speed in getting the papers into circulation. Cover the city or the area in which the newspaper circulates within the shortest time consistent with good service. Here, then, is one point in which the news editors and the circulation managers may co-operate to the mutual benefit and to the general benefit of the newspaper. With the break of an important news story a 'beat' scored by the news department would lose its significance if the circulation manager did not get the 'headliner' to the public in advance of its competitors.

"In the smaller communities where there are perhaps only a single morning and a single evening newspaper in the field, the matter of time plays an equally important part. In such communities regularity is of importance and the news and circulation departments should so co-operate as to have a definite and regular time for coming off the press and delivery. This item of prompt and regular service is essential to the growth of circulation. If the news department makes a specialty of certain kinds of news, it rests with the subscription canvassers to call attention to such features. Here the circulation men have an opportunity to display their salesmanship. Find out what kind of news your prospect takes particular interest in and then show him how your paper is especially suited to his taste. The circulation men can as a result of their canvasses make known to the news department what the popular features are, and the editors will be in better position to give the public what it wants. Although it is not good policy for the circulation men to 'butt in' too strongly into the news editors' end of the business, or vice-versa, there certainly is nothing lost to the general success of the enterprise when a friendly basis of understanding is established and maintained between the circulation and news department heads.

"In smaller cities, particularly, there are occasions when the collector or circulation men are asked to have certain items of news publisher or are given a news story by someone who is not too familiar with the department workings of a newspaper. If it is a small item, handle it, but if beyond your capability of handling or you have difficulty in getting all the facts correctly see that a reporter is assigned to it. If you see something or hear of something that you think is news, it is good policy to 'tip' off the editorial room. Don't take it for granted that reporters will see or hear of it. It may be the particular thing they have missed. On the other hand reporters are frequently called upon to render some service which concerns the circulation department. Just because you are working on one particular phase of the newspaper business, don't shun that which touches on another phase. It is just such friendly and helpful co-operation between the circulation and news departments which is essential to the growth of a newspaper. Although I have touched only briefly on a few of the essential features of co-operation in newspaper work the matter of co-operation applies as well to all other departments of a newspaper."

James McKernan, manager of the circulation department of the New York World, spoke on the subject of "Premiums and Contests." The speaker said his remarks would be based on observation rather than experience as his efforts in increasing circulation has been solely on the merits of his newspaper, which gives a circulation of a more lasting and permanent quality. "However," he said, "there are numerous instances where the appeal for increased circulation must be made through other channels, and under these circumstances, I am in favor of both premiums and contests. Premiums and contests to a newspaper are like tonics or medicine to a man. If he needs them they are very good for him to take, but if he does not he had better leave them alone.

"After everything is said and done, it is really up to the man on the spot to decide whether or not the circulation needs a stimulant other than given by the editorial and reportorial force, and in the last analysis, what the circulation manager is looking for is increased circulation, and whatever legitimate means will attain that end, he is justified in utilizing them."

A question box discussion also brought up many other timely subjects for general discussion.

The officers of the association are: F. S. Levy, New York Evening Mail, president; C. H. Congdon, Watertown Times, first vice-president; Frank A. Roberts, Rochester Times-Union, second vice-president; John W. O'Connor, Albany Knickerbocker Press, secretary-treasurer.

LOCAL CIRCULATION SATURATION POIN

Newspapers Must Go Into Rural I to Find New Readers, Accordi to Opinions at Central State Circulators Meeting

(*By Telegraph to* Editor & Publishi

Chicago, April 24.—Interesting cussions and suggestions relativ improvement of newspaper circul represented the important part o program at the 13th semi-annual ing of the Central States Circul Managers' Association held here t About fifty members were present Illinois, Indiana, Kentucky, Iowa Wisconsin, and many of the man termed the gathering one of the beneficial the association has ever he

In calling the meeting to order, P dent Charles D. Caffee delivered a dress in which he outlined the stride association has made in the past months, after which the report o secretary-treasurer was read. Then the reading of papers on circul subjects and addresses, some of latter dealing in a thorough m with the newspaper transportation lems, the problem of attracting atte of non-readers, how to get the results from city carriers, how t crease country circulation, circul methods to be avoided, and the method of speeding up carrier and payments.

"To acquire highly satisfactory r in renewing R. F. D. subscriptions circulation manager should reme that selling a newspaper is the san selling any other commodity," said McDermott, of the Champaign News-Gazette. "Consequently to results in keeping up the pace se his competitors he must furnish a

(*Continued on page 47*)

THE A. B. C. AUDITOR'S REPORT
on the circulation of the
OMAHA DAILY NEWS
Nebraska's Largest Evening Newspaper
has just been issued.
It Shows A Substantial Gain Over The Last Report Issued.
A copy will be sent to all Advertisers and Advertising Agents who have not already received one.
The Omaha Daily News and The St. Paul Daily News are now under the management of N. W. Reay and C. D. Bertolet.
C. D. BERTOLET
Manager National Advertising
30 North Dearborn Street CHICAGO

The Business of Representing Newspapers is a REAL Business

Newspaper representation calls for intelligence, industry, integrity. It demands knowledge of the fundamentals of advertising, an acquaintance with advertisers and the confidence and good will of advertising agents.

The newspaper representative must know the markets that his papers cover and he must sell this knowledge to the advertiser and the advertiser's agent. His information must be timely, accurate and comprehensive.

In his work exaggeration, guess work, misinformation can have no place.

We are very proud of the business we are in, of the class of men that have been drawn to this business, of the fine capable advertising salesmen who, for the most part, represent newspapers in the East and in the West.

And to publishers generally we suggest that they know more intimately the work their representatives are doing to develop national advertising for newspapers and that they give this work more serious thought, more efficient cooperation so that business of the best class may come to newspapers in increasing volume.

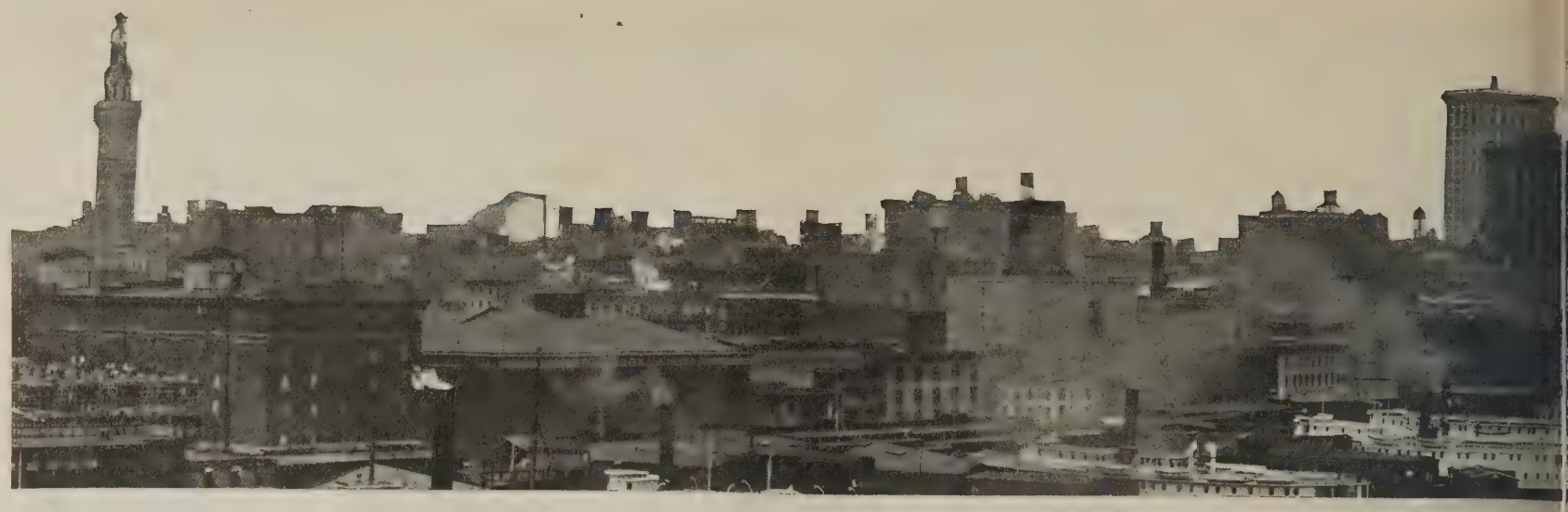
E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

58 WEST 40th STREET (between 5th & 6th Aves.) NEW YORK CITY

Branches: Chicago Kansas City Atlanta San Francisco



BALTIMORE WELCOMES W

Mayor Broening said:

"Mr. Hearst, Baltimore appreciates the confidence you show in assuming the ownership of The American and The Baltimore News, and this evidence of your faith in the city's future possibilities. . . .

Baltimore is a city of some 780,000 inhabitants, having by the latest census report supplanted Boston as seventh city, and now has an area of 92 square miles, 61 of which were added some four or five years ago. At the close of the war it ranked about eighth among American ports in the matter of regular sailings. Today it is the third largest port in the United States. . . . May I stress the fact that the financial condition of Baltimore compares favorably with the other cities of the United States? In fact it is the most economically governed of all the large cities of the country. . . .

So you will see that when I say we welcome you to Baltimore, it is not merely perfunctory. It is the sincere appreciation of what it means to Baltimore to have you, the publisher of many newspapers, choose our city as the scene of your most recent enlargement in this respect. In this spirit we bid you a most cordial welcome, assure you of our co-operation and wish for you the success that such worthy endeavors deserve."

MR. WILLIAM RANDOLPH HEARST, new owner of The Baltimore News and the Baltimore American, replying to the addresses of welcome made at a dinner given him on Tuesday, April 10, by Mayor William F. Broening, said:

"I desire to say a word of sincere thanks for the very kind and encouraging welcome which has been extended to all of us here in Baltimore.

I know how important a city Baltimore is industrially, commercially, financially, politically—how important a part it plays in the life and economy of the nation. And what I did not know of Baltimore I have learned from the very able and enlightening address of Mayor Broening.

I naturally, therefore, have much satisfaction in being able to possess a newspaper in this city.

And there is another reason for gratification. Baltimore is a great Southern city, and my people were Southerners. The Hearsts, my father's people, came from South Carolina. The Appersons, my mother's people, came from Virginia. And whenever I acquire a paper in the South I feel in a sense as if I were returning to the home of my forebears.

But I know that the important thing is not how I feel about coming to Baltimore, but how Baltimore feels about it.

I do not want my friends in Baltimore to be in the state of mind of a Western friend of mine who when he received a letter marked "Important" looked at it quizzically and said:
"Yes, important to him, but not to me."

I know that I can only show my appreciation of the generous welcome extended here by earnest and effective service to this city and its citizens.

I know, too, that Baltimore does not lack good and faithful service from the newspapers published here. I know how high those journals stand in the journalism of the nation. I know how capable and conscientious are the men who conduct those journals; how effective their service to the citizenship.

But there is one form or phase of service which conditions may enable me especially to perform, and which I hope I shall often have the opportunity to render to Baltimore; that is, to unite the power and influence of the various publications which I have here and there at important points throughout the country in support of the things which Baltimore or any one of those localities desires and requires.

In conclusion, let me say a brief word of the intent and character of my publications.

THE BALTIMORE NEWS

Published Every Afternoon
including Sunday

DAN A. CARROLL
Eastern Representative
150 Nassau Street
New York



LIAM RANDOLPH HEARST

You have probably sometimes heard them described as extremely radical. I do not think that they are. I do not think that I am very radical. Indeed, I sometimes think that as I have grown older and slowed down a bit I am really not radical enough.

The policies for which I and my publications fought, and in fighting got the reputation of being radical, have nearly all been accomplished—and, being in successful operation, are no longer regarded with apprehension.

It is ancient history now to refer to the election of Senators by the people. That policy did not rend the structure of government to its foundations, as timid conservatism predicted; nor did woman's suffrage destroy the fabric of society; nor have direct primaries upset the balance of our political processes.

In fact, the chief objection to direct primaries is that political processes are not sufficiently different in the States that have direct primaries and those which have not.

So that I do not at all feel that I am too radical, and my only fear is that a more valid criticism might be that I am somewhat of a back number.

Indeed, I do go back for my political inspiration to the days of Lincoln and his declaration for a government "of the people, by the people and for the people," and further back yet to the days of Jefferson and his declaration in favor of a government "for the greatest good of the greatest number", and still further back to the time of Washington and his appeal for a government free to serve the best interests of our own people without foreign "entanglements" or alliances of any kind.

As a matter of plain fact, I am in some things an utter conservative, determined to conserve, as far as I possibly can, those principles and policies of the fathers which for so many years have made our country the freest and the happiest, the most prosperous and the most powerful nation upon the face of the earth.

There is, however, one firm principle of mine which may be regarded by some as radical, but which to my mind is merely a matter of professional journalistic ethics—of common journalistic honesty.

That principle is the right of the public to a square deal on all occasions—to a fair show for its "white alley." I consider a newspaper to be the retained attorney for the public, and I believe a newspaper which is faithless to that trust is as much of a traitor as an attorney who betrays the interests of the client who employs him.

This may be radicalism, but it is constructive radicalism, conservative radicalism.

It makes for the preservative of our liberties, the protection of our properties and the perpetuation of our American institutions."

Governor Ritchie said:

"I feel that we should all welcome Mr. Hearst to this State with the confidence that he will become one of us, and that he will exert his influence as a great and successful publisher in co-operation with the best citizenship of the State for the State's civic, industrial and financial development, for the maintenance of living and working conditions upon the highest plane possible, and for the preservation of those fine traditions which justify the pride we have in being Marylanders. We want to work with him for these ends, and we are glad in the confidence that he wants to work with us in the same way.

I think the entire appearance of the American shows this. It is no small task to make so complete a change in the makeup of a great newspaper, and those responsible for it are certainly to be congratulated on the way in which they have done their work. The paper is breezy, interesting, clean and complete. I am particularly impressed with the brevity and conciseness of the news items and with the large amount of space devoted to business and finance.

The paper gives every promise of a publication which will print the news fearlessly and accurately, and which will stand behind every movement for the good of our people. As such I welcome it, and wish the new management all possible success."

CHARACTER QUALITY AMERICA FIRST ACCURACY ENTERPRISE

The Baltimore American

AN AMERICAN PAPER FOR THE AMERICAN PEOPLE

Published Every Morning
including Sunday

J. E. LUTZ
Western Representative
Tower Building
Chicago

PRESIDENT TAKES WORLD COURT FIGHT TO PRESS

(*Continued from page 5*)

ago I returned from a southern vacation and picked up a copy of a friendly publication and in a story on the first page was the statement that during my trip south I had broken eight of my golf sticks and was in the process of having them replaced. (Laughter.) Now, that was not very serious to the country, but it put me out of the duffer class and in among the dubs, and I resented it. (Laughter.) Nobody breaks eight golf sticks in five weeks. It cannot be done. (Laughter.) And yet, as one of the three golf-playing Presidents, I have been crucified as a destroyer of sticks, eight in number in five weeks.

"During the closing days of the last session of Congress," he swung into his prepared address, "I sent to the Senate a communication asking its advice and consent to the adherence by the government of the United States to a protocol establishing an international court of justice.

"Out of this simple, natural, normal proceeding had developed so much of mystery and so much of misunderstanding and so much of protest and approval and so much of threatened muddying of the political waters that I welcomed this opportunity on so appropriate an occasion to reveal to the American people both the purpose and the motives impelling.

"Ours is popular government through the agency of political parties, and it must be assumed that because of the successful party, which is at the same time an honest party, must be fairly charted by the platform of that party and by the utterances of the candidates when appealing for popular approval.

"And, on that assumption, it is seemly to recall now the declarations of the party in power relative to the promotion of international relationships. As a matter of fact, our republic began its expansion of influence and participation in world affairs under the gentle and martyred McKinley, and in his days political parties were beginning to speak of arbitration and promoted international friendships and expanded influence.

"In 1904 the national platform of the Republican party said, 'We favor the peaceful settlement of international differences by arbitration.' Four years later, the national convention of 1908, the party in its platform alluded to the progress made in keeping faith with the previous declaration and said, 'the conspicuous contributions of American statesmanship to the cause of international peace was strongly advanced in the Hague conferences, which occasions very just pride and gratification. We endorse such achievement as the highest duty of a people to perform and proclaim the obligation of further strengthening the bonds of friendship and good will with all the nations of the world.'

"Then in 1912, the Republican national platform made a very substantial declaration related to an international court of justice, and I quote again from the party covenant of faith, 'Together with peaceful and orderly development at home the Republican party earnestly favors all measures for the establishment and protection of the peace of the world and for the development of closer relations of the various nations of the earth. It believes most earnestly in the peaceful settlements of international disputes and in the reference of all controversies between nations to an international court of justice.'

"The next formal and solemn pledge was made in 1916. I quote again: 'The Republican party believes that a firm, consistent and courageous and foreign policy always maintained by Republican presidents in accordance with American traditions is the best and it is the only true way to preserve peace and restore to us our rightful place among the nations. We believe in the peaceful settlements of international disputes and favor the establishment of a world court for that purpose.'

"In 1920 the question of our foreign relations was very acute. The Senate had rejected the Versailles Treaty and the League of Nations pact. The convention at Chicago voiced its approval of the rejection, but was unwilling to pledge aloofness from the world. Therefore it said in its platform pronouncement: 'We pledge the coming Republican administration to such agreements with other nations of the world as shall meet the full duty of America to civilization and humanity in accordance with American ideals, without surrendering the right of the American people to exercise its judgment and its power in favor of justice and peace.'

"As a participant in the making of some of these platforms and as the banner bearer in one campaign, I have the right to believe they spoke the party conscience so plainly that it is not easy to misconstrue. But there are other utterances which it is seemly to recall. I allude to the interpretation of the candidate in 1920. On August 28, 1920, speaking on the League of National proposal, I said frankly and very definitely I did not favor the United States entering the League of Nations. It was declared then that the issue as defined between the candidates 'involved the disparity between a world court of justice supplemented by world association for conference on the one hand and the counsel of the League on the other.' And quoting further from the same address I recall that I said 'the one is a judicial tribunal to be governed by fixed and definite principles of war without passion or prejudice. The other is an association of diplomats and politicians whose determinations are sure to be influenced by considerations of honest expediency and national selfishness. One a government of laws and one a government of men.'

"And in that same address I commended the Hague Tribunal. One paragraph is particularly appropriate to refresh. I quote: 'I believe humanity would welcome the creation of an international association for conference and a world court, whose verdicts on justiciable questions this country, in common with all nations, would be willing and able to uphold. The decision of such a court, or the recommendations of such a conference, could be accepted without sacrificing on our part, or asking any other power to sacrifice one iota of its nationality.'

"So much for the political party history. I have quoted it because I believe in keeping the faith. If political parties do not mean what they say, and if political candidates do not mean what they say, then our form of government, our form of popular government, is based on fraud and cannot hope long to endure. (Applause.)

"In compliance with its pledges the new administration which came into power in March, 1921, definitely and decisively put aside all thought of the United States entering the League of Nations. It does not propose to enter now (Applause.) by the side door, or the back door, or the cellar door. (Applause.)

"I have no unseemly comment to offer on the League. If it is serving the old world helpfully, more power to it. I would welcome the demonstration of its utility in a condition which loudly calls for help.

"But, it is not for us.

"The Senate has so declared, the executive has so declared, the people themselves have so declared.

"Nothing could be stamped more decisively with finality.

"And in the further keeping of the faith, the administration made a treaty of peace with Germany, a just treaty, which so impressed our wartime enemy that when we came later on to set up a mixed claims commission to settle the claims of American nationals against Germany, that nation named one commissioner, we named one, and then for the first time in the history of international relationships, Germany asked us as a contending nation to name the umpire, the third member whose vote would decide all differences.

"I know of no like tribute to a nation's fairness in all the records of history than in the fulfillment of the pledge of free conference.

"The international conference on the limitation of armaments was called, not in haste, not because someone was prodding, but as early as the barriers to success could be removed, and the spirit of that conference and the achievements thereof have been written into history and will immeasurably be on the almost universal popular favor already accorded. It was not alone the triumph of reducing naval armaments, and ending competition which was leading to oppressive naval strength, and adding staggering burdens to the treasuries of competing powers; not alone the removal of every war cloud and every reason for conflict in the Pacific so that now accord and concord abide where suspicion and fear have previously dwelt, but to give an example to the world of the conference way to peace, which time will appraise as the supreme accomplishment.

"Hardly had that gratifying work been accomplished before the administration began its endeavors for further fulfillment. Meanwhile an international court of justice had been established. It was an agency of peaceful settlement which had long been sought. Its establishment previously had failed because no agreement had been possible over the method of electing judges. The existence of the League of Nations offered a solution. Almost all the members of the League had signed the protocol establishing the court. The members of the Council in which the larger powers have permanent representation, afforded one voting body with the veto on the members of the Assembly, consisting of representatives of all nations, and members of the Assembly could have a veto on the larger powers permanently represented in the Council.

"Here was a device for electing judges which removed the heretofore unsolvable problem of a satisfactory means of selecting them.

"Not the Council, but the nations members thereof, must vote in majority for the same candidates for which members of the Assembly vote in majority else the election is void until a conference points the way to an agreement.

"The court was established and is functioning. An American judge sits on the court, though we had no part in choosing him, and under the provisions of its establishment the United States can apply for a court decision on any justiciable questions, even as any nation participating in the court's establishment.

"Perhaps the court is not all that some advocates of the court plan would have it be, but it is in a large measure the fulfillment of an aspiration we long have boasted for the United States of America; so I thought and I still think we ought to be a party to the agreement and assume our part in its maintenance and give to it the benefit of such influence as our size and wealth and ideals may prove to be of use to it. (Applause.)

"For mere eligibility to appeal to the court, nothing was needed. But it does not seem fair to seek its advantages without accepting all becoming responsibilities, and here developed the stumbling block.

"Naturally we should wish to participate in selecting the judges, and the electors designated were members of the League. We had no thought of joining the League, we sought none of its offerings we would accept none of its obligations. The President could propose no solution to the signatory powers because the world had witnessed in disappointment the spectacle of an executive proposing and the Senate disposing, and it was not

(*Continued on page 40*)



Back of every HOYT Product The HOYT Institution — view of GRANITE CITY Plant

HOYT TYPE METAL

When you want the best type metal be guided by the standing of the manufacturer—that's your assurance of service satisfaction—that's the one safe way to avoid a flood of mediocre metals. HOYT Type metal has been a high quality standard since 1874—it makes good under the severest conditions.

HOYT Faultless Linotype Metal
HOYT AX Monotype Metal
HOYT N. P. Stereotype Metal
HOYT Standard Electrotype Metal
HOYT Combination Linotype & Stereotype Metal

HOYT Metal eliminates the usual type-metal troubles—send for a trial order. Address Dept. E.

HOYT METAL COMPANY
ST. LOUIS - CHICAGO - DETROIT - NEW YORK



THIS is the new $2,000,000 office building being erected in Des Moines by the Equitable Life Insurance of Iowa. This building, when completed, will be by far the largest and most magnificent office building in the entire state. It is an example of the growth which Des Moines is now experiencing. The Des Moines Capital is Iowa's biggest evening newspaper.

In January, February and March the Capital published a larger volume of local advertising and a larger volume of department store advertising than any other Des Moines newspaper.

Here are the department store figures:

January — February — March — 1923

CAPITAL (Evening Only)	**502,437 lines**
2nd Newspaper (Evening Only)	**420,468 lines**
3rd Newspaper (Evening Only)	**128,885 lines**
4th Newspaper (Morning and Sunday)	**86,967 lines**

Here also are the local advertising figures (for the same period):

CAPITAL (Evening Only)	**1,362,991 lines**
2nd Newspaper (Evening Only)	**1,347,734 lines**
3rd Newspaper (Morning and Sunday)	**618,758 lines**
4th Newspaper (Evening Only)	**386,388 lines**

IMPORTANT NOTE:

The Capital competes with a publisher who advertises a morning and evening newspaper combination as a single newspaper with a single circulation. This confuses many national advertisers. The local advertiser knows the situation.

THE DES MOINES CAPITAL

"The Department Store Newspaper"

O'Mara & Ormsbee, Inc., National Representatives

New York — Chicago — San Francisco

Lafayette Young, Publisher, Des Moines, Iowa

The Des Moines Capital's Pure Food Show at the Coliseum, November 4th-10th, 1923.



Will Rogers

who speaks at the A. N. P. A. dinner Thursday evening, writes just as well as he talks.

The same bright sallies, the same shrewd flashes of wit, the same homely humor, that bring joy to a dry dinner, would please your readers.

Be generous, good publishers; share some of your opportunities with the home folks. We'll let you have the Rogers articles (weekly) on fair terms, provided the service is still open in your territory.

Col. Frederick Palmer sailed last Friday to get the six most interesting stories obtainable in Europe. That means a good series, which we shall sell widely.

Did you know that Rube Goldberg's cartoons are now published in many more papers than a year ago, and that the list grows faster than ever? Or that Fontaine Fox now has 20,000,000 readers daily, counting five per copy?

Major Irvin Cobb has broken the world's long-distance story-telling record, and with his second wind is going strong.

O. O. McIntyre is still surprised at the growth of the list using his colorful New York letter. We knew we could do it; the stuff is great.

Harry Tuthill's new Sunday page "The Bungle Family," is another of those successes. You can learn all about Harry and his interesting past in a biographical article that will soon appear in Success Magazine.

There are other things we might mention but we have used up all our space.

The McNaught Syndicate, Inc.

Times Building, New York

PRESIDENT TAKES WORLD COURT TO PRESS

(*Continued from page* 38)

desirable to make some proposal abroad that could not be carried out.

"Indeed, none would be considered, and it was not pleasing to think of asking the Senate's consent to a program to which the nations concerned would not agree.

"So very informally and very discreetly, and over a considerable period of time, the situation was felt out, and when satisfied that there was an appropriate course of action without connection with the League, provided the Senate consented, I proposed adherence to the court protocol and asked the Senate's consent.

"The documents speak for themselves. It was pointed out that no rights under the League and no obligations of the League would be incurred, but to make certain that we would not be involved, the letter of the Secretary of State suggested suitable reservations to afford ample guaranty.

"There is the complete recital. It is in harmony with platform pledges, with candidatorial promises, I believe in harmony with American aspirations. The Senate's decision was hardly to be expected amid the enormous pressure of business incident to the closing weeks of the short session. But I felt that the Senate, the country, and the friendly nations whose counsel we have sought, were entitled to know that our gestures abroad were sincere, and that our own people should know that there are no secrets about our purposes at home, once they are matured.

"Excessive friends of the League have beclouded the situation but their unwarranted assumption that it is a move toward League membership. Let them disabuse their minds, because there is no such thought among us who must make our commitments abroad.

"And the situation is likewise beclouded by those who shudder excessively when the League is mentioned, and who assume entanglement is unavoidable. Any entanglement would first require an assent of the Senate, and if by any chance the Senate approved of any entanglements, the present administration would not complete the ratification. (Applause.)

"If, in spite of these statements, uttered with full deliberation, there are excessive and unfounded objections on one hand, or utterly unjustifiable apprehensions on the other, I know of no words fittingly to apply.

"Frankly, there is one political bugbear. When we discussed the League of Nations and its rule of force with its super-powers through a political Council and Assembly, I myself contended as a Senator for equal voting power on the part of the United States with any nation in the world. With her dominions, members of the League Assembly, the British Empire will have six votes in that branch of the court electorate, but it has only one in the electorate of the Council. In view of the fact that no nation can have more than one judge, it is a less formidable objection than when applied to the League as a super-power dealing with problems likely to abridge a nation's rights.

"I appraise the objection now as one who voted against its disparity of power in the League Assembly, but in the appraisal now I do not hesitate to say that if other great powers can accept without fear the voting strength of the British dominions, when these great powers are without the ties of race to minimize international rivalries and suspicions, we ought, in view of the natural ties of English-speaking kinship, feel ourselves reasonably free from danger.

"The international court must be a matter of development. I earnestly commend it because I think it is a step in the right direction toward peaceful settlement of judiciable questions, toward the elimination of frictions which lead to war.

"We can do vastly more to perfect it in the capacity of an adherence than in aloofness in which we relegate to selves a right to say to the world dictate but never comply.'

"I yield none of our rights, nor our nationality, but I gladly yield o institutions and our co-operation to forward and forward toward that peace and that reign of justice whi infinitely more secure in the rule o tional honor than in national or national force (applause).

"I have indulged the dream, I hav dulged the justified hope that out o international court might come the fillment of our larger aspirations the proof of its utility and a spir concord among nations might come voluntary conference of nations ou which could be expected a clarified codified international law to fu assured peace under the law, and nations that understanding whic ever the first and the best guarant peace.

"I would not have a thought t hold this question paramount to all o confronting our government.

"I do not hold it a menace to the of any political party. It is not t classed as a party question, but if party repeatedly advocating a w court, is to be rendered by the sugge of an effort to perform in accor with its pledge, it needs a new appr of its assets.

"Our problems at home invariably for first consideration. Our own h must be kept in order and our own fortune must be assured before we be large contributors to world pro or measurably helpful to humanity, I have little patience with the conte of those who believe that larger mercial advantages will attain our l assumption of world responsibilities.

"Nations are not engaged in bart their trade advantages for larger fel ships. We do not do it ourselves an need not ask what we do not give. (merce is the very life blood of every ple's existence and a nation's comme opportunities are valued little less the security of its citizenship.

"A restored Europe with less cons tion in conflict and more production consumption in hopeful peace and ished hate would add to the volum world commerce, and we would gl acclaim such a restoration and our fluence and our helpfulness are r whenever they will avail. But we not intrude where we ourselves w resist an intrusion.

"Our peaceful commerce is gainin strength because we are free from p ical entanglements and can be cha with no selfish designs. In the ma of new pacts and the remaking of which is ever going on, we ask no and we expect no less than that e part which we are ever ready to gra others. That position is absolutely assailable. The nation which g justice may confidently ask it, and world socially, politically and com cially which would promote ju through association or judgment o Court, must practice justice in its transactions. In reciting the pro of the fulfillment in our foreign tions I have omitted to make refer to one, and that is to enlarged and f understanding with all the republic the Western Continent.

"And I like to say that your gov ment has been instrumental in wiping the various causes of contention and flict in the western world and has t but one difficult solution left, and ha that with Mexico is nearing its solu

"I made allusion in the beginnin political charts and the good faith political parties. Sometimes there be a variation from the chart, of co because of the unexpected develop of impassable shoals. This Admini tion pledged by a sponsoring party more than a quarter of a century of iteration to the building of a merc marine, was unable to secure the er ment which was believed to be the wa fulfillment. But it would be a piti small administration which would render the aspiration for a merchant rine and scrap or sacrifice our g merchant fleet in a pique of disapp

(*Continued on page* 42)

643,489

Average daily net paid circulation of the

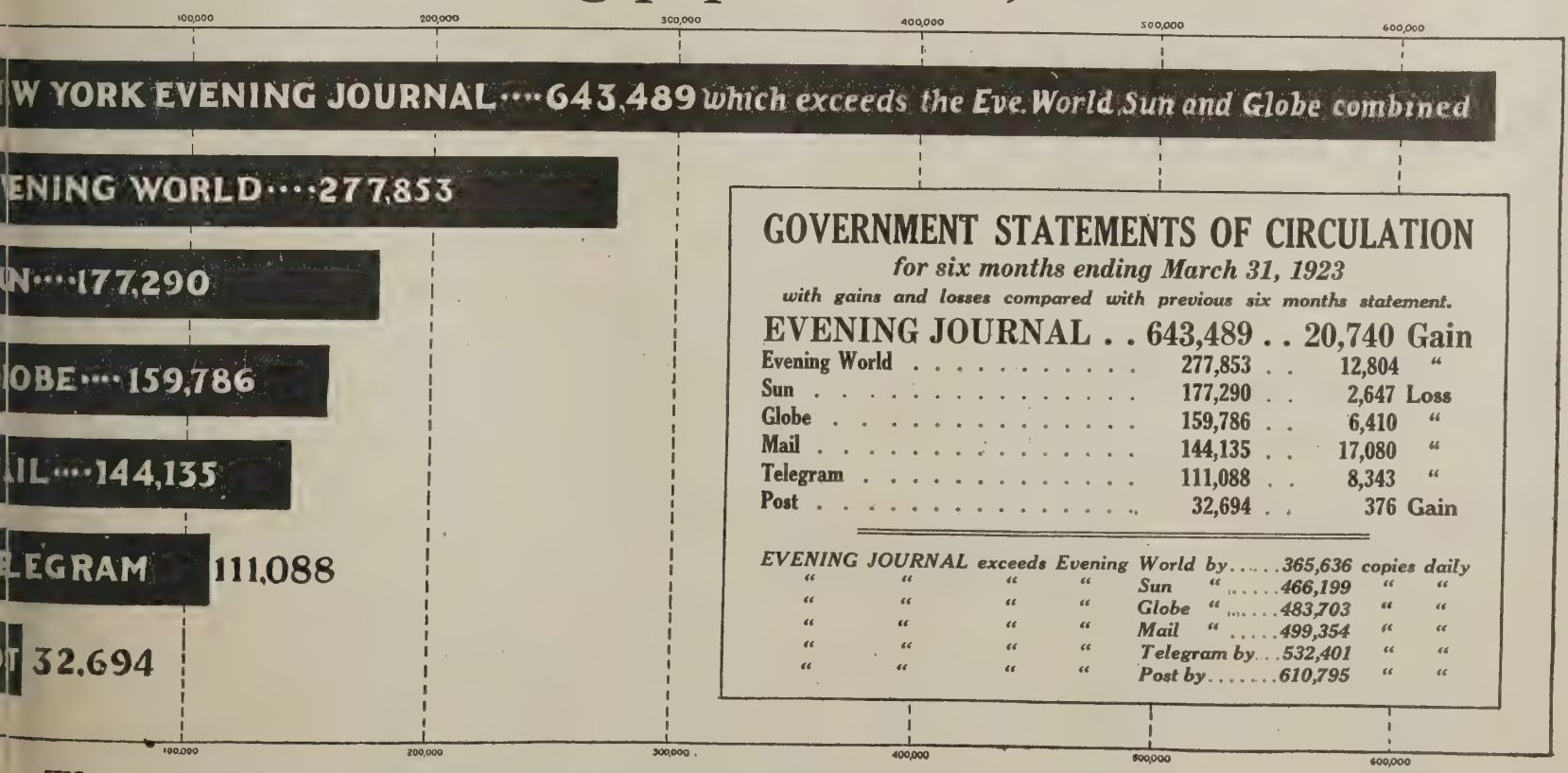
NEW YORK EVENING JOURNAL

rgest daily circulation in America—and at three cents a copy

This circulation was for the six months ending March 31, 1923. Compared with the period ending October 1, 1922, it was a

Gain of 20,740 daily

he circulation of the Evening Journal is *double* that of the next evening paper and *87,783 besides.*



GOVERNMENT STATEMENTS OF CIRCULATION

for six months ending March 31, 1923

with gains and losses compared with previous six months statement.

EVENING JOURNAL	**643,489**	**20,740 Gain**
Evening World	277,853	12,804 "
Sun	177,290	2,647 Loss
Globe	159,786	6,410 "
Mail	144,135	17,080 "
Telegram	111,088	8,343 "
Post	32,694	376 Gain

EVENING JOURNAL exceeds Evening World by.....365,636 copies daily
" " " " Sun " .....466,199 " "
" " " " Globe " .....483,703 " "
" " " " Mail " .....499,354 " "
" " " " Telegram by...532,401 " "
" " " " Post by.....610,795 " "

The average daily net paid circulation of the Evening Journal is 28,560 copies more than the Evening World, Sun and Globe combined

WASHINGTON

in Southwestern

PENNSYLVANIA

The Hub of the Greatest Bituminous Coal Region in the World

as well as an Important Manufacturing, Farming and Educational Center, Is Now Enjoying the Greatest Era of Prosperity in its History.

More than $3,500,000 *building operations just completed,* including the GEORGE WASHINGTON $2,000,000 HOTEL —leading hostelry on the famous National road.

THE OBSERVER THE REPORTER

MORNING AND EVENING

ARE THE CITY'S ONLY NEWSPAPERS, REACHING A TERRITORY OF 200,000 POPULATION IN WASHINGTON AND GREENE COUNTIES.

CIRCULATION—16,378

(A. B. C. report for six months ending March 31, 1923)

These progressive newspapers now have the largest circulation and greatest advertising patronage in their history. They offer remarkable opportunities to the general advertiser.

OUR NEW $200,000 BUILDING

With an equipment and plant of equal value, including a new 32-page, 2-unit Goss press, will be ready for occupancy and use within the next 30 days.

As complete and modern publishing plant as can be found in most cities of over 100,000 population.

A FORMAL ANNOUNCEMENT of the official opening of this building and a description of same will be made in an early issue of EDITOR & PUBLISHER.

THE STEWART GROUP

THE OBSERVER AND THE REPORTER—
Washington, Pa.
Howard L. Christman, *Advertising Manager*

THE TRIBUNE (Evening)—Beaver Falls, Pa.
Circulation—5,200—James H. March, Business and Advertising Manager.

THE DAILY TIMES (Evening)—Beaver, Pa.
Circulation—4,300—Robert L. Slough, Advertising Manager
E. L. Freeland—General Manager

JOHN L. STEWART—President and Publisher

OMAHA BEE HAS BIG EXPANSION PROGRAM

Changes in Personnel Also Announced —Brewer Increases Holdings— Fred S. Hunter Acting as Managing Editor

A number of changes in personnel have been made by the Omaha (Neb.) Bee in connection with a program of expansion.



BASIL BREWER

Basil Brewer, general manager, has largely increased his holdings of stock and become vice-president of the Bee Publishing Company. Mr. Brewer has been general manager and part owner since December, 1921.

The Bee is now published by the Bee Publishing Company, which was incorporated in January, 1923. Officers are N. B. Updike, president; Basil Brewer, vice-president; Gorton Roth, secretary, and Frank J. DeTemple, treasurer. In connection with the sale of stock to Mr. Brewer, N. B. Updike said: "My year and a half of association with Mr. Brewer in publishing the Bee has made me glad to have him increase his holdings in the Omaha Bee."

Fred S. Hunter, for three years city editor, is now acting managing editor. John B. Long, formerly assistant city editor of the Des Moines (Iowa) Tribune, has been made city editor. Paul Greer is in charge of the editorial pages.

V. A. Bridge has succeeded Elmer S. Rood as circulation manager. Mr. Bridge was formerly assistant circulation manager. Before joining the Omaha Bee he was in charge of the country circulation of the Cincinnati Post.

In the advertising department, James A. Austin, formerly promotion manager of the World-Herald, is establishing an extensive service department for the Bee. Rome Benedict, formerly of the Norfolk (Neb.) News, is now copy chief of the service department under Mr. Austin.

Beginning March 14, the Bee started publication of all features syndicated by the New York Tribune and added the International News Service and the Universal News Service and Arthur Brisbane's "Today" feature.

PRESIDENT TAKES WORLD COURT TO PRESS

(*Continued from page* 40)

ment over the Senate's failure to give approval.

"For security of defense, for the avoidance of such extravagant and ineffectual outlay in the case of future wars as we experienced in the last and for the promotion of our commerce and our eminence on the seas, I believe still a great merchant marine is an outstanding American requirement. (Applause.) And since we cannot hope for government aid to private ownership, we propose to do our best to organize and consolidate our lines and services, applying the lessons of experience which costs us hundreds of millions in operation alone, and then offer them for sale. If we cannot sell, we are going to operate and operate aggressively until Congress inhibits such a course.

"Confessedly, this is a contradiction of the proposal to have less government in business and more business in government; but if we cannot get out of the shipping business in a practical way and be assured of privately-owned and privately-operated shipping, it is the business of government to conserve our shipping assets and make for ourself reliance on the high seas.

"One more thought, little expected on this occasion I am sure, but particularly appropriate before a highly representative body of the American press. [illegible] from experience how a newspap confidently prints opinions on pu fairs. He has a marked advanta cause he is seldom called upon t good, unless he happens to be President, and apparently no nev man was ever put to that test (Laughter.)

"You have been saying a lot ab failure of Congress and the lack work between the executive a Congress. Many of you have d that there is not some strong man White House to make Congress bidding. A great change has taker vitally influencing the work of a trative and legislative fulfillment

"This effectiveness is no long fluenced by war stress, or pres personality. The great change ha about unawares and, as moulders lic opinion, you have ignored the mental reason.

"It is the change in our politic tem, the rule of the primaries, th toward pure democracy, and the g impotence of political parties. W gotten away from the representati tem. We have reached a point wh lack of party loyalty has made sponsorship in government less e than it was. We have come to th when a party platform is regarded many men in public life as even l portant than a scrap of paper, and or blocs are turned to serve gro terests, and many individuals serv own, while contempt for party con or caucus has sent party loyalty i discard. I believe in political part

"They were the essential agenc popular government which made u we are. We were never perfec under our party system we wro development under representative racy unmatched in all proclaimed and human advancement.

"We achieved under the party s where parties were committed to and party loyalty was a mark of and inspiration toward accomplis Nowadays, in many states, part herence is flouted, loyalty is held contemptible, and nominations for are often influenced by voters e under an opposing party banne platforms are sometimes the in utterances of expediency, influenc nominees, rather than by advoca principle. Let no one misconstrue am not advocating the abandonm the primary which gives to every voice in nominating men for off determining party policy. I would fully preserve and safeguard it the old-time abuses which impell adoption. But, I would make it an of indisputable party expression than a means of party confusion struction. (Applause.)

"I like the inculcation of loyalt pride of association, and the insp to accomplishment. I like the part ernment where purposes are reac the reasoning of honest represen and I like a party which is commis to govern, to strive in good con and all loyalty to keep the pledges brought it popular approval.

"Our drift today is toward democracy, and no pure democrac long survived. (Applause.)

"We talked solemnly and ea about preserving our world civili I have every confidence in its su But, it may only be assured by kind reaching the proper appraisal secure avenues of twenty centur human progress. In our America w the freest and the best press in the (applause). In its power today on press can sound the warning and to that conviction which will enable play our full part in this work of vation."

Among Washington corresponde companying President Harding trip north were Robert Barry Philadelphia Public Ledger; L. C bert and Ross Bartley of the Asso Press; George R. Holmes of the national News Service; W. P. Fly the Universal Service; Samuel T. liamson of the New York Times; Bell of the Louisville Courier-Jo Harry N. Price of the Washington and Laurence Martin of the United

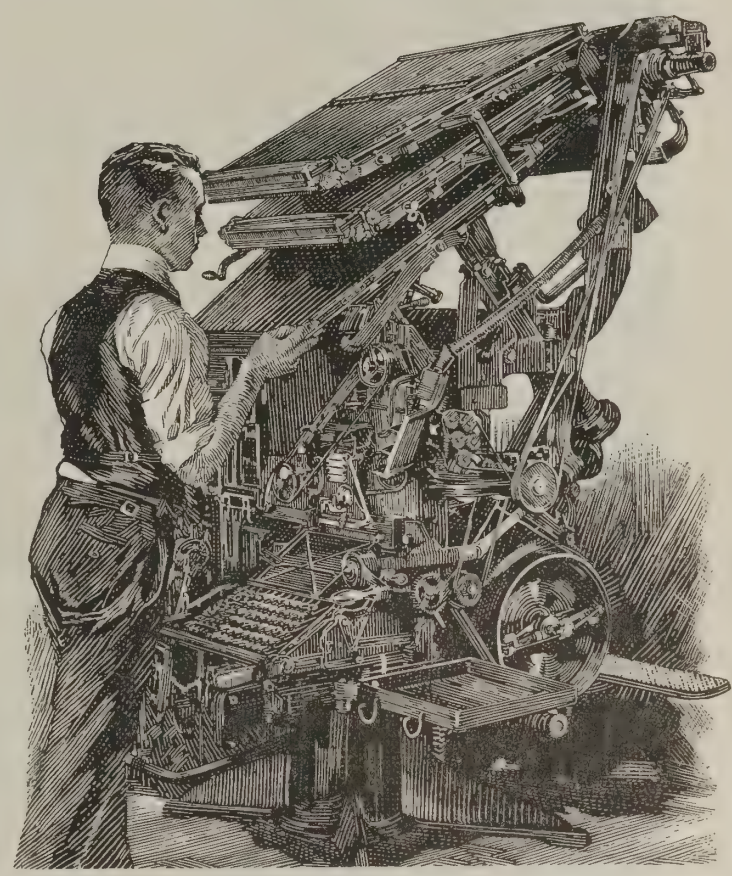
ANY LINE IN THE PAPER

Set from the Same Linotype

It has been hard to get some newspaper publishers to realize that the Linotypes are now so flexible that they can set any line in the paper. The thing seems too good to be true.

And so for the A. N. P. A. Convention this year we have prepared an exhibit that will present the range and adaptability of the Text-and-Display Linotype in a very forceful and unforgettable way.

First a specimen page was set combining all the problems of the front page and advertising page display. Then part of this page was photographically enlarged twelve times its natural size so that it would take up a whole corner of the room. In the middle of the page a hole was cut out big enough to admit a Model 21 Linotype and a magazine rack. Ribbons run in from various type faces on the page to the magazines showing how the entire page was set from the one machine—all from one keyboard, and each font completely contained in one magazine.



Model 21 Text-and-Display Linotype

© TRADE **LINOTYPE** MARK ©

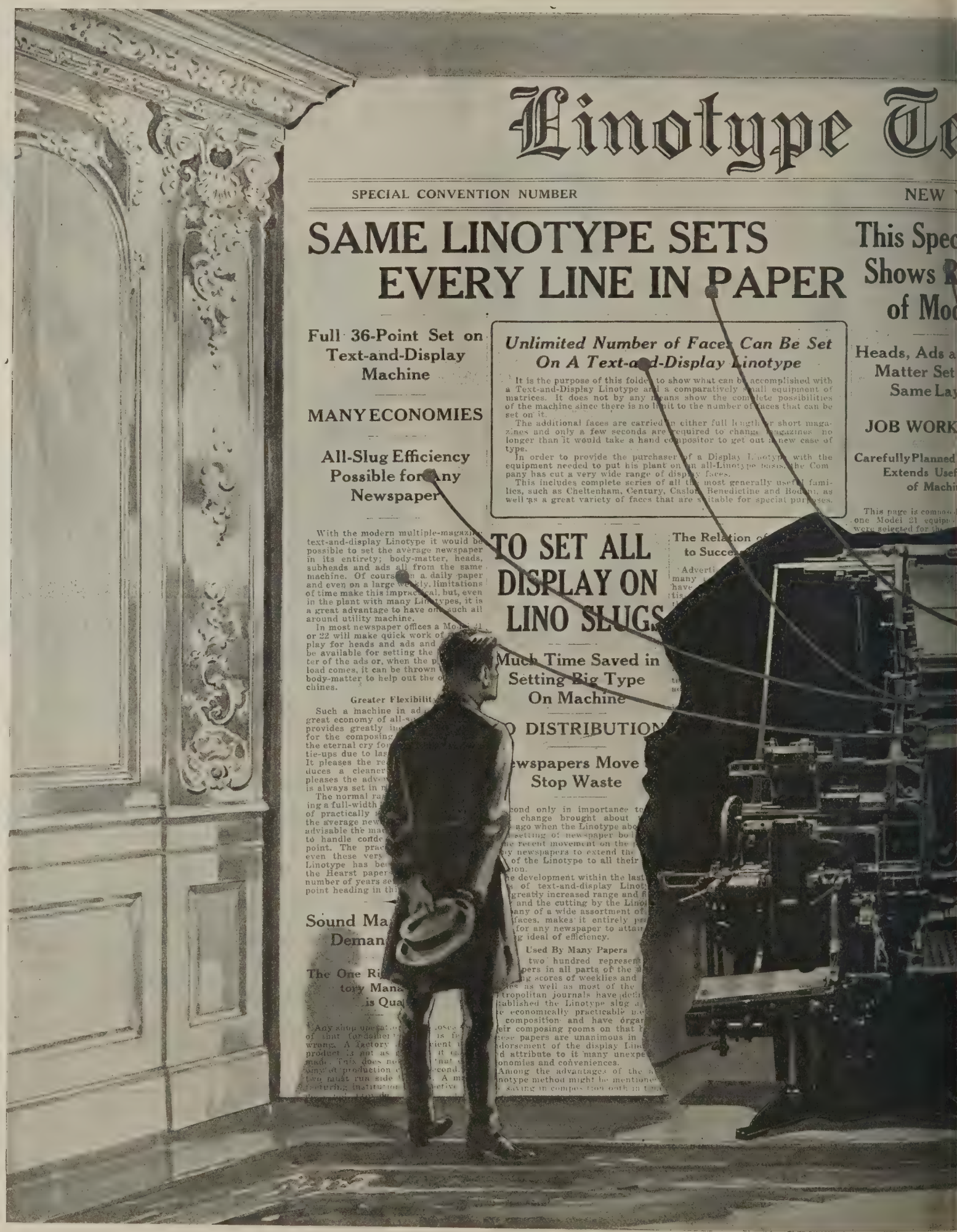
Mergenthaler Linotype Company

29 Ryerson Street, Brooklyn, N. Y.

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

This Exhibit is Illustrated on the Following Pages



Part of the Exhibit of the Mergenthaler Linotype Compa
Illustrating the Range and Flexibility of



erican Newspaper Publishers' Association Convention
e Magazine Text-and-Display Linotype

The Exhibit shown on the preceding page was made BIG because it has a big significance for every newspaper:

Any Newspaper, Large or Small, Can Enjoy the Speed and Economy of Linotype-Set Display

Display Linotypes are saving money in hundreds of composing rooms—in small dailies and weeklies as well as big city papers.

Many small papers have proved that it would pay to put in a Display Linotype even if it were only used three or four hours a day to set display because in those three or four hours the display machine does work that would take many hours if done by hand.

But there is no need for a Text-and-Display Linotype ever being idle. In the average small or medium sized office it will clean up the display composition in a short time and then be ready to help out on any kind of composition for which it is needed.

In addition to being a Display Machine it can be a Utility Machine, of wide usefulness, ready at any time for any task.

Ask the nearest agency to show you just how a Text-and-Display Linotype will fit into your composing room and speed up production all along the line.

TRADE LINOTYPE MARK

MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, N. Y.

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Composed entirely on the LINOTYPE *in the Bodoni Series*

LOCAL CIRCULATION AT SATURATION POINT

(*Continued from page* 34)

ased on at least three points—a quality ewspaper, reasonable price and service. 'he majority of newspapers have eached the saturation point in city cir- ulation, so now their only recourse ›ward making any striking increases in irculation is in the country to and on ıe rural route. You must furnish your ural patrons with a paper which appeals › them. Therefore, we should study ıe needs of our farmer friends."

W. P. Lovell, of the Bloomington (Ill.) 'antagraph, spoke on "What Do R. F.). Subscribers Value Most in a Daily 'aper—the News, Pictures or Markets; 'ew York stocks, bonds or produce?" Ie said in part:

"Obviously, the primary function of a aily newspaper is to give the news of he day and certain legitimate advertis- ıg to its readers. Just what is news is ometimes debatable but, without ques- ion, the general news of the day, ictures and all market reports, whether hey be of stocks, bonds or farm produce re all news as distinguished from dvertising. I presume that the member uggesting this subject has in mind, when ıe speaks of "Pictures," the news pic- ure page so popular at the present time, ather than cartoons and comic strips, nd as "news" he doubtless means to lassify the written local and telegraphic ews, country correspondence, etc.

"Doubtless, the average farmer is nost interested in the market reports, articularly during the seasons when he ıas stocked grain or other produce to ell. His wife is also a follower of the narkets. While the New York financial uotations of stocks and bonds are of nterest to some R. F. D. subscribers, hey are, I am sure, but comparatively ew who are investors. At the same ime, they are doubtless followed in a asual way by many as an index to the eneral prosperity of the country, all of vhich has an influence on their own radings in live stock and grain. I hould say produce markets are in the lass of news most valued by the R. F.). subscriber."

Walter E. Hoots, assistant circulation nanager of the Indianapolis Star, de- lared that in his opinion the best way or a morning newspaper to develop nore home delivery business both in a ity of publication and suburban territory s to give, first, unexcelled delivery ervice to the subscribers already on the ists, and, secondly, secure new readers y intelligent promotion methods.

"The circulation of a morning news- aper is founded upon prompt, early elivery service," he said. "No morn- ng paper regardless of its merits can ope to achieve a full measure of success n its field unless it has a well oiled, fficient delivery service."

Speaking on attracting the attention f non-readers, W. J. Parker, assistant irculation manager of the Chicago Evening American, named four elements:

"First, attract attention," he said. Second, arouse interest. Third, create lesire. Fourth, move to action. A plan f campaign may carry the first three lements successfully and fail on the ourth. In that case the plan, irrespec- ive of the amount of money spent, the mount of energy expanded, proves a dismal failure.

"The biggest problem the newspaper as is figuring out a plan that will be roductive in attracting the attention of he non-reader only—eliminate the cost f attracting the attention of one who is already a reader. (In some cases this s not determined, as it cannot be in uch campaigns as direct by mail and sampling, which is very expensive as, n many cases, your promotion matter s going to someone who has been a eader for many years and the value is lost.) So in figuring a real campaign hese are two methods that should be eliminated, unless in the case of sampling you stand a man near the news stand at some prominent place and give him the same number of copies of your paper that this news stand sells of all the other papers combined. Then when a cus- tomer approaches the stand, and buys a paper other than yours, this man hands him a copy—this is the only method of sampling that I know of, where you eliminate the chance of duplication."

"First of all each circulation manager must decide about the amount of terri- tory he wishes his paper to obtain cir- culation in, and then, after this has been accomplished, watch the renewals," de- clared Walter Wilcox, of the Elgin (Ill.) Daily Courier. "Our field covers a territory including in a radius of about 25 miles, as we find that our advertisers are interested in this circulation. In this territory we have one man who solicits the farmers for new business and renewals. While he is calling upon these people he explains the merits of our paper and the advantages it is for them to read it. In doing this we find that he not only educates our readers but creates a friendship with our sub- scribers."

J. P. Kienzle, circulation manager of the Springfield, Illinois, State Journal, said distributing of a "self erasing pad" represented the best suburban circulation building stunt he ever used. "I want to keep the self-erasing pad you sent me. Please increase my State Journal order one copy daily and Sunday, or two copies Sunday only. I agree to hold increase for at least eight weeks," read the coupon sent with each pad to a newsboy. He said over 75 per cent of the carriers responded with increase.

Ray Evans, of the Davenport (Ia.) Times, told how to build good will and develop enthusiasm in a carrier organiza- tion. "The first step I take when hiring a new boy is to have a real talk with him explaining each phase of and every- thing about the work, making him feel at home and by doing this I try to gain his confidence," he said in part. "I give him the impression that he is one of the cogs in the big machinery, thus giv- ing him a feeling of responsibility. I give the boys the glad hand, advise and praise them."

"I do not want to come right out and disapprove of giving automobiles in subscription campaigns but I do think that eight out of every ten of these campaigns conducted the publishers found it far more expensive than it was first estimated," declared James J. McMillon, of the Danville (Ill.) Morn- ing Press. "For a new paper it is a good thing. But for the established paper it is mighty expensive and the money could be spent better in the editorial room toward giving the people a better paper more successfully."

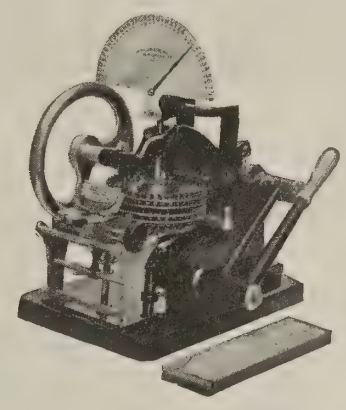
"Head Lines" was the subject of the address of J. A. Beckett, outside circu- lation manager of the Decatur (Ill.) Review. "Head lines are, if truthful, a great benefit to a newspaper," he said, "but very often they are misleading. When the reader picks up a newspaper, whether it be on the street car or in the home, the first thing he looks for is the streamer. The streamer is supposed to state with emphasis the leading news article in that day's issue. Of course, on this point editors will differ. Thus we see different streamers on different paper publications of the same date.

"Yet this may be accounted for, par- tially at least, by the fact that an article of national importance may be of more importance to the readers of the New York Times than of the Denver Post. "Headlines are often written by persons who do not understand the conditions surrounding the making of the story. Once I wrote a human interest story about a girl suffering from the sleeping sickness, a daughter of an acquaintance of mine who was a very good citizen in the town in which we lived, and mailed it to our paper. It was with pride that I thought of the morrow when I knew those dear anxious parents would search every column, every line, if necessary to find out what their favorite

(*Continued on page* 48)

Those Who Met Us at the A.N.P.A. CONVENTION

Were very enthusiastic over our exhibit. Let us convince you that with our system you can not only save time and money but increase the efficiency of your circulation and mailing departments.

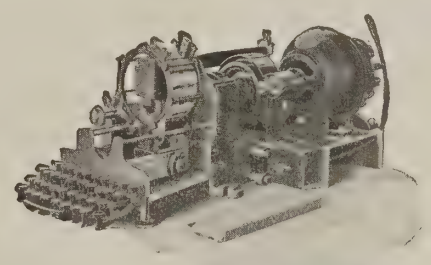


STYLE "C" RELIEFOGRAPH

This machine is used for embossing names on our patented thin aluminum plates; the machine is about the same size as a typewriter, absolutely noiseless and has a capacity of 50 plates per hour. It is operated by hand lever; not motor driven. (See motor driven machine below.)

Do away with your galley room and linotype slugs for newsdealers and subscribers. Substitute our thin indestructible aluminum plates, have the printing of your mailer strip, preparation of the lists, etc., done in the circulation department under the observation of the circulation manager, where the work can be done in half the time required with any other system and names entered on a daily list up to within an hour before closing time.

For those whose lists warrant it, we have an Automatic Mailing Machine which eliminates mailer strip entirely and prints on the margin of the publication direct at a speed of from 10,000 to 15,000 per hour.



POWER RELIEFOGRAPH

Reliefograph, for embossing names, addresses, etc., on aluminum plates; equipped with one-sixth horse-power motor. Capacity, 250 name plates per hour.

Efficiency, Speed and *Economy* are synony- mous with

POLLARD-ALLING MANUFACTURING COMPANY

220-230 West 19th Street **New York City**

White and Gold Room—No. 110

WALDORF-ASTORIA—during convention

National advertisers all over the country are beginning to wake up to the possibilities offered by using the

Only Daily Newspaper

in Norristown, Pennsylvania, the commercial hub of Montgomery county, the third richest of the 67 counties in the state, and a strictly American community which rarely feels the pinch of business depression due to its diversified industries and the great yield of its magnificent farms.

At Norristown, Penna.

the great buying center of this rich territory, this newspaper is published and it covers its field completely.

Since January 1, 1923, when the Norristown Daily Herald and the Norristown Times were combined, the circulation has been steadily going upward — in March, 1923, the paid circulation was 12,495.

Norristown Times Herald

Montgomery County's Great Home Newspaper

Member of Audit Bureau Circulation.

Norristown Times
Founded 1881

Norristown Herald
Founded 1799

PAUL BLOCK, INC.
Managers' National Advertising

NEW YORK BOSTON CHICAGO DETROIT

paper was saying about their beloved daughter.

"And lo and behold, I had written a front page article for there it stood out as prominently as a sore thumb at a husking bee in great big letters as black as night, headed "Sleeping Beauty Still Snoozes."

The following officers were elected for the coming year:

President, W. H. Coonradt, Decatur (Ill.) Review; vice-president, Charles Payne, Indianapolis Star; secretary-treasurer, G. L. Galloway, Rockford (Ill.) Register-Gazette (re-elected); directors: Ray Evans, Davenport (Iowa) Times; E. C. Herves, Danville (Ill.) Commercial-News; H. T. Larsen, Racine (Wis.) Journal-News; B. W. Reasoner, Terre Haute (Ind.) Star.

The next meeting of the association will be held in Chicago in October.

CIRCULATION NEWS AND VIEWS

R. B. MAHAFFEY, circulation manager of the Waycross (Ga.) Journal-Herald, has left that paper to go with the Wilmington (N. C.) Dispatch. George Hoffer succeeds him on the Journal-Herald.

The Omaha Daily News has 500 Ranger bicycles to give away to boys and girls for pulling in subscriptions.

About 600 boys and girls of Scottsbluff, Neb., have been entertained by the Platte Valley Daily News for the last two Saturday afternoons at a movie party.

Subscription contest for carriers has been inaugurated by the Xenia (Ohio) Evening Gazette. In addition to cash prizes, the Gazette has also posted a grand prize of an all-day picnic at Lakeside Park, Dayton, for carriers who secure more than two new subscriptions which are retained more than six weeks each.

Carriers of the Xenia (Ohio) Evening Gazette have organized a baseball team and sent challenges to carrier teams in other cities in central and southwestern Ohio.

The Columbus (Ohio) Evening Dispatch is offering prizes of baseball equipment for new subscriptions. The contest is open to any boy in the city.

Louis A. Pfeifer, better known as "Augie," celebrated his sixty-fourth birthday on April 22 and also the anniversary of his fifty-fourth year of service with the Columbus, Ohio, State Journal. Mr. Pfeifer entered the newspaper's service in 1869, as a newsboy. He next entered the circulation department, which he has served ever since. Mr. Pfeifer is the veteran of the State Journal family. He has moved with the Journal four times as the paper grew larger.

More than 125 boys competed in the marbles tournament staged by the Ogden (Utah) Standard-Examiner. Cash prizes of $7.50, $5 and $2.50 were awarded the three winners. The contests were conducted by Al Warden, sports editor.

Ira Rebman, formerly circulation manager for the Eugene (Ore.) Register, has resigned to become an automobile salesman.

The St. Paul Daily News will award a large American flag to the school winning first place in a spelling contest for high schools of the city and county. The News has also started a circulation campaign with prizes for carriers quite out of the ordinary. The fifteen most successful carrier-canvassers will be given a two-week outing in a summer camp on the St. Croix River in Wisconsin, with all expenses paid. In addition, the five best carriers will be allowed $5 each for spending money and the wages of their substitutes will be paid. The next five best will also receive $5, but must pay their substitutes. The last group of five will have only their expenses paid.

BETTING INFORMATION BANNED IN ONTARIO

Province Takes Strong Stand on Publications of Odds or Any Money Facts in Connection with Horse Racing

In the event of the Canadian Parliament failing to pass legislation prohibiting the publishing of betting information in Canada, the province of Ontario will have ready for proclamation, an act which will make it an offense to publish such information within the province limits. The measure has passed the committees and is ready for the third reading in the legislature. If the Dominion law materializes the Ontario bill will remain inoperative.

According to the terms of the Ontario act, betting information includes: "Tips, selections, choices, odds, winning money prices, money paid to winners, pari-mutuel payments or any similar information relating to or applicable to, or connected with any horse race, steeplechase, pacing, running or trotting race, whether held within or without Ontario." The committee added to this list names of owners' stables or jockeys.

The word publication is defined as including: "Board, tape, sheet, paper, pamphlet, newspaper, magazine or periodical," and publish includes, "the act of writing, typewriting, printing and otherwise making information legible and the act of producing, displaying, distributing, selling or offering for sale and disposing of." The penalty attached is $500 fine in addition to which an offender may be sent to jail for six months.

The province has no power to stop outside newspapers containing betting information from entering the province by mail, but it does claim the power to prevent their sale, unless offending portions are cut out or obliterated. An amendment provides that the law shall not apply to British newspapers.

In reply to a question as to the position of a man receiving through the mail paper containing betting information and showing it to another, the Attorney General said that would be an offense.

NEWS GOLF TOURNAMENT

Editor & Publisher Cup Play Will Be in Washington May 22

Golf play on the second leg of the EDITOR & PUBLISHER cup, the intercity trophy of the newspaper golf clubs, will be renewed by teams representing Boston, New York, Philadelphia, Washington and possibly Baltimore some time early in September. Definite decision to invite the teams to Washington for the second intercity match has been reached by the Washington Newspaper Golf Club and correspondence now is underway looking to the arrangement of the tournament.

The ten-man team representing the New York Club won the first tournament and a leg on the EDITOR & PUBLISHER cup over the Engineers Course a year ago last summer, when only Boston and Washington took part. The Philadelphia organization has expressed a desire to take part in the second tournament and Baltimore will be invited if a local organization of newspaper golfers is perfected there.

The annual spring tournament of the Washington newspaper men, in which President Harding will participate, will take place May 22 on the new Rock Creek Park course. The links, an addition to Washington's system of municipal courses, will be opened by the newspaper tournament.

Kansas to Raise—Golf Scores

Kansas newspaper men afflicted with "golfitis" will be guests of Topeka May 28 and 29 at the fifth semi-annual golf tournament of the Kansas Golf Association. The Topeka Press Club will entertain the visitors. A cup has been offered by Frank P. MacLennan.

Leads In Westchester County

(The Country's Greatest Suburban Area)

THE DAILY ARGUS

MOUNT VERNON, N. Y.

A Model Newspaper Printing Plant In One of the Show Places of the County



FIRST STREET AT SECOND AVENUE

40 Page Hoe Press

11 Typesetting Machines

The Record of 1922	Over **7,200,000** Lines of Advertising 30 per cent more than any other Paper in Westchester County

For the First 3 months of 1923 The Daily Argus Has Gained More Than 190,000 Lines of Paid Advertising Over Same Period in 1922.

THE UNIQUE RECORD OF COMPLETE HOME CIRCULATION

Publishers A. B. C. Statement April 1 (6 Months Average) **8,586**

1923 1923 1923

January, 8,623; February, 8,795; March,..... **8,739**

Goes Into Nearly Every House In Its Home City

Now Approaching 9,000

Circulated in an area of 4¼ square miles. This means about 1800 copies to every square mile. Nearly everybody takes the Argus. Few, if any homes, are without it as a daily visitor. The only newspaper printed and published in Mount Vernon. The actual net city paid average for the first 3 months of 1923 is 7,216 copies daily.

ONE OF THE BEST PRINTED DAILY NEWSPAPERS IN NEW YORK STATE

Foreign Representatives
GEO. B. DAVID CO.
171 Madison Ave., New York
A. R. KEATOR
Chicago, Ill.

Published Every Business Evening by
STILES & MERRIAM, INC.
Established 1892

OUR OWN WORLD OF LETTERS

Edited by JAMES MELVIN LEE

Director Department of Journalism, New York University

ACADEMIC and pedantic critics of the press who continually "point with pride" to British journals and "view with alarm" certain characteristics of the American press, are too often unfamiliar with the foreign press which they praise so highly. In the current issue of the Saturday Evening Post, Frank Ward O'Malley makes a startling comparison of New York and London newspapers, in his article "Slowing Down Through Fleet Street." By way of comparison he takes the tragic deaths of Field Marshal Sir Henry Wilson and Stanford White.

White was killed at five minutes to eleven—one hour and five minutes before New York newspapers went to press. Field Marshal Wilson was shot immediately after luncheon hour. How well the White story in spite of time limits was covered by New York newspapers needs no comment. How the murder of Wilson was handled by the London papers is thus summed up by Mr. O'Malley:

"Not a single Fleet Street newspaper appearing the evening of the day Sir Henry was killed, nor the papers of the next morning nor even the next night, had the correct names of his murders. These earlier stories passed over the cause of the crime with one, sometimes two lines of vaguest surmise. There was absolutely nothing told about the movements of the murderers in the hours preceding the shooting, nothing at all about their previous lives or records.

"One London 'night final'—now before me as I write—places the crime in the wrong street. The names of the policemen shot during the chase and capture of the murderers are not mentioned in these first stories.

"One leading London paper failed to note altogether that a brave citizen who aided in the chase also was shot by the murderers. A part of the London press had three murderers arrive in a taxicab and shoot Sir Henry. There were only two, and they did not drive up in a taxicab. One final edition before me was able to muster up eighty-four lines in all describing the crime, other papers had nearer one hundred lines; and even this length of story was obtained in all the evening papers only by resorting to the typographical tricks of using large type, wide spacings between the lines and by making a separate paragraph of absolutely every sentence."

The article is full of other comparisons that make one proud of the American newspaper. Edwin C. Hill, who wrote the White story for the New York Sun, is called by Mr. O'Malley "the best reporter America has produced." No one has keener appreciation of Mr. Hill than myself. But the excellent work done by Mr. O'Malley, himself, challenges his own statement. To be on sure ground, it might be well to follow the custom of the columnist and use the phrase, "the second best," and leave the matter of first place open to debate.

To borrow thunder again from the columnist, I should like to hear from the readers of EDITOR & PUBLISHER as to whom they consider the greatest American reporter. Please vote early—but only once for your favorite.

* * *

THE Challenge Machinery Company of Grand Haven, Mich., published a practical house organ entitled "The Printers' Album." It is a "fat take" for progressive printers who run a job department in connection with their newspapers. The current issue opens with "Timely Sales Ideas" by Bert Dallas. "The Printers' Album" may be obtained upon application to its editor, J. Edgar Lee—no connection with my shop.

* * *

IN Rose Macaulay's new book "Mystery at Geneva," (Boni & Liveright) the reader may follow the adventures of Henry Beechtree, correspondent for the British Bolshevist, who is commissioned to report the doings of the League of Nations, but who becomes involved in numerous adventures more or less interesting, and who will surprise one in the last chapter by turning out to be a woman in masquerade.

* * *

BETWEEN editions, or while waiting for an assignment, a good book to have handy is "The Globe Trotter" by H. I. Phillips (Doubleday, Page & Co.). Its author, a great favorite of column fans, conducts a column of the same title as that of the volume, in the New York Globe. For newspaper workers, I recommend:

The Society Editor Reports a Horse Race.
Bok Review of the New Telephone Directory.
An evening with the Radio.
The Ex-Kaiser's Memoirs. (With apologies to The New York Times).
The Bobbed Haired Girls Strike Back at the Bosses.
Summer Resort News.

The volume is dedicated to George T. Hughes, who as city editor, first, of the Evening Mail and later of the New York Globe showed remarkable ability in discovering talent among [illegible] his staff.

* * *

THE blue ribbon certainly belongs to the Cleveland Plain Dealer for its excellent booklet, "Cleveland's Three-Million Market and How to Sell It."

It is a very comprehensible collection of merchandising data regarding the trading radius with Cleveland as the center, and shows in a graphic way the sales possibilities of that territory. Metropolitan papers have issued at various times advertising booklets to promote the use of their columns as a marketing medium but no newspaper has published a better survey than that to which attention is called in this paragraph. What makes the booklet distinctive is the addition of numerous maps in which the distances from various points are computed in minutes rather than in miles—the right yard stick to use in advertising literature of this sort. Any advertising manager who is thinking of putting out a booklet to set forth the merits of his publication ought to get a copy of "Cleveland's Three-Million Market."

* * *

THE close relations between politics and the press, so far as Europe is concerned, is clearly indicated in "Whither France? Whither Europe?" by Joseph Caillaux, Former Premier of France, (Alfred A. Knopf). The former premier does not hesitate to say that one French paper, at least, received subsidies from two foreign sources, and gives the impression that the editorial page in France is for sale the same as the advertising columns.

His own views, whether one agrees with them or not, will be welcomed by the discriminating reader. The views of Caillaux about the French press are expressed as follows:

"No well informed politician can have failed to notice the transformation which has taken place in journalism in the last thirty years. The journals of opinion which used to assemble their readers strictly on party lines, which used to balance and counteract one another as it were, have been superseded by great news organs. What has happened in industry has also happened with the press. Massive citadels have been erected which overshadow and threaten to crush the smaller fortresses. An enterprise so vast as a newspaper, requiring millions, was bound to depend for support upon the moneyed classes. The latter at first managed to influence the two Houses of Parliament and then to gain an ascendancy over them, thanks to a press, which at the word of command defamed and calumniated parties and their leaders, discredited parliamentarians and their bills, and ridiculed the government and its projects of reform."

* * *

OSWALD GARRISON VILLARD, in his series of articles in The Nation on American journalism, has reached the Pacific Coast. In the issue for April 25, Mr. Villard prints a personality sketch of Fremont Older, formerly of the San Francisco Bulletin and now of the San Francisco Call and Post. Mr. Villard sees Mr. Older as a "Pacific Coast Crusader" and in his own words "turns with joy to such a character." Mention is made in the article of Older's autobiography, "My Own Story," which attracted so much attention when it first appeared several years ago.

* * *

IS there a Negro press? What is it like? What is in it and how far does it really represent the race? What is its contribution to the problem of racial aspiration and struggle? What lies back of the Negro press question? What is its history? These are some of the questions which are answered in "The Negro Press in the United States" by Frederick G. Detweiler of Denison University (University of Chicago Press).

The editor seeking the sidelights on racial problems will find this volume illuminating. After a statistical resume and a historical review of the Negro press in slavery days, it devotes considerable space to the favorite themes of the Negro press and the contents of Negro newspapers. The chapters most helpful to editorial writers are those dealing with the solutions of the race problem and the Negro criticism of Negro li[illegible]

The author's purpose has been to let the Negro press speak for itself. For this reason, the book is a valuable contribution to the literature dealing with the race relations.

* * *

THE cub reporter and the headline writer who want to increase their vocabulary, will find "The Century Vocabulary Builder" by Garland Greever and Joseph M. Bachelor (the Century Company) an excellent desk manual. No extravagant claims are made for this volume. The authors clearly point out that the more distant the reader stands from verbal bankruptcy, the less likely he is to indulge in needless display. Special stress is put upon the need of a study of words in action. The plan of the book as the chapter headings will indicate is to show words in combination. It is an excellent volume to supplement "[illegible] the Way It's Written" by Henry Justin Smith, news editor of the Chicago Daily News.

* * *

DOUGLASS WOOD MILLER of Ohio Wesleyan University has produced a text book "that's different" in "Practical Exercises in News Writing and Editing" (D. C. Heath & Co.). The exercises in proof reading are admirably selected. While the book has little practical value for the experienced newspaper man it will serve a useful purpose as a text in the various universities offering technical instruction in journalism.

* * *

CHARLES DICKENS, when asked by his publishers to draw up a list of titles for the weekly he was about to edit, suggested "The Forge" with the recommendation that the following quotation from Longfellow be placed underneath:

Thus at the glowing FORGE of life our actions must be wrought;
Thus on its sounding anvil shaped
Each burning deed and thought.

The title finally selected for this weekly was, of course, "Household Words." Another title suggested by Dickens was "Time and Tide." It is interesting to note that a recent American weekly in the periodical field is called "Time."

TO THE PUBLISHER OF A STRONG NEWSPAPER

THE NEWSPAPER REPRESENTATIVE is the point of contact between the newspaper and the national advertiser.

ON THE EFFICIENCY OF THIS CONTACT depends a substantial portion of the advertising revenue of the newspaper represented. The work is important.

WE FURNISH A COMPLETE AND SUPERIOR SERVICE. Our organization has been helpful in establishing the large volume of national business which the newspapers we represent now enjoy.

WE CAN OFFER THIS SERVICE to another strong newspaper and would be pleased to hear from any publisher interested in such representation.

CHAS. H. EDDY CO.

Newspaper Representative

Chicago Peoples Gas Bldg. | New York Fifth Ave., Bldg. | Boston Old South Bldg.

Tulsa!

Now Largest City in Oklahoma—

TULSA is now the METROPOLIS of Oklahoma. The United States Bureau of Census, in its statement of March, 1923, gives Tulsa a population of 102,018.

First in Advertising

The TULSA WORLD carried more advertising in 1922 than any other newspaper in the entire state of Oklahoma—9,397,164 lines.

First in Circulation

in Eastern Oklahoma

The TULSA WORLD has more circulation than any other newspaper in Eastern Oklahoma—45,593 Sunday and 40,247 Daily net paid circulation for March, 1923. The WORLD is the one newspaper that permeates every nook and corner of the Tulsa Trade Territory.

TULSA DAILY WORLD

Oklahoma's Greatest Newspaper

NEW JOURNALISTS' CLUB OFFERS SCHOLARSHIPS

Atlantic City Organization Founds Fund for Columbia School Courses —Members Not Required to Pay Dues

Founded several months ago by Charles S. Scheuer, Atlantic City newspaper and magazine editor, the Journalists' Club of Atlantic County justly rivals many older and more widely known American newspaper clubs in some respects. Mr. Scheuer has endowed the club with a $50,000 fund, from which two scholarships in the School of Journalism at Columbia University will be presented annually to the boy and girl showing the most remarkable aptitude in the study of journalism.

The club was incorporated under the laws of New Jersey. Members do not have to pay dues.

Discussing the aims of the organization Mr. Scheuer, who is publisher of the Ventnor N. J. News, Atlantic City Mirror and other magazines, said:

"We feel that it is the duty of such members of a community as are earnestly concerned with the intellectual progress of the American people as a new and fresh force in the world of letters, to begin concerted action toward directing general attention to meritorious work, and to imbue the greatest possible number with an understanding and appreciation of what is perhaps the finest of the Seven Arts, first, by instructing ourselves more thoroughly; secondly, by teaching and directing those whose feet are to follow in the path we tread, and thirdly, by helping those who buy and read what is written to that discrimination which when practiced by great numbers, determine the degree of intellectual importance to which a nation or a race subscribes.

"If, in doing this, we are able to accomplish in some manner, however imperfect, the work of setting before the civic eyes of countless municipalities and communities in this country an idea, which though bare and meagre at its inception, may expand in time into something like a dawn of greater intellectual and spiritual grace in a people whose understanding of the need for the deeper, more significant and more lasting elements that make a national life of benefit to posterity is, as yet, retarded by the exuberance of youth and adventure, we shall have achieved much more, and in greater proportion, than we dare now to hope."

Thirty resident members, including newspaper men and women of every daily, weekly and magazine in Atlantic County are on the rolls of the club. They are:

David Adams, Will Casseboom, Jr., James Cottrell, Miss Ruth Osborne Ewan, Henry Gries, Arthur S. Grossman, Francis J. Harnett, Miss Leila M. Holt, William P. Houpt, Mort-Latz Lippman, Mrs. Elene D. Loeb, Seth Maxwell, Miss Grace Mary Moore, Mrs. Ida Baker Moore, Nathaniel R. Packard, Miss Virginia Morse Packard, Adrian W. Phillips, Roland B. Rathbone, Charles S. Scheuer, Lionel Scheuer, Mrs. Millie M. Scheuer, M. Wallace Sharpe, Ira T. B. Smith, Vincent Speciale, Miss Gladys Stoudt, Miss Ada Taylor, Herbert C. Test, Carl M. Voelker, Arthur G. Walker and Walter W. Whitman.

Among the non-resident members of the club are several authors and short-story writers, newspaper editors, actors and actresses. The non-resident members include:

Dr. Felix Adler, New York; Gertrude Atherton, New York; Heywood Broun, New York World; Stephen Vincent Beuet, New York; Ray S. Baker, New York; Amy Lowell, Brookline, Mass.; Arthur Brisbane, New York Evening Journal; Dr. Frank Crane, New York; Kathleen Norris, Saratoga, Cal.; Owen Davis, New York; Henry Seidel Canby, New York; Joseph Hergesheimer, West Chester, Pa.; Sinclair Lewis, New York; George Jean Nathan, New York; Dr. Floyd Tompkins, Philadelphia; Rachel Crothers, New York; Dr. Herbert Adams Gibbons, Princeton, N. J.

Louis Cline, New York; Sarah Teasdale-Filsinger, New York; Mrs. Frederick Schoff, Philadelphia; Alexander H. Tuttle, East Orange, N. J.; Louis Untermeyer, New York; Margaret V. Vandercook, Leonardo, N. J.; Jessie Rittenhouse, New York; Samuel Shipman, New York; W. G. Van Tassel Sutphen, Morristown, N. J.; G. Wharton Stork, Philadelphia; Marion C. Smith, New York; Rev. Jay T. Stocking, Upper Montclair, N. J.; Booth Tarkington, Indianapolis; Augustus Thomas, New York; Stuart Walker, New York; Frank J. Wilstach, New York.

Barnes Tells of Europe

Julius H. Barnes, president of the United States Chamber of Commerce, was the guest at one of the series of spring entertainments staged by the National Press Club. Mr. Barnes addressed the club on his impressions of economic and social conditions in Europe and the Near East gleaned from his recent trip abroad in connection with the meeting of the International Chamber of Commerce at Rome. After his talk Mr. Barnes submitted to questions from the correspondents throwing illuminating, but confidential side-lights on the situation in Europe. A special showing of "The Covered Wagon," a filming of Emerson Hough's story of pioneer life, furnished the attraction for the club's first "Ladies Night" of the season last Sunday.

Pittsburgh's New Weekly

The Saturday Pictorial Review is the latest addition to weekly publications in Pittsburgh. John P. Cowan is managing editor. Gilbert W. Morris, formerly of the Pittsburgh Dispatch, is photographic editor. The paper is published by the Review Publishing Company every Saturday.

P. O. WILL EXPEDITE NEWSPAPER MAILS

Postmaster General New Orders All Postmasters to Consult with Publishers on Ways to Eliminate Transportation Delays

WASHINGTON, April 24.—Postmasters throughout the country were asked today by the Post Office Department to consult with newspaper publishers on ways and means to insure prompt delivery of newspapers sent through the mails. A circular sent out from the office of Postmaster General New said:

"You are aware that much circular and miscellaneous matter is commited to the mails, wrapped somewhat similar to newspapers, while not requiring the same expedition in transmission, and that newspapers are delayed on account of being involved in a mass of such kind of less important mail.

"It has been suggested by some as a remedy that newspapers be wrapped in some standardized form or color so as to render them readily recognizable, and that the department should then direct some priority of speed and care in handling. Indeed, this in a way, has been attempted in places, but I fear that it has not organized with any uniformity or sistency of plan.

"Will you please ascertain from newspaper managers what their e ences have been along these lines a so receive and transmit to us the vices?"

Bi-weekly May Become Daily

Change from a semi-weekly to a basis is contemplated in the near by the Record-Republican, of Wa ton Courthouse, Ohio, following th piration of the agreement with the ald in that city, whereby the form per retired from the daily field to b a semi-weekly.

Addition to Building

The Columbus, O., Dispatch, spring will add two stories to the p building, making the structure stories in height. Publisher F Wolfe, who also controls the Ohio Journal, will add other improveme

New Georgia Weekly

The Brier Creek Bulletin is one latest of the Georgia weeklies. It is lished at Brier Creek and Gordon J the editor.

The Day

"The National Jewish Daily"

The most potent influence in the life of the Jew in America.

The most effective advertising medium for the Jewish market.

American :: Independent :: Progressive
Special Illustrated Sunday Supplement
Special English Section

The national advertiser who knows the Jewish field has the "Day" first on his list of Jewish mediums.

Our merchandising service is ideally adapted for rendering that special co-operation which marketing in the Jewish field requires.

The Day

"The Jewish Family Paper"

FIRST IN NEW YORK AND WHEREVER JEWS DWELL



A Fire in a Newspaper Office

Last fall we partially equipped the presses of a large newspaper plant in a nearby City with our Duplex Rollers. Two months later there was a fire in their pressroom, and the Rollers were returned for recovering. The illustration above shows the advantage of the Duplex Rollers over the regular composition Roller. While the surface of the Duplex Roller was scorched from the flames and the journals slightly rusted from water, the Roller could have been used. The regular composition Roller was melted out of shape and the surface blistered from the water.

The firm asked us to cast all of their Rollers with Duplex Composition.

The Duplex is a twofold Roller. It increases production as the friction caused by the high speed of the press does not heat it and cause it to melt. It is not affected by climatic conditions. It is no longer necessary for the superintendent to stand in the pressroom with a grouch in one hand and a thermometer in the other watching an idle press from which melted Rollers are being removed.

Duplex Rollers will not melt on the hottest summer day, at the highest speed of the press.

Manufactured only at the five addresses below.

BINGHAM BROTHERS COMPANY

(Founded 1849)

ROLLER MAKERS

NEW YORK (Main Office) 406 PEARL STREET
Baltimore Philadelphia Rochester Cleveland

"MACHINE CAST PRINTERS' ROLLERS" TRADE MARK ESTABLISHED 1849

報知新聞



The Hochi's Magnificent New Building Just Completed in the Heart of Tokyo

THE HOCHI SHIMBUN

Japan's Oldest Evening Newspaper
With Large Morning Edition

TOTAL PAID CIRCULATION LARGEST IN TOKYO

The Hochi Shimbun was established in 1872 by the late Marquis Okuma, and continuously since that early date has lent all its influence to the support of its great founder's lofty ideals.

In the foreign news field the Hochi has built up a service which is unexcelled, and which has earned for it many readers who are intensely interested in persons and events abroad. This interest has been found to exert considerable influence on their taste in the purchase of imported commodities and undoubtedly has increased their consumption of products from abroad.

Advertising Rates

Per line	Y	1.25
Per Column	Y	170.00
Per inch	Y	12.50
Per page	Y	2,000.00

The Hochi Shimbun

TOKYO, JAPAN

WHAT OUR READERS SAY

And They Called It Journalism

DETROIT, Mich.,
April 21, 1923.

TO EDITOR & PUBLISHER: Is it too much to hope for that your well-applied editorial lashing of March 31st, "And They Called It Journalism," will be supported by some reaffirmation of the gentlemanhood of the guild at the forthcoming convention of the American Newspaper Publishers' Association?

I have been traveling about the country almost continually since my return from Europe last fall, appearing before commercial and civic bodies from coast to coast; and I want to say to you, and through you to the brethern whom you are brave enough to rebuke when overtaken by grievous offending, that it is simply appalling to a newspaper man who loves his profession with the accumulated ferver of forty years' devotion, to learn how generally, bitterly, thoughtful citizens of standing share the castigatory reproaches which you have applied so scorchingly in connection with the most recent instance of journalistic ruthlessness.

The impression prevails that it is not exceptional or accidental, but a fixed and growing practice for our daily prints to crucify blameless women and children in order to extend a salacious sex sensation into a serial. The sins of the father are visited upon the entire family—not incidentally, but with sordid directness—for the sake of circulation. "Get letters; get pictures; tell how the wife takes it; pump the children and servants"—here you have the authorization of reportorial infamy. Such cruelty, such cowardice, taken in connection with the playing up of crime and scandal, are responsible for a very palpable lowering of popular esteem for the American press.

Prideful citizens who would prefer to include our newspapers in their exaltation of everything American, find themselves wondering to what extent the vitiating of our home life is exacerbated by newspaper grossness and sensuality.

Under the circumstances, is it any wonder that one must journey for to find unqualified confidence in the American press, or the conviction that it is a definite power for good?

It may be said that such hounding of the unoffending as you reprobated in your editorial of March 31st, in conection with the chambering of a Philadelphia millionaire, is not typical. Once it was not. Now, so feverish the rivalry to be in readiness for the coming of the A. B. C. auditor, it is all too common.

A parallel outrage in Detroit was a morning paper's publication of a large cut of the mansion of a prominent business man who is being sued for divorce, accompanied by the announcement of a story in the next Sunday edition explaining "Why Love Went Out When Wealth Came In." As a result of exposing an entire household to the pain of pitiless publicity, unavoidable in the case of the principals, of course, the wedding of a daughter in this home has been indefinitely postponed.

At the memorial services in honor of the late Bishop Williams, held last Sunday, I took occasion to treat this dastardly piece of business in something of the spirit of your editorial denunciation, as follows:

"'I fear no foe in shining armor,' the poet sang. But a newspaper of the largest circulation is another matter. It has been known to scare politicians, business men, even preachers, out of their boots. But Bishop Williams, unbeguiled by first page publicity, untempted by the sop of becoming a paid contributor, unawed by editorial vengeance, remained captain of his soul—not bound, but free. The super-newspaper had nothing on the unafraid prelate—not even a string.

"There came a day when the offense of the most powerful print in Detroit against decency was unusually flagrant, in connection with a divorce scandal that trailed its malodorous length through roadhouses and automobile joy-rides. Bishop Williams forbade the further delivery of the newspaper to his home, and publicly rebuked the publication for defiling the family life of the city.

"This brave Bishop did another astonishing thing. He announced his preference for another daily, not in a position to give his sermons and speeches as wide circulation as the excoriated sheet, and declared it to be the duty of all Christian citizens to stand by a newspaper pledged to cleanliness.

"Not long ago at a father and son's dinner a member of the Scovel Memorial church announced that he had discontinued his subscription to a Detroit daily because he deemed it unfit for his children to read. I always felt there were at least two churchmen in the city who reprobated filthy journalism, and here at last was the other one!

"Speaking to the public himself daily, almost hourly, Bishop Wiliams sensed the enormity of the offense of the publisher who has nothing better than smut and scandal to offer his readers in the most conspicious part of his journal. This undoubtedly struck Bishop Wiliams as equivalent to a man on the platform taking the time of his audience for the retailing of backdoor gossip. How long would a speaker with this conception of 'giving the people what they want,' be tolerated on any rostrum? Yet it is every whit as worthy of the 'auditorial we' as it is of the 'editorial we.'

"Can you imagine for a moment a r
of Bishop Williams' highmindedness h
ing up before his congregation at the r
week meeting a picture of a Detroit h
and announcing that at the Sunday ser
following he would relate in detail ho
happened that love went out of that h
when wealth came in? Mind you, in
home are young people in no way to bl
for any estrangement that may have ta
place between the parents; children fa
the future with the right to happin
A bandit could not do no worse thar
break into this home and despoil child
of what is very precious to them.
know that rather than be so recreant
his life-work as a bearer of glad tiding
men, Bishop Williams would have impl
his God to cause his 'tongue to cle
to the roof of his mouth and his right h
to forget her cunning.' And so w
any true man and citizen."

The press of this nation has no more a
tative voice than the A. N. P. A., whic
venes in annual session this week. The
& PUBLISHER has been fearless and fo
looking enough to indicate that there sho
some sweeping repudiation of tendencie
will undermine the influence of "a fre
faithful press" and confirm the pessim
those who insist that its power is already
lessly impaired.

May the 1923 convocation be moved t
low where its foremost trade exponent le

JAMES SCHERMERHO

N. Y. American's Classified Line

NEW YORK, April 23, 1

TO EDITOR & PUBLISHER: I have alwa
joyed the interesting and enlightened a
in your excellent publication. Howe
should appreciate it if you would corre
New York American's figures regarding
fied carried in 1922.

Last year, the New York American
a total of 3,468,012 lines of classified
represents a gain of 770,178, or 28.5 pe
The number of ads carried was 233,033,
of 21,304, or 9.1 per cent. The averag
per ad were 14.8, while the average lin
capita were .614.

If your figures representing the gain
by 202 newspapers are correct, then the
can's gain of 770,178 lines last year w
fourth largest classified gain in the
United States. Other publishers will be
ested to know that this gain was made
two increases in classified rates and th
centage of the expenses to revenue sho
decrease of .73 per cent.

These are the actual figures supplied la
by the auditing department of the New
American while I was connected wi
general management of the Hearst news
and during that period the W. G.
Organization supplied the American w
intensive and extensive classified promoti
vertising campaign.

W. G. BRY

HOLDS LEGAL RECORD NE

N. Y. Court of Appeals Cla
Rochester Record as Newspap

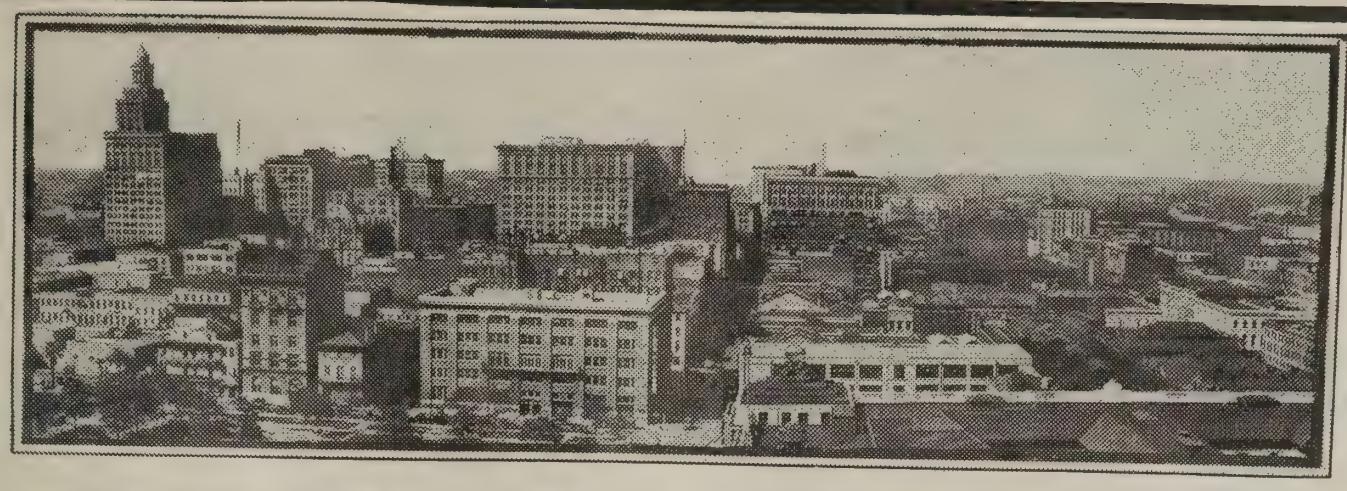
The Daily Record of Rochester, I
which is mainly devoted to the publi
of legal notices in Monroe county
newspaper within the meaning of th
according to a decision of the state
of Appeals handed down April 20.

The question of the status of the
lication arose on the submission
controversy between the Baptist
of Monroe County and Chauncey S
In the action brought by the B
Home to compel specific performa
a contract to sell real estate in Roc
the publication of the summons w
rected to be made in two newspape
one publication was made in the
Record. The purchaser refused th
on the ground that the Daily Rec
not a newspaper in the meaning
law and the title was therefore def

The Daily Record has been pub
fourteen years and its circulati
chiefly among persons interested in
records. It was alleged that it is
newspaper because not having a g
circulation and publishing items o
eral interest.

Justice Sawyer in the Supreme
upheld the legality of the publicatio
was affirmed by the Appellate Di
Third Department.

Had the highest court failed to
the trial court the title to thousa
pieces of real estate, judgments, d
decrees and settlement of estates
have been invalidated.



NEW ORLEANS
First Market of the South



FINANCES—

In the New Orleans market finances enjoy a continued trend of stability. There are over 50 banks, including their branches, in New Orleans, and clearance figures for 1922 totaled $2,405,555,843. There's plenty of money in New Orleans and people are spending it.



INDUSTRY—

Resourcefulness of the New Orleans market is accentuated to a marked degree by its industrial possessions. The annual valuation of manufactured products from approximately 1,200 factories is well over $300,000,000. The industrial pay-roll annually is over $27,000,000.

Rich, Progressive and Receptive

IN New Orleans business is good and advertisers should not fail to include it in their market list when making up their advertising appropriations. It is a market well worth a try-out by any good product.

Because of its cosmopolitan population New Orleans has a diversified merchandise demand and an advertising appropriation wisely invested will net a substantial return.

Through The Times-Picayune you can secure a greater and more effective coverage than through any other New Orleans newspaper—Use The Times-Picayune and dominate the New Orleans market at one cost.

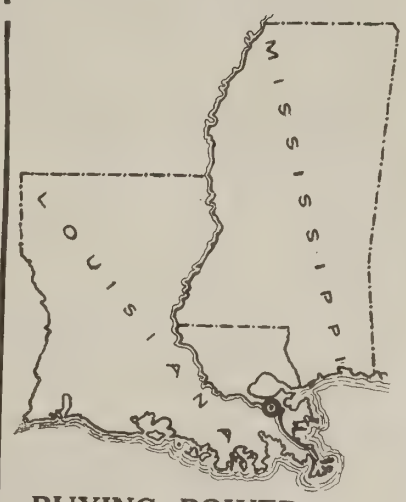
The Times-Picayune home delivered circulation is greater than all other New Orleans newspapers combined. The Times-Picayune has, also the largest city and total circulation both weekdays and Sundays of any other New Orleans newspaper.

During 1922, One Hundred and Seventy-Three National Advertisers confined their advertising appropriations in the New Orleans market to The Times Picayune exclusively.

SELL NEW ORLEANS
THROUGH

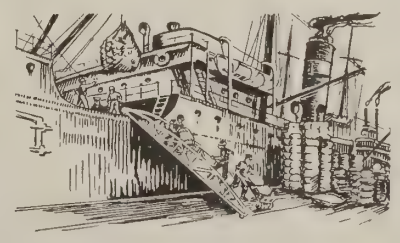


The Times-Picayune
FIRST FOR THE SOUTH



BUYING POWER—

The estimated population of the New Orleans retail trading zone is 2,000,000—a buying power that promotes an annual distribution valued at $1,000,000,000. New Orleans is the recognized jobbing center for groceries, dry goods, drugs and hardware for five states and for Central and South America.



SECOND PORT—U. S. A.

The port of New Orleans ranks high among world markets. It is the gateway to the Mississippi Valley and enjoys a substantial year-round trade with South, Central America and Europe. During the next 18 months over $4,000,000 will be spent on port improvements. Value of exports in 1922 was $129.340.499, and exports totaled $353,457,924.

FLEET STREET CLUB ADD ENDORSEMENT OF "ON-TO-LONDON" IN 1924

London Times Drops Reader Insurance Scheme—British Publishers Watch Broadcasting Closely to Prevent Encroachment on Newspapers' Field

By HERBERT C. RIDOUT
(*London Editor*, EDITOR & PUBLISHER)

LONDON, April 19.—The Fleet Street Club is the original British institution of advertising men and it has grown out of a little social affair to becoming an organization that is more representative of the publishing side of advertising than any similar club. The Fleet Street Club asked to have the "On-to-London" movement explained to its members, and it was clear from the resulting meeting that the Thirty Club, as originators of the movement, is perfectly willing that every other advertising organization in Great Britain shall share in the glory of bringing into being the London Convention of 1924.

The executive committee of the Fleet Street Club had previously voiced a resolution by which it was "unanimously agreed that the club give the wholehearted support to the 1924 Advertising Convention," and in furtherance of this W. S. Crawford, and C. Harold Vernon, officers of the Thirty Club, were invited to give their views before a full meeting of the members.

President Charles Crane occupied the chair and introduced the speakers. W. S. Crawford emphasized the point that the members of the Fleet Street Club should appreciate the fact that the delegates they may send to Atlantic City with the other eighteen organizations supporting the convention would be entitled to and would secure in full measure their share of the limelight which must pour upon all as the result of their efforts. As the oldest advertising club in Great Britain he welcomed their association with the convention and hoped that they would shortly become affiliated with the Associated Advertising Clubs of the World.

C. Harold Vernon dealt specially with the benefits individual members of the party might expect to derive from their visit to Atlantic City in June, the low cost of the trip and the favorable travel and other arrangements the Thirty Club had been successful in making on behalf of the delegates. In addition Mr. Vernon gave brief indication of the subjects likely to be discussed at the Atlantic City Convention and the part the British delegation may be called on to play in the business of the convention.

Both gentlemen were thanked for their remarks, and the meeting enthusiastically endorsed the resolution of the committee.

* * *

THE LONDON TIMES' sudden abandonment of its reader-insurance scheme has given rise to much speculation, particularly in those circles where every movement by the great daily is watched and examined for its significance.

The most frequent criticism has been that it was unprofitable, but this, like all other guesses, is wrong.

The Times' Insurance-of-Readers Scheme was quite a success, in that it added substantially to Times circulation. But it was felt that the paper did not require such a scheme, and that it was capable of holding its own as of yore, without insurance. Accordingly, the new proprietary of the Times took advantage of the expiry of the agreement with the insurance company and did not renew. That was all.

It might perhaps have been expected that this withdrawal of insurance facilities would have resulted in a serious drop in sales, but it says much for the confidence of the present proprietors, as well as being a tribute to the reader-value of the paper itself, that the sales did not actually drop more than a hundred or so, already recovered.

The present policy behind the London Times is finding expression in slight typographical and other changes that are effecting improvements in style without destroying any of its traditional appearance; in fact, the tendency today is to give us back the old London Times and its association, with its authority and dignity conserved.

The present owners of the Times are as jealous of its traditions and its place as an institution in the history of England as was the original John Walter—which is saying much but not less than the truth.

* * *

THE British Broadcasting Company, the combination of manufacturers responsible for the radio programs in the United Kingdom, is under close survey by the newspaper societies, watching that the news broadcasted does not imperil the interests of newspaper publishers.

A recent incident shows how energetic is the Newspaper Society in the matter. No broadcasting of news is permitted before 7 p. m., but on the occasion of the University Boat Race, the Broadcasting Company intimated its desire to broadcast a report of the boat race during the progress of the race, at about 5 p. m. Action taken by the Newspaper Society resulted in the statement by the Postmaster-General, who controls wireless services, that no variation of the terms of the license as to broadcasting news would be permitted until the newspaper organization were heard on the matter. The boat race was not broadcast as suggested.

There is a general complaint that the quality of the programs issued by the Broadcasting Stations is of a very ordinary kind, the B. B. C. being limited in its expenditure in this way owing to the lack of funds produced by licenses.

The London Daily Express has intimated that if it can secure permission it will erect a broadcasting station and issue its own programs. Under the arrangement between the Post Office and the B. B. C. it is doubtful whether such a thing can be arranged, but it is indicative of the feeling that exists and of the need for better broadcasting services.

SUN LOSES IN PAPER SUIT

New York High Court Sustains Supply Company in Contract Row

The Court of Appeals at Albany, N. Y., has handed down a decision sustaining the contention of the Remington Paper and Power Company of Watertown, N. Y., in its litigation with the Sun Printing and Publishing Association of New York City. The action was brought to recover $1,510,000 damages for alleged breach of contract by the terms of which the Sun Association was to purchase 16,000 tons of newsprint in 1919.

The paper was to be delivered in installments of 1,000 tons a month at the prices charged by the Canadian Export Paper Company. After 4,000 tons were delivered the Watertown company refused to deliver the balance on the ground that the contract was void for lack of mutuality as the price was indefinite. The court reversed the decision of the Appellate Division, which had reversed Justice Bijur in denying the motion of the Sun Association for judgment on the pleadings. Former Governor Nathan L. Miller represented the Watertown corporation.

Veterans Honor Col. Nelson's Memory

Former Spanish-American war soldiers employed by the Kansas City (Mo.) Star have organized a camp known as William R. Nelson Post United Spanish-American War Veterans. Officers chosen are: Senior commander, C. E. Slover; junior commander, W. Walter Stotts; officer of the day, Ralph W. Downing; officer of the guard, Lynn Root; ttrustee, J. W. Bruce; adjutant, Harry P. Robinson; quartermaster, George Harrington; patriotic instructor, F. A. Winshell; chaplin, Leon S. Gray; and historian Ora E. Clark. The post will observe the 25th anniversary of the organization of the 32nd Regiment of Volunteers at Fort Leavenworth, Kan., in which Mr. Nelson took a prominent part.

ALGAR TO CONTINUE AS PRESIDENT

Not Resigning as Head of Atlantic Advertising Club—Famous Resort Making Final Preparations for Ad Clubs Convention

ATLANTIC CITY, N. J., April 24.—Leonard D. Algar, resort merchant, although slowly recovering from the effects of recent serious illness, will not resign as president of the Atlantic City Advertising Club. Such was the definite statement issued by A. T. Bell, vice-president of the Atlantic City Advertising Club, who, speaking for President Algar, said that while it had been rumored that he was to resign, no formal resignation was ever made, and it is doubted whether President Algar will make such a demand until the gigantic convention of the Associated Advertising Clubs of the World is held here in June.

While President Algar has not been active of late in the movements of the Atlantic City Advertising Club, it is expected that he will return to his official duties at the next meeting which will be held at the shore Tuesday night, May 1. Mr. Algar has been chief executive of the Atlantic City Advertising Club since it was organized more than a year ago. A. T. Bell, hotel man, and Paul J. O'Neill, local newspaper publisher, are vice-president and secretary respective

Additional plans and arrangements the coming convention which will be h in this city from June 2 to 7, were ma at the semi-monthly meeting of the sh advertisers last week. Mrs. Grace Cra ley Oakley, publicity manager of Pennsylvania Hotel, New York, was principal speaker at the meeting. "I terviewing 1000 People Every Yea Mrs. Oakley's subject covered a m fascinating field in a most interesti manner.

A. T. Bell, vice-president of the A vertising Club of Atlantic City, was lected as chairman of the executive co mittee which will have charge of local Advertising Club's work in preparation for the coming convention

Utica Press Club Elects

Harry A. Fox, managing editor of Utica (N. Y.) Daily Press, was elec president of the Utica Newswriters' C at its annual meeting held this we Amon W. Foote, the retiring preside was made honorary president for li Mr. Foote has headed the club for fift years. He will retire as city editor the Observer-Dispatch on May 1 to come executive secretary of the Ut Lodge of Elks. Other officers chosen the club were: J. Lyman Gollegly, vi president; George A. Bradley, secreta George Waldron, treasurer, and Isad Riechler, financial secretary.

Mock Edition of Paper Out

A mock edition of the Cleveland Ne was issued April 11 by students of Western Reserve University. They out the Western Reserve Weekly. Eve detail of the News make-up and t were followed in a 10-page paper, t pictorial section bearing the title "T Campus News." Last year there was mock edition of the Plain Dealer. Ho ard D. Sample is editor of the Weekl Charles K. Fankhauser, managing edit Arthur G. Fetzer, business manager; a there are a half a dozen associate edito

1893 1923

Thirty years of faithful and aggressive service to daily newspapers only, and thirty years of honest dealing with the trade, have established an enviable reputation that we are honored with and are proud of.

We invite inquiry regarding negotiations for representation

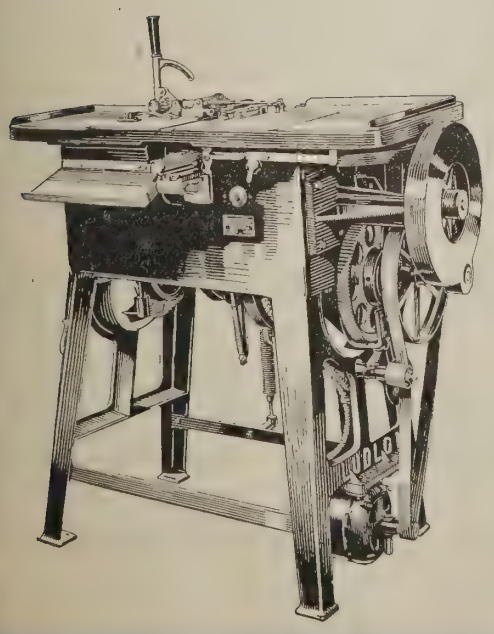
Benjamin & Kentnor Co.
ESTABLISHED 1893
225 Fifth Ave. New York City. 900 Mallers Bldg. Chicago, Ill. 401 Van Nuys Bldg. Los Angeles, Calif.

LUDLOW DISPLAY

Makes Your Space More Valuable

Your space is worth what you make it. Display lines that attract are more important than position. You can't hide them. You can't lose them. You can't pass them without stopping to read.

Commanding display is the first requisite of good advertising: 1. To attract attention; 2. to interest and convince; 3. to induce action. No attention is attracted by old, worn and broken type. The type must be new and perfect. No attention is attracted by thin, compressed faces. Big, bold and extended faces are required. Second-choice faces—for advertisements that come late—destroy the effectiveness of the best written heads.



Ludlow Cheltenham

Thirty point 2-BI Cheltenham Bolt Italic

PROVIDES TEN SERIES

Thirty point 2-B Cheltenham Bold

Without mold or machine changes

Thirty point 2-BC Cheltenham Bold Condensed

YOU MAY CAST THEM YOURSELF--NO EXPERTS REQUIRED

Eighteen point 2-BEC Cheltenham Bold Extra Condensed

Beautiful Italic

Twenty-four point 2-LI Cheltenham Light Italic

Close-Fitting—Undistorted

Thirty point 2-LI Cheltenham Light Italic

NON-BREAKABLE

Thirty-six point 2-BI Cheltenham Bold Italic

BIG SIZES

Forty-eight point 2-BE Cheltenham Bold Extended

In Bold & Extended

Thirty point 2-BE Cheltenham Bold Extended

ON SLUGS

Sixty point 2-B Cheltenham Bold

ONE LINE OR A HUNDRED

Fourteen point 2-B Cheltenham Bold

Ludlow Typograph Company

2032 Clybourn Avenue - Chicago, Illinois

Eastern Office: World Building, New York City

LUDLOW QUALITY SLUG COMPOSITION EXCEPT 6 POINT

SHOPPING NEWS ENTERS CLASSIFIED AD FIELD

Cleveland Weekly to Feature New Department Known as "Everybody's Market Place"—"Catch" Ads Barred

CLEVELAND, April 24.—The Cleveland Shopping News will enter the classified advertising field April 30. The rate, according to the management, will be as high as any charged by a Cleveland daily newspaper. The News for some time has been carrying advertising from motion picture houses and theatres. According to an editorial announcement this "new department will be known as 'Everybody's Market Place.'"

The News announcement says:

"Initially, it will take the place of 'Monday Only' specials that are now appearing on page 12. 'Everybody's Market' will have much of the general aspect of the classified advertising one sees in the daily newspapers—and a whole lot more. You'll be bound to regard it as a valuable adjunct to Shopping News."

The publisher claims the News is now delivered weekly to a minimum of 167,000 homes in Greater Cleveland and says tests prove that 95 per cent of each weekly delivery is effective.

It is stated the classified move is made in response to inquiries by "many smaller advertisers who for months have been clamoring for admission."

The News is eighteen months old and its editorial announcement says it has "been a closed corporation—only twenty-two downtown establishments, which own and actually operate the paper having been permitted to advertise in it."

It is added that "householders have wanted to use the News for small advertisements, to employ domestic help, to rent spare rooms, to dispose of used furniture or used automobiles, etc."; also that business and professional men have sought to use the paper "that they might bring their merchandise or their service to the attention of a great many householders they had reason to know depend so much on Shopping News as a buyers' guide." The primary reason assigned for the admission of classified advertising is to increase the service of the News, and "Truth in Advertising" will guide in the printing of the new type of ads.

The News prints "some of the samples of classified advertising 'Everybody's Market Place' *won't* print."

Here is one of the 'samples" which are barred:

"HELP WANTED—FEMALE.

WE need the services of a young women of attractive personality, good breding, education and character to take responsible position in fast-growing concern. Right woman can earn salary of $75 per week to start. Small investment required. Apply Mr. Allen, Douglas Bldg.

Says the News of this "type" of ad:

NO deception whatever about this advertisement. The opportunity probably is all that it is represented to be—to the right woman. But what of the investment if after the successful applicant has been on the job a while, it is agreed that a mutual mistake has been made? Does she get her money back? Can they give her money back?

"Shopping News feels that is can better protect the interests of its readers, in its inability to predetermine such problems, by declining all help wanted advertisements that calls for an investment."

The deceptive used car ad will also be barred. Another "type" barred is this

HELP WANTED—Female

WOMEN wanted to do work for us at home. No experience necessary. Send 10c in stamps for particulars. Star Service, Blanktown, Ia.

Of this ad the News says:

"HERE we often have the meanest of all classified advertising deceivers—the sharper who capitalizes the desire of the woman struggling to make ends meet with a limited income to earn some extra money. His "particulars," his "home-outfit," his this or that he asks stamps for, is usually worthless, both of itself and in its value for the "home work" described; and costs him for manufacture or printing, not half what the stamps cost the applicant."

"Stuffed house" classified ads will also be barred. Employers seeking help must state whether compensation is on a straight salary or commission basis and ads for either men or women offering to sell stocks will be under the ban. The use of "comparative prices" will also be eliminated.

Sam B. Anson, director of the News, said 50 per cent of the proposed classified ad page has been sold.

DANENBERG BUYS PAPERS

South Norwalk (Conn.) and Stamford Sentinels Under New Leadership

Leigh Danenberg, formerly Berlin correspondent for London and American newspapers and later with the staff of the London Express, has assumed control of the South Norwalk and Stamford (Conn.) Sentinels as head of the Sentinel Publishing Co. The South Norwalk paper is an evening daily established in 1870 by the late James Golden and since his death, 10 years ago, published by his widow and daughter, E. L. and A. L. Golden. The Stamford paper is a morning daily, about two months old, a lively and promising enterprise. The Goldens will retain a financial interest in the two papers through stock holding.

Associated with Mr. Danenberg is Wendell P. Milligan, of Stamford, until recently director of advertising of the Moving Picture World. As vice-president and treasurer Mr. Milligan will have general direction of the business affairs of the two papers.

Robert G. Mitchell, for a number of years city editor, immediately tendered his resignation. Other changes will be made in the staffs of both papers in the near future.

McKeever Buys Out Partner

J. H. McKeever has bought the interest of his partner, E. P. Neill, in the Aberdeen (S. D.) American Company, publisher of the Morning American, Evening News and Sunday American-News, and will henceforth conduct the newspapers alone. No changes in the staff are contemplated. F. W. Meyers will remain as Sunday editor, Leonard Lindgren as managing editor of the American and Sam Y. Hasvold, managing editor of the News. C. D. Kimball of Minneapolis will succeed Mr. Neill as manager of the plant. Mrs. McKeever will become a member of the Associated Press on behalf of the News, as her husband is for the American. The sale included Mr. Neill's half interest in the American Building and his interest in the American Print Shop, a job printing company which grew out of the business.

Journalism Student Awards

The loving cup offered by Sigma Delta Chi, at Oregon Agricultural College, to the student in journalism getting the most material in print went to Kenneth Ackley, of Chapman, Ore. First prizes in other contests went to Laurence Trowbridge, of Portland; Cyril Sikes, of Corvallis, and George Couper, of Portland. Other prize winners were Lindsey Spight, of Hood River; Eunice Rydman, of Portland; Vernon Paine, of Portland, and Katharine Marshall, of Gervais.

Bryan's Commoner Quits

The Commoner, of Lincoln, Neb., founded by William Jennings Bryan and edited with him in co-ordination with his brother, Governor C. W. Bryan of Nebraska, suspended publication April 10 after a career of twenty-two years. Lack of time was given by the governor as the reason.

THEY WILL BE SHOWN

Missouri Students to Hear Well Kn Newspaper Men

Speakers and plans for the ar "Journalism Week" of the Universit Missouri, May 21-25, have been nounced by Dean Walter William the School of Journalism.

Monday, May 21, will be given ov the Missouri Writers' Guild, comp of the leading newspaper, magazine feature writers, poets and authors. T day, Wednesday and Thursday wil devoted to the Missouri Press Ass tion.

Speakers include Willis J. Abbott, tor of the Christian Science Mon Boston; Frank P. Hedges, Peking, C correspondent for the Philadelphia lic Ledger; James M. Thompson, lisher of the New Orleans Item, so law of the late Champ Clark; W Colver, general editorial manager of Scripps-Howard League of newspap Richard Lloyd Jones, publisher of se newspapers and editor-in-chief of Lloyd-Jones group; Louis Wiley, b ness manager of the New York Ti Harry Hansen, literary editor of the cago Daily News, and J. Fred Es Washington correspondent of the B more Sun.

Quarter-Century Old

The Harris-Dibble Company, York, brokers in publishing propertie celebrating the 25th anniversary o establishment. Emerson P. Harris, founder, is still the senior member.

DUAL EFFECTIVENESS

AN INVESTIGATION OF WHY LEADING METROPOLITAN DAILIES CONTINUE TO USE OUR PLAN YEAR AFTER YEAR WILL CONVINCE YOU TOO THAT IT

Rapidly builds circulation of permanent character at minimum cost, and greatly stimulates prompt payments of accounts.

HICKEY-MITCHELL CO.

PIERCE BLDG. *(Builds and Holds Circulation)* ST. LOUIS

U. S. Mgrs.—National Casualty Co.—Newspaper Dept.

In Planning Your New Building—

YOU can now have the assistance of an organization which has developed and is developing plans for several major newspaper buildings (among them the production design and layout of the New York Tribune's new building).

This organization specializes solely in newspaper, publishing and printing buildings and includes technical engineers specializing in the various phases of newspaper operation and building design and construction, all coordinated under the direction of a trained newspaper man.

Such a service has never before been available. What it has accomplished will be explained in an interview which may be arranged without obligation.

S. P. WESTON

Newspaper Buildings **Mechanical Layouts**
Production **Operation**

120 West 42nd Street, New York

NEWS LEAGUE OF OHIO

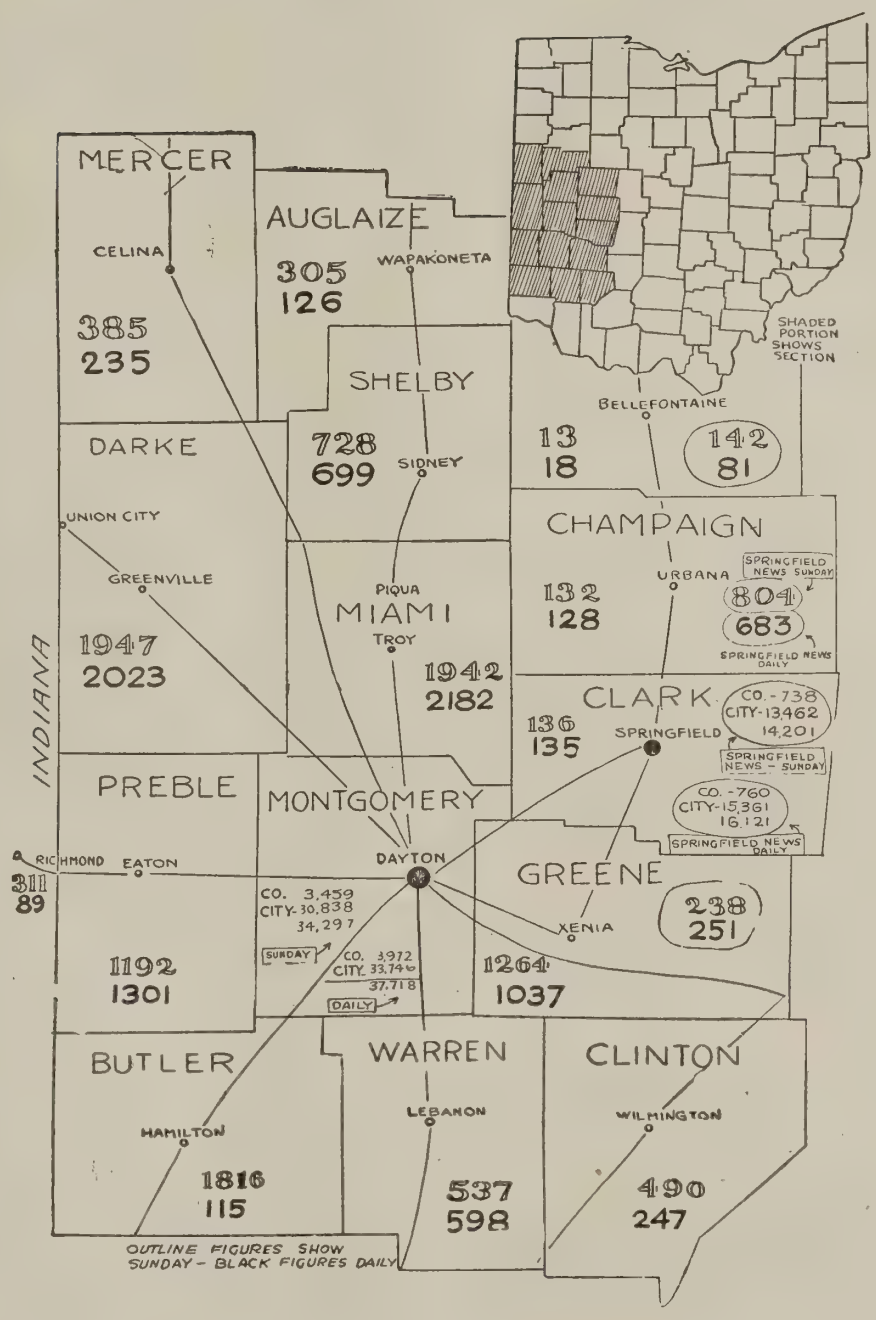
Daily — Sunday

SPRINGFIELD NEWS

Sunday 16,693

Daily 19,261

CIRCULATION March 1923



DAYTON NEWS

Sunday 45,267

Daily 46,991

CIRCULATION March 1923

MIAMI VALLEY'S GREATEST NEWSPAPERS

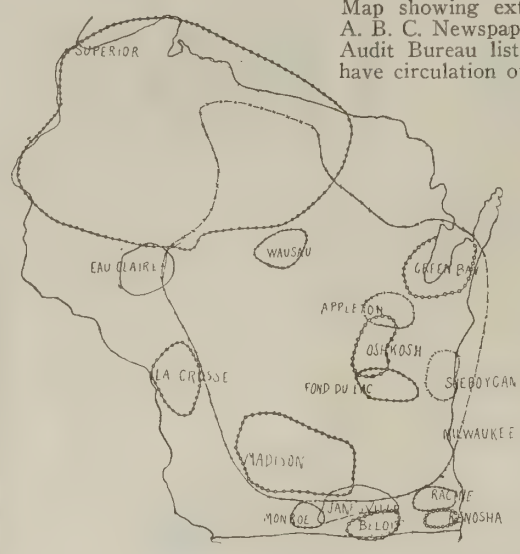
NATIONAL REPRESENTATIVES:

Chicago
I. A. KLEIN
76 W. Monroe St.

Pacific Coast
A. J. NORRIS HILL CO.
Hearst Bldg., San Francisco

New York
I. A. KLEIN
50 E. 42nd Street

A. B. C. MAP OF WISCONSIN



Map showing extent of circulation of all A. B. C. Newspapers in Wisconsin based on Audit Bureau lists of towns where papers have circulation of 25 or more daily.

Tell It To Upper Wis-Con-Sin.

The Evening Telegram

is the only daily in Superior with a population of 40,000 and the only daily covering 15 upper Wisconsin counties comprising a farming and agricultural territory which according to the last census showed the greatest growth during the past ten years.

Tell Upper Wisconsin what you have to sell through the medium of the Telegram

Hamilton-De Lisser, Inc.

25 West 43rd Street, New York City — **127 No. Dearborn St., Chicago, Illinois**

Special Representatives

WESEL

Members of the A. P. and A. N. P. A. are cordially invited to visit our Factory, which is just across the River.

Come and see Wesel products being made and you will know the reason for their universally good reputation.

Proof Presses
Composing Room Equipment
Chases
Wet or Dry Mat Equipment
Photo-Gallery Equipment
Complete Photo-Engraving Plants
Complete Electrotyping Foundries
Complete Rotogravure Equipment

Telephone Main 4540.

F. WESEL MANUFACTURING CO.

72-80 Cranberry St. — **Brooklyn, N. Y.**

Chicago Branch: 431 So. Dearborn St.



Works of the F. Wesel Manufacturing Co., at Brooklyn, N. Y.

TIPS FOR AD MANAGERS

Bauerlein, Inc., Hibernian Bank Bldg., New Orleans. Placing advertising campaign in Southern newspapers for Lorraine Manufacturing Company, New York, manufacturer of "Lorraine" seersucker and suitings.

Calkins & Holden, 250 5th avenue, New York. Making 1,000-line contracts for the Southern Cotton Oil Trading Company. Making 1,000-line contracts for the Thermoid Rubber Company.

Campbell-Ewald Company, General Motors Bldg., Detroit. Using 780 inches, 13 times for the Oakland Motor Car Company.

Campbell-Moss, Inc., 21 East 40th street. New York. Now handling account of Henning Boot Shop, New York.

Chambers Agency, Inc., Maison Blanche Bldg., New Orleans. Handling account of Auxiliary Spring Co., Birmingham, manufacturer of automobile accessories.

E. H. Clarke Company, 28 East Jackson Boulevard, Chicago. Starting general newspaper campaign for Enterprise Paint Manufacturing Company.

Dorrance & Sullivan, 120 West 42nd street, New York. Making 2,800-line contracts for Studebaker Corporation.

John H. Dunham Company, Wrigley Bldg., Chicago. Placing account of Fansteel Products Company, Inc., North Chicago, Ill.

George L. Dyer Company, 42 Broadway, New York. Preparing an institutional advertising campaign for the United States Rubber Co.

Eastman Advertising Company, Standard Bank Bldg., Vancouver, B. C. Making plans for a national advertising campaign for the Shingle Manufacturers' Association of British Columbia, B. C., featuring "British Columbia Edg-Grain Inspected" shingles.

Erwin, Wasey & Co., 58 East Washington street, Chicago. Making 10,000-line contracts for the Goodyear Tire & Rubber Company.

Charles H. Fuller Company, 623 South Wabash avenue. Using 72 lines, 5 times and 77 lines, 4 times for W. S. Rice.

Gardiner & Wells Company, 150 Madison avenue, New York. Making 3,000-line contracts for the Kelly-Springfield Tire Company.

Gardner-Glen Buck Company, 30 North Michigan Avenue, Chicago. Preparing copy for North Carolina papers on Certainteed Products Company.

Green-Fulton-Cunningham Company, 28 East Jackson Boulevard, Chicago. Planning general campaign on Chicago Orange Crush Company.

Green-Fulton-Cunningham Company, Free Press Bldg., Detroit. Using 387-line copy twice for Nash Motors.

Groesbeck, Hearn & Hindle, Inc., 350 Madison avenue, New York. Now handling account for Standard Steel and Bearings, Inc., Philadelphia.

Guenther-Bradford Company, 7 South Dearborn street, Chicago. Has sent copy to Ohio papers on International Heating Company. Also starting campaign in Ohio papers for George H. Mayr Company, Chicago.

Hawley Advertising Company, 95 Madison avenue, New York. Making 7,280-line contracts for the Nucoa Butter Company.

Henri Hurst & McDonald, 58 East Washington Street, Chicago. Preparing copy on Pierce Arrow automobiles for a small list of towns.

Hulscher-Rothenberg, Inc., 2 West 45th street, New York. Now handling account of Poster Cotton Mills, manufacturer of "Postex and Garza" Sheets and Pillow Cases, Post, Tex.

Johnson, Read & Co., 202 South State street, Chicago. Placing account of Green River Tobacco Company, Owensboro, Ky., "Old Green River" Smoking Tobacco.

Kling-Gibson Company, 220 South State street, Chicago. Preparing a campaign of papers throughout the country on Royal Easy Chair Company, Sturgis, Mich.

Littlehale Advertising Agency, 175 5th avenue, New York. Gradually extending newspaper lists for Moth-Proof Products Corporation ("Moth K. L."), New York.

Long-Costello Company, 153 North Michigan avenue, Chicago. Sending copy to Canadian papers for National Oil Company, Ltd.

Lord & Thomas, Wrigley Bldg., Chicago. Renewing newspaper contracts and using full-page copy for Palmolive Company, toilet preparations, Milwaukee. Renewing contracts for the West Indies Fruit Importing Company. Placing advertising for United States Overall Company, Cincinnati, on "Kover-Kwick" overalls.

F. J. Low Company, Inc., 15 West 44th street, New York. Handling account of Radio Research Guild, Newark, N. J., manufacturer of radio apparatus.

Lyddon & Hanford Co., 42 East avenue, Rochester, N. Y. Renewing newspaper contracts for Pectin Sales Company, "Certo," Rochester, N. Y.

McCutcheon-Gerson Company, 64 East Randolph street, Chicago. Sending out copy for U. S. Treasury to Ohio papers.

Theodore F. MacManus, 82 Hancock avenue, East, Detroit. Using 800 lines, 12 times for the Washburn-Crosby Company, flour.

Massengale Advertising Agency, Candler Bldg., Atlanta, Ga. Sending out orders for "Sweet Dreams."

Matthews Company, 145 College ... Baltimore. Placing account of ... Manufacturing Company, Buffalo, ... manufacturer of tools and wrenches.

John Thomas Miller, 110 West 40th ... New York. Placing the following a... A. Barsa & Bro., New York, negli... kimonos; Gus Igstaedter Compan... York, "Swiss M-a-i-d" organdy; t... Mond Hosiery Company, New York.

Mitchell-Faust Advertising Co., ... Dearborn street, Chicago. Making ... contracts with newspapers in vari... tions for Armour & Co., Chicago.

C. F. W. Nichols, 20 East Jackso... vard, Chicago. Preparing roto secti... on Cellucton Products Company, of ... Wis.

Norris-Patterson, Ltd., 10 Adelaide S... Toronto, Canada. Will direct Cana... vertising campaign for Dixon's Eldora... cils, manufactured by the Joseph Dix... cible Company, Newark, N. J.

Leno Osborne, 512 Continental Bldg ... homa City. Placing accounts of Wil... Halsell-Frasier Company, wholesale ... Oklahoma City, and the Russell Foo... ucts Company, food manufacturer, O... City.

Peck Advertising Agency, 6 East 39t... New York. Placing orders with so... York newspapers for World Mutu... Casualty Insurance Co., New York.

Harry Porter Company, 15 West 44t... New York. Making 2,800-line contr... Nestles Food Company.

Frank Presbrey Company, 456 4th ... New York. Placing 1-inch orders wit... papers in various sections for Cycl... of America, New York. . Placing new... ules with newspapers for Shredded ... Wheat Company, Niagara Falls, N. ...

Irwin L. Rosenberg Company, 40... Michigan avenue, Chicago. Using a fe... papers to advertise the Auto Kamp Co... camping outfits.

L. A. Sandlass, 217 West Saratog... Baltimore. Making 2,800-line contr... the Resinol Chemical Company.

Sehl Advertising Agency, City Hall ... Building, Chicago. Placing adverti... the Igo Vertical Bumper Company, ... manufacturer of automobile bumpers.

Sterling-McMillan-Nash, Inc., 2 W... street, New York. Placing account of ... Manufacturing Company, Newark, N. ...

J. Walter Thompson Company, ... Jackson Boulevard, Chicago. Sendi... to Kentucky papers for the Odoron ... pany.

Vanderhoof & Co., 167 East Ontari... Chicago. Issuing 2-time orders to ... metropolitan papers on Earl Motor ... pany, Jackson, Mich.

Williams & Cunningham, 6 North ... avenue, Chicago. Sending out copy ... Ohio towns on Sun Oil Company.

Williams & Saylor, Inc., 450 4th aven... York. Will conduct advertising c... for Wade & Butcher Corporation, Jers... N. J., manufacturer of cutlery and ... of products made by Wade & Butch... Sheffield, England.

FOR CHICAGO WAGE INCR...

Demands, Now in Hands of C... tee, Will Be Presented This M...

Wage negotiations between the ... lin Association of Chicago and ... graphical Union No. 16 will be ... early next month, officials of the p... organization have announced.

"We are working on new wa... crease demands now," said Jame... Keown, chairman of the job scal... mittee. "As soon as they are ... lated they will be presented to the... bers of the union at a meeting S... April 29, for ratification. If the ... bership favors our demands w... open negotiations with the emplo...

Last year the printers recei... weekly wage increase of $1.75. ... weekly pay rate is $48.50 for day ... ers and $50.80 for night workers. ... other members of the wage scal... mittee are C. H. Anderson and ... Mueller.

Raise Editor's Libel Case Ba...

The bonds of Arthur Lorenz, ... editor of the Chicago Illinois Staa... tung, have been increased from $1,... $5,000 on motion of Harry Pritzk... assistant State's attorney, who is ... cuting Lorenz on charges of cr... libel brought by the American Leg... Chicago. Lorenz was taken to C... on extradition papers from Minne... where he was arrested after being ... there by the legion.



THE ADVERTISER AND THE MEDIUM

Advertising aims, methods, results have developed greatly in recent years.

Advertising has come to be recognized as salesmanship's most forceful factor.

It moves goods to quick turnovers and speedy profits, and builds and preserves reputations for merchandise that grow into tremendous assets.

Only advertising that is an honest, informing, assuring voice to the buyer is of much permanent value.

The merchandise and performance must thoroughly back up every statement made, whether direct or implied.

The good advertising business message is not only keen, clear-cut, and convincing in its construction, but is carried by messengers (media) in whose advertising contents the public confidence has grown stronger and stronger each year.

The newspaper has become the ideal advertising medium. Every intelligent man and woman in the land reads it daily. It is welcome in every home, and the honest, straight-forward business messages therein are greeted in a spirit of good will that adds to the response.

We are the National Advertising Representatives of TWENTY PROGRESSIVE NEWSPAPERS in that many fine cities of the United States.

We are equipped to lay before any interested advertiser, or advertising agency, a vast amount of up-to-the-minute information regarding the market opportunities and publicity advantages of those cities, whenever and wherever you say.

THE JOHN BUDD COMPANY

National Advertising Representatives of Newspapers

9 East 37th Street	Tribune Building	Chemical Building	Healey Building	Examiner Building	Title Insurance Building	Securities Building
NEW YORK	CHICAGO	ST. LOUIS	ATLANTA	SAN FRANCISCO	LOS ANGELES	SEATTLE

IDEAS WHICH HAVE GIVEN VITALITY TO ADVERTISING CAMPAIGNS

EGGS "with a personality," properly advertised, should be sold on a quality basis, the Massachusetts Extension Service News advocates. It advises eggs so marked to be, first, of highest quality, carefully graded and guaranteed; second, packed attractively; and third, advertised.

After explaining how the first two points may be realized in cultivating local or near-by logical markets, the egg producer is advised:

"To let established customers and prospective purchasers know where to go for such a class of eggs (for which a large demand is waiting) the eggs should be covered with a trade-mark which will establish their identity. And they should be advertised."

"To push sales faster, newspaper advertising would be of decided advantage." It recommends that where co-operative advertising is to be conducted for eggs, a few producers whose grades are uniform will do better to work together rather than too large a group with too many diversified grades.

* * *

AN automobile placed upside down gave a dramatic form to recent advertising of the Essex car. A large car, with wheels in air and top on the floor was exhibited standing on a show-room surface.

"To prove its staunchness, the coach is exhibited this way," the heading explained. "Just as you would turn over a box, we rolled an Essex coach on its top to show its strong rigid body construction.

"In this position the body is supporting the weight of the car, 2,700 pounds. There is not even the slighest sag or bend for windows and doors operate freely. Come, see how also by economical design and quantity production it is possible to get closed car comforts on a first class chassis at moderate price."

Details then were given of the car's various sales points.

* * *

MILK should be advertised as a food, not a beverage, the milk dealer urged in a recent issue.

"Men and organizations which contemplate a milk advertising campaign often differ when attempting to choose a slogan. Some prefer to advise folks to 'drink more milk' while others insist on 'Eat more milk.'

"Both are good, but we feel that advising consumers to drink more milk is but telling part of the wonderful story of milk. Most folks drink all the milk they want. Many don't like milk. Advertising which suggests drinking more milk than they want doesn't appeal to such folks, unless they are looking for medicine.

"'Eat more milk,' backed by many suggestions as to uses, is the more desirable, it is explained for creating the greatest consumption of milk."

* * *

OVER 3,500 coupons from a single advertisement of Sheref's department store, Worcester, Mass., were received recently. The advertisement, which was printed in the Worcester Evening Post, concerned "Orange Blossom" face powder and 24 cents was required to validate each coupon.

* * *

PRACTICALLY 2,000 cameras were distributed at Oakland, Cal., a short time ago in a special stunt staged in co-operation with the Eastman Kodak Company. That concern in large centers is giving away cameras free to all who purchase $1.50 worth of film.

"We had figured that if we gave out 250 at this time of the year it would show very satisfactory results," R. A. Leet, secretary of the Bowman Drug Company, Oakland, Cal., said. It was out of season.

"We were, however, completely off in our calculation. We made three announcements prior to the distribution in the Oakland papers on the three evenings preceding the event. Delivery began Saturday, January 27, at 9 o'clock. Within two hours we had given out the entire original one thousand and during the day we booked orders for over nine hundred more and received $1.50 from each customer for the three packages of films that go with each free camera."

* * *

THE American Woolen Company a short time ago used newspaper space in a bid for custom work. Under the title, "When the nearest is best," the Riverina Mills of the company at Medford Hillside, Mass., said in newspaper copy:

"You have a two-fold reason for having your custom work done at Riverina Mills.

"Nearest to Boston—only five miles distant—with direct rail connections, sidings, mill track and every facility for rapid delivery, this plant, one of the best equipped in the world, offers you highest class work and service at lowest possible price consistent with high-grade work. You save on freight, trucking and hauling expenses and eliminate delays through traffic congestion."

* * *

SHOE repairing is compared with the skilled professions in advertising being used by the United Shoe Repairing Machine Company of Boston for the purpose of boosting business of cobblers who have installed its Goodyear Welt Shoe Repairing System.

"The doctor, the lawyer, the electrical engineer, the scientist, all must pass through a long period of training under skilled masters before the coveted diploma is awarded," the copy points out. "Even then he remains but one of a vast number unless he becomes a specialist.

"Shoe repairing, which has long been on a low standard, has now reached a dignity of an honorable art, through the establishment of the Goodyear Welt Shoe Repairing System of inspection and official sign. This sign is a certificate or diploma awarded only to those who have reached and maintained the highest standards of skill and efficiency in their work.

"This sign is removed by the United States Shoe Repairing Machine Company—its owners—when its experts find that the quality of work has fallen below the required standard." The names of shoe repair shops are listed.

* * *

THE University of Maine is conducting a newspaper campaign to outline to its friends and alumni its spirit, service, needs and plans. The copy is appearing in the form of a series of chats, in space three columns wide to pave the way for the raising of funds for a gymnasium-armory in memory of the forty one Maine men who died in the country's service.

* * *

CO-OPERATIVE advertising on behalf of New York taxis is being urged.

"There are not too many taxicabs in New York. There are too few people using them because taxi owners are not well enough organized," it is stated. "If the majority were organized, it could weed out and keep out black sheep from the business, raise the standards of courtesy and service, have each man working for a common interest, educate the public to patronize the taxicabs 50 per cent more than at present, and make more money.

"The cost of an effective advertising campaign would be small, if pro-rated. . . . Increased business would be felt."

NEW PRESSES IN RICHMO

News Leader's Capacity to Be 2 80-Page Papers Hourly

Press foundations were installe week in the new home of the Ric (Va.) News Leader, going up on I street, near Grace. The new presses will be capable of deliverin 000 40-page papers an hour.

The equipment will be put in in cate, and the two presses, operati gether, will be able to turn out 20,000 papers of 80 pages each. Th tor equipment will consist of two of 150 horsepower each. Papers v delivered from the presses to the ci tion department by an automatic veyor system. The press equipmer be installed under direction of Cooke, foreman of the News L pressroom.

Seeks Prize Cook

A contest to determine who is th dairy cook in St. Paul is to be con jointly by the Dispatch-Pioneer the St. Paul Association of Publi Business Affairs, and Miss Nev Betz, of the National Dairy C Cash prizes totaling $90 will be o

Cities' Advertising Scanned

Montague Tancock, vice-preside the community advertising departm the Associated Advertising Clubs World, is conducting a campai Omaha to eliminate inaccurate stat made by cities in their advertising

Fire Halts Ohio Weekly

The plant of the Alger (Ohio) V News was badly damaged by a fire 16. Publication was suspended for weeks while new accommodations being secured.

Here's a financial and business news syndicate located in the middle west, Mr. Managing Editor.

THE CHICAGO JOURNAL OF COMMERCE SYNDICATE is in the field to help you with your business and financial pages. Expert writers in the various departments are ready to serve you.

The CHICAGO JOURNAL OF COMMERCE SYNDICATE is prepared to give you prompt and efficient service by wire on exclusive news of the business world or to work on assignment. Its highly specialized equipment is at your command. Here are some of the mail and wire features for which exclusive territorial rights are granted:

Financial Tables

The Syndicate is able to deliver by mail on Sunday afternoon for Monday morning publication the most complete set of security market quotations in existence. These are New York stocks, New York bonds, New York Curb, Chicago stocks, and Boston Curb. The tables are delivered in proof form, carefully proof read, and revised exactly as they appear in the CHICAGO JOURNAL OF COMMERCE on Monday morning. They are not taken from some broker's blackboard, but are compiled directly from the tickers and checked with the different stock exchanges over our own leased wires.

Mirror of the Week's Trade

Few newspapers in the country can afford to keep highly specialized writers on all of the departments that go to make up their business and financial pages. The CHICAGO JOURNAL OF COMMERCE has experts who present once a week as concretely as possible the situation in all the various lines. The service, which makes two columns, is sent out in proof form or Friday of each week for release the following Monday It is mailed "special delivery" to such papers as are close enough to Chicago for that purpose, and wired to others.

Weekly Review of Livestock Situation in Middle West

This is a feature which is very popular with news papers having a large number of farmer readers. I is written under the nom de plume "Western Ranger" and presents the subject in a manner that is informative to the farmer who handles livestock. The feature is mailed in proof form in time for release on Monday morning.

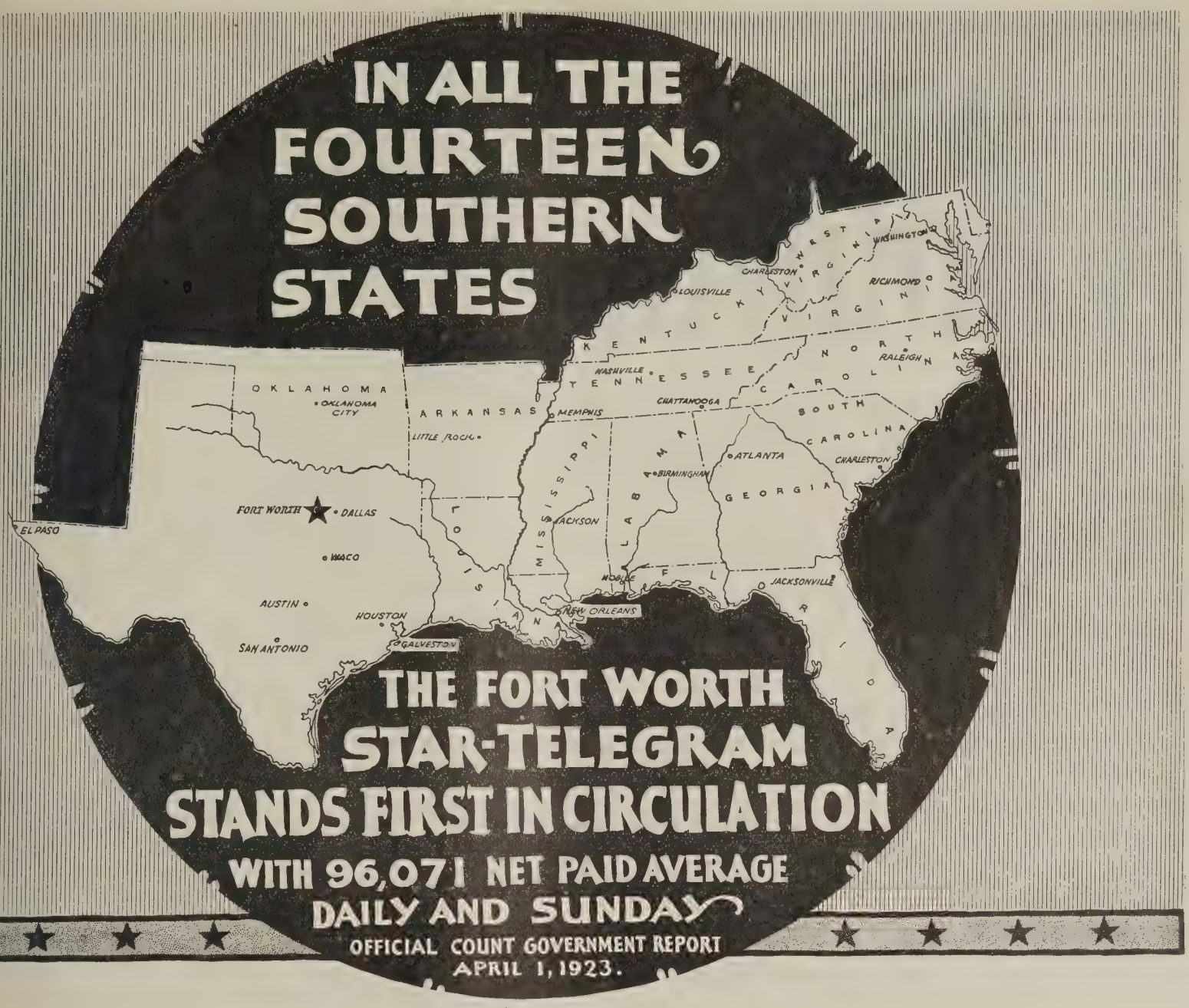
Financist

This feature consists of analyses of the bond situation from the investment house standpoint, and is the sort of material which holds the attention of the fellow who spends real money in advertising pages. The feature runs from 400 to 600 words daily, and is served by wire for immediate release.

LET THE CHICAGO JOURNAL OF COMMERCE SYNDICATE help you make your business pages of greater appeal to your business readers. You can buy anything in the Chicago Journal of Commerce that meets your needs. Wire or write Syndicate Manager for further information and terms.

CHICAGO JOURNAL OF COMMERCE SYNDICATE

12 E. GRAND AVENUE CHICAGO, ILLINOIS



And with considerably more circulation than any three papers combined in West Texas, one of the richest sections of the South, covering 897 towns

A territory with a population of 1,580,931, and a wealth per capita of $1150, greater than the per capita buying power of any other Southern State

WRITE FOR YOUR COPY OF "A GOLDEN MARKET FOR YOU"

FORT WORTH STAR-TELEGRAM

Largest Circulation in the South—Over 95,000 Daily—Over 115,000 Sunday

AMON G. CARTER
Vice-Pres. and Gen'l Mgr.

CHARTER MEMBER A. B. C.

A. L. SHUMAN
Advertising Manager

WEST VIRGINIA

has

POWER TO BUY

Fuel minerals flow out of West Virginia in a steady stream, and gold—gold to spend for the things that make life worthwhile—flows back in.

The three most necessary minerals to industry—coal, petroleum and gas—comprise more than 90% of the state's mineral output.

West Virginia's annual output of COAL is worth $193,108,343 while the income derived from PETROLEUM and NATURAL GAS is $99,518,304.

The mining of these products calls for the employment of men of experience and training who command high wages. High wages mean a similar height of buying power.

WEST VIRGINIA has money to spend, and National Advertisers should use, extensively, the dailies listed below, to show these people how their dollars can bring the best returns.

		Circulation	Rate for 5,000 lines
Bluefield			
†Telegraph	(M)	10,960	.04
Charleston			
*Gazette	(M)	19,529	.06
*Gazette	(S)	23,122	.07
Clarksburg			
*Exponent	(M&S)	8,091	.03
*Telegram	(E)	7,979	.035
*Telegram	(S)	10,076	.035
Huntington			
†Advertiser	(E)	10,114	.035
*Herald-Dispatch	(M)	12,979	.035
*Herald-Dispatch	(S)	12,662	.035
Martinsburg			
*Journal	(E)	4,037	.03
Parkersburg			
News	(M)	6,500	.025
News	(S)	6,500	.025
*Sentinel	(E)	7,258	.03
Wheeling			
†Intelligencer	(M)	12,797	.0325
†News	(E)	15,261	.05
†News	(S)	18,719	.07

*A. B. C. Statement, April 1, 1923
†Government Statement, April 1, 1923.

NEW ASSESSMENT PLAN ADOPTED BY A. P.

(*Continued from page* 8)

service, a State mail service, or a special service of any kind, his contribution toward the cost of such service is added to his basic assessment as an individual charge.

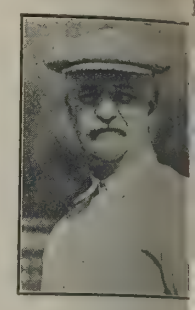
"The method of arriving at the wire charge is as follows: Every city served must have at least one wire to bring to it and carry from it the news of the world. As it is manifestly impossible successfully to operate a single wire connecting all of the Associated Press cities of the United States, it becomes necessary to arrange circuits that may efficiently serve the various parts of the country. Taking each State as a unit, it is possible to operate a State circuit connecting the various cities therein, but to give a comprehensive news service it is also necessary to have trunk circuits to link together the several State circuits. As the State units could not receive a comprehensive news service without the existence of these trunk lines, this plan assesses as a wire charge to each State the proportion of the cost of the trunk service that serves it and the entire cost of the State circuit where one exists. If the membership within a State does not justify a State circuit, regional circuits embracing two or more States are established and the costs of such circuits are assessed directly against the cities served. The State wire charge is distributed according to population, so that each city within a given State pays the same wire rate per thousand of population. As the leasing rate for day wires is higher than for night wires, the wire charge is divided proportionately between the morning and evening fields on the basis of rental charged by the wire companies for the hours of service utilized by each field. The evening paper proportion is 57 per cent, the morning and Sunday morning 43 per cent. The wire charge also includes the salaries of sending operators and filing editors.

"The local charge is the salary of the operators and messengers required to deliver the news service to each city. The charge includes 5 per cent of the total salaries paid to provide for vacations and emergencies. This charge is divided according to actual hours of service in each field, evening or morning.

"Expenses of the organization not specifically covered in the above items are provided for in a general charge which is allotted to and assessed against each State, according to the State's percentage of the literate population of the United States, as shown by the 1920 census. This State allotment is apportioned to the evening and the morning fields on the following basis: As the afternoon papers are served only six days a week, while service is available to morning papers seven days or nights, the afternoon field is charged with 6/13, or 46 per cent, of the State allotment and the morning field 7/13, or 54 per cent; the sum, or six days and seven days or nights, making 13. Before the state allotment is redistributed within the State by city population, each field is credited with the amount of net pony revenue received from its field in such State. In this manner each field has an advantage from the Associated Press development. States where there is a considerable development, either pony report or leased wire, benefit by a lower general charge. As in the wire charge, each city in a State pays the same general rate per thousand of population. Assessments in accordance with this plan have been gradually put into effect.

"The board records with satisfaction that less than a half-dozen members who hold protest rights are exercising those rights beyond ten miles from the city of publication. It believes it is for the best interests of the organization that the comparatively few holding such rights since the year 1900 should not exercise them, and appreciate the co-operative spirit of the great majority who have waived the in the common interest.

"Fourteen former employes were the pension roll during 1922, two of o loyal veterans having died since the clo of the year, Addison C. Thomas, at Ch cago, and W. A. Connor, at Philadelphia. They typified the loyalty to the Associated Press which characterizes our staff. Disability benefits were paid during the year to 263 employes, and death benefits to the heirs of 13 employes. The total charges against the pension, disability and death benefit fund were approximately $55,000, all of which by vote the board had been ordered paid back the fund, which on January 1 stood credited with $119,125.



A. N. McKay
Chairman Western D vision Advisory Board

"The receipts for the calendar year 1922 were $5,989,293.23. The expenditures were $6,012,856.58, an excess ov income of $23,563.35. The board wa purposely liberal in charging to gener expense many thousands of dollars of ex penditure in order that increases in a sessment might be postponed. The Emer gency Reserve Fund is now compose entirely of United States bonds, of a fac value of $500,000.

"The board congratulates the member ship upon the spirit that pervades th personnel of the organization. The me are alert, careful, indefatigable and tru to the highest tenets of our professio Service for the Associated Press con tinues increasingly to be a badge of hon orable journalism. Outstanding storie like those in connection with the buria of the Unknown Solider at Arlington are not so rare as might be supposed We believe that we gave to our paper the best reports written of such varie events as the conference at Lausann and of the Herrin (Ill.) catastrophe—t select but one foreign and one America example. Our staff man at Herrin riske his life to give you a true and accurat account of the event. The report of th trial of those involved in the deplorabl affair was praised for its unbiased ac curacy by both counsel for the accuse and the prosecution. And there is th case of our operator at Daytona, Fla who, when the electric light plant failed copied the report for 25 minutes in com plete darkness, with but two errors, on a transposition of letters and the othe the use of a wrong capital.

"There is a spirit in the staff worth of your highest commendation. It ma make occasional mistakes; but, when does, it acknowledges them. Day in an day out, whether in a vast machine o over 50,000 human cogs, as on last Elec tion Day, or in the ordinary routine o covering sports or markets or legisla tures, it performs its work faithfully vigilantly and always in good temper The management gratefully acknowledge the treatment accorded its men by th membership and sees in their mutual re lations the successful functioning of on of the most successful co-operative or ganizations in the world.

"Respectfully submitted,

"Victor F. Lawson
"W. L. McLean
"Frank B. Noyes
"Adolph S. Ochs
"Clark Howell
"V. S. McClatchy
"Charles Hopkins Clark
"W. H. Cowles
"Elbert H. Baker
"John R. Rathom
"Frank P. MacLennan
"H. V. Jones
"D. D. Moore
"E. Lansing Ray."

With the announcement of the director ships shortly after six o'clock, the meet ing adjourned *sine die*. The director met Wednesday morning for election o officers.

U.S. CHAMBER FAVORS TRADE ASSOCIATIONS

eferendum Vote Indicates Wide Mar- in Favoring Properly Conducted Organizations in Every Branch of Industry

Aproval of the existence of properly nioning trade associations for each rtant branch of industry and com- e in the country was voted by busi- s organizations affiliated with the aber of Commerce of the United as in a preliminary referendum can- s April 13, last, results of which were nced today at Washington. Eight ate propositions relative to the ac- ies of trade associations were sub- itd. The affirmative prevailed by c majorities in every case. The ositions and the vote in each case lly:

"irst: Because of numerous useful important functions of obvious pro- er trade associations should exist for important branch of industry and nerce" Result: For, 1,692; against, cessary to carry, 1,132.

"econd: A trade association should such a membership that it can be sentative of the industry in con- on with problems affecting the gen- advance of the industry." Result: 1,675; against, 5; necessary to carry, 2

"hird: A trade association should ired to consider all problems affect- he general advance of its industry anch of commerce." Result: For, 6; against, 14; necessary to carry, 2

"ourth: Trade associations should nue free from special forms of gov- ental control." Result: For, 1,596; st, 86; necessary to carry, 1,122.

"fth: Statistics of capacity, produc- stocks, and sales should be collected trade association for its industry or h of commerce." Result: For, against, 20; necessary to carry, 1

"xth: Statistics of actual prices in transactions should be collected by de association for its industry or h of commerce." Result: For, against, 133; necessary to carry, 0

"venth: Any interpretation of sta- or other comment which could in- or facilitate concerted action on the f members should be omitted by a association." Result: For, 1,487; st, 130; necessary to carry, 1,079.

"ghth: Statistics of capacity, pro- n, stocks, sales and prices a trade ation should make as available to ublic and to government agencies sted in, following the course of the ry and commerce as to members." : For, 1,334; against, 282; neces- o carry, 1,077.

l propositions were taken from the of the special committee created ion of the board of directors of the inal Chamber in 1922, to "make a eil survey of trade associations, con- ctivities of trade associations which the interest of the public and of lds of enterprise which are repre- ". Philip H. Gadsden, of Philadel- vice-president of the United Gas ovement Company, headed the com- as chairman.

committee expressed itself as of pinion "that, while a minority of associations may have engaged in es which have laid them open to nt under the law with respect to nts of trade, the vast majority have l their great value for the advance- tday by day, of the processes of pro- n and distribution."

xpressing opposition to government l of trade associations, the commit- d:

e possibility that a trade associa- ay err by violating a statute no ustifies any attempt on the part of e mental authority to control trade ctions in all their activities than the ility of illegal acts on the part of uals warrants like supervision over r actions. Such supervision would bly restrict the freedom of action of trade associations in meeting the problems which they exist to solve."

The committee laid down as its recommendations three rules with relation to the statistical activities of trade associations, as follows:

"Reports of members to their association should be accurate and sufficiently complete to prevent misconstruction.

"As distributed to the membership, the statistics should not be accompanied with any interpretation or other comment which could induce or facilitate concerted action on the part of members.

"All statistics regarding prices should be confined to closed transactions, and should not refer to pending transactions or future transactions."

Summarizing its conclusions, the committee said:

"The committee believes that trustworthy information concerning capacity, production, stocks, sales, and prices is essential to the effective operation of industry and trade under competitive conditions. The voluntary reporting of such information to trade associations and the subsequent publication and dissemination of such information in a manner which makes it available not only to contributors but also to consumers and to the public generally is beneficial alike to the field of business and the public and does not constitute a restraint of trade."

Omaha Paper's Field Meet

The annual public school track and field meet, sponsored by the Omaha World-Herald, will be held May 25. The school winning the highest honors is given a silk banner, and representatives winning highest points in individual contests are given ribbons.

Woman's Club Edition

The Sioux City Tribune issued its second annual woman's club edition April 21. It contained 56 pages.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, of EDITOR & PUBLISHER

published weekly at New York, N. Y., for April 1, 1923.

State of New York, County of New York, ss.:

Before me, a Notary Public in and for the State and County aforesaid, personally appeared Fenton Dowling, who having been duly sworn according to law, deposes and says that he is the Business Manager of EDITOR & PUBLISHER, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editor, managing editor, associate editor, news editor, advertising manager and business manager are:

Publisher, The Editor & Publisher Co., 63 Park Row, New York, N. Y.
Editor, James Wright Brown, 234 Valentine Lane, Yonkers, N. Y.
Managing Editor, John F. Redmond, 642 West 158th Street, New York City.
Associate Editor, Ben Mellon, 466 West 150th Street, New York, N. Y.
News Editor, Arthur T. Robb, Jr., 77 Pilling Street, Brooklyn, N. Y.
Advertising Manager, Josiah B. Keeney, 606 West 135th St., New York, N. Y.
Business Manager, Fenton Dowling, 51 Vreeland Ave., Rutherford, N. J.

2. That the owners are:

The Editor & Publisher Co., 63 Park Row, N. Y. James Wright Brown, 234 Valentine Lane, Yonkers, N. Y.

3. That the known bond holders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities, are: None.

4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholders or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona-fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest, direct or indirect, in the said stock, bonds, or other securities than as so stated by him.

FENTON DOWLING.

Sworn to and subscribed before me this 29th day of March, 1923.

E. A. PRATT.

(My commission expires March 30, 1924).

IN

TACOMA

(96,965 population by 1920 federal census)

and

SOUTHWEST WASHINGTON

THE TACOMA NEWS TRIBUNE

HAS

32,989

net paid daily average circulation (A.B.C. standards) for the period of six months from Oct. 1, 1922 to April 1, 1923, a GAIN OF 901 copies per day. Its only afternoon competitor reported a net paid daily average circulation of

16,978

That is why the News Tribune in 1922 carried

87 PER CENT MORE

advertising than its afternoon competitor. This supremacy (almost two inches of advertising in the News Tribune to one in the other afternoon newspaper) is unchallenged in every department of advertising.

THE TACOMA NEWS TRIBUNE

(Six Evenings a Week)

Total Advertising for 1922—8,294,986 agate lines.

Published by the Tribune Publishing Company.

Frank S. Baker, President **Charles B. Welch, Editor and Gen. Mgr.**

FOREIGN REPRESENTATIVES

David J. Randall	Ford and Parsons	R. J. Bidwell
341 Fifth Avenue	930 Marquette Building	742 Market St.
New York City	Chicago, Ill.	San Francisco

EDITORIAL



PEACE THROUGH UNDERSTANDING

WORLD Court does not mean much as phrases go—a great many fine phrases have been woven around the greatest desire of man, namely, a peace established upon the justice of understanding among men.

It is to the credit of the President of the United States that he did not plead in his speech at the luncheon of the Associated Press. He made the most important announcement since the beginning of his administration but he did not argue, did not quibble. He made a statement of fact.

It is a high compliment to the profession of which the editor of the Marion Star is a member that in his high position he chose the fellows of his own craft as the interpreters of his international desires to the country.

There is nothing political and nothing to fight about among ourselves as partisans over the announcement of our national leader that we must shoulder a part of the burden that is necessary to a peace established by debate instead of the force of arms.

President Harding did not expound the doctrine of any political party when he advocated the settlement of international disputes just as serious differences between individuals are settled by our courts today; he talked religion as it has come to us from Christ.

We should be proud of the fact that we are of a nation that measures its strength by confident belief in the doctrine, do unto others as you would have others do unto you.

The newspaper men of America can render their greatest service to their country at this time by following our President propounding the merits of debate over war.

AN AMERICAN'S CREED

COMPILED BY CHARLES W. MILLER,
Vicksburg (Miss.) Herald

IN the house of the righteous is much treasure: but in the revenues of the wicked is trouble. The lips of the wise disperse knowledge: but the heart of the foolish doeth not so.—(Prov. xv: 6, 7.) *Let nothing be done through strife or vainglory; but in lowliness of mind let each esteem other better than themselves. Do all things without murmurings and disputings: That ye may be blameless and harmless, the sons of God, without rebuke, in the midst of a crooked and perverse nation, among whom ye shine as lights in the world; Holding forth the word of life that I may rejoice in the day of Christ, that I have not run in neither laboured in vain.—(Philippians ii:* 3, 14-16.) *Beloved, now are we the sons of God, and it doth not yet appear what we shall be; but we know that, when He shall appear, we shall be like Him; for we shall see Him as He is. And every man that hath this hope in him purifieth himself, even as He is pure.—(I. John iii:* 2, 3.)

AN UNNECESSARY EVIL

NATIONAL advertisers spent $200,000,000 in newspapers last year, almost as much as they spent in 1920. Results of even that frenzied period taught them that newspapers are the unsurpassed media for the sale of goods. Yet, ten years ago, when the A. N. P. A. Bureau of Advertising began its work, national advertising totalled only about $60,000,000 a year. It didn't pay many newspaper bills. Then, even more than now, the prime factor was the copy of local merchants, whose success through newspaper advertising showed the manufacturer the straightest road between factory and consumer.

And in spite of that, 1923 sees the merchants of several large cities, unwilling to pay the newspapers what it costs to print their advertising, wasting their time and money in handbill advertising that they call "Shopping News."

The rosy past and future that the Cleveland Shopping News promoters recently painted for the National Retail Dry Goods Association is not indicated in the announcement this week that classified advertising will be sold to the public, replacing the "Monday Special" bargains that have featured the circular since its start 18 months ago. The public won't buy, on Monday, goods that are advertised Saturday in a throwaway handbill. Many people can't be lured to the stores on Monday even by Sunday newspaper advertising whose merit is proved and undoubted.

But, just as the Cleveland folks find that Monday bargain advertising on Saturday is a dead animal, their brethren in New Haven decide that the same kind of a circular is sure to make Monday a first-rank shopping day, which it never was, even before the stores' advertising was barred from two evening papers thirty months ago. That reason, of course, is not true. It cloaks merely another attempt to beat these papers into submission to department store terms on rates, to a return to the days when the merchants kept the newspapers on the edge of bankruptcy and submissive to their mercantile masters. Those merchants don't want strong, independent newspapers which print the truth regardless of a store owner's prejudices against it. They want publishers who look forward to old age on the county farm. And they are beaten now—their books tell them that they can't get along without the two papers who deny their right to dictate, and their Shopping News is a futile stopgap.

It is difficult to imagine merchants who formed a trust to buy newspaper space at 15 cents an inch a few years ago spending $80,000 a year on a circular which would have to bring in $2,400,000 worth of Monday business to maintain their alleged sales-advertising ratio. The task is impossible and it seems safe to predict that the New Haven sheet will find a place beside its deceased Pittsburgh counterpart.

That was an expensive venture for the merchants who failed to see through its flimsy fabric. The newspapers lost nothing. They gained some new prospects. Most of the larger merchants stuck to straight newspaper advertising and let their foolish contemporaries finance the handbill promoters. These found that few lines of merchandise were adaptable to circular advertising and that give-away inducements were needed to bring the public into their stores.

One curious and enlightening angle to the Pittsburgh situation is that the stores did not act as a unit in the handbill enterprise, as do the Cleveland and the New Haven merchants, while the Pittsburgh newspapers are well accustomed to co-operation on business matters of mutual concern, as the New Haven publishers are not.

In Pittsburgh the Shopping News was never a serious factor as a newspaper competitor. In New Haven it may be because the New Haven publishers won't play as a team against store owners who won't play otherwise than in concert in their dealings with the press. If the two New Haven newspapers that are now printing the retail business which their fellows refuse, the store fight would be broken in a fortnight. The best answer to the Shopping News would be to let the merchants try to meet payrolls on the returns that two issues brought in without the help of newspaper copy. There would be no ghost for the store employes the second week. Newspapers which play the game of a merchants' combine against fellow newspapers can't look for mercy from the merchants when the latter win their fight, nor for aid from the publishers they deserted when help was needed.

Trust and confidence, not cutthroat competition, is the prescription for all publishers when advertisers seek to dictate the newspapers' conduct.

THE POSTAL BREAKDOWN

THE finest thing about conventions is not the f that you are given an opportunity to give pression to your own pet theories, but that rules compel you to listen to the other fellows'.

The present conventions of the Associated Pr and American Newspaper Publishers' Association among the largest in the history of those organi tions and the week will mark the first real effort bring the editorial men together when the Ameri Society of Newspaper Editors holds its first import meeting.

The American Newspaper Publishers' Associat is interested primarily in the business side of ne paper-making, but one problem taken up by it t is of importance to every branch of newspap making is postal service.

Mail service has today reached its low ebb. fact, it is doubtful if the service was even as irregu during the war period as it is now. Then there w excuses that were acceptable, if not convinci That does not hold good now.

Postal communications is just as important to editorial department of the daily newspaper as it to the business department, and it is a subject t should not be ignored at the Washington conventi

It is all very well for responsible department he to talk about financial deficiencies, but mail deliv is still a government service and not a busin obligation fulfilled for profit, and the sooner sc politicians are taught this fact the better.

Better postal service is one problem that ne the attention of all newspaper men.

SPIKING FIBS IN CIRCULATION

TEN years ago American newspaper circulat claims were given the same credence as present-day claims of distribution that are be made for Shopping News publications.

Today a statement of a newspaper's total circu tion is generally accepted as fact. Much of credit for this must go to the Audit Bureau of culations. It is doubtful if any other agency ever done as much toward forcing honesty in st ment from the business of which it was a depend part.

However, the most revolutionary action of A. B. C. was taken this week when a resolution passed compelling members to file advertised cir lation claims at the time audits are made and at same time setting forth penalties to be suffered those deviating from the truth.

Truth is the first principle of lasting busin success. It has no value unless it comes from witl and that is what the new rule of the A. B. C. re means.

IT is pretty easy to raise a cry against press agen but to secure action is another matter. The as it exists today is not going to be cured by re lution although such action is helpful because attracts attention to the subject. It is doubt whether the men and women most concerned e nomically—those who staff the daily press—h ever been awakened to the dangers of the pres practice of half a wage from their employers half from the self-seekers of public favor who luxuries to a mere existence. The publishers' pr agent problem is rooted in the newspaper family the cure will not be found in well-worded resolv

"I THINK the journalist's profession is a very one for a boy to choose," wrote a seventh gr boy in the public schools of Detroit recently. his essay he showed a surprising knowledge of work of Benjamin Franklin, Horace Greeley, Ja A. Riis and Edward Bok. Strange though it n seem, his knowledge was only of the construct things they had carried to completion during th lives. This boy placed journalism highest among professions. What are you doing to keep it in t place—the answer will fix your own place in world.

PERSONALS

F. IRVINE, editor of the Portland (Ore.) Journal, is in great demand as a public speaker. His most recent appearance on the platform was at Milwaukee, where he spoke on "The American Public Schools."

Mrs. James Keeley and her two daughters, the Misses Margaret and Ruth Keeley, of Chicago, will return home from Europe the last of May.

John Hourigan, publisher of the Wilkes-Barre (Pa.) Evening News, recently held a house-warming for the employees of his newspaper and their families in the new home of the News. During the evening Mr. Hourigan was presented with a handsome silver writing set by the men of all departments.

Herbert R. Galt, managing editor of the St. Paul Dispatch-Pioneer Press, is confined to his home by illness. Roy Dunlap is acting in his place.

W. A. Gracey is observing the twenty-fifth anniversary of the Geneva (N. Y.) Daily Times, of which he is editor.

James P. Bicket, managing editor of the Chicago Evening American, ran into a round of dinners, parties, automobile rides, and golf matches, that kept him busy for three days, when he went to Ogden, Utah, to present the Ogden High School national rifle champions with gold medals donated by William Randolph Hearst. A. L. Glasmann, editor of the Ogden Standard-Examiner, and Al. Warner, sports editor, arranged the entertainments.

John H. Harrison, editor of the Danville (Ill.) Commercial-News, delivered the principal address in Chicago, April 21, at the state convention of the Illinois Motion Picture Exhibitors.

Walter W. Whitman, one of the owners of the Pleasantville (N. J.) Press, is the new postmaster of Pleasantville.

William C. Deming, the new president of the United States Civil Service Commission, is the owner of the Cheyenne (Wyo.) State Tribune and the Stock-Farmer, which he founded in 1912. He was formerly editor of the Warren (Ohio) Daily Tribune and at the time of his appointment as Civil Service Commissioner by President Harding was a trustee of the Carnegie Library at Cheyenne, Wyo., vice-president of the Services Warren Pershing Memorial Hospital and president of the Board of Trustees of the University of Wyoming.

J. W. Miller of New York was at the Waldorf for the Gotham Newspaper Service corporation, of which he is a director.

Dr. Andrew Cherna, publisher of the Hadsag, a Hungarian daily newspaper of Cleveland, has purchased for $150,000, control of an 80 feet frontage and 165 feet depth of the Homeopathic Medical College Building, a five-story structure, on Huron Road, Cleveland.

Lieutenant E. C. Whitehead who last year suffered a ducking in Lake Michigan in an attempt to get food to marooned people on Fox Island, near Northport, Mich., is a former newspaperman. He was with the Pittsburgh (Pa.) Daily Headlight before the World War and after his discharge from the army was a reporter for the Topeka Daily Capital. Later he re-entered the aviation service.

Webber Nations, publisher of the Jefferson City (Mo.) Daily Post, has been appointed state labor commissioner of Missouri by Governor Hyde.

Charles P. Beebe, editor of the Neodesha (Kan.) Daily Sun, has been elected president of the Neodesha Rotary Club.

J. R. Waggoner of the Kansas City (Kan.) Journal, formerly with the Wichita Eagle and before that managing editor of the Hutchinson Gazette, has been named assistant state fire marshal of Kansas.

John F. Hull, former president of the Missouri Press Association and editor of the Marysville Tribune has been named postmaster of his city by President Harding.

Victor B. Smith, who resigned recently as managing editor of the Omaha Bee, has been appointed manager of the new business department of the Omaha National bank.

Frederick Leighton, superintendent of public schools in Oswego, N. Y., has purchased a one-half interest in the Oswego Evening Times and will take possession about May 1. With Mr. Leighton will be associated his nephew, Clarence Leighton, now of the financial department of the Buffalo Evening News. Edwin M. Waterbury, formerly of the Corning (N. Y.) Leader, is the third partner.

Clinton Brainerd of the Wheeler Syndicate and McClure's Syndicate dropped in to meet convention friends and look over the feature syndicate exhibits.

IN THE EDITORIAL ROOMS

ED NEWTON, veteran Texas capitol newspaper man, has become statehouse correspondent of the Galveston News, following the sale of the News by the A. H. Belo Company, and its separation from the Dallas News.

Michael Curry, formerly of the Buffalo (N. Y.) Enquirer, has joined the Buffalo Commercial staff as police reporter.

Ralph Turner has been appointed assistant financial editor of the Buffalo Evening News to succeed Clarence Leighton, who has purchased an interest in the Oswego Evening Times.

William Margolf has returned to the reportorial staff of the St. Paul Pioneer Press after two years' absence, during which he did publicity work.

Michael Halloran, late city editor of the Minneapolis News, has gone to the Minneapolis Tribune.

Kenneth W. Mayo, formerly of the Lincoln (Neb.) bureau of the Associated Press, is now the correspondent of that organization at Sioux Falls, S. D., succeeding Donald Mackay, who resigned because of ill health.

Grenville Pridham, telegraph editor of the Wausau (Wis.) Record-Herald, is now with the Louisville (Ky.) Times.

Mrs. Fred Scott, for several years society editor of the Austin (Tex.) Statesman, has resigned and gone to Pasadena, Cal.

James Duball, sporting editor of The Bellingham (Wash.) Herald, has resigned to go to Southern California. He has been succeeded by Frank Wright of Bellingham.

Alan D. Lehmann, former member of the Buffalo (N. Y.) Evening News staff, has been appointed editor of the Hamiltonian, the annual publication of Hamilton College.

Lionel E. Mintz, who for the past fifteen years has been a member of the reportorial staff of the Ithaca (N. Y.) Journal-News, has been appointed city editor of that daily. Mr. Mintz has been continuously with the editorial department of the Journal-News with the exception of a period in 1918-1919, when he served overseas in the U. S. Signal Corps.

A. P. Findlay, formerly with the Kansas City Star and the Phoenix (Ariz.) Republican, is now assistant city editor of the Omaha (Neb.) Daily News.

George Pease, formerly with the Wichita (Kan.) Beacon, is now the editor and publisher of the Pratt (Kan.) Republican. He succeeds A. J. Van Vranken.

C. Fred Cook, news editor of the Washington Evening Star, has been made news manager of the paper to fill the vacancy created by the death of John G. Smallwood. Charles D. Keller, city editor, succeeds Mr. Cook as news editor and Ben McKelway succeeds Mr. Keller as city editor. Shelden C. Cline, Sunday editor, is made assistant managing editor.

James Grant of Walla Walla, Wash., is a new member of the editorial staff of the Chicago Evening American.

Miss Elizabeth Walker, feature writer for the Chicago Daily Journal, is in Michigan for a few weeks' stay.

Guy Housley, of the Chicago Daily Journal copy desk, entertained members of the Journal editorial staff at his home in Berwyn, Ill., last Saturday evening.

E. C. Norlander, formerly assistant city editor of the Chicago Daily Journal, who has been in Texas recuperating from a serious illness, is expected to return to his position soon.

FOLKS WORTH KNOWING

THE advertising world probably knows G. Logan Payne best as a special advertising representative, but the success he has made of the Washington (D. C.) Herald and the Washington Times since he has been their directing head is fast earning him new laurels as a newspaper publisher.



G. Logan Payne

In October, 1921, Mr. Payne left his "special's" office in Chicago to take charge of the Washington Times for William R. Hearst and when, in November, 1922, Mr. Hearst bought the Washington Herald, Mr. Payne was placed in charge of both papers.

The progress the Times and the Herald have made under Mr. Hearst's ownership, according to those best in position to know, is the direct result of the spirit which Mr. Payne has put into the Washington organization. Each Monday Mr. Payne calls a luncheon conference of his executives, and it is at these meetings that the splendid Times and Herald enthusiasm has been builded. Mr. Payne gives his organization full credit for the strides being made by his papers. He says: "I want every man in this organization to feel that he is individually responsible for the whole organization's success or failure, and so he is. A man who is thinking constructively and enthusiastically is building successfully. Every department head is a builder, let us all remember that; we are builders."

The Washington Times is a six-day evening paper and was taken over from Arthur Brisbane just after the war by William Randolph Hearst. In November, 1922, Mr. Hearst also bought the Washington Herald, a morning newspaper, and combined the Sunday Herald with the Sunday Times under the name Times-Herald. The morning Herald was continued. On April 22 Mr. Hearst changed the name of his Washington Sunday paper to the Washington Herald, thereby making the Herald seven days morning, and the Washington Times six days evening.

Parke Brown is the newly appointed political editor of the Chicago Daily Tribune, succeeding E. O. Phillips.

Mrs. Tip O'Neill, wife of the managing editor of the Wausau (Wis.) Record-Herald, and family are now residents of Wausau, having motored over from Lansing, Mich.

Mildred Helen Fox, formerly with the Mullaly Advertising Agency and later with Barton, Durstine & Osborn at Buffalo, N. Y., has become society editor of the Tucson (Ariz.) Daily Star.

S. A. Stoddard, in charge of the Anaconda bureau of the Butte Miner, has returned to his post after a two months' absence as representative of Deer Lodge county in the state legislature.

D. A. Brislin, former telegraph editor of the Scranton Republican, is now mechanical superintendent for the Sunday Dispatch.

"Chick" Feldman of the Scranton Telegram has been elected president of the Industrial Baseball League in that city.

Tom Lynott, of the Scranton Times staff, branched out as an amateur minstrel man recently, starring in the K. of C. annual production in Scranton.

Larry Smith, formerly of the Scranton Republican, is now a member of the news staff on the Pittston Gazette.

E. J. Hart of the Scranton Times was recently tendered a dinner by members of the Legislative Correspondents' Association in Harrisburg. Mr. Hart is past president of this organization.

S. L. Lyksett, formerly a reporter for the Sioux Falls (S. D.) Press, is now on the city hall run for the Omaha (Neb.) Daily News.

William A. Haffert, editor of the Cape May County (N. J.) Times, has been appointed clerk of the Small Board of Chosen Freeholders of Cape May County.

Miss Ruth Osborn Ewan, formerly society editor of the Ventnor (N. J.) News, Atlantic City Mirror and Amusements, published by Charles Scheurer, has been made editor of the Boardwalk Illustrated News.

Miss Dorothy Cleveland, former New York newspaper woman, is now on the staff of the Atlantic City Boardwalk Illustrated News.

Charles Alexander, Sunday editor of the Albany (N. Y.) Democrat, is rejoicing in the arrival of a nine-pound daughter at his home. This is the third child and second daughter born to Mr. and Mrs. Alexander.

Charles H. Vaughn has been appointed a reporter on the Sandusky (O.) Register. He was formerly on the Columbus (O.) Dispatch.

Barney Bertman has resumed the duties of real estate editor of the Camden (N. J.) Daily Courier after a year's

The Haskin Service has been used continuously by the Chicago Daily News for eighteen years, and another renewal has been made.

absence during which he was admitted to the bar.

Norville W. Sharpe, formerly with the St. Louis (Mo.) Post-Dispatch, has been named sports editor of the Atlantic City (N. J.) Gazette-Review, succeeding Arthur S. Grossman, who resigned to go with the Philadelphia Evening Bulletin.

B. Frank Alcott, formerly with the Atlantic City (N. J.) Gazette-Review and the Camden (N. J.) Daily Courier, has been appointed secretary to Mayor Victor King of Camden.

Donald E. Basenfelder, after a three months' absence, has returned to the Atlantic City (N. J.) Gazette-Review. He was formerly sports editor of the Atlantic City Sunday Gazette.

Spick Hall, sports writer on the Philadelphia Evening Public Ledger, has switched over to the Evening Bulletin.

Ted Hoyt, formerly golf editor of the old Philadelphia Press has joined the sports staff of the Evening Public Ledger.

Ernest A. Talbot, staff reporter on the Atlantic City (N. J.) Daily Press, has been made county editor of the Evening Union, both of which are published by the Press-Union Company.

Floyd Gibbons of the Chicago Tribune Foreign News Service is heading a Chicago Tribune exploration party which is now crossing the Sahara desert from North Africa to Timbuctoo, a journey, which is expected to take several months. He is traveling in true desert fashion with a camel caravan and extensive equipment and will cover practically unexplored territory on his route.

Edward Gibbons of the Chicago Tribune has just returned to America after traveling throughout Europe for the circulation department of the European Edition of the Chicago Tribune in Paris. He will henceforth make his headquarters in Chicago.

Edwin Hullinger, formerly Moscow correspondent of the United Press, is in New York putting the final touches to a new book on Russia which will appear early this summer.

John Clayton, who has been in the Ruhr for the Chicago Tribune Foreign News Service has just taken a flying trip to Denmark.

O. C. McLaughlin, police reporter for the Springfield (Ohio) Daily News, is suffering from pleurisy. His condition is reported to be serious.

G. E. Merrick, a former Old Mexico newspaper man, has joined the editorial staff of the Mediator.

C. V. Rice, associate editor and advertising manager of the Liberal (Kan.) Democrat, has resigned to enter the oil business at Sayre, Okla. Mr. Rice is succeeded by W. E. Clark, of Wichita.

John A. Reed, manager of the Palace Theater at Wichita, Kan., and formerly connected with the Wichita Eagle, has returned to that paper as news editor, a new position.

THE BUSINESS OFFFICE

JOHN A. DICKSON of the Chicago Herald & Examiner spent the past week in French Lick, Ind.

Miss Anne McDonald, head of the foreign advertising department of the Salt Lake Telegram for the last year, has returned to the Butte (Mont.) Miner.

Fred J. Runze for the past nine years director of Murray's Newspaper Service and editor of the "Ad Man," has been elected vice-president and director of the Fourth Estate, New York. Mr. Runze will also act as general manager of the publication.

W. L. Lindsay has joined advertising staff of the Birmingham Post. He was formerly display man and assistant advertising manager of Caheen's Department Store, Birmingham.

Louis Bleser has been appointed advertising manager of the St. Nicholas Magazine, New York.

William G. Hobson has been appointed manager national advertising of the New York Evening Journal to succeed William N. Callender, Jr., recently resigned. Mr. Hobson has for several years been manager of the merchandising service department of the Journal and will continue to direct all merchandising work.

Gordon L. Smedley has assumed the duties of advertising manager of the Reading (Pa.) Times and Herald-Telegram. He has been advertising manager of the Pensacola Journal.

W. F. Patten, formerly advertising and promotion manager of the Sinclair Oil Company, Chicago, has joined the advertising staff of the Milwaukee Sentinel.

Robert Henri has resigned as classified advertising manager of the Fresno (Cal.) Bee to become general promotion and classified advertising manager of the Los Angeles Record.

IN THE ADVERTISING FIELD

VICTOR C. BREYTSPRAAK of Chicago will join the Kling-Gibson Advertising Company's staff, that city, discontinuing the agency bearing his name.

The Advertising Service Company, of San Francisco, which for the last five years has handled Liggett & Myers advertising on the Pacific Coast and other important accounts, has been reorganized under the name of Kelsey-Mooney-Stedem, Inc. E. N. Kelsey, who has been conducting the business, will be president. A. F. A. Stedem, vice-president, is an old Lord & Thomas man and was until recently connected with the Honig-Cooper Company, San Francisco. Frank J. Mooney, secretary and treasurer, formerly handled in the East such accounts as Studebaker, Firestone, Oldsmobile and other national business.

William J. Mac Innes has resigned as director of plans and merchandising of the William H. Rankin Company to become secretary and director of plans and merchandising of the Harry C. Maley Company, New York and Chicago.

The Roycraft Advertising Company has leased new office space at 693 Broadway, New York.

The American Association of Advertising Agencies will move shortly from the Metropolitan Tower to new quarters on the eighth floor of the Park-Lexington Building, 46th street and Park avenue, New York.

W. Laughlin of Chicago, advertising manager of Armour & Co., was a visitor to the A. N. P. A. convention this week in New York.

Paul P. Martin has been appointed assistant advertising manager of the Michigan State Automobile School, Detroit. For three years he was on the staff of the Burroughs Adding Machine Company's advertising publications, "Business," and "The Burroughs Clearing House." He has also been with the space buying and production departments of the Green-Fulton-Cunningham Company, Detroit.

Alfred C. Strasser, formerly of the Pancoast Studios and the Welanetz Company, has been added to the art department staff of Dorrance, Sullivan & Co., New York.

MARRIED

HAROLD W. HEINZ of Dorchester, Mass., Roxbury and Jamaica Plain representative of the Boston Post, and Miss Kathryn E. Baker of Boston, of the Post composing room staff, daughter of Frank Baker, also an employee of the Post, were married a short time ago.

Miss Irene Farrell, of the editorial staff of the Butte (Mont.) Miner and Herbert L. Belle, circulation manager of the Butte office of the Anaconda Standard, were recently married in Spokane. The bride will continue her work on the Miner.

Emanuel J. North, an advertising agent of Springfield, Ohio, was married to Emma M. Asper in Springfield, April 18.

Harry Burhans, of Denver, was married April 14 to Mrs. Gertrude Neres of Denver and Los Angeles. Before Mr. Burhans' appointment as executive secretary of the Denver Tourist Bureau, he was well known as a newspaper man.

George D. Morris, political reporter for the New York Evening Telegram, and Miss Dorothy Craigie, until recently also a member of the Telegram staff, were married April 23 in Jersey City. Mrs. Adeline Holdrige, sister of the bride was bridesmaid, and Harry A. Carmody, a newspaper reporter, was best man. The couple will go to Hot Springs, Va., for a honeymoon trip.

Miss Frances Louise Luhmann, who since January, 1921, has been secretary to the executive secretary of the National Editorial Association in St. Paul, and Carl M. Bodin of that city were married on April 25. They motored to Louisville, Ky., their future home. Miss Dottie Gunders takes the position vacated by the bride.

Wilfrid Fleisher of New York, newspaper man and son of the publisher of the Tokio Japan Advertiser, and Miss Greta Sundberg of Stockholm, Sweden, will be married in Stockholm May 19. The couple will start for Japan by way of New York early in June.

William Fort, special writer of the Chicago Daily News and Miss Evelyn Corlet were married a few days ago at the home of the bride's mother in Elmhurst, Ill. They are now on a honeymoon trip to the Pacific Coast.

Miss Sarah E. Allen, of the editorial staff of the Albany (N. Y.) Evening News and daughter of William A. Allen, city editor of the Albany Times-Union, was married last week to Harmon Kneeland of Providence, R. I., where they will reside.

George M. Papazian, of the San Francisco Journal, married Miss Gazarian at the bride's home in last week.

WITH THE SPECIALS

S. GORDON HYDE has joined staff of Young & Ward, Chicag was formerly advertising manager Buda Company, Harvey, Ill., and recently with the Thomas Cusack pany at Chicago.

The Brockton (Mass.) Times h pointed Powers & Stone, Inc., York, as national advertising repre tives.

C. George Krogness, San Fran has been appointed Pacific Coast sentative of the Minneapolis Tribu

The Tacoma (Wash.) Ledger h pointed M. C. Mogensen & Co., Inc Francisco, as Pacific Coast repre tives.

J. W. Hastie has become vice-pre of W. J. Morton Company, New For the past four years Mr. Hast been the New York manager of Publishing Company.

Powers & Stone, Inc., have bee pointed to represent the Milwaukee old, daily and Sunday, in New York England and Eastern territory; al Brockton (Mass.) Times.

The Guelph (Ont.) Mercury h pointed William D. Ward, New as its Eastern advertising represen in the United States.

Why Stop Advertising in Summer?

Most preachers take a vacation during July or August. As a result, thousands of churches are closed during those months.

Yet there are practically as many people in town as there were last December, and they need religion just as much.

If the churches in your town have been in the habit of closing their doors during the summer, why not sell them the idea of using paid space to carry the gospel to people who won't go out to church in hot weather? This may be a new idea to your churches, and new ideas do not appeal to every church, but if one congregation could lead the way in this new type of newspaper evangelism, it might do much for the community, and, incidentally, your advertising receipts.

Our Series No. 3, containing 52 ads, is designed for this use. The series can begin at any time. Examine these ads with this summer campaign in view. Proofs sent free by addressing Herbert H. Smith, 518 Witherspoon Bldg., Philadelphia, Pa. Charge for use $15 a year for smaller papers.

CHURCH ADVERTISING DEPARTMENT
A. A. C. W.

EDITOR AND PUBLISHER believes so much in church advertising that it donates this space each week. Perhaps your paper could do as much for your community.

A. N. P. A. COMMITTEE REPORTS

(*Continued from page* 18)

...blishers deal with them and the printers ...l and accept the new International rule. ...publishers in both of these cities have ...to comply.

...: International Arbitration Board Meetings.

...ty cases were considered by the I. T. U. ...one by the I. P. P. & A. U. Board; ... the I. S. & E. U. Board, and one by ...P. E. U. Board. There are now dead...three I. T. U. cases and one Stereotype ...t the February, 1923, meeting of the ...P. Board there were five cases (out of ...l of twenty during the year) decided ...ard of seven. The decisions in nearly ...stance were favorable to the publishers, ...from Cincinnati being especially so. ...cal arbitration award against which the ...s in that city appealed provided an ... increase of $4.50 per week per man. ...n-man decision continued the old wages. ...mated that the seven-man decision saved ...blishers in Cincinnati approximately ...during the year ending May 1, 1923. ...sion will remain in effect until May 1, ...d provides that either party may bring ...question of a change in wages twice ...at time. It is hardly within the bounds ...bility that if increases are made on two ... before the expiration of the agree...e maximum scale will reach the figures ...in the decision of the local board.

Work of the Field Agent.

...B. Pinkham served his second year ... last annual meeting and assisted pub... the following cities: Cincinnati, Ohio; ... Ill.; Louisville, Ky.; Madison, Wis.; ...ee, Wis.; Montreal, Canada; New Bed...ss.; Passaic and Paterson, N. J., and ..., N. Y. Shortly before this meeting ...kham advised your chairman that he ...ness interests which will require prac... his attention during the ensuing year, ...efore tendered his resignation, effec... 28.

...the past year 213 contracts were made ...ers of the association, as compared ...2 during the preceding year. There ...n 31 reductions in scales as follows: ...ical, 16; pressmen, five; stereotypers, ...oto engravers, one, and mailers, two. ...dred and forty contracts have been re... thout increases, old agreements contin...force or new ones made on previous ...s, as follows: typographical, 115; press...; stereotypers, 43; photo engravers, 19, ...rs, 9.

...ave been nine strikes during the year, ...s: Printers in Chicago, Hartford, ...hio, and Sioux City; pressmen in ..., Nashville and New York, and stereo... Lawrence, Mass, and Mobile, Ala. ...re 18 near strikes, as follows: Print...nville, Davenport, East Liverpool, Ft. ...alveston, Lawrence, Madison, Mobile, ... New Castle, Reading, Springfield, ...d Syracuse; pressmen in Houston and ... stereotypers in Baltimore and Scran...mailers in Seattle.

...RT OF THE COMMITTEE ON OPEN SHOP

...OLUTION adopted by the last annual ...ention of the American Newspaper ... Association instructed the Board of ...to establish an open shop division. At ...it was apparent to members that much ... being done by the constant and in... read of erroneous reports as to the ... non-union and open shop offices in ...iction of the A. N. P. A. and an in...umber of reports of threatened trouble ...us unions, calculated to alarm and ... N. P. A members. It was evident ...embers wanted not only definite infor...to the number of open shop offices, ...practical plan for meeting aggressive ...the part of the unions when it be...essary, and also to put an end to un... agitation calculated to mislead and ...

...the instructions of the resolution ...t the annual meeting in 1922, the ...appointed an Open Shop Committee, ...oard of directors, at its meeting on ..., instructed the chairman of the ... and Manager Palmer to proceed to ...e Open Shop Division, making avail...he expenses of this Division, a sum ...ed $5,000.

...g September 1, 1922, the services of ... Flagg were secured as Executive ...nager of the A. N. P. A., the chairman of the Open Shop Division, and the executive secretary, Mr. Flagg, agreed upon the following plan of organization:

"All members of the A. N. P. A. operating open or non-union shops were to be enrolled as members of the open shop division, and wherever possible were to pledge themselves to furnish one or more men at the call of the executive secretary of this division, to work in any office where there was trouble. An employer asking aid of the open shop division was to make the necessary provision to take care of the expenses incurred by the trouble in his office. Each member called upon to send men to the point of trouble would be expected to provide the men sent with railroad fare and other necessary traveling expenses, to be reimbursed through the open shop division from funds provided by the publisher calling for assistance. It was further agreed that when an emergency had passed, the offices from which the men had been drawn would take them back into their employ, the expense of their return to the office from which they came to be borne by the publisher who had called for assistance.

The open shop division was to keep accurate records of the various open shops and non-union offices, and of men available for employment in such offices, to the end that the members of this Association might have accurate information at all times as to the number of open shops actually operated, and as to the available labor supply for such offices.

Mr. Flagg's services began September 1, 1922. He has made several reports to the Board of Directors since that time. In his report of April 16, it is noted that there are 56 newspapers running open shops, of which 18 are non-union. Of these 56 open and non-union shops 53 are available for membership in this division, and 34 stand ready to aid the executive secretary in case of trouble that may arise in the office of any member of the A. N. P. A. The executive secretary has been unable to call upon the remaining 17 open shop publishers, but it is probable that most of them will join the open shop division.

The reports of Mr. Flagg indicate that during the brief period of its existence the open shop division has been of material benefit to a number of employers of union labor, enabling them to make advantageous contracts with the unions, and in some instances has undoubtedly prevented strikes. At least two employers operating open shops have been able to avoid what threatened to be serious trouble through the fact that the open shop division was ready to give prompt assistance.

It may interest members of the A. N. P. A. to know that in the 34 non-union and open shops referred to in this report there are approximately 500 typesetting machines, with about 850 non-union printers and 150 non-union pressmen and stereotypers. The other 17 offices that are expected to co-operate with this division employ about 450 non-union printers, stereotypers and pressmen, and operate about 100 typesetting machines.

In the opinion of the committee, the work thus far done by the open shop division justifies the action of the convention in creating such a division, and plainly indicates that this work should be continued by the Association.

Harry Chandler,
D. D. Moore, Chairman.

REPORT ON THE MACON PRINTING SCHOOL

THE Macon Printing School, established by S. N. P. A. in 1919, and afterwards accepted as the official school of the A. N. P. A., is now in its fourth year of successful operation.

It has forty (40) students, but has a capacity of seventy-five (75). There is still a vicious opposition to the school idea. The new student, planning to take the course is warned by craftsmen that the business is injurious to health; that the market is overcrowded with operators; that the machine cannot be mastered without a previous knowledge of printing; that the Union controls the printing offices of America, and that the Union will not admit a recruit who has not had five years of apprenticeship. All of these opposing arguments are used with telling effect, making it necessary for the school to answer hundreds of inquiries and send out expensive literature and advertising matter in great quantities before enrolling a single student. This constitutes our biggest problem at the present time, and it behooves our membership to give the fullest co-operation in combating the opposition. Liberal publicity and active assistance in getting the real truth before the prospective student are the weapons with which we must fight.

Checking the Work

The committee has carefully checked the work of the school during the past year to see if any students failed to learn enough during the course to make a sucessful start in the business. The former student was written a letter, asking what benefits he derived from the

ILLINOIS

The Key to the Mid-West Market

Illinois is a state of industry, agriculture and wealth.

This market outranks all other States in the combined value of manufactured products and value of all farm property.

Eighty-nine per cent of the land area of Illinois is in farms and over eighty-five per cent is improved farm lands.

The fertility of the soil has caused the State to rank, for many years, as one of the nation's leaders in value of agricultural properties and the gross annual receipts of its agricultural products.

As an industrial State it ranks third, having 18,594 factories of which the value of products exceeds $5,400,000,000 annually.

These Illinois daily newspapers cover the richest farming and industrial State in the Union.

Use These Key Newspapers in This Key State

		Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
*Aurora Beacon-News	(E)	15,773	.055	.055
Bloomington Pantagraph	(M)	17,841	.05	.05
†Chicago Herald-Examiner	(M)	340,591	.55	.55
†Chicago Herald-Examiner	(S)	879,471	1.00	1.00
Chicago Daily Journal	(E)	117,483	.26	.24
†Chicago Tribune	(M)	537,134	.80	.80
†Chicago Tribune	(S)	884,706	1.15	1.15
*La Salle Tribune	(E)	2,948	.02	.02
*Moline Dispatch	(E)	9,559	.04	.04
Peoria Journal-Transcript	(M&E)	33,182	.10	.09
Peoria Star	(E)	24,580	.075	.06
Rock Island Argus	(E)	10,704	.04	.04
Sterling Gazette	(E)	5,149	.03	.03

*A. B. C. Statement, April 1, 1923.
†Government Statement, April 1, 1923.

course, what success he had in using his training, what suggestions he had to make for improving the course of study, etc. A letter was also addressed to each employer, asking for comments and suggestions. The school management welcomes and appreciates this effort to get real facts. The committee is thus put in position to see how wisely the Association's money is being spent, and how practical is the enterprise. If there are any troubles, we want to remedy them. If we are doing well we have comfort in knowing it.

THE EQUIPMENT

The Mergenthaler Linotype Company has loaned us 24 machines, 19 of which are in good working condition. All are old models, except one Model Fourteen, which was new when sent to the school two years ago.

The Intertype Company loaned us three practically new machines, one of them a recent model.

Thus we are in position to give the student a good working knowledge of the multiple magazine machines. He is taught to set all of the different kinds of composition used in a newspaper plant, and some of the publishers are really enthusiastic about the showing made by the new graduate. Two of the publishers of daily papers who have used the greatest number of them are Mr. J. L. Horne, Jr., of Rocky Mount, N. C., and also of Wilmington, N. C.; and the Hederman Brothers, of Jackson, Miss. Report orders for them have come from the Lynchburg Daily News, of Lynchburg, Va., and from the Intelligencer, of Lancaster, Pa.; Lansing, Mich.; Billings, Mont.; Fall River, Mass., and many others, thus showing that its service is national.

WAR WITH THE UNION

Reports indicate that the Union in some cities delights to crush the new operator if it is learned that he is from the school, and in several instances he was shut out from work and left in a bad financial plight. The publisher in such cases, having asked the student to come to work, is manifestly under an obligation which he should not shirk.

In several cities, however, the Union, having fallen down on its contract to provide men for their shop, welcomes the student and gives him a permit to work and as soon as he gets a little seasoning he is taken in as a full-fledged member.

Some amusing reports are received now and then from unions that hate the school and condemn it in every way. A student traveling incog, to avoid trouble, gets a card by keeping quiet about his connection with the school; and then writes to the school telling all he has heard.

AN IMPROVED SERVICE

During the past year a separate department for instructing in mechanics has been established. This has been of great assistance, and it insures the average student's ability to take good care of his machine, and save it from the injury of neglect.

WAR VETERANS

Nearly half of the students in the school are trainees of the United States War Veterans' Bureau. These are given ten months in which to complete a four months' course. Some of them have developed into unusually fine operators and machinists, but most of them feel that under the law they profit by failing to make good in their work. If they can stay in the school the allotted time and then make a failure of their first job they can get another training of some other kind, and thus perpetuate themselves almost indefinitely on Uncle Sam's payrolls. This great problem has worried the Veterans' Bureau and the school, and hurt the reputation of the school. Recently, however, a plan has been adopted through the co-operation of the Bureau and the school by which the veteran student will be rewarded for making good instead of being rewarded for making a failure.

THE COST OF THE SCHOOL

An inspection of the financial report in connection with the report on the graduates will show that only about one-third as much money has been spent to produce a graduate as has been used in similar undertakings by other printing associations. This comparison is not made to reflect on the other enterprises, but it is comforting for us to see that we have administered your funds so as to get the best possible results at the least possible cost.

Respectfully submitted,
W. T. ANDERSON.

FINANCIAL STATEMENT, MACON PRINTING SCHOOL

January 1 to April 15, 1923.

Below is given briefly the receipts and disbursements on school account since January 1, 1923. In explanation of this financial statement it may be of interest to say that the breakage on machines by students has been the main feature of distress in connection with the schools' operation. In addition to this item has been the cost of rehabilitation of the old and discarded machines loaned.

These two items have drained heavily upon the treasury. Your chairman thought it best to make a loan the latter part of last year in the sum of $2,500 for the purpose of buying new parts for the school machines which had been so generously loaned to us by the Mergenthaler and Intertype companies. It was believed at that time we could put the machines in good repair and then by a different arrangement with the school operator the repair bills could be reduced to a nominal or satisfactory sum.

Accordingly the loan was made, which explains the item in bills payable shown herewith. Then a contract was made with the school operator to the effect that your chairman was to pay him $100 per week as a subsidy, he to keep up repairs and pay all expenses of operation outside of insurance and the secretary's salary. This contract was made for a period of three months, to be revised at that time as experience may indicate to be proper and just.

So far this new arrangement has been much more satisfactory for all parties. Twenty-one machines are in thorough repair and are kept going steadily, with the minimum of breakage and stoppage.

At the last session of the A. N. P. A. an increase in dues was made to the extent of $1 per machine, for the purpose of establishing a school fund for training printers and operators. This it was estimated would yield about $5,500 per annum from the A. N. P. A., which sum was insufficient to take care of the school already established in Macon. Inasmuch as this was an enterprise of the S. N. P. A. originally, and was located in the South, the S. N. P. A. also raised its dues $1 per machine for school purposes, this adding probably $1,500 more to the school fund now available for the operation of the Macon school, which, under the circumstances, your chairman thinks will make it comfortable with the present plant and plan of operation. If anything can be saved out of the school moneys already provided, be assured it will be done and every effort made to leave something in the treasury to go toward establishing schools in other sections of the country.

Following is the financial report, the books having been audited by a certified accountant for the S. N. P. A. up to December 31, 1922:

Balance in Bank, Jan. 1, 1923		$1,501.23
Receipts to April 5—		
Macon News	$80.00	
Return premium on insurance policy	28.30	
Machine assessment from S. N. P. A.	600.00	
Machine assessment from A. N. P. A.	2,500.00	
	$3,208.30	3,208.30
Total		$4,709.53
Disbursements to April 15—		
Property	$324.56	
Repairs	596.03	
Expenses	1,471.58	
	$2,692.17	2,692.17
Balance in Bank, April 15, 1923		$2,017.36
Bills outstanding — insurance premiums	$105.00	
Note due June 16	2,500.00	
		2,605.00
Deficit		$587.64

W. T. ANDERSON.

REPORT OF A. N. P. A. COMMITTEE ON NATIONAL FOREST RESOURCES

THE effort to bring about the formulation of an effective forestry policy by the United States Government, and its enactment into law is being carried on by your committee, working in conjunction with the American Forestry Association, of which your chairman is a member.

As you know, our efforts thus far have resulted in the introduction of the Snell Bill, H. R. No. 129, and the bill introduced in the Senate by Senator McCormick, of Illinois.

The report of last year dealt quite fully with the subject, and the details need not be repeated. The effort to take the Forestry Department out of the Department of Agriculture and place it in the Department of the Interior, has happily failed of accomplishment.

The work is going forward and we are hopeful that the coming session will result in substantial progress for this vitally important legislation.

The work done thus far has greatly aided in a broader understanding of the whole subject, and has made it plain that in the conservation of our timber supply, the proper harvesting in the timber crop, the right handling of the cut-over lands, and, where necessary reforestations, we are far behind European countries.

Your committee will continue its efforts to further the interests of the association in this great question, and will look to the membership for cordial co-operation.

HARRY CHANDLER
D. D. MOORE
C. A. MORDEN
ROBERT R. MCCORMICK
ELBERT H. BAKER, Chairman.

REPORT OF A. N. P. A. PAPER COMMITTEE

DURING 1922 newsprint production exceeded 2,500,000 tons or approximately 140,000 tons more than during 1920, the highest previous year of production. Thus far this year new machines with a capacity in excess of 110,000 tons per annum have been put in operation and at various times during the year we may expect to see additional machines in operation with an equal or greater capacity, so that we may confidently expect to start 1924 with a capacity at least 230,000 tons over the beginning of this year.

There is, therefore, but little apprehension entertained of a shortage of supply during the latter part of the year or in the near future, and yet it must be noted that production, plus imports from Europe, less exports from the United States, exceeded consumption by not more than approximately 30,000 tons. This indicates great pressure on the market and accounts for the fact that spot paper has recently been selling around 4 cents, against the contract price of 3.75.

This condition is, of course, the direct result of excessive, if not wasteful consumption, a condition which publishers seem to have no present mind to correct and with all publications bulging with advertising we may expect this pressure to continue until at least other machines are in operation or imports from Europe are largely increased.

Under these conditions we may naturally turn our minds to both the immediate and distant future. As a starting point we find both publishers' stocks and mill stocks at a low point, the former at the end of February, 39 days' and the latter 3.4 days' maximum production, while both figures for safety should be very much higher, say 60 and 6 days', respectively. In the face of this condition we have two large consumption months ahead of us before we may expect the summer decline. During July, accumulations should begin so that there will be ample supplies in hand for September and October, for this is the point of danger that must be passed and it will be fully presented to you by our traffic committee. Briefly, this is, that traffic delays are anticipated during September and October and it, therefore, behooves all publishers not only for their own, but for the general good, to have ample stocks on hand to tide them over what may be a short period of delay in transportation.

We have no reason to believe, in [illegible] all of these conditions, principally bec[ause] the fact that there is so much future [in] in sight, that contract prices will be ad[hered] but confidently expect that it will remain [at] present figure for some time to come, [not] because of the period of plenty in [the] but because we have every reason to [be] that it is fully understood by both [the] and consumers that mill price fluctuati[ons] harmful to the entire industry.

1923 SPOT MARKET

During the first four months of the [present] year, 1923, there have been some qu[otations] and sales under 3.85 and over 4 ce[nts]. the majority of the tonnage has been [done] of at prices ranging between those two [points] and at the present time seems to be [quoted] firm at 4 cents, while the prices for [other] qualities of European newsprint have r[emained] firm during this period at 3.65 Atlan[tic] and 3.75 Gulf port.

1922 SPOT MARKET

At the time of the 1922 convention [the] newsprint was selling on the spot m[arket] 3.30 to 3.40 f. o. b. mill. During [May] price ranged around 3.50, although so[me] nage was offered at 3.45 and there we[re] sales for immediate shipment at 3.60. [With] the summer, due to the continued exces[s] of newsprint and the coal strike, the s[pot] ket price became 3.75 and this price [was] creased during August to 4 cents, whi[ch] was general throughout the last quarte[r] there was comparatively little spot pap[er] had, many of the mills reporting thei[r] entirely sold for the balance of the yea[r]. were sales during October, and offers [for] nage for November and December, at [3.]5 and one Middle West mill offered ton[nage] November, which was immediately ta[ken] 3.75 mill.

During May and throughout the [year] Scandinavian news was offered in fair[ly] ties at 3.50 dock Atlantic port, althou[gh] foreign tonnage was available at 3.30. [Two] thousand tons of Swedish, Norwegian a[nd] nish newsprint were offered for shipm[ent] ing the last three months of the year [to] Atlantic port, with a price of 3.75 Gulf [or] Atlantic port.

The major portion of the Swedish a[nd] wegian shipments to the United States [was] handled through the Newsprint Paper [Co.] tion, organized in July, 1922, by G. F. [Steele] formerly general manager of the Canad[ian] port Paper Company, Ltd.

CONTRACT PRICES

Newsprint contracts, almost withou[t] (*Continued on page 72*)

TRADE MARK
FLEXIDEAL
DRY MATS

A Combination That Ca[n]
Be Beaten!

1. Flexideal and Maxitype Dry Mats
conditioned in the
2. Frey Humidor
and rolled in with
3. Congo Cork Blankets

present to you a stereotype trio of QUAL[-]ITY and DEPENDABILITY at prices that are RIGHT!

Ask us to tell you about this combination o[f] prime necessities for the newspaper plant.

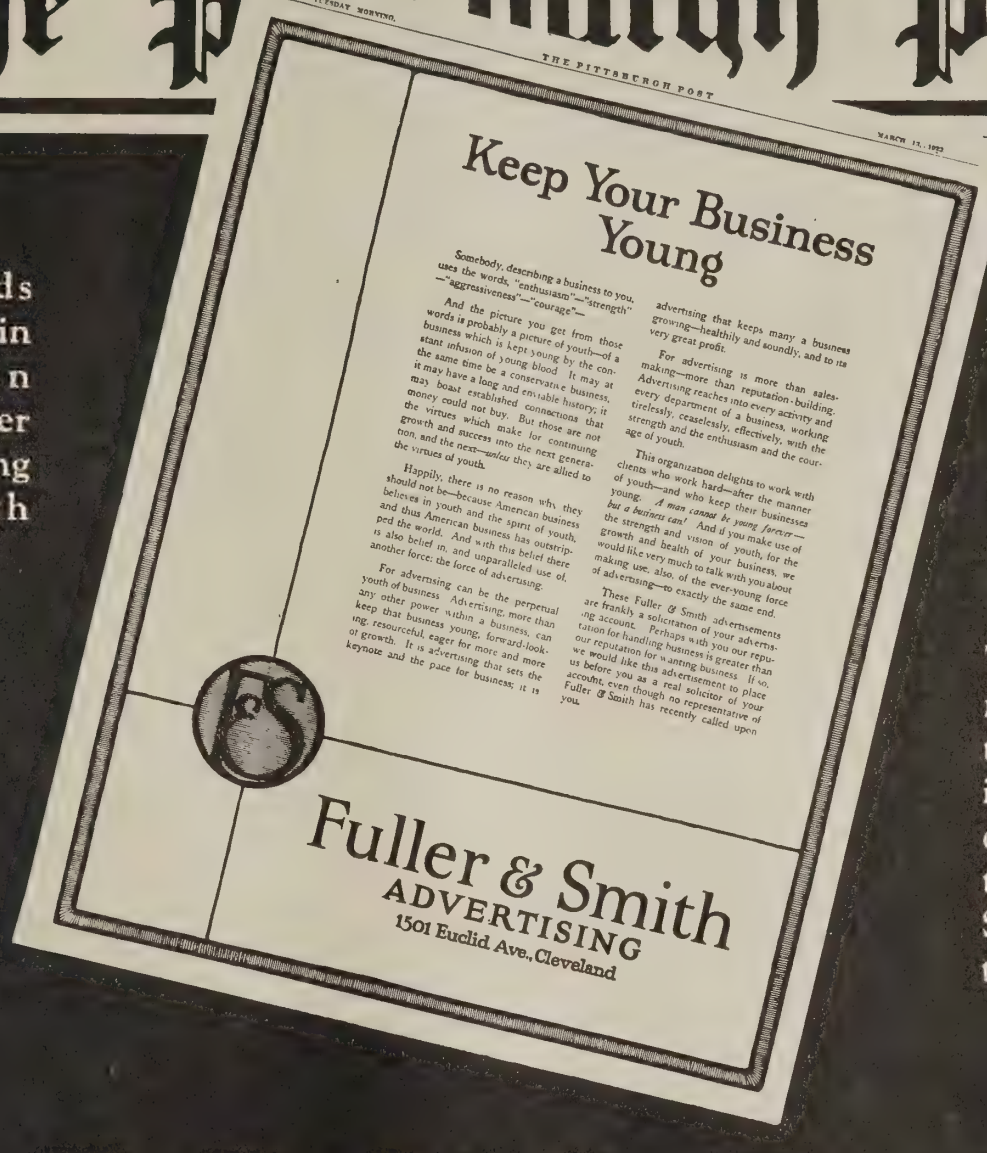
DRY MAT[S]

THE FLEXIDEAL CO., INC.
15 William Street New York City, N.Y.

MAXITYP[E]
TRADE MARK

The Pittsburgh Post

To reach heads of big business in Metropolitan Pittsburgh, Fuller & Smith are using The Pittsburgh Post *exclusively.*



TUESDAY MORNING THE PITTSBURGH POST MARCH 13, 1923

Keep Your Business Young

Somebody, describing a business to you, uses the words, "enthusiasm"—"strength"—"aggressiveness"—"courage"—

And the picture you get from those words is probably a picture of youth—of a business which is kept young by the constant infusion of young blood. It may at the same time be a conservative business, it may have a long and enviable history; it may boast established connections that money could not buy. But those are not the virtues which make for continuing growth and success into the next generation, and the next—*unless* they are allied to the virtues of youth.

Happily, there is no reason why they should not be—because American business believes in youth and the spirit of youth, and thus American business has outstripped the world. And with this belief there is also belief in, and unparalleled use of, another force; the force of advertising.

For advertising can be the perpetual youth of business. Advertising, more than any other power within a business, can keep that business young, forward-looking, resourceful, eager for more and more growth. It is advertising that sets the keynote and the pace for business; it is advertising that keeps many a business growing—healthily and soundly, and to its very great profit.

For advertising is more than sales-making—more than reputation-building. Advertising reaches into every activity and every department of a business, working tirelessly, ceaselessly, effectively, with the strength and the enthusiasm and the courage of youth.

This organization delights to work with clients who work hard—after the manner of youth—and who keep their businesses young. *A man cannot be young forever—but a business can!* And if you make use of the strength and vision of youth, for the growth and health of your business, we would like very much to talk with you about making use, also, of the ever-young force of advertising—to exactly the same end.

These Fuller & Smith advertisements are frankly a solicitation of your advertising account. Perhaps with you our reputation for handling business is greater than our reputation for wanting business. If so, we would like this advertisement to place us before you as a real solicitor of your account, even though no representative of Fuller & Smith has recently called upon you.

Fuller & Smith
ADVERTISING
1501 Euclid Ave., Cleveland

There is a new newspaper situation in Pittsburgh in view of the discontinuance of two Daily and two Sunday publications.

The Net Paid Circulation of

THE PITTSBURGH POST

Now Exceeds

100,000 Copies Daily
175,000 Copies Sunday

LORENZEN *and* THOMPSON, *Publishers Representatives*
NEW YORK CHICAGO DETROIT

The Pittsburgh Post

A. N. P. A. COMMITTEE REPORTS

(*Continued from page 70*)

tion, were on a basis of 3.50 for the first half of 1922.

The George H. Mead Company had originally announced a price of 3.75 for the first six months, but this was later reduced to 3.50; the Great Northern Paper Company made contracts on a basis of 3.75 for the year, but, effective March 1, price was reduced to 3.50. The International Paper Company made some contracts on which the price of 3.50 applied for the entire year, while others were adjustable quarterly.

Canadian Export Paper Company, Ltd., Belgo Paper Company, Ltd., and possibly others, by equalizing freight rates, sold paper to Southern publishers at prices reported to equal 3.25 to 3.37 mill.

Announcements of price for the third quarter were at 3.50, the George H. Mead, Canadian Export and Minnesota & Ontario Paper Companies fixing that price for the balance of the year. The International Paper Company charged 3.75 on tonnage in excess of contracts and on new business for the third quarter, and, effective September 1, the St. Regis and Hanna Paper Companies increased price for the balance of the third quarter to 3.75.

Prices for the fourth quarter were increased as fcllows:

International Paper Company, 3.75 on adjustable contracts and 4 cents on excess tonnage.

Great Northern Paper Company, 3.75—later reduced prices for this period to 3.62½.

St. Regis and Hanna Paper Companies, 4 cents.

St. Maurice Paper Company, Ltd., 3.75.

Minnesota & Ontario Paper Company, 3.75.

Northwest Paper Company, 3.75.

The contract price for the first six months of 1923 is 3.75. The Great Northern Paper Company has fixed that price for the entire year, and some other mills have made some contracts on the same basis.

The Wage Controversy

In April, 1922, a committee of newsprint manufacturers, whose wage agreement with the labor unions was to expire on May 1, demanded a ten per cent cut in wages of the skilled laborers, the reduction of wages of unskilled workers to the prevailing market rate for labor, and elimination of overtime for day workers. For a time it was believed a strike would result, but, fcllowing negotiations which were pending at the time of the 1922 convention and which lasted until late in May, the manufacturers involved in the dispute signed with their skilled and semi-skilled workers an agreement similar to that which expired on May 1 and no further trouble ensued.

During March, 1923, the skilled workers, comprising the Paper Makers' Union, of which J. T. Carey is president, voted to demand 10 per cent increase in wages, which would restore the rates in effect in 1920, the highest period.

The semi-skilled and unskilled workers composing the Pulp and Sulphite Workers' Union, of which J. P. Burke is president, voted to demand an increase of eight cents per hour, equivalent to an average of 20 per cent., restoring their wage scale to the 1921 level.

Since the 1920 wage peak, the skilled workers have had only one reduction in wages amounting to 10 per cent. The semi-skilled and unskilled have had two reductions since 1920, and now seek to regain one of those reductions.

Common labor in paper mills reached its maximum wage rate of 53 cents per hour in 1920. In 1921, after a strike in some mills, it was reduced to 40 cents and in January, 1922, after an arbitration, was again cut to 32 cents per hour, carrying with it a number of classified semi-skilled workers in proportionate reductions. Common labor is somewhat scarce and a number of the mills are now voluntarily paying above the 32-cent rate. The present wage agreements in union mills expire on May 1, next.

At the last national convention the labor unions voted to demand from the paper mills an increase in wages of 8 cents per hour for unskilled and semi-skilled classes and 10 per cent increase for skilled classes.

At a meeting held in New York last week seven manufacturers—St. Regis Paper Company, Hanna Paper Company, St. Maurice Paper Company, Abitibi Power & Paper Company, Spanish River Pulp & Paper Mills, Ontario Paper Company and the Minnesota & Ontario Paper Company—made a counter-proposition to increase wages 4 cents per hour for all classes, except common labor, which was placed at 39 cents per hour.

This proposition is the subject of a referendum vote of the employes in each of the mills concerned. The vote was taken Sunday, April 22.

Increased Newsprint Production

The following new machines came into production during 1922:

	Daily Capacity Tons	When Production Started
Water Paper Products Co., Chicago, Illinois..	30	April, 1922
International Paper Co., Three Rivers, Quebec..	240	First machine started in April, second and third during the summer, and fourth in September.

Following is a list of the new machine schedules for 1923, some of which have started production:

Canada		1923
Fort William Paper Co., Ltd., Fort William, Ont.	150	*January
St. Lawrence Paper Mills, Ltd., Three Rivers, Que.	75	*January
	75	*February
Belgo Paper Co., Ltd., Shawinigan Falls, Que..	85	*February
Bathurst Co., Ltd., Bathurst, N. B.....	85	October
	50	July
Backus-Brooks Co., Kenora, Ontario.....	100	December
United States		
Washington Pulp & Paper Corp., Port Angeles, Wash.	70	*January
Oswegatchie Paper Co., Inc., Natural Dam, N. Y.	60	May
Algonquin Paper Corp., Ogdensburg, N. Y.....	80	August
Total	830	

*In operation.

The following increased newsprint production is expected during 1924 and later years:

Donnacona Paper Company, Donnacona, Que., is doubling its newsprint output, that is, 100 tons per day additional.

Price Bros. & Co., Ltd., Kenogami, Que., 200 tons additional by January, 1924, and 200 tons additional at the beginning of each of the two succeeding years.

Great Lakes Paper Company, new mill at Port Arthur, Ont., with 125 tons per day beginning in spring of 1924.

Wigwam Pulp & Paper Company, Elko, B. C., first unit of new mill will produce 100 tons per day.

Fort Frances Pulp & Paper Company is planning an addition to its newsprint mill at Fort Frances, Ont., but no definite date has been set.

Newfoundland will have a new 400-ton mill if the plans of Premier Squires, as arranged in England, are ratified by the Newfoundland Legislature.

Assistance to Members.

Many members have taken advantage of the facilities offered by the New York office for securing news print for prompt shipment. Offerings of spot paper, published in our bulletins from week to week, brought many inquiries, and often resulted in the purchase of one or more cars at a favorable price. Frequently publishers, having secured one car to tide them over an emergency, have been so well satisfied with the quality of the paper and with the firm with which we put them in touch, that they have ordered additional paper from the same source. This has been particularly true with respect to European news print.

We have received many letters commending the association on the work done in assisting members who have been in immediate need of supplies which we secured for them.

We answered many inquiries from publishers who wished to become fully acquainted with market conditions before closing 1923 contracts; also many requests for information regarding financial responsibility, ability to deliver, etc., of dealers offering news print, particularly European, and reported on the quality of news print produced by the various American and European mills.

Lists of news print mills, with location and daily capacity, and lists of dealers handling news print were furnished to members. Our bulletin showing roll widths of daily newspapers and contract information has been of assistance to publishers who wanted to locate newspapers in their vicinity using the same roll widths, and has been of inestimable value to news print manufacturers and dealers who, when they have a quantity of a certain size, are enabled through the aid of this bulletin, to offer it direct to publishers who are most likely to be interested, thus benefiting both publishers and manufacturer.

Bulletins.

We have published throughout the year the "B Special"" newsprint bulletin through which members have been kept informed regarding the contract and spot market, and in which by the use of charts and tables, we have covered production, consumption, publishers' and mill stocks and imports and exports of news print paper and advertising volume. During July and subsequent months the attention of members has been drawn to the necessity for conservation of news print.

The various steps and the results of the wage controversy of the labor unions in the paper mills have been fully reported.

A special bulletin showing widths of rolls, source of news print supply, date of expiration of contract and tonnage of upwards of 1,100 newspapers of the United States and Canada, has been compiled and mailed to all newspapers included in the list.

Tariff.

The committee having in charge tariff matters affecting news print and pulp will report the successful outcome of its efforts.

Conservation.

The News Print Conservation Committee will report the steps taken in an effort to reduce the excessive consumption of news print.

Frank S. Baker, F. G. Bell, Jas. P. Considine, Howard Davis, Wm. H. Dow, M. F. Hanson, H. V. Jones, E. Lansing Ray, S. E. Thomason. T. R. Williams, vice-chairman. E. P. Adler, chairman.

REPORT OF THE NEWSPRINT CONSERVATION COMMITTEE

THE committee on Newsprint Conservation was brought into being several years ago during an emergency period. It has functioned infrequently since that time, and only when the paper situation was acute and serious enough to compel real action.

Your committee during the late summer of last year, anticipating the possibility of a crisis because of the great increase in consumption organized sub-committees in practically every State in the Union, each under the chairmanship of a progressive self-sacrificing member.

Although there was a distinct hardening of the paper market during the early part of last Fall, the anticipated crisis did not occur, and sufficient tonnage became available to meet all needs.

During the latter part of 1922 a questionnaire was mailed to members in an effort to ascertain how much more news print would be consumed during 1923 than had been used during 1922, and what would be the excess production over estimated consumption. Four hundred and eighty-seven members responded to this request and reported a consumption during 1922 of 1,798,000 tons. Their contracts for 1923 a the estimates of tonnage to be required in exc of contract indicated a consumption for t year of over 2,012,000 tons. This indica an increased consumption during this year 12 per cent over 1922 consumption, or an crease among 487 members who reported 75 cent of the total consumption in the Uni States and Canada, of approximately 214,(tons.

Both your committee and its many sub-c mittees, while inactive during the past f months, are militant, on the watch, and sta ready at any time, when conditions may indic such a course, to bring every argument to b to curb the mad rush of news print consur tion should it threaten to lead to dema which the mills even with their largely increa capacity, would be unable to meet.

W. H. Cowles,
Howard Davis,
R. A. Crothers,
William J. Pape,
John Sundine,
Wm. B. Bryant, Chairman

REPORT OF THE COMMITTEE ON TRAFFIC

YOUR committee on Traffic has endeavo during the past year to render mate service to members in connection with tra portation of newspapers and news print.

In out-of-town circulations there has bee decided shift from express to baggage, and gradual extension by railroads of baggage s vice. There are various baggage rates, eitl of long standing or for local areas, which sho not be increased. Your committee considers t all transportation rates are at high levels, a that future tendency should be downwa Therefore, we oppose attempts for upw equalization. We are maintaining this view pending cases affecting rates generally.

The Interstate Commerce Commission is m ing an investigation into express transporta generally. Applications have been made for creases and decreases in various rates. American Railway Express Company, at the ginning of the inquiry, notified your asso tion that it would not seek any change in existing rate on newspaper bundles. This r was established two years ago as a comprom agreement with representatives of a number large newspapers. Some members have pressed opinion that we should seek reducti

(*Continued on page 74*)

The Four Million:

Every Sunday morning Frank G. Carpenter is welcomed into 4,000,000 homes.

The Carpenter letter is read—often aloud to the whole family—and then cut out and pasted in scrap books.

The children know Carpenter and love him. They enjoy his school readers, and take to their teachers for reading in class the clippings of his weekly letters from Europe.

These are reasons why leading newspapers of the United States have published a Carpenter letter every week for more than 1,500 consecutive Sundays, and why more papers are now publishing his letters than ever before. Next Sunday

The Four Million Families Will Read

"THE WOMEN OF THE REICHSTAG AND THE NEW GERMANY"

the eighth letter of a series of twenty telling

"THE TRUTH ABOUT GERMANY"

Reading Carpenter Is Seeing the World

CARPENTER'S WORLD TRAVELS

1816 H Street, N. W. Washington, D. C.

65c *a day invested in The Multi-Mailer System will enable publishers with small mail lists to give their subscribers a mail delivery service unsurpassed.*

Would it be worth 65c a day to you and your publication to be able to

—*give your mail subscribers a better mail delivery service*
—*reduce subscriber complaints to almost nothing*
—*provide for daily correction of your mail list*
—*lift your mail list out of your Composing Room and Galley Room, and put it under the sole control of the Circulation Department*
—*print addresses direct on your publications?*

It may not cost you 65c

When we set the installation and upkeep cost of *The Multi-Mailer System* at 65c a day, we give you the outside figure.

Many publishers find that this 65c is more than offset by the money saved through eliminating the time of a linotype operator and a Galley Room employee.

The fact that *The Multi-Mailer System* usually pays for itself is of minor importance compared to the way in which it builds subscriber satisfaction by giving subscribers the mail delivery service they expected when they subscribed.

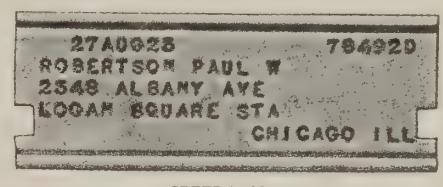
Send for catalogue

Let us send you descriptive literature about *The Multi-Mailer System* with which any publication can handle every listing, addressing, and mailing operation connected with your mail list with greater ease, speed, efficiency—and, possibly, economy.

Write for catalogue today.

THE SPEEDAUMATIC COMPANY
817-825 Washington Blvd. :-: Chicago

HERE'S an adaptation of *The Multi-Mailer System* ideally suited for mail lists with as few as 1,000 names. The operations are simple. Speedaumats are embossed on a Speedembosser with subscriber's name, address, expiration date, and serial number. Speedaumats correspond to linotype slugs.



SPEEDAUMAT


SPEEDEMBOSSER

THEY are embossed and altered by a Circulation Department employee on a Speedembosser which is kept in the Circulation Department. Card proofs for the Expiration File are made on a Speedaustamp of all Speedaumats made or changed. The Speedaumats are then filed in a cabinet kept in the Circulation Department, so that the mail list is always accessible for additions and changes.

AT mailing time, the Speedaumats are fed into a Speedaudresser by which publications can be addressed direct at the rate of 2,000 to 3,500 an hour, depending on the skill of the operator. This machine has an attachment for printing strip or office check sheets.


SPEEDAUDRESSER

These mechanical elements, when woven together by the UNIT PLAN OF OPERATION, provide a method of handling the mail list which prevents preventable errors, does away with duplicated labor, and makes subscriber complaints regarding delays and non-deliveries few and far between. A complete explanation of the UNIT PLAN will be sent with a copy of the catalogue.

The Speedaumatic TRADE MARK Company.

MULTI-MAILER SYSTEM *Addressing - Listing - Mailing Equipment*

A. N. P. A. COMMITTEE REPORTS

(*Continued from page 72*)

of the express rate. Your committee, under advice of your directors, have considered it advisable to await opportunity for consideration later when not involved with other commodities and rates.

In news print transportation, your committee has endeavored to render service through four principal channels:

1. Watchfulness over freight rates.
2. Relieving cases of news print shortage caused by traffic delays.
3. Offers of co-operation with paper mills in car shortages.
4. Preventing troubles by advance precautions in co-operation with government agencies and railroad officials who have cordially recognized the necessities of news print transportation.

Through weekly bulletins during the past year the association has requested publishers to notify the manager's office of delays on news print transportation. All such cases were acted upon promptly in co-operation with the railroads and the threatened distress relieved. Requests from mills for help in car supply also received immediate attention. The value of this service to publishers during the year probably was greater than in former years, and your committee commends it to the association in case of future necessity.

If forecasts are correct, serious congestion of railway traffic is anticipated in the early autumn. Officials of the American Railway Association have advised us that their projected chart lines indicate an unprecedented volume of business to be moved with high peaks in September and October. Blockades, embargoes, car shortages and other delays are probable, all affecting news print shipments.

The railway executives, we are assured, have a full realization of the necessity for full car supply and prompt service for news print, but publishers should be prepared to tide over temporary interrutions during the autumn congestion.

Your Committee on Traffic takes this opportunity of expressing its thanks and appreciation to L. B. Palmer, manager of your association, whose energetic efforts have translated into direct action the committees' advisory functioning and supplied to members an agency of real value.

J. P. Considine,
S. M. Williams, Chairman.

REPORT OF THE COMMITTEE ON FEDERAL LAWS

THE activities of your committee on Federal Laws for the past year have been devoted to the tariff provisions of the Revenue Act adopted last summer; the Treasury Departments' interpretation of the definition of "Standard news print," under the provisions of the Tariff Act, and of the Anti-Dumping Law.

News Print Tariff.

At the time of the 1922 convention, the Revenue Act had been reported out of the House of Representatives with news print, and both chemical and ground pulp on the free list. In May the Senate Finace Committee reached the news print schedule, and in the hearings before that committee there developed for the first time the active opposition of the International Paper Company to this schedule of the Tariff Act. Two hearings were held by the committee, and the free list as finally reported out retained the news print schedule. Later, in June, an active lobby of paper and sulphite manufacturers endeavored to have the Senate Finance Committee report out a 10 per cent duty on sulphite. Your committee prepared a brief, and appeared before the finance committee in the hearings on this schedule. At this hearing it developed that a vigorous fight to take sulphite pulp off the free list could be expected. The committee felt that the duty on sulphite would unquestionably result in higher news print prices, and at the suggestion of L. B. Palmer, State sub-committees of the Committee on Federal Laws were formed, with three members in each State. Through the co-operation of these committees, Mr. Palmer and Elisha Hanson, your committee's Washington representative, this fight was won, and sulphite pulp retained on the free list.

Late in July, after several hours debate on the paper and wood pulp schedules, the Senate voted to retain both chemical pulp and news print on the free list.

Tariff Definition of "Standard News Print" Paper."

On October 30, 1922, the Collector of Customs at New York transmitted to the Treasury Department a report containing a narrow definition of news print paper. The effect of this definition would have been to exclude from importation, free of duty, all news print paper except 32-lb., white, machine finished paper, containing approximately 75 per cent ground wood and 25 per cent sulphite.

Your committee submitted to the Treasury Department a brief, maintaining that standard news print paper could be defined only in general terms as: "newsprint used in the manufacture of standard newspapers." A copy of this brief was sent to the Collector of the Port of New York, and the matter is still before the Treasury Department for final action. Assistant Secretary of the Treasury Moss recently accorded your committee a full and complete hearing on the subject, and it is hoped that his views towards the definition submitted by the committee will be favorable.

Anti-Dumping Act.

In the summer and fall of 1922 the collector at one of the American points of entry, held up shipments of Canadian news print consigned to an American publisher, on the theory that the American price was lower than the Canadian price, and that the shipment violated the Anti-Dumping Act. Through the efforts of your committee's Washington representative, a ruling was finally secured releasing this shipment, and the shipments of the Canadian consignor at prices somewhat under the American market were found not to violate the Anti-Dumping Act.

In its activities in connection with the tariff and with the news print definition, your committee's efforts to date could not have been satisfactorily concluded without the invaluable assistance of L. B. Palmer, manager of the association, both in New York and in Washington, and the active and skillful assistance of Mr. Elisha Hanson in Washington.

Respectfully submitted,

S. E. Thomason, Chairman.

REPORT OF A. N. P. A. COMMITTEE ON SECOND CLASS POSTAGE

THE Committee on Second Class Postage regrets that it cannot report greater progress in the year which has elapsed since May 1, 1922.

Pursuant to the authority extended at the last annual convention of the A. N. P. A., your committee's efforts with Congress were made jointly with the American Publishers' Conference, through whose membership were joined the efforts of the newspapers, magazines, the trade papers and farm periodicals. Without criticizing the manner in which the publishers' point of view was presented in Washington, your committee has been convinced by the experience of the past year that the best results can be achieved through independent action of a committee of our association.

Your chairman has visited Washington three times during the past year in the interests of the Kelly Bill, which provided for a joint revision downward of the existing zone rates, and has attended two conferences in New York of the American Publishers' Conference.

We were confronted last May with the legislative situation presented by a Congress holding night and day sessions in order to clean up the revenue bills, and adopt shipping board and other legislation deemed of the first importance. This was not conducive to careful consideration of the measure we sought to have adopted. The general attitude in Washington was that every added piece of legislation was an added irritation to the perplexed and perspiring Solons.

In the discussions of the American Publishers' Conference, your committee urged that the entire postal program should be deferred until Congress be convened in the fall, but the majority of those represented in the American Publishers' Conference were of the opinion that the House Committee on Post Offices and Post Roads could be persuaded to report out out the Kelly Bill. Postmaster Work reported to the Hon. Halvor Steenerson, chairman of the Committee on Post Offices and Post Roads, on June 22, indicating that the Kelly Bill had his support, and on June 27 the matter was brought up in committee. At this session, optimistic forecasts as to the probable action of the committee proved unfounded, and the committee decided to postpone action until December 1, because it was expected that by that date the Joint Postal Commission would have a report ready for submission.

The American Publishers' Conference kept careful track of the situation in the House Postal Committee during the summer of 1922, and on December 12, the Kelly Bill was brought to a vote in the Postal Committee, and by a vote of ten to five, was laid on the table.

At this same meeting, although the Joint Postal Commission had made no report, the Post Office Committee went on record as recommending an appropriation for the continuance of the work of this commission.

There can be no doubt that the provisions of the Kelly Bill offered a just and equitable revision of second class rates, preserving in every detail the features of the present zone laws. The political considerations which brought about the defeat of this bill in the Post Office Committee are beyond the understanding of your committee.

It is notable, however, that five members of the present House Post Office Committee were not re-elected, and it is believed that a judicious educational program and a proper presentation of the arguments in favor of the Kelly Bill before the new Post Office Committee, through the efforts of our association's Washington representative, may yet bring about a more favorable consideration of the Association's postal program.

Respectfully submitted,

S. E. Thomason, Chairman.

REPORT OF A. N. P. A. COMMITTEE ON ADVERTISING AGENTS

IN a preface to its report last year, the Committee on Advertising Agents endeavored to enlighten the membership as to its purpose and how it functioned. To restate it briefly, the committee looks upon itself simply as a clearing house to determine whether or not an applicant for recognition is a bona fide agency placing advertising nationally, and if its financial condition is such as would warrant the issuing of a credit rating. Prior to last year, recognition was not granted to applicants who could not show a net worth of at least $3,000, and last year we recommended to the convention that the minimum surplus requirement should be advanced to $5,000, and on that basis your committee has accepted or rejected applications for recognition during the past year.

The committee has reclassified credit ratings on its list, increasing the standing of those entitled to it and lowering the credit ratings of agencies whose condition, financially or otherwise, warranted it.

The committee begs to call your attention to certain practices used by advertising agencies that are not only unethical but destructive, such as: The agency press agent; the borrowing of substantial sums of money from an agency by its principals; failure to maintain an adequate surplus; slow payment of obligations; splitting of commissions, and new-fangled schemes.

The Agency Press Agent.

The onslaught on our news columns by the old time press agent simply required the discriminating eye of a trained editor to dump his offerings into the waste paper basket, but now the publisher is confronted with a real problem.

A number of the leading advertising agencies in the country regularly employ paid press agents to prepare publicity matter for the benefit of their clients, which is sent to publishers, either accompanied with an advertising contract or an implied promise of one. Shall this be cast aside with the possible loss of future contracts from the agency sending it out, especially if your competitor publishes it? This practice is clearly an invasion of editorial functon and an imposition on the editorial department.

One large agency boasts of the development of its publicity department from one man to a dozen, and you would be astounded at the audacity shown in the solicitation of accounts by these agencies. The newspapers of this country are losing thousands of dollars yearly through the pernicious working of these free space "bandits." The elaborate preparations made in creating "news color" for the purpose of personal publicity, the connecting up of prospects with news incidents, all properly staged, even to the motion picture camera man; in other words, publicity, properly inspired, will accomplish results, and if any good is to be accomplished in "scotching" this onslaught, every member must play his part and be ever on the alert.

Borrowing Funds by Proprietors.

In investigating the financial condition of advertising agencies, your committee frequently discovers instances where principals or proprietors borrow money from their agency funds on I. O. U.'s or personal notes to an extend that is unsafe, and in many cases where this is done the agency has shown corresponding amounts in bank borrowings in their liability column. Your committee refuses to credit such notes as assets in figuring net surplus and seek to have such condition remedied as quickly as possible.

Occasionally we receive financial statements that are either evasive or fail to supply the accurate information necessary for the protection of credit. In such cases, when we believe the accounts of our members may be in jeopardy, we suggest that we be authorized to draw on the funds of the association in the sum of not in excess of $1,000 per annum, for the purpose of defraying the cost of making audits in such cases.

Failure to Maintain an Adequate Surplus.

As a protection to the members, the committee insists that agencies should maintain at all times an adequate surplus. Credit ratings are based for the main part on this particular item.

Demands for Co-operation

The subject of the increasing demands of the advertising agencies for excessive co-operation was discussed at the last meeting, and the Committee on Advertising Agents was instructed to present to this convention a standard of practice with regard to co-operation.

"Co-operation, how many sins are committed in thy name."

With some of the leading newspapers of the country maintaining elaborate service and merchandising departments; with newspaper publishers having no competition and supreme in their field denouncing the very thought of co-operation, and with the newspapers in highly competitive fields outdoing themselves in furnishing this or that service for national advertisers, the problem of your committee is not an easy one to solve. "What co-operation a publisher may profitably extend for an adequate advertising schedule" might be the subject for further discussion at this convention.

Meanwhile, your committee believes that while members should assist in every legitimate manner to bring the greatest success to advertising campaigns, it nevertheless recommends that the standard of newspaper merchandising practice for newspapers be confined to service that is clearly within the province of newspapers to render and enumerates them as follows:

First: To be able to furnish a survey of local market and trade territory.

Second: To encourage and make possible adequate distribution by supplying route lists of retailers for the use of salesmen of the manufacturer or advertiser who has made an adequate contract for space.

Third: If letters to retailers or broadsides so called, are to be mailed, bills for printing and postage should be paid by the advertiser.

Fourth: To decline to sell goods, trim windows or make check-ups on sales or distribution.

Splitting Commissions.

In the matter of splitting commission, your committee calls attention to the resolution opposing this practice, which was adopted at the last annual meeting.

Slow Pay.

The question of slow pay is one that every member should watch carefully, and the New York office should be advised by members of any serious delinquencies. Credit ratings are determined from a national basis only, and an agency placing considerable local business may discount his bills, while passing discounts dates with publishers at a distance. Your committee feels justified in recommending the cancellation of recognition, by this association, of all agencies that are habitually slow pay or compass many cash discounts.

Work of Committee During the Year.

One hundred and ten (110) applications for recognition were received. Thirty-seven (37) agencies were granted recognition; applications of twenty-nine (29) were refused; recognition previously extended to thirteen (13) agencies was cancelled; ratings of six (6) agencies were changed, and recognition transferred on requests for thirteen (13) agencies.

Recognized.

Barber, Earl S., Advertising, Chicago.
Bauerlein, Inc., New Orleans.
Baumgartner Advertising-Publicity Company, Baltimore.
Chambers & Wiswell, Inc., Boston.
Chandler, Cleveland, A., & Co., Boston.
DeLeury-Reeder, South Bend, Ind.
Denney, William H., Company, New York.
Dunham, John H., Co. (Inc.), Chicago.
Farnsworth, Brown & Schaefer, Inc., New York.
Frey, Charles Daniel, Advertising, Chicago.
Grandin-Dorrance-Sullivan, Inc., New York.
Green, Charles C., Advertising Agency, New York.
Green, Dr. Charles W., New York.
Groesbeck, Hearn & Hindle, Inc., New York.
Gunnison, Stanley E., Inc., New York.
Hall, S. Roland, Easton and Philadelphia.
Harvey Advertising Agency, Inc., Atlanta.
Katz, Joseph Co., Baltimore.
Littlehale, Advertising Agency, Inc., New York.
Maguire (Miss), E. V., Philadelphia.
Millis, Fred, Inc., Indianapolis.
Phelps, George Harrison, Inc., Detroit.
Queen, John W., Boston.
Reinhold, W. C., Advertising Corporation, Chicago.
Robbins, Fred A., Inc., Chicago.
Rogers & Walker, Inc., New York.
Rose-Martin, Inc., New York.
Sackheim & Scherman, New York.
Shaffer-Brennan Advertising Co., St. Louis.
Sheets, J. William, Inc., Seattle.
Sterling-McMillan-Nash, Inc., New York.
Syverson-Kelley Advertising Agency, Spokane.
United Advertising Agency (Inc.), Newark, N. J., and New York.
Williams & Saylor, Inc., New York.
Wimberly Advertising Agency, Fort Worth, Tex.
Woodall & Amesbury Advertising Agency, Minneapolis.
Yost, Gratiot & Co. (Inc.), St. Louis.

Cancelled

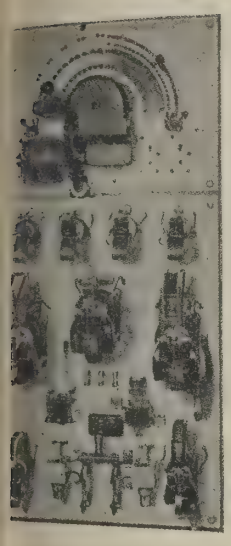
Comrie & Cleary, Inc., Chicago.
Curtis Newhall Advertising Agency, Los Angeles.
Dunne, Desmond, Company, New York.
Goodwin, A. O., Incorporated, New York and Richmond, Va.

(*Continued on page 76*)

ELECTRICAL EQUIPMENT FOR NEWSPAPER PLANTS

Safe—Reliable—Economical

DIRECT CURRENT—ALTERNATING CURRENT



Full automatic two-motor direct current controller

Cline-Westinghouse Double-Motor drive with full automatic push button control for **standard and high speed presses.**

Cline-Westinghouse Double-Motor Drive with special push button control for **multiple unit type presses** (with or without auxiliary control for reels).

Cline-Westinghouse Double-Motor Drive with semi-automatic push button control for **small presses.**

Cline-Westinghouse Single-Motor Equipment for small, slow speed **rotary presses, rotogravure presses, magazine and catalogue presses, etc.**

Cline - Westinghouse Typesetting Machine Drives.

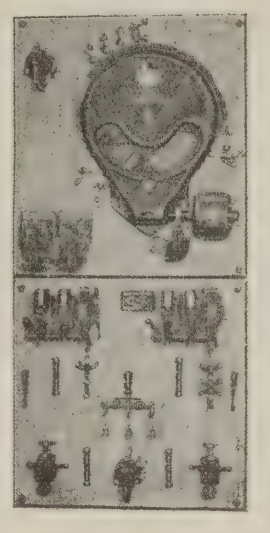
Cline-Westinghouse Stereotype Machine Drives.

Cline Improved Paper Roll Stands (paper reels).

Cline Capital Paper Carriers and Conveyors.

Cline Capital Stereotype Plate Drops.

Cline Complete Equipments for Job Departments.



Full automatic two-motor alternating current controller

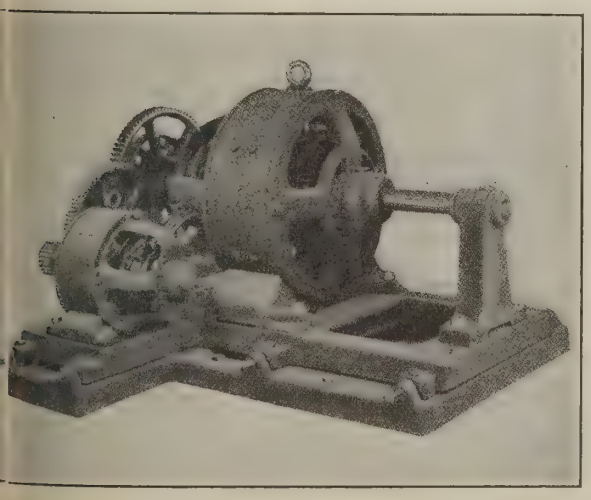


Button control station

Cline-Westinghouse motors and controllers are made for us by the Westinghouse Co. to meet the special requirements of printing machinery. Cline Electric Manufacturing Company have made a large number of installations, among which are some of the best known newspaper plants in the country. Many years of experience and close co-operation with the press designers insures the publisher's problems being given proper engineering consideration. This insures an installation of efficient apparatus best suited to each plant and a service unequalled by any other organization.

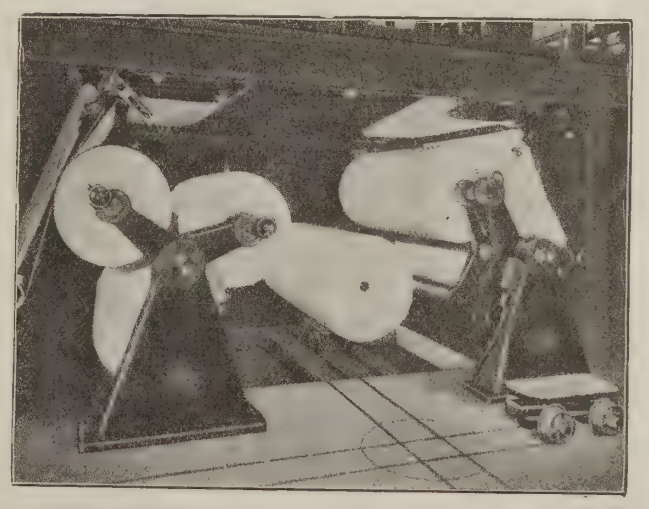


Button control station



Left—Double motor drive, direct current

Right—View of two Cline roll stands and tension belts showing provision for making paster without stopping press; also method of handling paper and chucking rolls without spindles



CLINE ELECTRIC MFG CO.

MAIN OFFICE
FISHER BUILDING
343 S. DEARBORN ST.
CHICAGO

QUALITY NAME SERVICE FAME
CLINE ELECTRIC MANF'G. CO
CHICAGO
CLINE WESTINGHOUSE

EASTERN OFFICE
MARBRIDGE BUILDING
BROADWAY AT 34TH ST.
NEW YORK

A. N. P. A. COMMITTEE REPORTS

(*Continued from page 74*)

Heegstra, H. Walton, Inc., Chicago.
Hopper Advertising Agency, Inc., New York.
McAllister, Malcolm Company, Salt Lake City.
Rosier, Oscar, Advertising Agency, Philadelphia.
Stevens, Wallis & Brazier, Inc., Salt Lake City.
Sullivan-Pallen, Inc., New York.
Universal Advertising Service, Inc., Chicago.
Western Advertising Company (Inc.), St. Louis.
Young, Lloyd W., Cleveland.

TRANSFERS OF RECOGNITION

Bloodhart-Soat Company, Inc., from Bloodhart-Soat Company, Omaha.
Botsford-Constantine Company (Inc.), from Botsford, Constantine & Tyler (Inc.), Portland, Ore., and Seattle, Wash.
Brotherton Company (Inc.), from Brotherton-Knoble Company (Inc.), Detroit, Mich.
Gardner-Glen Buck Company (Inc.), from Gardner Advertising Company, of St. Louis, and the Glen Buck Advertising Company, of Chicago.
Gray Advertising Company, Inc., from F. A. Gray Advertising Company, Inc., Kansas City.
Hewitt, Gannon & Co., Inc., from the Chartered Advertising Corporation, New York.
Lyon Advertising Agency, Inc., from Lyon Advertising Service, Inc., New York.
Osten Advertising Corporation, from Ostenrieder Advertising Corporation, Chicago.
Richardson-Briggs Company (Inc.), from Mears Richardson Briggs Company, Inc., Cleveland.
Sommer, Frederick N., Advertising Agency, from Frederick N. Sommer, Newark, N. J.
Thomas, David C., Company (Inc.), from Thomas, O'Brien & Coleman, Inc., Chicago.
Thresher Service Advertising, from Fred C. Williams Advertising Agency, New York.
Williams & Cunnyngham (Inc.), from Williams & Cunnyngham, a partnership, Chicago.

BENJAMIN H. ANTHONY
CHARLES D. ATKINSON
HILTON U. BROWN
EDWARD H. BUTLER
AMON G. CARTER
HARRY CHANDLER
PAUL PATTERSON
S. E. THOMASON
HARRY GRANT
M. F. HANSON
GEORGE M. ROGERS
W. A. STRONG
CHARLES H. TAYLOR
T. R. WILLIAMS
JOHN STEWART BRYAN
HOWARD DAVIS
WILLIAM B. BRYANT, Chairman.

SUPPLEMENTAL REPORT

Action taken from January 1, 1923, to date (April 25, 1923).

Since January 1, 1923, fifty-five (55) applications for recognition have been received. Action taken as follows: Twenty-seven (27) agencies have been granted recognition, and recognition previously extended to ten (10) agencies has been cancelled. Twenty-one (21) applications have been refused. Recognition has been transferred on request from fifteen (15) agencies. Rating has been reduced on two (2) agencies.

RECOGNIZED

Advertising Industries, Inc., Buffalo, N. Y.
Bloch, Dave, Company (Inc.), New York.
Brann, W. L., Inc., New York.
Brown, Connery & Co. (Inc.), Oklahoma City.
Cadwallader & Coulter, San Antonio.
Central Advertisers' Agency (Inc.), Wichita, Kan.
Diener & Dorskind, New York.
Dolman & Hopkins, San Francisco.
Dombrower, Ralph L., Richmond, Va.
Drechsler-Peard Company (Inc.), Baltimore.
Fox & Mackenzie (Inc.), Philadelphia.
Hall & Parker, Philadelphia, Pa.
Knight Company (Inc.), Chicago.
Lay, The, Company, Inc., New York.
Maxwell-McLaughlin & Co. (Inc.), Chicago.
Merrill, Price & Co. (Inc.), Chicago.
Miller, Fred W., Chicago.
Muller, R. Sykes, Company, Ltd., Montreal, Canada.
Nathan Advertising Company, Chicago.
Norwood, C. H., Inc., New York.
O'Connell-Ingalls Advertising Agency, Boston.
Pitluk Advertising Company, San Antonio, Tex.
Sims, The John Clark, Company, Ltd., Philadelphia.
Smith, Frederick McCurdy, New York.
Southern Advertising Agency, Inc., Memphis, Tenn.
Wallerstein-Sharton Company, Inc., New York.
Wortman, Corey & Potter, Utica, N. Y.

CANCELLED

Biddle Agency, Philadelphia.
Cowen Company, New York.
Dobbs, William F., Danbury, Conn.
Elliott Advertising Service, Inc., Rochester.
Kahn, Siegmund, New York.
Knott, Henry, Inc., Boston.
Schulte-Tiffany, The, Co. (Inc.), Cleveland.
Rogers & Walker, Inc., New York.
Shuman & Pomeroy, Inc., Chicago.
Vreeland, E. E. (Inc.), New York.

CHANGES OF RATING

Snodgrass & Gayness, Inc., New York.
Power, Alexander & Jenkins Co. (Inc.), Detroit, Mich.

TRANSFERS OF RECOGNITION

Blaauw-Hipple-Blaauw, Inc., from John Blaauw Advertising Agency, Tacoma, Wash.
Dorrance, Sullivan & Co., Inc., from Grandin-Dorrance-Sullivan, Inc., New York.
Farnsworth & Brown, Inc., from Farnsworth, Brown & Schaefer, Inc., New York.
Frizzell Advertising Agency, Inc., St. Paul, from a trade style to a corporation.
Goldman, The, Advertising Service, Inc., New York, from a trade style to a corporation.
Goode & Berrien, Inc., from Berrien Company, Inc., New York.
Ingoldsby, William A., Company, from Read-Miller Company, Los Angeles.
Jacobs, Dillard, Agency (Inc.), Atlanta, Ga., from a trade style to a corporation.
Kirkpatrick, W. S., Advertising Service, Portland, Ore., from a trade style to a partnership.
LeVene-Friesley Company, from Nate LeVene, San Francisco.
McCutcheon-Gerson Service (Inc.), Chicago, from a co-partnership to a corporation.
Persons, Hubert C., Inc., from Persons-Leeb, Inc., Cleveland.
Porter, DeForest, Advertising Service, Inc., Buffalo, N. Y., from a trade style to a corporation.
Savage, George M., Advertising Agency, Detroit, after consolidation with E. LeRoy Pelletier.
Wylie & Sutton, Inc., from Morgan, Tuttle & Jennings, New York.

MANAGER'S REPORT

The following is a report of the business of the New York office for the year 1922:

Five hundred and fifty-five publications were enrolled as members in this association on January 1, 1922, of which 552 were active and three associate. During the year nine members were elected, of which six were active and three associate. Three associate members became active members. One associate membership terminated. Of the active members seven ceased to hold separate memberships, owing to consolidations with other members. Eighteen members resigned, making a total membership on December 31, 1922, of 538, of which 536 were active and two associate.

NEW MEMBERS—ACTIVE

Buffalo Commercial, Portland (Me.) Press Herald, Long Island Star, San Francisco Call, New York Il Popolo, Wichita Falls (Texas) Record-News.

NEW MEMBERS—ASSOCIATE

Cheyenne (Wyo.) Tribune, Greensburg (Pa.) Morning Review, Lorain (Ohio) Times-Herald.

TRANSFERRED FROM ASSOCIATE TO ACTIVE

Hagerstown (Md.) Herald, Hamilton (Ohio) Daily News, Lorain (Ohio) Times-Herald.

CONSOLIDATIONS

Detroit Journal with News, Joplin (Mo.) News-Herald with Globe, Kansas City Post with Journal, Norristown (Pa.) Times with Herald, Utica (N. Y.) Herald-Dispatch with Observer, Washington Herald with Times, Waterbury (Conn.) American with Republican.

ASSOCIATED MEMBERSHIP TERMINATED

Elwood City (Pa.) Ledger.

RESIGNED

Alton (Ill.) Evening Telegraph, Augusta (Ga.) Chronicle, Beloit (Wis.) Daily News, Brantford (Ont.) Expositor, Erie (Pa.) Tageblatt, Greenville (S. C.) News, Indianapolis (Ind.) Indiana Times, Lansing (Mich.) State Journal, London (Ont.) Advertiser, Miami (Okla.) Daily News, Newark (N. J.) Freie Zeitung, New Rochelle (N. Y.) Evening Standard, Paducah (Ky.) Evening Sun, St. Louis (Mo.) Westcliche Post, Sharon (Pa.) Telegraph, Streator (Ill.) Free Press, Vancouver (B. C.) Daily World, Windsor (Ont.) Border Cities Star.

ASSOCIATE MEMBERSHIP

Since the associate membership class was created one hundred and thirty-one newspapers have become associate members; eighty-four have become active; forty-four memberships have lapsed; and associate membership terms of two have not yet expired.

RECAPITULATION

One hundred and thirty-one associate members elected; eighty-four associate members have become active; two associate present membership.

A. N. P. A. OFFICIAL MEASURING RULES

During the year 1922 138 Official Measuring Rules were sold.

BULLETIN BINDERS

Forty-four bulletin binders were sold.

INQUIRIES

Fifteen thousand and sixty inquiries were received and answered, an increase of twenty-nine over the preceding year.

COLLECTIONS

Seventeen thousand nine hundred seventy-seven claims were received for collection during 1922, 3,186 more than during 1921, amounting to $490,482.51, a decrease in amount of $13,824.19.

Seven thousand one hundred and three claims were collected, amounting to $155,089.64, an increase of $5,821 over 1921. Of the amount collected $5,157.91 represented dividends in bankruptcy and assignments, and $149,931.73 ordinary collections.

Claims reported uncollectible	$122,460.20
Allowances	3,315.96
Withdrawals	20,902.26

	1921	1922
Commissions earned	$15,694.87	$17,219.51

An increase in 1922 over 1921 of.. $1,524.64

MANAGER'S SUPPLEMENTAL REPORT

SINCE January 1, 1923, six members have been elected, of which four are active and two associate. One member has been transferred from the associate to the active class. Four members have resigned, three were dropped for non-payment of dues, and one suspended publication. The total membership at this date is 536, of which 533 are active and two associate.

NEW MEMBERS—ACTIVE

Augusta (Ga.) Herald, Beaver Falls (Pa.) Tribune, Jamaica (N. Y.) Daily Press, Sacramento (Cal.) Union.

NEW MEMBERS ASSOCIATE

Elgin (Ill.) Courier, Morristown (N. J.) Jerseyman.

RESIGNED

Dallas (Tex.) Dispatch, Minneapolis (Minn.) Daily News, Ogden (Utah) Standard-Examiner, Wichita Falls (Tex.) Record-News.

DROPPED FOR NON-PAYMENT OF DUES

Idaho Falls (Idaho) Daily Post, Utica (N. Y.) Saturday Globe, Williamson (W. Va.) News.

SUSPENDED PUBLICATION

Pittsburgh (Pa.) Dispatch.

TRANSFERRED FROM ACTIVE TO ASSOCIATE

Greensburg (Pa.) Review.

REPORT OF CERTIFIED PUBLIC ACCOUNTANT

I hereby certify that I have examined the accounts of the American Newspaper Publishers' Association for the period of twelve months ended December 31, 1922. The total cash receipts charged in the accounts, including balances on hand January 1, 1922, amounted to $260,210.57. The total disbursements amounted to $235,228.63. The balances on hand December 31, 1922, amounted to $24,981.94, represented by $21,875.86 in the treasurer's cash and $3,106.09 in the manager's cash.

The following is a summary of the above mentioned cash transactions:

	Manager's Cash	Treasurer's Cash
January 1, 1922—Balance on hand	$1,726.02	$21,473.83
Year 1922—Total receipts	105,962.38	131,048.34
	$107,688.40	$152,522.17
Year 1922—Amount remitted by manager to treasurer on account of collection department earnings	17,500.00	17,500.00
	$90,188.40	$170,022.17
Year 1922—Amount remitted by treasurer to manager to meet expenses	105,578.53	105,578.53
	$195,766.93	$64,443.64
Year 1922—Total disbursements	192,660.84	42,567.79
December 31, 1922—Balance on hand	$3,106.09	$21,875.85

I have verified the deposits in banks of aggregate cash receipts as charged and the cash on hand and in banks December 31, 1922. All disbursements were supported by satisfactory vouchers.

I refer you to my report of this date for detailed schedules, giving an analysis of the business of the association for the year ended December 31, 1922.

HOWARD GREENMAN,
Certified Public Accountant.

TREASURER'S CASH ACCO

January 1, 1922, to December 31,
Balance on hand as per treasurer's cash book—January 1, 1922..... $2

RECEIPTS

Due from members	$127,867.10	
Remittance from manager collection dept.	17,500.00	
Refund from special standing committee	866.75	
Interest on bank deposits	581.48	
Publishers' Association salary refund	552.00	
Commissions collected	510.69	
Sale of rules and binders	336.00	
Interest on Liberty Bonds	212.50	
Miscellaneous receipts	121.82	1
		$1

DISBURSEMENTS

Remittance to manager for expenses	$105,578.53	
Special standing committee	41,608.84	
Open Shop expenses	858.24	
Exchange on checks	100.71	1

Balance on hand as per treasurer's cash book, December 31, 1922... $

MARCH LINEAGE GAIN 11.

One City Ran Behind Last Year-Volume Is 122,872,757 Lin

Only one city of the 29 listed New York Evening Post statist partment shows a loss in newspap age for March, 1923, against Marc and the total carried by the 128 measured 122,872,757 agate lines, of 12,998,957 lines, or 11.8 per ce the previous March. Twenty-six papers carried smaller lineage tha previous year.

The ten papers leading in Mar ume among those listed are: Tribune, 2,560,005 lines; Detroit 2,541,420 lines; Los Angeles 2,494,842 lines; New York Times 096 lines; Washington Star, 2 lines; St. Louis Post-Dispatch, 1 lines; Los Angeles Examiner, 1 lines; Chicago Daily News, 1 lines; Philadelphia Bulletin, 1 lines; Los Angeles Herald, 1 lines.

Totals by cities for March, 19 follow:

	1923	1922	
New York	14,672,634	13,904,268	
Chicago	7,406,139	6,434,493	
Philadelphia	7,704,161	6,789,595	
Detroit	4,884,418	4,298,546	
Cleveland	4,238,400	3,550,200	
St. Louis	4,283,960	3,837,460	
Boston	5,914,108	5,545,089	
Baltimore	4,696,165	4,133,018	
Los Angeles	8,260,252	7,087,192	
Buffalo	3,609,176	3,278,319	
S. Francisco	4,981,354	4,266,640	
Milwaukee	3,115,935	2,788,912	
Washington	4,370,409	4,081,220	
Cincinnati	3,708,900	3,093,000	
New Orleans	3,273,022	2,881,092	
Minneapolis	3,234,972	2,840,910	
Seattle	2,647,512	2,570,540	
Indianapolis	3,221,307	3,018,948	
Denver	2,280,152	2,315,936	
Providence	3,162,866	2,958,928	
Columbus	3,463,676	3,199,940	
Louisville	2,975,851	2,589,329	
St. Paul	2,473,954	2,170,630	
Oakland	2,023,532	1,653,148	
Omaha	2,200,646	2,075,521	
Birmingham	2,215,486	1,764,014	
Richmond	2,382,570	1,900,490	
Dayton	3,152,716	2,807,546	
Houston	2,318,484	2,038,876	
Totals	122,872,757	109,873,800	1

*Loss.

"Newspaper Night" Club Fea

"Newspaper night," devoted problems of the modern newspap the feature of a recent meeting Men's Club of St. Joseph's E Church, Detroit. Ann Campbell, troit News poet, recited some verses, and C. C. Bradner told hu stories. The address of the even made by Lee A. White, of the News staff, who explained the o tion and purposes of the modern paper. The Detroit News glee twenty-five voices gave a song re

BUYING FEATURES HERE AND THERE IS ELIMINATED WHEN A NEWSPAPER BECOMES AN NEA FULL SERVICE CLIENT

NEA FULL SERVICE CLIENTS RECEIVE DAILY:—Live, up-to-the-minute news pictures; News feature stories; Reviews of new motion picture productions and intimate bits about movie players; Live news art to use with stories carried by the wires; Radio features; Every feature necessary for a complete woman's page; Children's features; A complete page of editorial page features; A sport page conducted by Billy Evans, American League Umpire, and real laugh producing comics, enough for a full page. FICTION BY THE WORLD'S GREATEST AUTHORS ALSO IS A PART OF NEA SERVICE.

READ WHAT CLIENTS WRITE US

Really and truly, your service is marvellous. Indeed, perhaps many clients cannot thoroughly appreciate it as we do here, for at this time with full leased wire service just installed, just beginning a farm section, etc., and playing for much increased circulation, words fail to express our appreciation of the value of your entire service, not forgetting the splendid features such as "Charm," and which are making a distinct hit in this city and wherever we circulate.

The Wausau Daily Record-Herald,
Wausau, Wisconsin.

We wish to congratulate you on the completeness, timeliness, and general artistic get-up of your full service. Considering the small size of our paper, we are using a much larger percentage of this service than we ever thought we would when we started it. We have found it to be a great circulation getter and holder.

The Evening Republican,
Columbus, Indiana.

Enclosed is full page from today's Beacon on the "Mother Valentine" contest. We are rather proud of the idea of printing an entire page of poems. It has been years since the Beacon conducted a contest that proved as popular as this one, and here's a kind word and many thanks to NEA for the idea.

The Beacon,
Wichita, Kans.

I want to congratulate you on the high class of special features you are sending us. The Vincent Richards Tennis articles and "Hoppe's Little Billiard Tricks" are both excellent in their line and the advance announcements of the Talmadge feature and "The Tangle" indicates that they will be valuable additions to our Woman's Page.

Examiner-New Era,
Lancaster, Pa.

I want to let you know how much pleased we are with your service. It is excellent, and we are constantly using more of it.

The Springfield Union,
Springfield, Mass.

Let me compliment you on the increasing excellence of the feature matter, etc., that NEA is putting out. It would seem to me that it is an extraordinary privilege to be a member of NEA and you may be sure that we take advantage of all publicity to strengthen ourselves with our readers and secure new ones.

The Warren Chronicle,
Warren, Ohio.

I do not believe that at any time in recent years has NEA Service been as satisfactory as it has been lately. There has been variety, novelty and interest in the service, with a number of features which, judging by the comments of the staff and readers, are taking well. The Norma Talmadge Manners series is an excellent woman's page feature.

The new woman's serial, "The Tangle," gives promise of filling the void which was left when the famous "Confessions of a Wife" ended.

Birmingham Post,
Birmingham, Ala.

We are enclosing the first page of The Daily News of Tuesday, Dec. 26, showing the first pictures carried in this vicinity, on the Mer Rouge tragedy. This was the very first lay-out of this kind, shown in a Dayton paper, and naturally, we are grateful to NEA for its enterprise in getting this out to us right on the jump.

The Dayton News,
Dayton, Ohio.

The service is as near perfect as possible.

The Baltimore Post,
Baltimore, Md.

(See Our Exhibit At The A. N. P. A. Convention)

NEA SERVICE, INC.,

1200 W. THIRD STREET CLEVELAND, OHIO

Producing Plants—New York and Cleveland

INCREASE IN NEWSPRINT USE FORCING HIGHER CONTRACT PRICES

Federal Trade Commission's Report Shows Production in March Ran Ahead of Past Five Years—P. T. Dodge Predicts $80 Contract Price Very Soon

INFORMATION that more newsprint paper was produced and consumed in the United States in the month of March, 1923, than in any March for the past five years and that prices are bound to go up soon was given the paper trade this week. The production and consumption figures were furnished by the Federal Trade Commission and the price announcement by Philip T. Dodge, of the International Paper Company.

The tendency of newsprint prices is upward, according to the opinion expressed Tuesday by Mr. Dodge.

"I do not see how newsprint prices can help but be higher," said Mr. Dodge, "in view of the generally increased wages, higher raw material prices and higher transportation costs." Newsprint is now selling for $75 a ton on contract and $80 a ton for spot delivery. Mr. Dodge expects that the $80 price will represent the market for contract deliveries shortly.

Commenting upon the operations of the International Paper Company, Mr. Dodge said that at present they are entirely satisfactory. After two years of unprofitable operations the company had now reached a point where it was earning its fixed charges, its preferred dividends, and had reported a balance for the common.

Capacity operations are being carried on at virtually all of the company's plants. The Three Rivers plant at Quebec, which was originally designed to produce 240 tons of paper daily, is now producing 300 tons. This is credited with being the lowest cost producing plant in the world.

The Federal Trade Commission's newsprint paper review for March, 1923, shows the actual production for the month amounted to 117,075 tons of standard news, which was 7 per cent above the average for the previous five-year period. Production for March, 1923, against March, 1922, shows an increase of 6 per cent. for standard news.

The average production for the years 1918 to 1922 inclusive, amounted to 109,512 tons for a period corresponding to March.

The imports of newsprint for December, 1922, were 18,831 tons more than for December, 1921. The exports of newsprint for December, 1922, were 450 tons more than for December, 1921.

The imports and exports of printing paper not dutiable (practically all newsprint) and of wood pulp for the month of December, 1922, compared with the month of December, 1921, as shown by the records of the Department of Commerce, were as follows:

	December, 1922 Net tons	December, 1921 Net tons
Imports of news print (total)	98,494	79,663
From Canada	80,642	62,945
Germany	3,471	2,246
Sweden	6,905	9,635
Finland	3,606	2,166
Norway	2,669	2,430
Other countries	1,201	241
Exports of news print (total)	2,059	1,599
To Peru	13	98
Mexico	35	24
Cuba	1,122	954
Columbia	132	30
Philippine Islands	380	148
Japan	9	49
Other countries	368	296
Imports of ground wood pulp (total)	30,447	28,498
Imports of chemical wood pulp (total)	154,347	117,059
Unbleached sulphite	77,166	57,723
Bleached sulphite	28,306	17,825
Unbleached sulphate	45,236	40,049
Bleached sulphate	3,639	1,462
Paper stock other than wood pulp	26,914	19,860
Exports of domestic wood pulp	1,855	2,617
Exports of rags and other material made from vegetable fibre	3,497	2,448

The tonnage to "other countries" under "Exports of Newsprint" for December, 1922, includes 123 tons to Canada, 71 tons to Central America, 88 tons to Venezuela, 30 tons to Australia, and 17 tons to Salvador.

Stocks of rolls in the hands of jobbers at the end of March, were 36 tons more than the stocks in the hands of the same jobbers at the beginning of the month. Stocks of sheets were 107 tons more at the end of March than at the beginning of the month. The net increase in the total stocks of newsprint in the hands of jobbers at the end of March, amounted to 143 tons. Commitments to sell roll news were 3,500 tons greater than commitments to buy. Commitments to sell sheet news were 1,183 tons less than commitments to buy. Total commitments to sell both rolls and sheets were 2,317 tons greater than commitments to buy.

Publishers' stock increased 2,239 tons during the month. Average daily tonnage used during March was 229 tons more than the average used during February.

Publishers' stocks and transit tonnage on March 31 represented 36 days supply at the existing rate of consumption.

Publishers' and Jobbers' total stocks and tonnage in transit on March 31 aggregated 225,540 tons.

The domestic consumption of standard news by metropolitan dailies using between one-half and three-fourths of a million tons annually for March, 1923, when compared with March, 1922, shows an increase of 19 per cent and an increase of 33 per cent when compared with February, 1921.

The above metropolitan dailies held about 61 per cent of the tonnage on hand at the end of the month.

The weighted average price on contract deliveries from domestic mills to publishers during March, 1923, f. o. b. mill, in carload lots, for standard news in rolls was $3.770 per 100 pounds. This weighted average is based upon March deliveries of about 85,000 tons on contracts involving a total tonnage of approximately 773,000 tons of undelivered paper manufactured in the United States.

The weighted average contract price based on deliveries from Canadian Mills of about 38,000 tons of standard roll news in carload lots, f. o. b. mill in March, 1923, was $3,748 per 100 pounds. This weighted average is based upon the March deliveries on contracts involving about 296,000 tons of undelivered Canadian paper.

The weighted average market price for March, 1923, of standard roll news in carload lots f. o. b. mill, based upon domestic purchases totaling about 17,000 tons was $3.840 per 100 pounds.

Editors to Atlantic City

The Pennsylvania Editorial Association, composed of newspaper men representing several hundred dailies and weeklies in the Keystone State, will hold its annual convention at Atlantic City, June 15 to 18. The visiting newspaper men will be the guests of the Atlantic City Hotelmen's Association, city officials and resort newspaper men at a banquet, clambake and yachting cruise. John G. Zook, of the Lititz (Pa.) Express, is president of the editorial association, while M. S. Schock, of the Selinsgrove (Pa.) Times, is secretary.

Big Rapids Publisher Dies

(*By Telegraph to* EDITOR & PUBLISHER)

YPSILANTI, Mich., April 25.—William P. Nesbitt, aged 76, Postmaster of Big Rapids, and prominent in the publishing history of that city, is dead. Born in London, he came to America at 14, enlisted in the Union Army at 18. In 1870 he founded the Pontiac (Mich.) Bill Poster. He purchased the Big Rapids Herald in 1882, and also published the Evening Bulletin.

Official State Paper Opposed

The Association of the Bar of New York City has sent a resolution to the New York state legislature approving the bill of Senator William T. Byrne of Albany to repeal the law establishing an official state paper at Albany, under which the Albany Evening Journal, published by William Barnes, was designated.

The following figures show the Federal Trade Commission's tabulation on newsprint stocks, production and shipments for March, 1918, to 1923:

		Stocks on hand 1st of period. Net tons	Production. Net tons	Shipments. Net tons	Stocks on hand end of period. Net tons
March, 1923	60	18,191	117,075	119,768	15,498
March, 1922	65	22,898	110,061	109,661	23,298
March, 1921	67	33,293	98,190	95,966	35,517
March, 1920	76	24,795	119,152	118,843	25,104
March, 1919	51	19,543	104,497	99,171	24,869
March, 1918	50	24,886	95,471	99,658	20,699
Total (3 mos.) 1923	..	15,128	339,255	338,885	15,498
Total (3 mos.) 1922	..	19,607	299,813	296,122	23,398
Total (3 mos.) 1921	..	19,573	306,777	200,833	35,517
Total (3 mos.) 1920	..	12,338	339,451	326,685	25,104
Total (3 mos.) 1919	..	15,656	304,723	295,510	24,869
Total (3 mos.) 1918	..	26,482	276,031	281,814	20,699

The production for March, 1923, compared with March, 1921, shows an increase of 19 per cent; for March, 1923, compared with March, 1920, 2 per cent decrease; for March, 1923, compared with March, 1919, an increase of 12 per cent; and for March, 1923, compared with March, 1918, an increase of 23 per cent.

Monthly tonnage reports from 639 (a) of the most important newspaper publishing concerns and associations grouped according to the principal business sections of the United States, together with a separate tabulation for the agricultural publications, show the following results for March, 1923:

Location of publishers(b)	Number of concerns*	On hand first of month* Net tons	Received during month Net tons	Used and sold during month Net tons	On hand end of month Net tons	In transit end of month Net tons
New England	73	20,592	16,681	18,899	18,374	3,261
Eastern States	167	51,669	66,198	68,809	49,058	19,938
Northern States	123	37,632	47,472	45,209	39,895	13,560
Southern States	69	8,265	12,482	10,597	10,150	4,529
Middle West	145	23,315	28,502	28,300	23,517	7,904
Pacific Coast	38	17,743	19,854	17,004	20,593	4,624
Farm Papers (c)	24	2,131	1,597	1,729	1,999	552
Total	639	161,347	192,786	190,547	163,586	54,368

*Revised figures. (a) This number represents a larger number of publications.

(b) *New England* includes Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont; the *Eastern States* includes Delaware, the District of Columbia, Maryland, New Jersey, New York and Pennsylvania; the *Northern States* include Illinois, Indiana, Michigan and Ohio; the *Southern States* include Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia; the *Middle West* includes Arizona, Arkansas, Colorado, Idaho, Iowa, Kansas, Minnesota, Missouri, Montana, Nebraska, Nevada, New Mexico, North Dakota, Oklahoma, South Dakota, Texas, Utah, Wisconsin and Wyoming; the *Pacific Coast* includes California, Oregon and Washington.

(c) The Farm papers for the most part use special grades of news print instead of standard news.

"A. M." PAPERS DR... UP BATTLE PLANS

Will Conduct Active Campaig... Prove Morning Papers Are I... Only Equal, but Superior to Evening Competitors

Plans for a publicity campaign ... conducted through trade newspape... daily newspapers in order to show ... tisers and advertising agents the b... to be derived from advertising in ... ing newspapers were discussed ... Morning Newspaper Publishers A... tion at a meeting held at the ... Waldorf-Astoria, New York, Wedn...

Speakers declared that a growin... unfounded, belief that the evening ... paper was taken into the home an... while the morning newspaper went ... office and did not receive attentio... men and women shoppers had r... in a situation where advertising a... were discriminating against m... newspapers in buying space.

A plan to counteract this belie... discussed, it being advocated th... association prepare full page adv... ments, pointing out the solidity ... morning newspaper, its advanta... home circulation, and its grip ... readers. According to the pro... experts would prepare these adv... ments, which would be inserted i... papers and certain metropolitan ... Publishers, on the day of publica... these advertisements, would mail ... to them to advertisers and agenci...

The keynote of the meeting was ... by A. Schaefer, advertising mana... the Fort Wayne (Ind.) Journal-... and President of the Morning ... paper Publishers' Association, w... declared that morning new... throughout the country were being ... out of business because a few ... large cities who controlled natio... vertising cared nothing for the pa... which copy appeared, though havi... convinced that evening papers ha... pulling power. He attributed th... viction to propaganda on the part ... ing paper publishers, saying tha... the morning papers had done not ... defend themselves the evening ... were attacking them on all sid... false charges that they did no... purchasing readers. He urged t... licity campaign plan to defeat this ... propaganda, saying that meanwhi... large agencies in New York had ... themselves not to discriminate ... morning and evening papers, ex... a circulation basis.

Louis Wiley, of the New York ... took an optimistic view of the ... paper, saying that it was an abso... sential, giving all the news in ... verified form that was impossibl... evening field, and absolutely n... from the reader's viewpoint. ... minded the publishers that adv... was not the sole revenue of a ne... saying, "the New York Times cou... if necessary, on the more than $... annual revenue from circulatio... declared that the morning paper ... had his whole day before him for ... and that he made his shopping s... from morning papers. Mr. Wiley ... statistics showing that so thorou... the New York morning newspape... ket their field that only four of ... newspapers outside New York ... the metropolitan district) enter in... petition on the morning side.

L. K. Nicholson, of the New ... Times-Picayune, said that int... evening paper ideas on morning ... was a mistake, and that morning ... could best beat the evening pa... news supremacy in their own fie...

J. D. Barnum, of the Syracus... Standard, declared that it is the ... paper news that "carries the me... conviction," while R. W. Disque ... tising manager of the Post-Stand... of compiling statistics for pres... to local advertisers showing t... reader of today spends his evenin... auto or at the movies and not ... the evening paper advertisements.

100% A. B. C.

ONLY a very few of the newspaper publishers still prefer to retain their isolated position with reference to the A.B.C.

Out of a 21,338,027 total daily circulation of papers above the 25,000 mark in the United States and Canada, A. B. C. papers have 20,232,269—a percentage of 94.81

Daily additions to membership list indicate that it should not be long before we can write 100% to cover *all* the leading newspapers.

The timeliness of the establishment and careful development of the A. B. C. is reflected today in the clarified relations prevailing between publishers and advertisers.

To the many publishers of the North American Continent who have joined heartily in carrying out A. B. C. principles there belongs a great share of the credit for the Bureau's success.

There are over 1800 members who would welcome into fellowship the few who are not yet enrolled as "Members of the A.B.C."

AUDIT BUREAU OF CIRCULATIONS · CHICAGO

PRESS CALLED THE TONGUE OF THE WORLD

(*Continued from page* 14)

"The President, within the last few days, has made a notable contribution to this method of discussing international questions. He has presented to us calmly and temperately and vividly the importance of adjudicating international disputes of a legal character, through the instrumentality of a court specially fitted to adjudicate them.

"It is fortunate that the thing can be discussed by you and such as you, up and down the breadth and length of the country, until finally the verdict will be rendered. It will be a verdict which will be rendered under the charge of a court, of which you newspaper men are, in many instances, the presiding justices.

"The verdict may be favorable or unfavorable. If it is unfavorable, that is the end of the matter; if it is favorable—if adjudication of international controversies of a legal sort can well be committed to a court specially fitted to adjudicate, then it is time enough to consider the mechanical difficulties in the way, because in the end if one which you wholeheartedly approve, and if you have set your will to attain that end, our intelligences may be trusted to find means whereby it may be wisely compassed.

"Alongside of the problem of adjudication, of disputes of a justiciable sort, is the problem of the adjustment of the disputes that are not justiciable.

"Is it your desire that America should make a notable contribution to the process of peaceful adjustment? If so, hark back to the fact that we were potent in influence in creating the Hague Tribunal. If it is the will of the American people that we shall make a contribution to the orderly adjustment of disputes that are non-legal, even as it may be your will that we shall adjudicate the disputes of a legal sort, then it will be time enough to discuss the adaptability of the machinery that exists for that end.

"Adjudication and adjustment—two great international processes, for one a court needed, for the other a standing tribunal of arbitration. But both these processes are processes which are available only when the minds of disputing nations have been led away from the determination to fight, and have been moved to substitute peaceful settlement for the arbitrament of war.

The process by which the minds of disputing nations are brought together on the proposition of substituting peace for war is the process that we call 'mediation.' "

"Is it to be the desire of the American people that America shall or shall not make a notable contribution to the process of international mediation?

"I am not discussing the League of Nations. That is a mere question of machinery. The League of Nations is a machine, the nature and function of which gives rise to bitter controversy and sharp differences of opinion between groups of equally intelligent people. Our distinguished and beloved guest, Lord Robert Cecil, sees the League as an organization of one sort. Responsible American public men see the League as an organization of another sort.

"Lord Robert, if I sense him rightly, lays little stress upon the letter of the covenant. The English have a genius for taking almost any kind of a governmental formula and evolving from it something that is great and good. But we with our training in the construction of written constitutions can't be criticised if we insist upon taking things with a certain literalism.

"But I am not discussing now in such a company as this the merits of the League controversy; I am pointing out to you that the question of machinery, and it is subordinate, as questions of form always subordinate to questions of substance, to the great fundamental, and that is: is it or is it not the will of America as formed and stimulated by you that America shall make a notable contribution toward the processes of international and peaceful mediation?

"Adjudication, adjustment, mediation which precedes them both—those are the things upon which to focus in the days that lie ahead, and I make something like an appeal to you of the great profession of journalism—as your collective tongues discuss this question in the days ahead, that you shall dissociate particular solutions of these problems from the individuals who happen to propose them, and deal with the question on its merits, irrespective of your prejudices for or against the source from which the proposal comes, because it is after a verdict upon which America has deliberated after being adequately charged, that the hope of this nation and perhaps of the world depends, because we are at a critical moment in the wordl's history. A momentous decision at any moment may affect the whole subsequent course of events.

"So far as America is concerned, that decision will be valuable in proportion to the amount of intelligent thought that has preceded it, and in a larger measure yours is the responsibility for seeing to it that that thought is evoked not in the spirit that kindles controversy and partisanship, but out of the patriotic heart which seeks to stimulate thinking and make each person a factor in shaping the course of America.

"If we want to mediate, and the League isn't the right instrumentality, let the League transform itself, and if it can't be transformed, let's find another instrumentality, but the question of substance stands out.

"If we want to adjudicate, and the Permanent Court of International Justice is not the ideal tribunal, let's make our constructive proposal for bettering it. If we want to adjust and the Hague Tribunal needs to be made more effective, then let's put American initiative and American resourcefulness at work and see whether we can give the added strength.

"The questions are—mediation, adjudication, adjustment. The moment is critical. Everything depends upon the spirit in which we approach the decision of what our verdict shall be. Yours, my friends, is the trusteeship of unbounded opportunity and unlimited influence. God grant that in the days ahead you will use that influence and that opportunity in such fashion that the collective tongue of the press of America shall speak things that are accordant to America's devotion to justice and to peace as well as her devotion to liberty and independence."

James W. Gerard, formerly Ambassador to Germany, said:

"If we wanted to do something really serious for Europe, if we really wanted to show our good-will, we couldn't do it better than by cutting to one per cent for ten years, the debt which Great Britain is so bravely trying to pay us. That would do more to show our good-will than barrels of idealistic speeches, and it would bind the two nations together for many peaceful years.

"There are two things that are delaying the campaign for the League of Nations. The first is the absence from the lists of our stricken champion, Woodrow Wilson. (Applause) The second is the wars and jealousies of Europe and the Near East, which perpetuate the age-long hatreds and the present-day revenges, and make many Americans think that it is better to leave Europe to stew in its own witches' broth of hate.

"We have seen since the League was established, the nation of the Armenians betrayed by the Allies. Great Britain only half-heartedly backing the Greek invasion of Turkey, designed to enforce the Treaty of Severis, and France and Italy furnishing the Turks arms and ammunition to fight that invasion.

"Frank Bouillon, the envoy of France who concluded the Treaty of Angora, in making a speech in that city, said to the Turks: 'Never in the darkest days of the war did France cease to be the friend of Turkey.'

"We have seen Silesia torn from Germany and added to Poland. We might just as well take counties of Pennsylvania where Polish miners have gone to work and are in the majority and say that those counties should be part of Poland because Poles are there in the majority. That Silesian question has raised an Alsace-Lorraine in Germany, which will lead some day to war of revenge.

"I am not going to talk of the League of Nations. I have only spoken of these specific injustices because your guest, Lord Robert Cecil, who has had so much to do with the creation of the League of Nations, has been against every one of these injustices.

"We have got problems in our own country. You gentlemen of the press would feel, first of all, before any class, any dislocation of our complicated social system. Your advertising—your life-blood— would first of all disappear. But you possess and wield the great power of publicity—the sun and air cure for political ills and corruption.

"On the continent of Europe there are newspapers that can be bought for politics, blackmail or revenge, but here in this country the newspapers are more independent. You don't even garble the news in your columns to suit the opinion of a proprietor, but those opinions are frankly stated on the editorial page.

"Mr. Wiley told you that in the last convention the farmer States of Montana and South Dakota had voted for me. I am proud of a vote from those farmers who sit up reading and thinking in the long, dark northern winter nights and I tell you, gentlemen, that there is bitter unrest today among the farmers of this country, the backbone of our land.

"A friend of mine told me the other day that to complete a quick job here in New York he had paid plasterers for twelve hours' work $40 a day. No one quarrels with high wages in the cities. Let the workingmen get them, if they can, but the farmers of this country feel that they are working for an inadequate return. No farmer gets such an income.

"Even if he has gone out and endured the cold of the north in a dugout to win his homestead of one hundred and sixty acres—they feel that they are working without a fair return for these great aggregations of population in the cities.

"It is not enough to make it easy for them to borrow, necessary as that is. It is a poor help to let a man borrow himself into ruin and if you allow them to borrow to a great extent and encourage them to do that, you will create some day another cheap money question, as in 1896, when they desired cheap money in order to pay off the mortgages on their farms.

"Senator Pepper told you that one of the great questions of the day was the railroad question. The farmers of this country feel that the railroads are controlled from Wall Street, and that, because of that control, railroad rates are too high. The whole country feels that. Mystery is the mother of mistrust. Turn the light of publicity on the affairs of the railroads and if there is wrong doing bring it out, and if there is none, suspicion will be done away with, with the mass of our population.

"One of the heads of the greatest railroad system in this country told me the other day when the proposal was made that two directors should be named, one by the Government and one by the workingmen on each railroad, that he would welcome such a proposal and that the consequent publicity would be the greatest defence of that agitation for Government ownership of railroads, which will be acute next year.

"When you see the staid British Parliament seriously debating socialism, when a few days afterwards you read that the songs of the Internationale and the red flag are sung in its ancient halls, when in the great country of Russia priests are murdered and religion reviled, you know that in many parts of the world there is a fight to be fought if we are to preserve what we call 'civilization, religion and the family.'

"Turn the light of your publicity on the bigots who put an Invisible Empire above the rule of the Republic. I talked the other night with Governor Parker, of Louisiana. He told me of the brutal, cruel murders committed there that are unpunished, unavenged by the law because judges, jurors and district attorneys put allegiance to the klan above their oath of office.

"In another city of this country which I visited the other day, another klan murder is still unpunished. A few days before I had been there masked riders came in, took possession of the town, posted their sentinels and paraded for hours. One bold citizen tore the mask from one man's face, disclosing the features of the most prominent local bootlegger.

"The machinery of our Government has become so complicated that it seems far away from the average man. More than ever the guidance and the advice of the press is sought and you of the press will not fail; you will fight to preserve from political corruption, from socialism, from the Reds, this great, splendid America, the America of our fathers, of Washington, of Lincoln and Roosevelt—America still the hope and refuge of the world! (Applause)

When Lord Robert Cecil was introduced the audience arose and applauded. Lord Robert said:

"I am very nearly at the end of my visit to America. I am deeply sorry that it should have come to an end. I have, I hope, learned something; I have certainly enjoyed very much. I shall carry away with me a recollection of a kindness which is without parallel, a courtesy which nothing could disturb.

"Every American citizen whom I have met has vied with every other one to do every kindness he could think of to myself. I thank them, as I have tried to thank them frequently before, from the bottom of my heart.

"When I came here, there were some who suggested very courteously that it was not my business to come and talk about the League of Nations in America, and that nobody wanted to hear me.

"Well, all I can say is that there have been other opinions expressed to me, and I have had the opportunity of addressing a great many audiences—I am sorry to a very small part of those that were good enough to extend an invitation to me to address them—and I have found that whether they agreed with me or whether they did not agree with me, they shared Senator Pepper's view that this question of the foreign relations of the world was really one of the most vital questions for the domestic interests of every nation in the world.

"When I came, I ventured to say that I had two objects. One was to give such information as was in my power on the question of this great international experiment, the League of Nations. I have tried to give that information; I have attempted to answer all the questions that have been put to me on the subject.

"But I had another object which I also declared. That was to gain, if I could, information in my turn, to ascertain, if I could, what were the views of the people of America, so far as I could gather them, on this great question, not only of the League of Nations, but on the great questions that Senator Pepper has defined—the adjudication, the adjustment, the mediation of international disputes, and, in a general phrase, what was to be done in the present condition of affairs, what steps were we to take to prevent a recurrence of the world calamity, of a world war; what was the policy, not for themselves—I have nothing to do with that except indirectly—but what was the pol which they recommended with their knowle and their impartiality?

"Their very aloofness, alleged aloofness g them an advantage in that respect. They co judge of these questions apart from the turbing influences which are thought to pre in Europe.

"And I was anxious to know what adv they had to give to us as to whether we w going in the right direction; whether the st we were taking were right; whether they h same other plan which they thought was be for dealing with the great problem which ev one admits exists, and which every one adn in the interest of this country, no less than the interest of the rest of the world, must solved unless we are to face a catastrophe wh no thinking man likes to contemplate.

"Well, I remember the very first speech had the honor of making in this city. ventured to try and explain what I have doubt many of my hearers knew as well a did, how this kind of problem looked from other side of the Atlantic, how urgent it pears to us, what poignancy the interest excited, how we had all been within the so of the guns so to speak; we had been thro for four years passionate anxiety, terr griefs, shared, I know, by you, but perh not quite of the same degree as they fell u some of the European nations.

"I tried to describe a general scheme of thing and what it was attempting to do. ventured to put this question, a question which great respect I will venture to re tonight. This is really a terrible problem. you think that the methods, the solution w we are seeking in Europe is wrong, it is likely to be an instrument of peace, by means say so. We welcome criticism, of co But do not stop at mere criticism. If plan won't do, what plan do you propose in place?

"You may say, 'It is not for us to pro a plan.' Well after all, is that quite so? am not talking of the narrow interests America, the immediate interests, thoug think they are involved in world peace. after all, it is not mere slushy idealism to that nations do strive after something be merely making their financial position a better.

"Both of our nations, I make bold to have embarked on policies in times past only those which immediately subserve our interest, but those which we believe are the interest and for the safety and for progress of the world.

"Well, that at any rate is the case I vent to put. I have received a great many interesting comments and criticisms on policy which we are pursuing in the world. But I am not sure, if I may sa very respectfully, that there has been quit much constructive suggestion as I could wished. I may be wrong but if there ha has not quite reached my mind.

"I don't forget proposals which have made for a modified League. I am not g to discuss that kind of difference between The question is not whether this or that ar ought to be expressed or not. That is a s matter.

"The broad question is, is it right or wrong to have some system by which nations of the world can come together, work together, can co-operate together, schemes which all desire, which all regar improvements, and can discuss together temperate atmosphere, in an atmosphere peace, the difficulties and disputes which arise between them, not with a view of for a solution on this or that nation, but by com discussion arriving at some solution which be acceptable to both sides.

"That's the broad idea. I know that th not the way (by some people) the Cove was understood. I can't tell about that, b venture to make this appeal—do not in great question fraught with the lives and h ness of millions of men, fraught as I t with the whole existence of civilization, as know it—do not be led away into mere v criticism or minute detailed objections. Le as the Senator said, deal with the substanc the matter; let us try to find out what is real solution in broad lines that ought t achieved.

"May I ask you to study not only the cisms of the Covenant, but the Covenant it and not only the Covenant itself, as written down, but the Covenent itself a actually works, the operation of the Lea what it, in fact, does and what it tries t the spirit that it aims at creating?

"Mr. Gerard has told you and told you great truth that there is much unrest and turbance in Europe. He has repro Europe with the Armenian difficulty. I not sure that Europe alone should bear responsibility for that.

"He has reproached Europe with the—he reproached, in fact, as I understood him, League with the settlement of Silesia, but settlement of Silesia was one laid dow principle by the Treaty of Versailles, and League could not modify the provisions o Treaty.

"But whatever that may be, however may be, look not at what the League has

(*Continued on page* 82)

THE SOUTH'S

GREAT PURCHASING CAPACITY

The farmer is a true barometer of the prosperity of any state, section or country. If he prospers other business prospers. The South is now prosperous, and it is because her farmers are prosperous. Farming experts have taught the people that diversification of crops would yield a greater profit. This prosperity is reflected in Southern cities.

The South of today is not dependent upon any one crop nor limited to her agricultural resources.

The Southern States are estimated to possess 500,000,000,000 feet of standing timber —about 23 per cent of the country's total.

According to the Geological Survey, the South has estimated coal reserves totaling 565,000,000,000 tons. It is also estimated that the Southern States have 2,575,000,000 tons of iron ore.

The South has an estimated oil reserve of 55 per cent of the entire supply in the United States.

In manufacture the South has more than kept pace with the rest of the country, during the past decade, its value of manufactured output totaled over $9,300,000,000, an increase of over 210 per cent.

Added to this, with bank deposits of more than six billion dollars, is the purchasing power of these various articles showing their percentage to the nation's total production, about 100 per cent: bauxite, Fuller's earth, turpentine, rosin, cottonseed oil, peanuts, sugar cane and cotton.

The wide diversity of products and the large percentages of the country's supply which comes from the South clearly shows that the South occupies a position at the very center of the nation's industrial and commercial life.

THESE NEWSPAPERS REACH THE RESPONSIVE PEOPLE IN THE PROSPEROUS SOUTH

		Circulation	2,500 lines	10,000 lines
ALABAMA				
*Birmingham News	(E)	68,936	.15	.15
*Birmingham News	(S)	75,791	.15	.15
Mobile News-Item	(E)	10,392	.05	.05
Mobile Register	(M)	21,264	.07	.07
Mobile Register	(S)	32,715	.085	.086
FLORIDA				
†Jacksonville Journal	(E)	18,632	.07	.07
*Florida Times-Union, Jacksonville	(M&S)	32,762	.09(.10S)	.09(.10S)
Pensacola News	(E)	4,795	.03	.03
Pensacola News	(S)	5,291	.03	.03
†St Petersburg Independent	(E)	5,420	.03	.03
GEORGIA				
†Augusta Chronicle	(M)	10,352	.045	.045
†Augusta Chronicle	(S)	10,352	.045	.045
*Augusta Herald	(E)	13,468	.05	.05
*Augusta Herald	(S)	13,563	.05	.05
*Columbus Ledger	(E&S)	9,768	.04	.04
Macon Telegraph	(M)	23,017	.06	.06
Macon Telegraph	(S)	24,395	.06	.06
Savannah Morning News	(M&S)	20,875	.055	.05
KENTUCKY				
*Lexington Leader	(E)	18,094	.05	.05
*Lexington Leader	(S)	17,900	.05	.05
Louisville Herald	(M)	44,303	.09	.09
Louisville Herald	(S)	54,159	.09	.09
NORTH CAROLINA				
Asheville Times	(E)	7,785	.04	.04
Asheville Citizen	(M)	12,693	.045	.045
Asheville Citizen	(S)	11,665	.045	.045
*Durham Herald	(M)	7,908	.04	.04

NORTH CAROLINA (Continued)		Circulation	2,500 lines	10,000 lines
†Greensboro Daily News	(M)	21,851	.07	.06
†Greensboro Daily News	(S)	29,364	.07	.07
†Raleigh News and Observer	(M)	26,330	.06	.06
†Raleigh News and Observer	(S)	31,303	.06	.06
Raleigh Times	(E)	8,275	.04	.03
SOUTH CAROLINA				
*Columbia State	(M)	23,709	.06	.06
*Columbia State	(S)	23,764	.06	.06
*Greenville News	(M)	14,646	.06	.05
Greenwood Index Journal	(E&S)	4,185	.025	.025
Spartanburg Journal	(E)	4,165	.04	.04
Spartanburg Herald	(M&S)	5,511	.04	.04
TENNESSEE				
*Chattanooga News	(E)	23,985	.06	.06
Chattanooga Times	(M)	23,067	.07	.07
Chattanooga Times	(S)	23,596	.07	.07
Memphis Commercial Appeal	(M)	84,862	.16	.15
Memphis Commercial Appeal	(S)	111,176	.19	.18
Nashville Banner	(E)	41,700	.07	.07
Nashville Banner	(S)	42,931	.08	.08
VIRGINIA				
†Bristol Herald Courier	(M&S)	8,954	.04	.04
†Danville Register and Bee	(M&E)	12,577	.045	.045
Newport News Times-Herald	(E)	9,041	.05	.05
Newport News Daily Press	(S&M)	6,051	.05	.05
*Roanoke Times & World-News	(M&E)	21,917	.07	.06
*Roanoke Times	(S)	15,013	.07	.06

* A. B. C. Statement, April 1, 1923.
† Government Statement, April 1, 1923.

A Winning Premium Feature
FOR BOYS AND GIRLS
TITE-LOK ADJUSTABLE STILTS

Neat—Strong—Durable. Moderate in Price.
They are an instantaneous hit wherever offered.
One pair introduced in a neighborhood creates a general demand.
If you want to interest the boys, give them a pair of Stilts for a few new subscriptions.
You will be surprised at the business they will produce.

Write today for sample and price.

S. BLAKE WILLSDEN
29 East Madison St. Chicago.

"In Boston It's the Post"

Circulation Averages for 1922

BOSTON DAILY POST
396,902
Copies Per Day

BOSTON SUNDAY POST
401,643
Copies Per Sunday

First in Local, General and Total Display Advertising

THE
KNICKERBOCKER PRESS
(Morning and Sunday)
and
ALBANY EVENING NEWS
COVERS
ONE BIG MARKET
Albany, Troy, Schenectady
AND
The Capitol District

NATIONAL REPRESENTATIVE
John M. Branham Co.

An Accounting and Federal Tax Service for Publishers

References on Application

CLIFFORD YEWDALL
33 West 42nd Street
New York City

ESCORTED DRY CHIEF TO "RUM FLEET"

New York Reporters Win Official Verification of Stories of Liquor Smuggling Activities Off Jersey Coast

Through the desire of New York newspaper men to prove the veracity of stories they had written, the United States Government on April 19, for the first time officially recognized the existence of a whisky fleet anchored fourteen miles southeast of Sandy Hook and twelve miles directly east of Red Bank, N. J.

Four Government officials, headed by Palmer Canfield, newly appointed Federal Prohibition Director for New York, accompanied a party of newspaper men aboard the Coast Guard Cutter Manhattan on a visit to the rum navy. The Government officials returned thoroughly satisfied that stories written by New York reporters concerning the ramifications of the rum fleet were not exaggerated.

The official visit to the liquor armada first was suggested to the Prohibition Department by Kent Watson, Federal reporter for the New York Herald, when Edward C. Yellowley, chief of general prohibition agents, called the rum fleet a myth. Watson invited Yellowley to go with newspaper men to Highlands, N. J., and see the fleet through a marine glass from the plateau. The idea was passed on to Mr. Canfield when he became director. He was "sold" on the proposition of taking a boat trip to the fleet with the newspaper men.

"The newspaper reporters," said Mr. Canfield, "have performed a distinctive service to the nation in revealing the existence of the rum fleet. I had never doubted the veracity of their statements from the first. The publicity given the operations of those buzzards of the ocean is having a great effect in changing public opinion. That rum fleet, thanks to our trip to sea, soon will be bankrupt from lack of business."

Anchored within a radius of a two-mile semicircle, the party of Government officials and writers who made the trip, found six liquor-laden craft. Each of the contraband vessels was circled by the Government boat and the officers board the British yacht Istar, flagship of the whisky navy, were questioned by Mr. Canfield and reporters. Attired in natty blue uniforms, braided with insignia of the British Merchant Marine, the officers chided the Americans, but displayed a courtesy withal. Equipped with wireless, the ship had picked up dispatches wirelessed from the Manhattan by correspondents of the Associated Press and United Press. They admitted this to Mr. Canfield.

As a result of the trip, Gloster Armstrong, British Consulate-General in New York, has been instructed by Sir Auckland Geddes, British Ambassador at Washington, to question the officers of the Istar and determine why officers of the British Merchant Marine are engaged in aiding smugglers to violate American laws.

Besides Mr. Canfield, the officials who made the trip were Capt. Byron L. Reed, divisional chief of the Coast Guard Service in New York; Lieut. Commander Michael J. Ryan, in charge of the boat; Congressman Emanuel Celler, of the Tenth Brooklyn District.

Newspaper men who accompanied the officials were Bruce Rae, New York Times; Kent Watson, New York Herald; V. G. Byers, Associated Press; Carl Victor Little, United News; Frank W. Getty, United Press; Arthur N. Chamberlin, New York World; Frank Henry, Evening World; Henry C. Caron, City News Association; Jack O'Donnell, Collier's Weekly; Forrest Davis, New York Tribune; H. M. Weeks, New York Evening Post; Fred E. Hamlin, New York Sun; John A. Chapman, Daily News; Will Carney, New York Evening Mail; Herbert L. Baldwin, Boston Post; Louis White Fehr, of the New York American, and G. L. Bower, of the New York Herald.

PRESS CALLED THE TONGUE OF THE WORLD

(*Continued from page* 80)

done. It is only three years old. You can't expect it to do everything. Look at what it has done! Look at what it has tried to do! Look at the atmosphere it has created! Those are the things that are really important if you want to arrive at a just consideration of this subject.

"For my part—you may believe me or not, I cannot control that—I believe, with profound conviction, that the League so far as it has gone has been a great success. I say that considering it as a human institution of great complexity, of great novelty. It has lasted only three years. I believe you would search history in vain for a record of any institution at all comparable which had lasted so short a time and yet had done so much of what it was created to do.

"I believe it has settled many disputes. I believe it has promoted international cooperation. I believe it has promoted international progress and improvement. I believe it has saved thousands, hundreds of thousands of our fellow creatures from terrible suffering. I believe it has done all this, and much more. I believe it has made a real serious beginning in creating that atmosphere which the ex-Ambassador so rightly demanded—that atmosphere of peacefulness, of a desire to agree, which is at the bottom of all schemes, which can hope to restore peace to earth.

"That is the claim I make for the League. As for whether it is going to exist or not, or whether it is going to last or not, I can only give you my own opinion: I believe there is no doubt whatever that the League will go on, that the League is alive and will live. It will live because the nations of the world which now belong to it cannot afford to let it die.

"I am satisfied it will live. I hope it will grow in power. But I do admit that I am anxious that its power, its prestige, its authority should be extended as soon as possible, because who knows when the overflowing flood will next come upon us? And it may be that it will attack us before we have erected our dykes and barriers sufficiently strong to resist its onset."

DURHAM (N. C.) SUN SOLD

Only Southern Republican Daily Outside Knoxville Changes Hands

DURHAM, N. C., April 25.—The Durham Sun, only Republican daily successfully published in this State and the only Southern Republican daily outside of Knoxville, has been sold by W. W. Weaver to George F. Sisson, formerly of Marion, Ind. Mr. Sisson will continue the Sun as an independent paper.

Mr. Weaver was manager of the Springfield (O.) Press-Republic when James M. Cox purchased that paper several years ago and made it Democratic, changing its name to the Springfield News. Remaining with Mr. Cox for a while as manager of the News, Mr. Weaver came South to establish a Republican paper by acquiring the Sun. Several months ago he began publication of the Southern Republican.

Not Frank Webb of Baltimore

The news announcement in EDITOR & PUBLISHER last week of the appointment of Frank D. Webb as advertising manager of the Barley Motor Car Company, Kalamazoo, Mich., seems to have given rise to an erroneous impresion that it was Frank D. Webb, of Baltimore, who was referred to. The latter is still advertising manager of the Baltimore News and American and attended the publishers' convention in New York this week as the representative of those newspapers.

New Utah Morning Paper

There seems little doubt that the proposed morning paper for Ogden (Utah) will be accomplished. Plans for a theater building that will have facilities for a newspaper plant and offices are being considered by the Perry Estate.

Providence Editor Dies

Frederick Newman Luther, editor of the Providence Tribune and formerly of the editorial staff of the Providence Journal, died April 25.

HOTALING'S News Stand
IN NEW YORK
At the
North End of the Times Building Broadway and Forty-third Street

Sells more out-of-town newspapers in any other news stand in America

"Perhaps the most cosmopolitan spot in New York City is Forty-third Street and Broadway...Here is a mammoth news stand which sells newspapers from every city in the world...Every town has its stands, but none as huge as this, and none as varied and as picturesque in its patronage."—*Boston Transcript, Oct. 29, 1921.*

***in* MILWAUKEE**

Let your advertising *grow* with Milwaukee's fastest growing daily—

WISCONSIN NEWS
REPRESENTATIVES—
G. LOGAN PAYNE CO., Chicago, Detroit, St. Louis, Los Angeles.
PAYNE, BURNS & SMITH, New York, Boston

The
Pittsburgh Press
Daily and Sunday
Has the Largest CIRCULATION IN PITTSBURGH
MEMBER A. B. C.
Foreign Advertising Representatives:
I. A. KLEIN
50 East 42nd St., New York
76 West Monroe St., Chicago
A. J. NORRIS HILL, Hearst Bldg., San Francisco

The Manuel Rosenberg Course in Newspaper Art



An invaluable course for every newspaper artist and scribe. Puts you in line for more money and quick promotion. Prepared by a newspaper artist with two years' successful experience on leading American dailies. 71 lessons. 160 illustrations. Complete instruction in layouts, lettering, illustration, cartooning; covers every kind of assignment, sketching, etc. Send $5 or order C. O. D. Money refunded if you do not agree this course is of greatest value to you.

MANUEL ROSENBERG, Cincinnati Post
P. O. Box 717 E. P. Cincinnati

"The African World"
AND
"Cape-to-Cairo Express"

Published every Saturday in London.

CIRCULATION
BUILDING
SUPREMACY
Employed by Best
Ask Any of These
HE LOS ANGELES TIMES (3)
HE PHILADELPHIA INQUIRER (2)
THE CLEVELAND PLAIN DEALER
THE WASHINGTON POST (2)
THE INDIANAPOLIS NEWS
THE ATLANTA JOURNAL
THE MEMPHIS COMMERCIAL APPEAL
/rite or Wire Care Atlanta Journal
HOLLISTER'S CIRCULATION ORGANIZATION
Largest in the United States
300 MERRITT BLDG., LOS ANGELES, CAL.

HE BOSTON AMERICAN
showing two gratifying re-
ults of its three-cent price:
as the Largest Circulation in
New England at that price.
is taking on a Higher Grade
f Advertising every month.
UALITY and QUANTITY
Go Hand in Hand.
STON AMERICAN

"THE MAN
N THE STREET"
250 word essays on
al, interesting subjects
by
Dr. Alexander Irvine
daily or weekly
Newspaper Service, Inc.
rden Bldg. New York City

From nothing—to
200,000
in seven months
DETROIT
SUNDAY
TIMES

DOLLAR PULLERS

Advertising and circulation managers are always on the lookout for new ideas that will increase advertising receipts and win new circulation. Your idea for increasing advertising or circulation may not appeal to your manager, but it may be just the thing that some other manager wants. EDITOR & PUBLISHER will pay $1 for each idea printed under this head. The fact that the idea is now being used in your city does not bar it from the department. Address your communication to the DOLLAR PULLER EDITOR. When they appear clip them and mail them in and receive payment. Unavailable ideas will not be returned.

EDITOR & PUBLISHER receives a great many requests for the names and addresses of contributors to the Hunch and Dollar Puller departments from newspapers anxious to get in immediate touch with them. Under the system of using only initials of contributors it has in some cases taken us six weeks or more to connect the wires. For this reason better service will be rendered in the future if the following form is followed in the case of each contribution to the departments:—Name of contributor, name of newspaper, employer or home address, name of city, abbreviation of State name.

ONE Southern newspaper has found it convenient to replace the system of paying employes by checks with a system whereby the weekly wage of each employe is deposited in the bank to the credit of that particular employe. The employe can go down to the bank on Monday morning and draw his own check for the full amount of the wages he earned the preceding week, or he can leave the money on deposit, checking against it as needed. It is claimed that the system saves considerable time in the newspaper office; it is also favored by the bank, for it is a strong inducement to the workman to keep a bank account. —Paul J. Thompson, University of Texas, Austin, Texas.

Recently I solicited copy from a local magazine store and was asked to make a few suggestions as to "What to advertise." Here's a suggestion that not only met with approval, but was tried out with satisfactory results. Nearly everybody likes to have something to "munch" on while reading, therefore, why not offer these two articles in combination? Place a half dozen or more stands in the show window, and on each stand lay the current issue of some popular magazine. Then on the magazine place pound box (opened) of some popular chocolate. Make a special price for Saturday only on the combination, but get full price for each if sold separately. I sold this idea to my prospect and if it is put over it will not only produce more advertising copy for the paper, but will push two lines for the dealer.—C. Newell Felton, 43 Cedar street, Clinton, Mass.

The Birmingham News has recently sold the Drennen Motor Company a full page to be used every Sunday by that company to print news of the trade and news interesting to the motorist. For instance, the page frequently contains items about how fish are biting out at the Warrior River. The News sells the page at advertising rates and tops it with an eight-column head, "Drennen's Sunday Automotive News."—H. B., Southern News Service, Box 2472, Birmingham, Ala.

Here's an idea you may be able to use on some recalcitrant merchant who insists there is no direct benefit from advertising. A Waterbury (Conn.) firm recently ran an ad headed "Bring on Your 6⅞ Size Heads." The store agreed, for one day, to sell any hat in the store of that size for $1.95. Naturally any man of the right size head saw a chance to save, and he showed up. The idea can be applied to a number of commodities.—Bruce Cole, The Echo, Prophetstown, Ill.

A "Questions and Answers" column in the department store advertisement would offer the ad manager a chance to work in that institutional or good-will advertising which many stores consider just as valuable as the daily price advertising. Show one of the department stores how to use a feature like this, and you probably will get an increase in space. Ostensibly the questions would be those asked by customers while shopping in the store, but the copy writer could bring in other questions to stress the service features offered by the store.—J. T.

A page headed with a guarantee that all the articles advertised under it are being sold at a 2, 5 or 10 per cent discount is easy to sell and the "Ads" bring results. The contract should contain a clause by which the advertiser agrees to advertise prices that are really at the discount mentioned in the guarantee on the page. The guarantee should be in a border similar to those used on legal documents to make the page more effective.—H. B. G.

There is always a demand in every city for window cleaners and there are not only firms who make a specialty of cleaning windows, but there are also individuals who make a specialty of doing so. Consequently the paper should have no great difficulty in getting up a combination ad of men engaged in such work. This sort of an advertisement could be run at least twice a year during spring housecleaning time and during the fall housecleaning time.—Frank H. Williams, 1920 Spy Run avenue, Fort Wayne, Ind.

The Nashville Tennesseean is co-operating with the Auto Sales Tire Company in conducting a contest. Every day the paper runs a picture of a car. If the owner is able to identify his own car he goes to the Auto Sales Tire Company and gets a Cupple's Cord Tire and tire cover. Object for the Tennesseean, of course, is advertising, but it has helped the circulation as well. Every fellow is looking for a picture of his car to appear.—H. B., Southern News Service, Box 2472, Birmingham, Ala.

Precedent is one of the hardest factors to combat in the country newspaper office. Just because a newspaper has been printed on eight pages for the last ten years is no reason why that custom must be followed every week. A dull time is coming and it may be hard to fill eight pages, so why not cut down to six pages and have a well-balanced, condensed newspaper, instead of one stuffed with a lot of trash just to print those two extra pages? There will be a nice little saving on paper also. Good times are coming, too, and if you stick by the eight-page custom, you're going to crowd out a lot of good news. Your same force can print two or four extra pages with less confusion than you'll have in trying to get everything into eight pages, once they get accustomed to changing sizes to meet varying conditions of business. This is done by some country publishers and they will tell you that they wouldn't go back to the old custom.—J. T.

GOSS
Stereotype Equipment
EVERYTHING that *any* shop needs—from the million circulation Metropolitan 200 page Sunday Paper, to the small County Seat Daily.
Whatever your needs —
Send for catalog
THE GOSS PRINTING PRESS CO.
1535 S. Paulina St., Chicago, Ill.

THE
NEW ORLEANS STATES
In two years has *increased*
Daily over 17,000
Sunday over 41,000
Present averages are
Daily over 54,000
Sunday over 77,000
Rate 12c flat Daily
15c flat Sunday
Advertising gain for 1922
1,025,432—Greatest in the South
Represented by
THE S. C. BECKWITH SPECIAL AGENCY
NEW YORK
JOHN M. BRANHAM CO.
CHICAGO

Many Thousands of
Portland, Maine families
take the "Express"
EXCLUSIVELY!
U. S. Census gives Portland 16,801 families. "Express" City Circulation 16,893 net paid average for six months ending March 31, 1923. This shows how conservative is our estimate that the "Express" is taken in
15 of every 16
Portland Homes
"Express" has largest circulation in its history. Each three months during 1923 shows a GAIN over the preceding three months' period.
Portland's only Evening paper.
Portland's only Three-Cent daily.
Portland Express
The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago

Live
Syndicates
List their features in the Directory of Leading Features
See page 84

U. S. COURT RESTRAINS PRINTERS' PICKETS

Open Shop Firm Proves It Is Engaged in Interstate Commerce and That I. T. U. Assisted Local Body In Strike Fight

Farreaching results in labor controversies may arise from a recent restraining order issued by Judge Faris in the United States District Court at St. Louis, enjoining the Allied Printing Trades Council and the St. Louis Typographical Union from picketing the shop of the Curran Printing Company, an open shop firm in St. Louis.

Curran proved the court's jurisdiction by citing that he was engaged in interstate commerce and he also showed that the International Typographical Union was aiding the local union in its fight against him. This, the court held, brought the case under the provisions of the Interstate Commerce Act and he thereupon issued a temporary restraining order.

Men interested in labor affairs of newspapers believe that if this decision is upheld by the higher courts, it will mean that whenever an international labor organization assists a local body in a conflict with a shop, the Federal Courts will assume jurisdiction, thus transferring these controversies from municipal or strictly local and state courts and eliminating the influence of politics from such controversies.

Circulation Outing May 21-23

New York City circulation managers will have their annual outing to the Catskill Mountains May 21-23. The party will leave New York on the Saugerties boat, foot of Christopher street, at 5.30 p. m., daylight saving time, May 21. All day Tuesday will be spent in the mountains and members who want to put in another day will this year be permitted to do so, as arrangements have been made for return to New York on the night boat from Saugerties on Wednesday. The Day Line boat leaving Catskill 11 a. m. Wednesday will accommodate those who want to be home Wednesday night. James McKernan, of the World, chairman of the Circulation Managers Association of Greater New York, is in charge of arrangements.

MAY MEAN LESS N. Y. LINEAGE

Change in Advertising Plans Forecast After Gimbel-Saks Merger

Announcement was made in the New York newspapers of April 25 that Gimbel Brothers, who have department stores in New York, Philadelphia and Milwaukee, have purchased the business of Saks & Co., New York, directly opposite the Gimbel establishment.

It is said that the consolidation will make for economy in operation, but it is impossible to say, just now, how intensive the consolidation i

As regards to the advertising said at the Gimbel offices that, is true that they have bought Co., they are not contemplati change in the advertising progra present time; but they frankly it is more than probable that sc portant changes will be made in vertising plans eventually, but w what those changes will be they prepared to state now.

Gimbel Brothers and Saks & two of the largest department st vertising accounts in New York a consolidation may have a decide on the lineage of the newspapers.

New Paper in Garibaldi, O.

The Garibaldi (Ore.) News, ed published by M. D. O'Donnell of City Reporter, has made its appea

SUPPLIES & EQUIPMENT

For Newspaper Making

For Sale
Hoe-Bullock four and eight page rotary press in good condition. Need the room and will sacrifice it. Write or wire The Beaumont News, Beaumont, Texas.

For Sale.
Complete mechanical equipment intact for publication daily newspaper. Consists one Goss Monitor 12 page press and stereo outfit three linotypes advertising type, etc. Address B-581, Editor & Publisher.

Printers' Outfitters
Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

For Sale
Goss quad straight line web press, two deck, four plates wide, 8 cols. wide 12 ems, 22¾ inches long, web 69 inches, all the usual combinations up to 32 pages, with motor and control, only $12,000 where it stands. Also Hoe quad, four deck, 8 cols. 13 ems, 22¾ inches long, motor and control, $10,000. Complete stereo. equipment for either of above presses, $2,000. Details on request. Baker Sales Co., 200 Fifth Ave., New York.

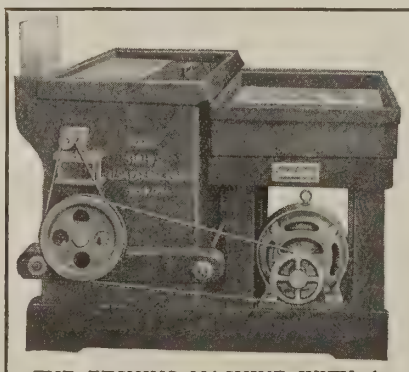
Potter Rotary Newspaper Press
for sale. With complete stereotype equipment, electric motor and starting board. Motor connected to press without use of chains or belt. All in A-1 condition. Selling this 16 page press to make room for 24 page press now being erected. Can give prompt delivery. Inquire The Daily News, Cumberland, Maryland.

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.

BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

N. Y. DAILY NEWS
HALF-TONES
Best in the World
Made by
POWERS
NEW PROCESS



THE ETCHING MACHINE WITH A WORLD REPUTATION
MOST SIMPLY CONSTRUCTED ABSOLUTELY ACID PROOF.
AXEL HOLMSTROM
ETCHING MACHINE CO.
328 Chestnut Street, Philadelphia, Pa.

Newspaper Opportunities

Before purchasing a Newspaper send for "LISTINGS." April issue contains details of nearly 100 papers, including daily papers, needing from $100,000 down to $4,000 cash to handle. Weekly and semi-weekly papers of all sizes. Have some papers that can be leased. All parts of the U. S. represented. Our personal service plan enables publishers to find the exact paper they want. Secure a copy of "LISTINGS" before you buy. It's free and published thrice a month.

MUST HAVE MORE PAPERS

We have a large number of customers who are depending upon us for newspapers. Want to sell? List with us and save yourself the annoyance of curiosity seekers and those who want your paper and desire to work out the pay. We send you only actual buyers. We have some customers ready to go limit. No paper too big if the paper is worth the price. Also have those seeking small daily and weekly papers. Others who want to lease. No matter the size of your paper or where it is located, get our blanks, list with us and your paper will be quickly sold.

PUBLISHERS' SERVICE BUREAU
(Established 1916)
119 N. Bowman St. Mansfield, Ohio
Owned and Managed by Experienced NEWSPAPER MEN.

Newspaper Plants, Equipment and Supplies
SELL BEST THOUGH
Editor & Publisher
ADS.

Directory of Leading Featu

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Bedtime Stories

"RAGGEDY ANN AND RAGGEDY ANDY"
By Johnny Gruelle, famous author.
United Feature Synd., World Bldg., N. Y.

Colyums

"DAY AND NIGHT"
Weekly; general information, comment, humor.
7 E. 42nd St., N. Y. C., Room 1002.

Comic Pages

BILLY BUNK
New Paper This Week
News-Dispatch, Endicott, N. Y.
Herald-Sun Syndicate, 280 Broadway, N. Y. City

Comic Strips

"THEM DAYS IS GONE FOREVER"
Written in rhyme and set to music
United Feature Synd., World Bldg., N. Y.

"BRINGING UP BILL"—"HANK & PETE"
6-col. strips—hitting on all cylinders.
Columbia Newspaper Service, 799 B'way, N. Y.

GAS BUGGIES, by Beck.
An automobile comic, of course, but users say it tickles all sorts of readers.
Metropolitan Newspaper Service,
150 Nassau St. New York.

Daily Columns

"METROPOLITAN MUMBLES"
By Count Edward Zichy
Hol-Nord Feature Service, 500 5th Ave., N. Y.

"CROSS COUNTRY RAMBLES"
By Allen Chaffee
Hol-Nord Feature Service, 500 5th Ave., N. Y.

"THE SCIENCE SHELF"
By William Crowder, illustrated (mats)
Hol-Nord Feature Service, 500 5th Ave., N. Y.

Fashions

FAIRCHILD FASHION SERVICE
Edited by Eleanor Gunn. With its large New York staff and correspondence all over the United States and Canada and in all the fashion centers of Europe, the Fairchild outfit is the biggest of its kind in the world.
Metropolitan Newspaper Service, New York.

Finance and Investments

"BUSINESS CONDITIONS IN THE PACIFIC SOUTHWEST"
Monthly survey, by John E. Barber
Hol-Nord Feature Service, 500 5th Ave., N. Y.

"INVESTMENT TALKS"
By Jordan Mansley, weekly
Hol-Nord Feature Service, 500 5th Ave., N. Y.

Health

DOROTHY BOCKER, M. A., M.
Public health expert, writes daily
United Feature Synd., World Bldg.,

Humor

"LEMON-TINTED LIFE"
Ten weekly articles by Elsie McCor
Hol-Nord Feature Service, 500 Fifth Av

Literature

"BOOKS A LA CARTE"
By Richard Le Gallienne, famous a
Hol-Nord Feature Service, 500 5th Ave

Newspaper Halftone

HALF COLUMN HALF TONE,
1½ in. deep, for $1.10; ten for $9
Independent Engraver, 258 W. 28th St

New York Letter

"INSIDE STUFF ABOUT NEW Y
By William Johnston
United Feature Synd., World Bldg.,

Retail Selling Tips

ILUSTRATED DAILY FEATUR
(100 words)
King Editors' Features, 1170 B'way,

Short Fiction

METROPOLITAN WEEKLY SHORT S
Successful for four years now across the
Metropolitan Newspaper Service, New

Sunday Pages

"OLD CURIOSITY"
Stimulating and amusing, by Ella S. S
Hol-Nord Feature Service, 500 5th Ave

"LAW LIGHTS" (daily or weekl
By Harry Cole Bates
Hol-Nord Feature Service, 500 5th Ave.

Verse

"OFF THE BEATEN PATH"
By Willprit, triweekly
Hol-Nord Feature Service, 500 5th Ave.

Introduction to Employer and Employee

SITUATIONS WANTED

WORD for advertisements under this assification. Cash with order. For unemployed one insertion (adv. not to 50 words) FREE.

sing Solicitor or Manager.
married man with five years' metro- newspaper experience; can write copy, make attractive layouts and have pleasing personality and execu- ility; willing to locate anywhere and ith the paper and town; consider nom- ary at start; highest references. Ad- 3-594, care Editor & Publisher.

ing Editorial Writer,
nnected with one of the largest daily pers in the United States located in the largest cities, will make a change une first. He desires to connect with independent newspaper where force- orials can be used. Perfectly compe- take charge of entire Editorial Page. wspapers of the first class can be con- Personal interview can be arranged time. The highest grade reference can n. Address Box B-600, Editor & Pub-

ion Manager
years' experience would like to con- th Eastern or Southern publication. e best of reference. Address B-597, itor & Publisher.

ion Manager
essure result getter. Understands all of circulation. Your dollar invested services will show 100% returns. At May 1st. B-569, Editor & Publisher.

ion Manager
rs' experience and can produce wants on with paper where he can prove ty. Box B-596, care Editor & Pub-

on Manager
s' experience morning and evening Steady circulation builder by busi- thods. Prefer paper 15,000 to 35,000 on. Must be permanent. Open after B-567, Editor & Publisher.

on Manager Seeks Change
on Manager, 28, with 15 years' , energetic, enthusiastic, tactful experience; every phase and angle dation work from carrier to circulation on papers 3,000 to 20,000 circulation hange. Has added 1,200 new sub- and doubled cash receipts, without oting contests, in past two years in connection. Best references from ployers. Salary $45 start. B-587, itor & Publisher.

Assistant
n write editorials, feature articles; nuscripts; proof; stenographer; de- sition on magazine or newspaper. P. O. Box 335, Lee, Massachusetts.

Writer
perience on New York and New Eng- lies. College graduate. Have con- columns, written articles for women's d have sold advertising through fea- For further particulars, write Box are Editor & Publisher.

ass Newspaper Man
sk or street job on live paper. Ex- as sporting editor, dramatic editor. vriter, careful editor. Hard, skillful Age 32. Metropolitan and small town e. Address Box B-593, care Editor her.

RLD APPEALS LIBEL SUIT

0 Verdict on Mixed Names Story s Taken to Higher Court

eNew York Court of Appeals at heard argument April 23 in the f the Press Publishing Company, r of the New York Evening from the affirmation of a verdict 00 by a New York County jury r of Evelyn C. Scott of Pitts- Pa., as damages for an alleged

article complained of was the the conviction of Evelyn Gran- a drug addict in the Women's ourt of New York City and her to the workhouse for thirty days. y stated the woman was formerly r actress at the old Casino and Theatres in the early nineties she had been eleven times con- intoxication and other charges. e name of Mrs. Scott was Eve- nville but the woman convicted bore the same name. She figured in the sensational trial of her husband, Burton C. Webster, who shot a man named Goodwin for offering her an alleged insult. She had been convicted of public intoxication while living in New York and after she was no longer a stage favorite, but in 1899 she married John J. Scott and moved to Pittsburgh, where she alleged she led an exemplary life. The other woman, a police court character, was frequently convicted and on several occasions the World stated that the woman was the former actress.

Mrs. Scott sent her picture to the World that a statement that she was not the woman and requested that no further reference be made to her. The defense was that the story was privileged as a court report and the similarity of names and previous career of the plaintiff was a justification for the error and no malice was intended.

Waters Again Heads Printers

Delegates representing over 9,000 members of the International Typographical Union met at Jefferson City, April 16-17, for the annual meeting of the Missouri Valley Typographical conference, composed of fifty-five unions in Kansas, Oklahoma, Missouri, Iowa and Nebraska. Topeka won the 1924 conference over Kansas City, Springfield and Oklahoma City. Officers are: President, W. G. Waters, re-elected for his eighth term; vice-presidents, F. H. Millard of Kansas City, Fred Mitchel of Oklahoma, Henry T. Smith of Parsons, Kan., and Albert Strain of Lincoln, Neb.

SITUATIONS WANTED

Just Plain Newspaper Man
with 22 years' experience, large and small town, do anything from writing obituaries to column and verse; no peeve if latter two are not desired; have owned newspapers and edited for others; strong editorials and features; will ginger up departments that need it; not breezy, but get there. Have life job if I wish to remain, but seek change. No town less than 50,000, no salary less than $50. Address Box B-588, Editor & Publisher.

Mailing Room Foreman
More than fifteen years' experience as foreman. Will be at liberty May 1st. Competent to handle any size mailing room. Married, steady and reliable. Have excellent references from former employers. Address B-566, Editor & Publisher.

Publicity Manager.
Dynamic executive, possessing 10 years' successful experience putting over big bonafide propositions, is available for a new and probably greater task. Versatile writer of skill and finesse; compelling talker of dominant address and winning personality. Public speaker. One of most successful high class "press agents" in the country. Best references. Address Box B-592, Editor & Publisher.

Somewhere
there is a business manager or publisher who wishes the services of an active circulation manager. This man is at present under contract with one of the leading newspaper organizations in the United States. For good reasons he desires to make a change as soon as his contract expires in the near future. He is not a "Wizard" or "Miracle Man." His experience is along the lines of economical administration, sound organization and conservative promotion. His specialty is the handling of details, the perfection of 100% delivery service by carriers, the development of street and newsstand sales, the growth of R. F. D. mail circulation and the building up of suburban and country circulation. He can furnish the very best of references from present and past employers. In event you are interested write for further particulars: Box B-583, care of Editor & Publisher.

Wanted
Experienced editor, associated with advertising manager, would lease or purchase newspaper in city 25,000 to 50,000. Write B-598, care Editor & Publisher.

Wanted
Position as news or managing editor, medium sized city, by thoroughly trained, trustworthy, energetic man of 12 years' experience; splendid record of achievement. Seeking permanent connection. Would invest. Write B-599, care Editor & Publisher.

Writer
Newspaper man, young, experienced in economics, political and business affairs, wishes writing connection with high-class newspaper, magazine or syndicate. Now on publication. Box B-532, Editor & Publisher.

FEATURE ARTICLES

6c A WORD for advertisements under this classification. Cash with order.

Poems.
Supply daily and weekly. Walter Hudnall, Box 162, Spray, N. C.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Advertising Salesmen—
one for Classified and one Display Departments. We want men who are able to produce and can give references as to ability. City of 100,000 in Central West. State age, single or married, salary, experience and furnish one reference. Opportunity for right men. Address B-586, Editor & Publisher.

Lady Advertising Solicitor Wanted
by a small southern daily in a town of 12,000 population. Address Box B-585, care of Editor & Publisher.

Wanted
Telegraph editor, experienced, for afternoon newspaper of 12,500 circulation, in city of 30,000 population. Evening Eagle, Butler, Pa.

Wanted
High grade circulation manager to introduce new afternoon paper in city of forty thousand. Must have experience in organizing carriers, mail routes and news stands. Give references and state salary. Address Danville Publishing Co., Box 121, Danville, Va.

Wanted
by the leading paper in its section, individual canvassers, or a crew of canvassers, or a circulation organization to thoroughly cover adjacent villages and country districts and Rural Free Delivery Routes. Work all Summer in a delightful section of the country, not far from New York City for the right parties who can produce results. Write experience, qualifications and references to Box B-590, Editor & Publisher.

Young, Unmarried Advertising Solicitors
having some daily newspaper experience for permanent industrial advertising departments which we conduct for many leading eastern daily newspapers. Must be young men of refinement, good hustlers with exceptionally pleasing personality. No professional special edition solicitors considered. Commission basis. Living expenses advanced when necessary. John B. Gallagher Company, 5945 Grand Central Terminal Building.

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order.

Will Sell
8 page weekly newspaper established 1854. Want to devote full time to job printing. A. R. Hand, Cape May, N. J.

For Sale.
249 shares of the 400 shares of the capital stock of one of the best daily and weekly newspapers and job printing plants in town of 6,000 population in Illinois. Capitalization, $40,000. Business paid 10 percent dividend last year and will do as well if not better this year. Ownership of 249 shares carries with it management of business with salary of $4,420 per year. Paper has circulation daily of 2,000, and gross business this year will run nearly $40,000. Only paper in town. All negotiations must be confidential. Address B-582, care Editor & Publisher.

BUYING CORPORATION MEETS

Decides to Keep Its Machinery Ready for Paper Market Developments

Members of the Publishers' Buying Corporation met in a corner of the Astor Gallery during a lull in the Associated Press meeting, but took no action beyond deciding to keep the organization ready for action in the newsprint market during the coming year. Efforts will be made to bring into good standing the small proportion of the membership which has not kept up its interest in the corporation during the past year, and the annual meeting and election of officers will be held in New York in August, at a place and date to be determined later.

Wanted
Southern Newspaper

An experienced newspaper man desires property in South Atlantic States, in town of over 50,000 population, with good surrounding territory.

PALMER, DE WITT & PALMER
Newspaper Properties,
225 Fifth Avenue New York

Busines established 1899 by
C. M. Palmer

Unusual Opportunities

Daily & Weekly
NEWSPAPERS
TRADE PAPERS

HARWELL & CANNON
Newspaper and Magazine Properties
Times Building, New York
Established 1910

WE CONNECT THE WIRES

CAN YOU SELL newspaper space and write retail copy? We want experienced advertising men for display and classified positions now open in fifteen cities, east, south, and middle west. The salaries offered range from $1,800 to $3,500, and for executive ability a higher figure. Cover essentials in first letter. We charge no advance fee.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

STARR SERVICE CORPS
Pierre C. Starr
Furnishes successful practices and co-operative systems pertaining to any phase of
NEWSPAPER MANAGEMENT AND DEVELOPMENT
Increasing Advertising Earnings, Circulation, Etc.
Service limited to daily newspapers with not less than 15,000 circulation.
STARR SERVICE CORPS
Upbuilders of Newspapers
42d St. & B'way New York City

LEGAL NOTICE

TO THE STOCKHOLDERS OF THE EDITOR AND PUBLISHER COMPANY

The annual meeting of the stockholders of THE EDITOR AND PUBLISHER COMPANY will be held Wednesday morning, May 9th, at eleven o'clock at the general offices of the Company, Pulitzer Building, suite 1115, 63 Park Row, New York, for the purpose of election of directors and two inspectors of election and for the transaction of such other business as may properly come before the meeting.

THE EDITOR AND PUBLISHER COMPANY,
JAMES W. BROWN,
President.
FENTON DOWLING,
Secretary.

New York, April 16, 1923.

"Better 'Ole" Course Is Sought

Owing to the impossibility of obtaining an 18-hole course at Briarcliff Lodge April 28, the National Publishers Association, Inc., has been forced to postpone its scheduled golf tournament.

Features Since 1899

❖

THE
International Syndicate
213-215 Guilford Avenue
BALTIMORE, MARYLAND

A Phenomenal List of Papers have already ordered
ADVENTURES in JOURNALISM
by
Sir Philip Gibbs

Boston Herald	Baltimore American
Detroit Free Press	San Antonio Light
Minneapolis Tribune	Atlanta Constitution
Seattle Times	Winnipeg Free Press
Salt Lake City Tribune	Canton Repository
Pittsburgh Post	Buffalo News
Toronto Star	

are about half of them.

Wire for Samples

The McClure Newspaper Syndicate
373 Fourth Avenue, New York City

Thomas W.
Briggs Company
General Offices
Memphis, - Tenn.
We increase your Local Display 10,000 lines Monthly *With Our* *Permanent* Weekly Business Review Page
Look us up in Dun or Bradstreet's

WIRE NEWS
For Evening and Sunday Newspapers
International News Service
21 Spruce St., New York

HUNCHES

Managing editors and city editors are always on the lookout for news and feature ideas that can be used locally. Editor & Publisher *will pay $1 for each hunch published under this head. The fact that the hunch is now being worked successfully in your city does not bar it from this department. Address your contributions to the* Hunch Editor. *When they appear, clip them and mail them in and receive payment. Unavailable hunches will not be returned.*

EDITOR & PUBLISHER receives a great many requests for the names and addresses of contributors to the Hunch and Dollar Puller departments from newspapers anxious to get in immediate touch with them. Under the system of using only initials of contributors it has in some cases taken us six weeks or more to connect the wires. For this reason better service will be rendered in the future if the following form is followed in the case of each contribution to the departments:—Name of contributor, name of newspaper, employer or home address, name of city, abbreviation of State name.

WHO has the oldest pipe in town? You will find old smokers who declare that theirs is old enough and strong enough to stand up and fight back at anyone who treads upon its sacred environs. Some pipe enthusiasts will tell you that the older the pipe the better the smoke; so there certainly must be some old ones in every town. Get a good reporter with the human interest bug in his veins to dig up a story from old pipe smokers. Incidentally, some extra advertising could be secured from local smoke shops in connection with the feature.—Ruel McDaniel, P. O. Box 683, New Orleans, La.

There are human interest stories in every line of work. Get a jeweler to tell how most young men ask to be shown wedding rings, a dentist to tell the question most asked of him, a furniture dealer to tell what article of furniture seems most important to those just starting out in married life, a police officer to tell what is the most popular alibi given by autoists who are arrested for traffic violations, and a waiter to tell how he can guess pretty accurately what his customers are going to order. This can be made into a very interesting local series.—Bruce Cole, The Echo, Prophetstown, Ill.

With the advent of spring there would come starry, moonlight nights when people will be glad to be outdoors and when their attention will turn more extensively to the stars and the moon than it has for many months. It would, therefore, be a good idea at this time of the year to run a story about the local people who have powerful telescopes and to tell how powerful these telescopes are and what the owners can see through them. Such a story would be unusual and timely.—Frank H. Williams, 1920 Spy Run Ave., Fort Wayne, Ind.

People have different ideas about how to relax after their work. Does the dancing teacher spend his recreation in dancing? Does the soda fountain clerk haunt the confectionery store after working hours? Does the librarian spend her spare time browsing about among bound volumes in the reference department? Assuredly not. A story on recreation of these and other persons would prove of interest. The story might be illustrated.—Daisee M. Leffler, Mary Spillar Hall, Eugene, Ore.

Aliens who want to alter their names radically to disguise their race may be "out of luck" in other states than Massachusetts. There, Judge James M. Morton, Jr., of the U. S. district court, would not allow Adolph Papkevitz to become Adolph Parker, but did allow him to change to Adolph Popkin, still indicating his racial origin. Hyman Sorocovech wanted to be Hyman Stone, but the court declined and he compromised by changing to Hyman Soroko. What do aliens and old-time Americans think of the court's decision?—James M. Mosely, 39 E. Concord street, Boston, Mass.

Your city ought to have an official flower which would be emblematic of the character of the city or which would be interestingly local. It would, then, be a good stunt to start a contest to determine what is the most appropriate flower for the city to adopt as its official emblem. All contestants should be required to write in giving their selections and reasons for selections in not over 300 words and the leading city officials should be the judges. A money prize might be offered for the best suggestion.—Frank H. Williams, 1920 Spy Run Ave., Fort Wayne, Ind.

What is happening to the old 1922 automobile license tags? Maybe a junk dealer can help to answer this question or a visit to some private garages will reveal a long string of tags on the front wall. Some figures on the cost of the tin used in making the tags, how many yards of roofing they would make and how much plaint was used in coating the tin would be interesting information for a feature story.—A. C. Regli, 541 S. W. Fourth Ave., Miami, Fla.

The Dalton (Neb.) Delegate is running a column entitled "Grammar Room." This column is written by the pupils of the class. A column like this should take well with the subscribers. Following is some of the stuff taken from the column in the Delegate:

"Frances has her hair curled now."

"We had a spelling contest Friday."

"Day by day in every way the county exams are getting closer and closer."

"Some of the girls in our room are learning to read deaf and dumb letters. They must expect to be deaf and dumb some day."

"We guess Henry Ford is visiting school today, his car is outside."

"These new Ford coupes will seat three strangers, but if they are well acquainted the machine will accommodate six."

"Mr. Mellberg has a cute little car. We wish he would take a hint."—A. R. Davison, 3624 No. 41st St., Omaha, Neb.

A little story hunch that gets right down into the women's cedar chests in the subscriber's home, is one that worked most successfully for the Parsons Daily Sun. A girl reporter wrote a story of a 20-year-old doll in the possession of a prominent physician's granddaughter, the doll having been handed down from the child's mother. The claim was made that this was the oldest doll in the county. Enough stories came in of other dolls older than that to run a daily feature for three weeks, some of the dolls being more than a hundred years old. Many stories included interesting bits of family and local history.—Hazel W. Myers, The Sun, Parsons, Kan.

At the Convention
Room 146
The Waldor
METROPOLITA
NEWSPAPER SERVI
Maximilian Elser, Jr., Genl. M
150 Nassau St., New Y

Million Dollar Hearst Features
The World's Greatest Circula Builders
International Feature Service, Inc
New York

America's Bes Magazine Pag
Daily and Sunday
Newspaper Feature Ser
241 WEST 58TH STR
New York City

EVENING HERA
Los Angeles, Calif.
Gained 20,347 Daily Average Circ
Sworn Government Statement, Six Months Ending March 31, 1923, 166,300 Daily. Six Months Ending Sept. 30, 1922, 145,953 Daily. Gain in Daily Average Circulation, 20,347.
IT COVERS THE FIELD COMPLETE
REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New Yor
G. Logan Payne Co., 401 Tower Bldg., Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San F Calif.

In New Orleans it's
THE ITEM

DOLLARS OF THE WORLD
FLOW THROUGH
NEW YORK STATE

MAKE YOUR ADVERTISING REACH THE PEOPLE OF THIS STATE AND THE MARKETS OF THE NATIONS ARE YOURS

In New York State there are 217.9 people to every square mile—in other words, there are more possible customers per square mile than any similar stretch of country in America.

The city people in New York State number 8,589,844. There are 10 cities of over 50,000 population and 17 cities of over 20,000 and under 50,000 population. The city population of the cities represented in this list alone is 7,187,625 people or 70% of the population of the entire state.

All kinds of people are included—those who buy because of price and those who buy in spite of price.

In New York State you have a total of ten million people. For the most part average people, the kind that use the kind of goods you have to sell.
These newspapers can convince the people that your product deserves at least one trial. After that it depends upon the merits of the advertised product.

PLANT YOUR TRADE-MARK IN NEW YORK STATE — USE THESE DAILIES

	Circulation	2,500 Lines	10,000 Lines
Albany Knickerbocker Press.....(M)	33,394	.09	.09
Albany Knickerbocker Press.....(S)	47,496	.11	.11
†Auburn Citizen.....(E)	6,316	.04	.035
*Brooklyn Daily Eagle.....(E)	63,679	.20	.20
*Brooklyn Daily Eagle.....(S)	76,687	.20	.20
*Buffalo Courier and Enquirer.....(M&E)	82,869	.18	.18
*Buffalo Courier.....(S)	120,758	.25	.22
†Buffalo Evening News.....(E)	114,403	.21	.21
*Buffalo Evening Times.....(E)	85,006	.15	.15
*Buffalo Sunday Times.....(S)	102,809	.15	.15
*Corning Evening Leader.....(E)	7,333	.04	.04
†Elmira Star-Gazette.....(E)	24,703	.09	.07
*Geneva Daily Times.....(E)	5,780	.04	.04
Glens Falls Post-Star.....(M)	7,419	.03	.03
Gloversville Leader Republican.....(E)	6,247	.03	.03
†Gloversville Morning Herald.....(M)	5,605	.035	.035
*Ithaca Journal-News.....(E)	7,455	.04	.04
*Jamestown Morning Post.....(M)	9,743	.05	.03
*Middletown Times-Press.....(E)	6,298	.03	.03
*Mount Vernon Daily Argus.....(E)	8,590	.04	.04
*Newburgh Daily News.....(E)	10,832	.05	.05
†New York Globe.....(E)	159,736	.36	.34
*New York Evening Mail.....(E)	144,135	.42	.40
†The New York Herald.....(M)	170,257	.49	.45
†The New York Herald.....(S)	170,257	.49	.45
†The Sun, New York.....(E)	177,290	.48	.45
*New York Times.....(M)	341,174	.65	.637
*New York Times.....(S)	544,820	.75	.735
*New York Tribune.....(M)	130,842	.40	.36
*New York Tribune.....(S)	136,239	.40	.36
†New York World.....(M)	359,159	.595	.56
†New York World.....(S)	590,478	.595	.56
†New York World.....(E)	277,853	.595	.56
†Niagara Falls Gazette.....(E)	15,572	.05	.05
*Olean Times.....(E)	6,857	.03	.03
†Poughkeepsie Star and Enterprise.....(E)	11,743	.05	.05
†Rochester Times-Union.....(E)	66,181	.20	.18
Saratoga Springs Saratogian.....(E)	7,921	.04	.04
*Staten Island Daily Advance.....(E)	12,049	.05	.05
Syracuse Journal.....(E)	45,014	.12	.12
*Troy Record.....(M&E)	22,698	.05	.05

* A. B. C. Statement, April 1, 1923.
† Government Statement, April 1, 1923.

A Remarkable Achievement

In the Good-Will Election held by the

AMERICAN COMMITTEE FOR DEVASTATED FRANCE

in connection with daily newspapers in many cities

THE NEW YORK GLOBE

scored far ahead of any newspaper in the country and won the honor of sending 98 delegates for the trip through devastated France

	Population	Newspaper	*Circulation	No. of Votes	Fund Raised	Delegates
New York City (Manhattan, Bronx, and Richmond)	2,597,786	Globe	166,237	6,036,122	$603,612	98
New York City (Kings and Queens)	2,022,262	Eagle	59,705	900,400	90,040	14
Chicago	2,701,705	News	371,078	700,000	70,000	10
Detroit	993,739	News	248,167	1,150,310	150,310	29
Philadelphia	1,823,779	Bulletin	485,145	550,000	55,000	8
Boston	748,060	Herald	232,637	934,545	93,454	14
Baltimore	733,826	News	172,563	480,000	48,000	7
Cincinnati	401,247	Enquirer	72,270	720,073	72,007	11
Indianapolis	314,194	News	113,651	655,254	65,525	10
Atlanta	235,704	Journal	61,850	332,548	33,254	4
New Orleans	339,075	Item	65,168	129,120	12,912	1
Kansas City	447,747	Journal	155,463	107,817	10,781	1
Richmond	171,667	News Leader	47,159	240,000	24,000	3

*Sept. 30, 1922—A. B. C. Figures

Definite, convincing official proof of the kind that is important to space buyers, indicating the pulling power of

THE NEW YORK GLOBE

MEMBER A. B. C.

JASON ROGERS, *Publisher*

MEMBER A. B. C.

EDITOR & PUBLISHER

1884 The Oldest Publishers' and Advertisers' Journal in America 1923

SUITE 1117 WORLD BUILDING, NEW YORK

Twofold second class entry—The Journalist, March 24, 1901; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 28, 1909; Revised entry Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the act of March 3, 1879. Published every Saturday

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ON to LONDON



TO .....
LONDON
1924 .....

The Welcome of "PUNCH"

EVERY week in the homes of Great Britain "PUNCH" is the object of a National WELCOME. Every week the advertising columns of "PUNCH" afford welcome accommodation for discriminating advertisers who book spaces a long way ahead to capitalise that fact.

"PUNCH" cordially endorses the Invitation issued to the Associated Advertising Clubs of the World to hold their 1924 Convention in London.

¶ Twenty-four American Advertisers used space in "PUNCH" last year, their combined orders amounting to over 147 pages. More business was offered — but unfortunately too late to secure space.

Many orders have already been booked for 1924. Be in time!

MARION JEAN LYON
Advertisement Manager, "PUNCH"
10 Bouverie Street, London, E.C. 4, Eng.

An INVITATION

THE OFFICERS OF THE '30' CLUB OF LONDON

President:
JOHN CHESHIRE
Vice-President:
W. S. CRAWFORD
Hon. Treasurer:
PHILIP EMANUEL
Hon. Secretary:
C. HAROLD VERNON

The invitation is also supported by the following important clubs and associations in advertising and newspaper circles:

Newspaper Proprietors' Association.
Weekly Newspaper and Periodical Proprietors' Association.
Newspaper Society.
Scottish Daily Newspaper Society.
British Association of Trade and Technical Journals.
Association of British Advertising Agents.
A.B.A.A. Audit Bureau.
Association of Advertisement Managers.
Incorporated Sales Managers' Assoc.
Incorporated Society of Advertisement Consultants.
Advertising Club of Ulster.
Incorporated Association of Retail Distributors.
Incorporated Society of British Advertisers.
Aldwych Club.
Publicity Club.
Fleet Street Club.
United Billposters' Association.
British Association of Display Men.
Federation of Master Printers.

Delegates from these associations will attend the Atlantic City Convention.

ENTERTAINMENT GUARANTEE FUND already exceeds $100,000

The
PRESIDENT
The Officers and Members of
The '30' Club of London
and
The London 1924 General Committee extend

A most Cordial Invitation to the President, Officers and Members of American Advertising Clubs to visit London in 1924 and earnestly request that you do us the honour of supporting our efforts at Atlantic City this year to secure the annual convention of the Associated Advertising Clubs of the World for

LONDON
ENGLAND
in 1924

It is proposed to hold the Convention, if it comes to London, within the great Congress Hall of the British Empire Exhibition at Wembley,
LONDON



The



welcomes the proposal
of the Associated Adve
in London, in 1924; a
that will be extended t
by the British Deleg

THE TIMES ∴ PRINTING H









Times

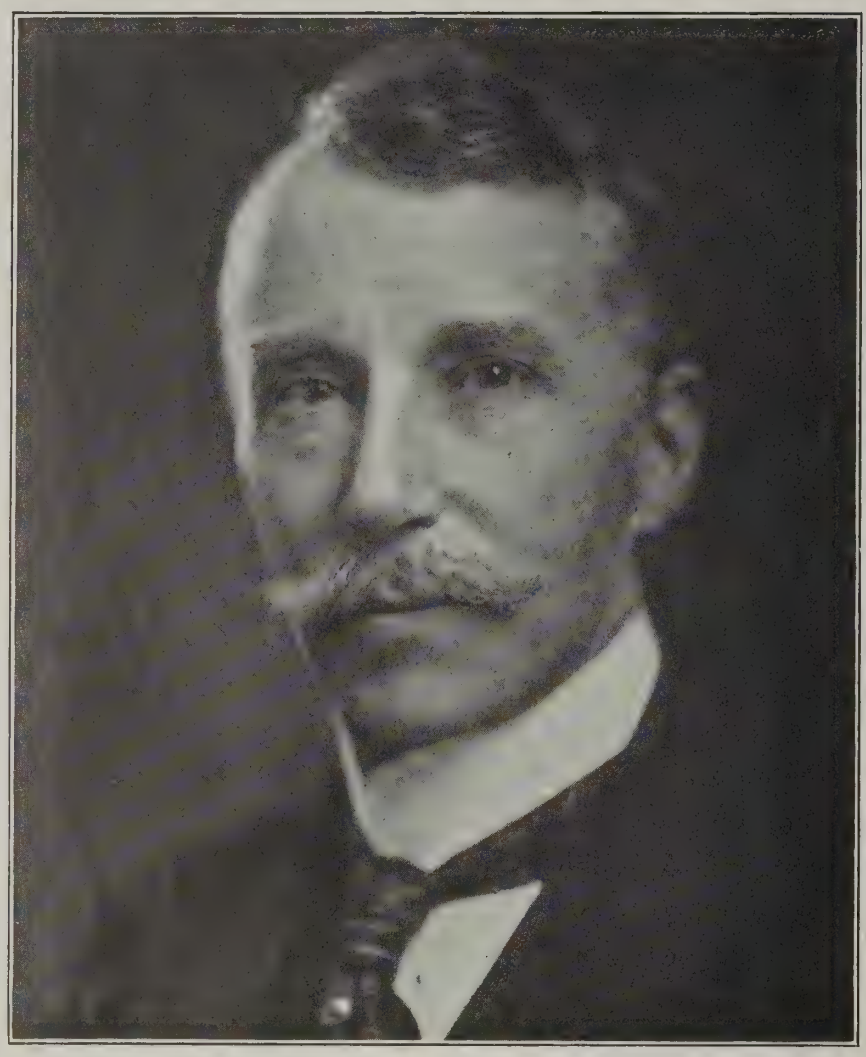
hold the Convention
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merican business men
n to Atlantic City.

QUARE ∴ LONDON, E. C. 4





The World's Advertising Convention



FREDK E. POTTER

Governing Director of
FREDK E. POTTER, LTD.
KINGSWAY, LONDON

VISITING AMERICA

To

1. Attend the Advertising Convention . . . . . Atlantic City, June 3-7.
2. Attend the Rotary International Convention St. Louis, June 18-22
3. Confer with Executives of Houses whose British Advertising he already administers
4. Discuss Prospects with intending Advertisers in the British Market
5. Link up with a leading American Agency for mutual representation

Fredk. E. Potter, Ltd., have been associated with the advertising of the following American products:—

Waterman's Ideal Fountain Pens, Waltham Watches and Speedometers, Pyrene Fire Extinguishers, Dennison's Tags and Crepe Paper, Dixon's "Eldorado" Pencils, Globe Wernicke Furniture, Libby's Evaporated Milk (Bill Posting) Ruberoid Roofing, Buick Motor Cars, Chevrolet Cars and Vans, Cadillac Cars, Oakland Cars, G. M. C. Trucks, Oldsmobile Trucks, Paige Cars, O'Cedar Polish Mop, Holophane Scientific Lamps, The Keeley Cure, Pinex, Emeralite Lamps, Jenkin's Valves, Parker Lamp, and others.

The Fredk. E. Potter, Ltd., Advertising Service Agency

The Agency was established in 1897 by the present Governing Director. Its record is one of continual progress. Rarely has a client left the Potter Agency. Each year has seen notable additions to its list of satisfied and successful customers. To-day upwards of 80 Firms—some of international repute—entrust their advertising to Potter's.

The Potter Agency is equipped to handle every branch of publicity. The Staff is large and well trained. Some of the principal members have been with the Agency 20 years or more, so that the business runs with a smoothness and efficiency not possible where frequent staff changes occur.

The British Market is a magnificent one for American Goods. The Potter Agency has had the satisfaction of assisting in the success of many American products in England. Waterman's Ideal Fountain Pens, Waltham Watches, Pyrene Fire Extinguishers are notable examples. The same thorough and efficient service is at the command of other high-class firms who intend exploring the British field. Mr. Potter's visit to America gives the opportunity of discussing with him the possibilities for any particular product. He will welcome enquiries.

Communications to Mr. Fredk. E. Potter during June should be addressed to c/o The L. E. Waterman Co. The Pen Corner, 191 Broadway, New York—and afterwards to:

FREDK. E. POTTER, Ltd., Imperial House, Kingsway, London, England

Members of the Association of British Advertising Agents (Incorporated)

Total Circulation of This Issue: 12,000

EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten P. M. on the Thursday preceding the date of publication—by the Editor & Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Telephone Exchange, Beekman 4330
Charter Member Audit Bureau of Circulations.

Vol. 55 NEW YORK, SATURDAY, MAY 19, 1923 No. 51

GOOD RESOLUTION OF THIRTY CLUB ECHOES THROUGH AMERICA TODAY

JUST about two years ago the Thirty Club of London on the proposal of its President of that day passed a simple resolution of some words.

It is easy when a bunch of good fellows are around to move a resolution and get it passed with acclamation. But this was no event of that kind.

The proposer of that resolution had weighed his action well. He was a man who had been a prime mover in a great International Advertising Exhibition held but three months or so before. He was a Scot and in addition to knowing his own mind knew the men around him.

He launched his bolt and its boldness took his hearers by storm. There had been whispers that the President would spring a surprise on the Club during his year of office but none had an inkling of its import.

Its significance gripped the members of the Thirty Club in an instant. A few minutes given over to discussion and the resolution put to the meeting in due form was carried without a single dissentient voice.

The idea of inviting to London the Convention of the Associated Advertising Clubs of the World was born amid a sunburst of enthusiasm.

The story of subsequent events is told on another page. It is a record of a masterly effort to write a new leaf in the history of international business relations.

And now in a few short days we shall have the first fruits of that simple resolution in the shape of a strong delegation of British advertising and business men, visiting our shores with the serious intent of presenting in person to the Associated Advertising Clubs of the World assembled in session at Atlantic City the formal invitation to make London the centre of its Convention activities for 1924.

That is the first stage—and it must be admitted that up to this point the simple resolution quoted on this page has been given effect in all sincerity.

AND now view the tremendous possibilities with which this simple proposal is fraught—potentialities as vast to America as to those who are its sponsors.

It is not difficult to visualize the viewpoint of our visitors and the country they represent.

Great Britain at heart has an unbounded admiration for America, Americans and American products and methods. Englishmen frankly admit it.

Out of that admiration has grown this splendid invitation. Britain says to us in effect, "We want to match our distribution, advertising and selling methods with yours. Come over to London. Give us the advantage of your deliberations and discussions in our midst. Show us—tell us—what you are doing, and in return we will give you all you impart and more. It will do our country good. It will do your country good, too."

Easy words, my masters, but this delegation is coming to tell us in more precise terms what they have in store for us. That betokens a world of earnestness.

And our American viewpoint?

Great Britain and her Dominions and Dependencies are America's best customers. That is a fact that must be held strongly before the Convention at Atlantic City, where our hardheaded business men will microscopically examine the programme and proposals of our English friends.

But is that all? Are we to decide Yea or Nay upon such a basis?

We think not. We believe that a mighty spirit of comradeship, of welcome to these Pilgrim Fathers of Advertising, Trade Ambassadors from a land that speaks our mother tongue, will prevail over all minor considerations; that careful ear will be given to their message and that Americans from every state will give hearty voice to a Resolution that will equal both in its simple expression and in its pregnancy, the vital message that brought these men to our shores.

Atlantic City—it is your move!

EDITOR & PUBLISHER believes that advertising and the interchange of commerce between America and Great Britain can achieve as much for international goodwill and prosperity as the press of those two great nations.

When the "On-to-London" movement was first mooted, EDITOR & PUBLISHER saw in it a means to that end. It believes that America would welcome the "On-to-London" proposal. Signs are not wanting that this belief was justified.

The Thirty Club of London have been working at three thousand miles range, with only the voices of men like Wilson-Lawrenson and Rankin crying in our wilderness as their disciples.

EDITOR & PUBLISHER determined to give the Thirty Club an opportunity to get close to the individual units of advertising interests, so that their story might have the power of the printed word behind it.

EDITOR & PUBLISHER despatched a Special Representative to London to assist its resident London Editor in producing an edition that would be worthy of the occasion.

This "On-to-London" number is the result, and it is issued in a fervency of hope that it will strengthen the bonds of unity now in process of forging and aid both nations and their representatives in their deliberations.

Resolved

That this Club invites the Associated Advertising Clubs of the World to hold its Convention in 1924 in London, and appoints a Committee to organize an Invitation Committee consisting of every interest in this matter.

The Thirty Club of London once made a Good Resolution. It was conceived by Mr. W. S. Crawford and put to the Club during his year of office as President in 1922. It is bringing the new Pilgrim Fathers to Atlantic City.

ENGLAND NEEDS AD CLUB CONVENTION, SAYS BRITISH BUSINESS MAN

Declares 1923 Sessions in London Would Do Much to Increase Trade and Cement Friendly Relations Between the Two Peoples

By A BRITISH BUSINESS MAN

DOES GREAT BRITAIN need an advertising convention? Yes!

British advertising men who have shown such foresight as to ask the A. A. C. W. to give them their convention in 1924 are building better than they know. We are told that this vast organization of advertising clubs combines in its membership some 2,500 different units, with approximately 25,000 members, men and women interested in some form or other in the problems of distribution, selling and advertising. It may be premised that this membership includes the best brains in the business.

Now the problems of distribution, selling and advertising are much the same the world over. Certainly they must bear more resemblance to each other in the two great English-speaking countries, with their not dissimilar temperaments of race, their likeness in psychology, and their blood kinship, than any others. But though the problems themselves exist in the same character, it may well be that the solutions of each nation are different. Shall we not therefore welcome an opportunity for mutual discussion of those problems and examine side by side each one's solutions of them? That is the spirit which, we are also told, animates the business man of America; may it not be extended so that the interchange is between the men of the two countries instead of merely inter-State?

But does Great Britain need such a convention for her own good? She does. It is a point one is loath to stress, for it has been stated that when Sir Charles Higham was in the United States he was told that if he had appealed to the A. A. C. W. to come over and help he would have lost all hope of getting the convention.

Great Britain, however, does want and need such a convention. In our country we have not got the convention idea as the Americans have it, only in a small social way in a few industries. But our advertising and selling methods have advanced in such rapid fashion during the past few years that we want to crystalize them and to see in what way that development can be speeded up. We believe that America can show us in a convention the way to do this. We believe that such a convention held in London would lead to an advertising renaissance; and that by this means there would be secured a wider appreciation of publicity, an improvement in methods, and in due course an earlier return of that prosperity that means so much to international trade relations.

For prosperity of a nation is no local matter. The progress and development of business in Great Britain is bound up with the progress and development of trade in the United States—and elsewhere.

That is one view, but it has another aspect. What have we to offer the American delegates if they come to London? There is the great consideration of improving relations between the business men of both nations, and this deserves attention in itself. Broadly speaking, however, this is regarded by many as an abstract question, although in fact it touches each and all of us very intimately. So we must deal with the concrete and endeavor to show what Britain has to offer the American convention delegates.

We have a standard of advertising in Great Britain that is well worth seeing at close range. Our younger school of advertising men is producing campaigns of high value, campaigns that cover the whole gamut of distribution, advertising and selling, and these would amply repay the intimate inspection and examination that only a personal visit to the United Kingdom would permit.

It is common to say that a visit to the United States is a liberal education in business methods. But Americans who come over to England are the first to admit that they learn much from their visits. We are supposed to be many years behind our American friends in various ways, but this is not strictly true. The British business man, is a little slower to move, maybe, but it is not possible to change the characteristics of an entire nation. He is faced with the fact that tradition and custom enter into the daily life of every man, woman and child in the British Isles. Accordingly, he must formulate his plans to meet that known fact.

An Englishman is not so readily responsive to a new idea as an American—whether it be a fashion in socks or neckwear or a new factory plant. The silk hat and frock coat of the Victorian era died hard; some of our best known business men still favor them in their daily round. It will be many years before they finally disappear from the scenes of business.

The silk hat and frock coat are typical of English character. They die but are not killed. Their longevity is significant in learning to judge the bulk of English people.

We are not asking the American delegates to come over and see our silk hats and frock coats, but to realize that they stand for the conditions with which the enterprising business man has to contend. We believe it will be a liberal education to American business men to see the spirit that lies behind our silk hats and frock coats and to witness how the conditions which they represent are met in British selling methods.

There is in British industry a high regard for the super-excellence of their manufactures that has become a world-wide reputation. American manufacturers have shown us how to intensify production in millions. But there are still many British fields of manufacturing supremacy—not perhaps by weight of numbers but in craftsmanship. These are things so typically English that they offer an irresistible attraction to visiting Americans, and are assuredly among the matters of interest that will make England a place of fascination, that will make a strong appeal to the imagination of every American delegate whatever his business associations may be in the new world.

Financially, London should have a claim upon every man who has money invested in business. For upon London centers the gold standard of the world—London is the banking center of the nations—there a banknote is always worth its face value—it is the pivot upon which the money standards of every country revolve. London's financial institutions are one of the wonders of the world. Their operations are so closely bound up with the finances of the United States that they are worth special attention from a body of men who handle such stupendous sums of money as American advertisers do.

How closely those financial relations bind the two countries together may be judged from the simple fact that the British Empire, of which London is the hub, is far and away America's best customer. In one period of 1922 more than 40 per cent of America's exports were shipped to purchasers in the British Empire, Great Britain herself representing a share that totaled as much as the rest of Europe (except Germany) put together. Is it too much to expect that once in a while the Americans should give so good a customer a call to talk give so good a customer as Britain has proved to be a call to talk things over?

Great Britain sells goods to the United States, of course. In 1921 the British Empire was represented by something between one-fourth and one-third of American imports. Maybe we'll do better still, but meantime isn't it a sound idea to get together and see what we have that interests each other?

All these things are in the nature of putting it up to the business mind of the American man. Are there, then, no definite impressions of sentiment toward America as a whole from leaders of British thought that may be quoted as indicative of a desire for closer fellowship? There are, indeed, many, and even at the risk of their being considered abstract in quantity, some recent utterances might well play their part here as showing how Britain generally extends an open hand to America, and as pointing the fact that in calling for "London, 1924" as the seat of the Associated Advertising Clubs' convention, our business interests are but narrowing down the sentiments to a specific issue.

King George himself a few days ago sent a message to the company assembled at a London reunion of the British War Missions to the United States. That message concluded with the words: "His Majesty is pleased to hear of the unabated efforts of members of the society to make the peoples of the United States and Great Britain better acquainted with each other."

Earl Balfour, K. G., O. M., himself a figure endeared to many in the United States, in a paper on "Anglo-American Relations" in the London Sunday Times of April 29 last said: "The conviction that the free communities of English-speaking peoples, whether within or without the British Empire, have, whether they know it or not, too much in common to be to each other exactly what they are even to the most friendly nations with a different racial and historic background, is one which I have held far too long to be able now to abandon."

And, finally, America's own Ambassador at the Court of St. James's, Col. George Harvey, said a few days ago: "In future, England and the United States have to work together in perfect candor if they are to achieve great results. England was never more solid or more confident than today, and she is on the high road to prosperity and success such as followed in the wake of the Napoleonic wars."

"Great results!" It is a fine note to conclude upon.

Britain wants the 1924 convention for London. For the participants of both nations it should indeed show "great results."



H. R. H. THE
PRINCE OF WALES

Special Message to
THE LONDON "DAILY SKETCH"

THE PRINCE OF WALES greatly appreciates your letter regarding the objects and hopes of the 1924 Convention of Associated Advertising Clubs of the World and realizes the advantages that would ensue from the holding of the Convention at the British Empire Exhibition.

FOR THE BETTERMENT OF ADVERTISING IS THE THIRTY CLUB'S SLOGAN

With High Ideals It First Evolved the 1920 Advertising Exhibition and Now It Has Made "On to London" the Advertising Message of 1924

By ERIC FIELD

Director of Erwoods, Ltd., London

WHEN eighteen years ago a few kindred spirits of what was then the younger school of advertising sowed the first seeds of the Thirty Club, they could never have dreamed of the tremendous projects that their little club was later on to promote. A pleasant little dining club was what they had in mind, directly and consistently concerned with practical advertising, always keeping in view the object expressed by the club's motto that heads this article. They were to do what they could for the betterment of their business more by inspiring other people than by carrying out great projects themselves.

Many and varied were its early activities. Idealistic they were always, only occasionally were they practical, but it says a great deal for the soundness of the ethics enunciated by the Thirty Club, that they left so great a mark on the advertising profession in Great Britain, doing much in point of fact to raise the whole standard of its practice.

It certainly was the progenitor of a better spirit in advertising and it carried out a great deal of missionary work, some of which is only now bearing fruit. It is difficult to name any single reform in which the Thirty Club as a whole or its members as individuals did not play a part. The agents' standard of practice, the adoption of the net sales principle, the suppression of fraudulent advertising—these are just a few of the matters in which the Thirty Club has had its share.

It certainly says a great deal for the influence of a small body of enthusiasts that a club of so limited a membership could achieve so much.

The creation of the Thirty Club can be traced to a meeting held in the office of P. C. Burton's Advertising Agency in 1905, when John Hart of the London Times was elected its first President.

Its actual originators were found among a little band of enterprising spirits including John Hart, Percy Burton, Joseph Thorpe, Ashby Goodall, John McBain, Oswald Greene, Charles Bridges, Philip Gee and J. Murray Allison.

The restriction of its membership whence its title was derived was adopted because it was felt—and as events have proved, quite correctly—that an exclusive but lively membership was far more desirable than a large and uninterested one.

Its early rules, which still govern the whole spirit of the club, were constructed to ensure that this liveliness should be maintained. The two most important were, and still are, firstly that election should be by ballot, two black balls excluding, and secondly, that anyone should cease to be a member who failed to attend two-thirds of the dinners. These rules have been rigidly enforced. Neither fear nor favor have been strong enough to prevent their operation. No matter how important a man may consider imself, he ceases to be a member of the Thirty Club if he does not turn up at the meetings, and a list of those thus forfeiting their membership would include many surprisingly important names.

Similarly, no wise candidate takes election as a matter of course. It is and has always been very difficult to become a member of the Thirty Club and it is safe to say that every year more candidates have been rejected than have been elected to the club. The principle governing the voters has always been that the candidates must have done and be capable of doing positive work for the betterment of advertising. No mere absence of vices is sufficient. The presence of definite positive virtues is required and this presence must be known. Many candidates who would have proved useful members have been rejected in the past simply because their work was insufficiently known to members of the club. They must console themselves with the reflection that if the Thirty Club had not always tried to be so exclusive they would not have wanted to be members, and that much may be forgiven those who try to set a really high standard of membership.

It is felt to be an honor to be elected but to be rejected does not necessarily imply any stigma of dishonor and the rejected, if they only knew, would find themselves in surprisingly good company. In a recent year ninety per cent of the proposed candidates were rejected. This jealous guardianship of the right of membership is of course a necessary consequence of the restriction in numbers.

But to revert to past history, for the first three or four years of its existence the club did not court publicity, but at the meeting on June 9, 1909, under the presidency of Thomas Russell, it was decided that "the time had arrived when publicity might with advantage to the advertising business generally be given to its proceedings." Accordingly the next issue of the London Advertising World published the following list of members:

Messrs. Percy Burton, Oswald Greene, Ludwig Wahrendorf, J. McBain, Thomas Russell, W. Penrhyn Penn, Joseph Thorp, F. C. Wise, Ashby Goodall, H. E. Morgan, A. W. Drew, G. H. Nichols, Burris Gahan, J. C. Kirkwood, G. F. Scotson-Clark, J. R. Charter, Keturah Collings, John Hart, Oswald Sickert, Herbert Owen, Ambrose Heal, T. H. R. Pring, S. J. Longden, Charles Bridges, J. Murray Allison, and C. F. Higham. My own election happened to follow at the next meeting.

At the same meeting J. Murray Allison was elected President, Sir (then of course Mr.) Charles Higham, Secretary, and Charles Bridges, Treasurer. In the report of a later meeting in the same year it was chronicled that "Mr. Charles Higham was brief and emphatic." That same winter saw the club run a series of meetings when intensely practical speeches were made by some of the most prominent advertisers of the day. Among them was Sir (then Mr.) Woodman Burbridge who in February, 1920, astounded those present by disclosing the fact that Harrods actually spent the huge (!) sum of just over twenty thousand pounds a year in press advertising. How things in advertising have changed since then!

On September 14th, 1910, under the presidency of George J. Orange, the Thirty Club provided Wareham Smith with a platform from which he propounded to a large and influential gathering of advertising interests his scheme for a permanent club house for advertising men. From this grew immediately the very successful and influential Aldwych Club.

The present campaign being run by the Thirty Club for the holding in London of the 1924 Convention is really a revival of plans laid in 1914, when the Thirty Club took what it hoped might be the first steps towards such a project in the formation of the British Association of Advertising under the presidency of L. H. Hartland Swann, with John Hart as Honorary Secretary. The association was modelled closely on the lines of the A. A. C. of W. The project was well conceived and the plans well laid to establish in every provincial city of importance local advertising clubs banded together in the one central association, it being hoped that every year England would have its own Advertising Convention and periodically would hope to receive American Advertising Clubs as guests.

The clubs that exist today in provincial cities in most cases owe their existence to the work. Members of the Thirty Club, Sir Charles Higham, John Hart, Percy Burton, Jack Akerman and others, addressed meetings all over the country, getting committees together, and a large and well attended meeting was held in London finally to approve the scheme. Unfortunately just as things were maturing well, the outbreak of the war necessarily put a stop to the scheme, and like so many other societies in England, the Thirty Club suspended its activities until the majority of its members should return from the job of cleaning some augean stables on the Continent of Europe.

It was not in fact until February, 1920, that the club really gathered itself together again. Its post-war presidents include Sir Charles Higham, W. S. Crawford, and John Cheshire, Managing Director of the great firm of Levers.

At a meeting held during that month the first plans were made for the great Advertising Exhibition at the White City, London. After nine months of strenuous work, the Exhibition opened its doors to the waiting public and achieved an amazing success. Every day and all day the public waited in queues a mile long. It received the honor of the biggest Royal visit ever accorded to an Exhibition. The King, the Queen, Queen Alexandra, the King and Queen of Norway, Princess Mary and the Queen of Denmark all attended.

It filled the columns of the newspapers and the advertising pageant that passed along the staid streets of London was cheered by thousands who lined the route as thickly as for a Royal Wedding. No more successful piece of work in bringing home to the public the economic value of advertising had ever been done before and one of the benefits we Britons shall gain from the Convention that we hope will visit London in 1924 will be a still greater success in the same direction.

The 1923 roll of Thirty Club officers and members includes the following:

President—John Cheshire.
Vice-President—W. S. Crawford.
Hon. Treasurer—Philip Emanuel.
Hon. Secretary—C. Harold Vernon.
Committee—W. B. Robertson, J. C. Ackerman, Eric Field, T. B. Lawrence.

Full Members—Sir Charles F. Higham, Lionel G. Jackson, Leslie Harwood, H. Samson Clark, James Walker, Hugh N. Hunter, P. C. Burton, Chas. Bridges, Wareham Smith, Ivor Fraser, R. P. Gossop, E. S. Baring-Gould, Geo. J. Orange, George Sparkes, F. W. Vanden Heuvel, Ernest Morison.

Associate Members—Louis Kaufman, A. Wardle Robinson, Walton Harvey, U. B. Walmsley, F. E. Bluff, Alfred Pemberton, Gerard W. Gibbs.

For 1924 the officers will be as follows:
President—C. Harold Vernon.
Vice-President—John Cheshire.
Secretary—W. S. Crawford.
Treasurer—Philip Emanuel.

It will assuredly add to the pleasure of the Atlantic City Convention to know that "London 1924" will see the same roll of officers playing the part of hosts as now represents the leadership of the delegation to Atlantic City.

PRESIDENT OF BRITISH BOARD OF TRADE HOPES FOR SUCCESS

THE proposal to hold the Advertising Convention in London next year has aroused widespread interest and is one which I cordially support.

An interchange of views between the leading advertising experts of this country and the United States will doubtless assist the growing commercial interchange between the two countries, and I hope that the British Delegation which is now proceeding to America to present the official invitation will be successful in their mission.

P. LLOYD GREAMS.

Board of Trade,
London, April 25, 1923.

SKETCH ISSUES U. S. EDITION

London Picture Daily Gets Out Fine Ad Club Number

The "Daily Sketch," ordinarily published simultaneously in London and Manchester, has just produced a remarkable special edition for America. It is a regular "Daily Sketch" in form, full of pictures as usual, and all its news features arranged in the way in which its English readers are accustomed to see them. But it is vastly different. It is "On-to-London" propaganda, cleverly contrived and an editorial and pictorial masterpiece in its way.

Messrs. E. Hulton & Co., Ltd., proprietors, have scored a knockout.

This "On-to-London" Daily Sketch is a full size 24-page paper. The front page is a portrait of the Prince of Wales with his message. The first news pages, usually devoted to national affairs, are laid out in that style, but the news consists of special articles and interviews and paragraphs dealing with a dozen different aspects of London as the center for next year's convention. Here, too, are thumbnail pictures of British advertising folk and good stimulating editorials that will make American readers do some thinking. Clever and caustic articles and comments, more pages of pictures, a fine collection of representative British advertisements—even the racing news—and this interesting picture paper is laid down with a smile of admiration.

You may have had a copy—they're intended for you, but if not send a post card to J. Dodds, Daily Sketch, Shoe Lane, London EC4, England, and one will come along. You ought to see this!

Learn to Punt and Stay Dry

No trip to London is complete without a visit to Richmond-on-Thames, the gay river resort where one may hire a punt, or flat-nosed flat-bottomed river boat propelled by pushing a pole along the river bottom, and experiment with the great English art. The amateur punter usually thinks that it is a simple game, to be achieved merely by planting his punt pole firmly on the river bottom and giving a determined shove. Such a process usually lands him in good fresh river water at the first push, but once learned, the punting art becomes a favorite pastime with American visitors.

SPIRIT OF BRITAIN WILL BE EXPRESSED IN EMPIRE EXHIBITION OF 1924

Will Bid for Visitors from Every Part of the World With Greatest Industrial Exposition and Congress in the History of the British People

By HERBERT C. RIDOUT

London Editor, EDITOR & PUBLISHER

THERE are hundreds of sound reasons why the Associated Advertising Clubs of the World should vote London, 1924, for their convention. Some of them will be found in these pages, others will be presented by the British delegates at Atlantic City in a few days.

There is one more that should make a strong appeal to American imagination. In May, 1924, London will be the centre of the greatest exhibition ever held in the United Kingdom, the British Empire Exhibition. To make it, British industries are arranging for the display of the greatest triumphs of their crafts, the Overseas Dominions and Dependencies will be represented by special buildings in which will be shown the natural products and manufactured commodities of every part of the British Empire.

At Wembley, on the outskirts of London and a fifteen minute electric train run from the heart of the city, a park of some 216 acres is being converted into a town of delight. Within its walls will be found represented the arts and sciences, the genius and skill of industry, the greatest sports stadium in the world, and a playground for a nation.

The patron of the British Empire Exhibition is King George, the President of the General Committee is the Prince of Wales, and the Chairman of the Executive Council is the Duke of Devonshire, Secretary of State for the Colonies. Under such distinguished patronage, it may be taken as certain that no stone will be left unturned to make it a success worthy of the Empire in whose interests it is being created.

The reason for it is another fact that will appeal to the imagination of Americans. Since the war, Great Britain has been working hard to repair the losses thus incurred, to show a brave face to the world, and to present itself as a solvent customer in the markets of the universe. Some great mind, looking back over the pages of history, discovered that in the past, boom years have synchronized with great exhibitions. Napoleon in 1801 conceived a national French Exposition, and such an impetus to the nation's trade and industry did it prove that he decreed others to follow, all of which had the same effect. Similar research showed that the Great Exhibition in London in 1851 was productive of a vitalizing influence on all classes of manufactures, and other lean periods were transformed into years of prosperity by succeeding exhibitions in 1862, 1867 and 1886. So it was decided that 1924 should see an Empire Exhibition to bring back to Great Britain and its Dominions some of its former prosperity.

The mammoth scale on which it is being constructed is necessary to accommodate all those who wish to take part, the originally planned 126 acres having been exceeded by the demands made by the Colonies and Dominions.

The Exhibition will attract visitors from all parts of the world. It will be the showroom of the British Empire—the pivotal centre of its business interests.

But it will have a special interest for America, for it is definitely fixed that if Atlantic City accepts the British invitation, the 1924 Convention of the Associated Advertising Clubs of the World will be held within its conference halls. Leaving nothing to chance, believing that our American cousins will pronounce their decision in a mighty "Yes!", there are actually being built Congress Halls to accommodate the Convention.

Of these fine Congress Halls now under construction, one will hold 2,000, another 500, a third 300, and two others smaller numbers still, with committee and reception rooms in large number.

Thus, the A. A. C. W. Convention delegate to London, 1924, will not only be welcomed as such but he will be an honored guest at what Great Britain feels will be the finest thing she has done yet in exhibitions.

The scope of the British Empire Exhibition has hitherto only been hinted at. Now, it is possible to take the intending visitor a little closer, for, by the courtesy of Mr. W. S. Crawford, the Honorary Director of Publicity to the Exhibition, the writer has been conducted over the grounds—at present in the main a bewildering maze of fences, girders, steel arches, and intersecting railroads.

From the northwest entrance we step into an English garden, green lawns like velvet, roses and thousands of other typical English flowers in gorgeous profusion—a first impression of simple loveliness that only an English mind could plan. Thence we leave by the central avenue, a fine broad gravelled pathway that leads southward to a mighty edifice that, at first sight, suggests a huge magnification of the Roman amphitheatre. That is the Stadium, the dominating architectural feature of the exhibition, as well it might be, seeing that it will hold 125,000 spectators.

As our eyes drop from this gigantic structure, we become aware of two magnificent buildings, one on either hand. That on the left is the Machinery Hall, built (with five full-gauge railroad tracks running through it) to house some of the machinery of which Great Britain is so proud. On the right the Industrial Hall, the repository of many wonders of British industry. And through the Industrial Hall, in a fine roomy building, is the commodious Conference Hall for the 1924 Convention.. Together these two great buildings cover more than twenty-five acres—over a million square feet—truly showrooms of a gargantuan shop.

Crossing the lake, two imposing pavilions greet the eye—that on our right the home of Australia and its natural and manufactured products, the other representing Canada. Skirting these, we find India, Burmah, West Africa, East Africa, Hong Kong, West Indies, Malay, New Zealand and South Africa, each pavilion having been built by the country whose name it bears. Farther afield, there is the Amusements Park and an Experimental Farm.

Perhaps the greatest interest will centre upon the mammoth Machinery and Industrial Halls and here it is clear that there will be complete representation of British industries. Thus, the British Engineers' Association are organizing the shipbuilding, marine, mechanical and general engineering exhibits, and the British Electrical and Allied Manufacturers' Association have taken up the task of organizing all the electrical industries exhibits. These two bodies have together undertaken to fill the whole of the Machinery Hall, which at present covers an area of 466,000 square feet. The British Chemical Manufacturers' Association has similarly undertaken to organize the chemical section, for which 25,000 square feet has been reserved, and the Society of Motor Manufacturers and Traders and the British Cycle and Motor Cycle Manufacturers' and Traders' Union Ltd. will organize the motor and cycle section. These two bodies have requested that the Engineering Hall may be extended in order to provide room for their exhibits, and an addition of 70,000 square feet to this building is now being provided for. The Bradford Branch of the Federation of British Industries is preparing a scheme for the representation of the woolen trades, and the Empire Cotton Growing Corporation has undertaken to organize an exhibit illustrative of cotton production throughout the Empire.

The United Tanners' Federation has undertaken the organization of the tanning and leather industries section, and among other trade associations who are co-operating in the organization of exhibits are the Federation of British Music Industries, the British Brush Manufacturers' Association, the Wine and Spirit Association, the Paper-makers' Association, the Federation of British Pottery Manufacturers, the Liquid Fire Extinguisher Manufacturers' Association, the India Rubber Manufacturers' Association, etc., etc.

It will be seen that Great Britain is going to do this thing properly. Work was only started in March, 1922, but within 11 months the great Stadium was finished and the first Football Cup Tie Final was played in it on April 28th. The principal halls—Machinery and Industrial—are to be completed by August, 17 months from their beginning. This, and the ceaseless hum of activity that arises from every corner, suggest that there isn't very much wrong with British will to work if only the job's there.

And behind the scenes, there are men working till their eyes grow dim to make this Exhibition a success—planning big things, co-operating with folk they have never seen, breathing always the spirit of comradeship, fashioning a mighty chain of invisible links to bind an Empire's trade. Not the most conspicuous of them is Mr. W. S. Crawford, holding the onerous office of Honorable Director of Publicity. He it is who is telling the world what Wembley stands for, staking his repute as an advertising man on selling the British Empire Exhibition to every man who ever heard of England. And, as he happens to be the Vice President of the A. A. C. W., his success in doing this should be as much a matter of concern to the U. S. as it is to us.

The British Empire Exhibition is going to be an achievement of which the British will be proud. He is going to invite all the world to come and look in his shop windows in 1924, and knowing that when John Bull has something to show it will be something worth seeing. The world and his wife will leave their farms, their factories, their home-towns and their own particular interests and flock to London.

To American advertising men the Britisher is saying something more. He is holding out both hands, and he says "Come and look in our shop windows, by all means. But come over, bring your little sheaf of papers on salesmanship and advertising, and let's sit down and just talk until we know each other better. We're homely, but we'd just love you fellows to drop in for a chat."

And in our great Exhibition there is an empty hall. It will accommodate 2,000. Surely between us, we can fill it for four days in June, 1924.

VISCOUNT ROTHERMERE ASSURES HEARTY SUPPORT



WILL YOU convey to your committee the assurance of my hearty support of the 1924 Convention, whose members I hope to see in London? My journals will assist in every way to make this Convention in London a success.

ROTHERMERE.

Carmelite House,
London, E. C. 4.

ENGLISH LANGUAGE EDITION

Nichi-Nichi's Venture Is Lauded by Japanese Officials

(EDITOR & PUBLISHER'S *Far Eastern Bureau*)

TOKYO, April 13.—Tokyo's youngest English-language newspaper, launched yesterday morning by the Nichi-Nichi in conjunction with its Japanese edition, was toasted last night by government officials and invited newspaper men at a dinner given at the Nippon Club. The speakers were T. Takagi, managing director of the Nichi-Nichi; Frederick Moore, former Associated Press correspondent, now adviser to the Japanese Foreign Office; M. Zumoto, editor of the Herald of Asia; Robert Scripps, head of the Scripps-Howard League of newspapers who is now in Japan with his father, E. W. Scripps, on their private yacht, the "Ohio"; B. W. Fleisher, proprietor and editor of the Japan Advertiser and Trans-Pacific; and Mr. Yoshizawa, head of the Asiatic Bureau of the Foreign Office.

The Nichi-Nichi's English edition is a four-page, seven-column newspaper, similar to the English edition which the Osaka Mainichi, the Nichi-Nichi's sister publication, launched a year ago. The news services and advertising department of the Japanese edition will be at the disposal of the foreign-language paper, which is making a bid for circulation on the strength of low subscription rates. The monthly rate is one yen, equal to 50 cents. Each copy costs 5 sen.

CANADA SPEEDS MAILS

Newspapers to Use Distinctive Labels on Delivery Sacks

Arrangements have been completed between the Canadian Postoffice Department and the Canadian Daily Newspaper Association and Canadian Weekly Newspaper Association, whereby distinctive labels will in future be used for sacks dispatched from newspaper offices.

Publishers of daily papers will use labels of bright red cardboard, with address printed in black in bold-face type, while weekly papers will use yellow labels similarly printed. Bulletins have been issued by both associations directing the attention of members to the matter and urging them to cooperate to minimize postal delays and secure quicker service.

COMPLETE LIST OF BRITISH DELEGATES TO A.A.C.W. CONVENTION

Agnew, E. S. (and Mrs. Agnew), Punch, Bouverie street, E. C. 4, London.
Akerman, J. C., of the The London Times, Printing House Square, E. C. 4, London.
Allen, Joseph N., James Pascall, Ltd., Blackfriars Road, S. E. 1, England.
Allison, J. Murray, Field Press, Ltd., Windsor House, Breams Bldgs., London, E. C. 4.
Baird, Sir Robt., Belfast Telegraph, 124 Royal avenue, Belfast, Ireland—delegate of Ulster.
Bates, Arthur—Johnson, Riddle & Co.
Baxter, William B., John Harding, Son & Co., Ltd., Baronia Works, Nantwich, England.
Bowater, Eric, 157 Queen Victoria street, London, E. C. 4.
Boys, E., London Electric Railways, Electric Railway House, Broadway, Westminster, S. W., London.
Bradley, H. Dennis, Pope & Bradley, 14 Old Bond street, W., London.
Bradshaw, Percy V.—Press Art School.
Brinkmeyer (four brothers)—C. and A. Modes, Ltd.
Broughton, H. H., Vickers, Ltd., Westminster, S. W. 1, London.
Bruce, Robert, Aberdeen Newspapers, Ltd., 149 Fleet street, E. C. 4, London.
Bruce, Robert, Aberdeen Newspapers, Ltd., 149 Fleet street, London, E. C. 4.
Bullock, W. F.—London Daily Mail.
Chadwick, Arthur, Amalgamated Publicity Services, Ltd., Bucknall street, W. C. 2, London.
Cheshire, John, Lever Bros., Ltd., Lever House, E. C. 4—president, the Thirty Club of London.
Clark, H. Samson, Samson Clark & Co., Ltd., 57-61 Mortimer street, W. 1, London.
Clegg, Harry, Kalamazoo, Ltd., Northfield, Birmingham, England.
Crawford, W. S. (and Mrs. Crawford), W. S. Crawford, Ltd., 233 High Holborn, W. C. 1. —vice-president, The Thirty Club of London, and vice-president, Associated Advertising Clubs of the World.
Day, W. T., (and Mrs. Day), Pioneer Press of India, 11 Arundel street, Strand, W. C. 2, London.
Derry, F. A., Cunard S.S. Company, Ltd., Liverpool.
Derwent, H. C., Bradford & District Newspapers Co., Ltd., Bradford.
Derwent, W. R., Nottingham Journal, Nottingham, England.
Dunkley, W. H., Dunkley's Ltd., Jamaica Row, Birmingham.
Emanuel, Philip, Odhams Press, Ltd., 57-9 Long Acre, W. C.—hon. treasurer, the Thirty Club of London.
Evans, Harold S., Marling & Evans, Ltd., 6 St. Sacrament street, Montreal, Canada.
Falk, L. D., D. J. Keymer & Co., Ltd., 36-8 Whitefriars street, E. C. 4, London.
Field, Eric—Erwoods, Ltd., 30 Fleet street, London, E. C. 4.
Fitch, H. Rea, Editor & Publisher, 116 World Bldg., New York City. (Honorary delegate of the Thirty Club.)
Fraser, Ivor, London Electric Railways, Electric Railway House, Broadway, Westminster, S. W., London.
Futcher, E. E., Dunkley's, Ltd., Jamaica Row, Birmingham.
Girardot, Edmond David, St. George Carriers, Ltd., 73 Basinghall street, E. C. 3, London.
Greenly, A. J., Greenly's, Ltd., 37-8 Strand, W. C. 2, London.
Haines, R., Press Photographer, London.
Haughton, Sam G., Grazer as Haughton, Ltd., Belfast. (Delegate of Ulster and president Advertising Club of Ulster.)
Henderson, J. S., John Mackintosh, Ltd., Halifax, N. S.
Henrichs, L. E.—London Daily Mail.
Hunt, J. G. P., Samson Clark & Co., Ltd., 57-61 Mortimer street, W. 1, London.
Hutchings, Robt. W., G. F. Hutchings & Co., Ltd., Excelsior Boot Manufactory, Bristol, England.
Hutchinson, Lt. Col. G. S., D.S.O.M.C., London Press Exchange, 110 St. Martin's Lane, W. C., London.
Illingworth, Ed. N., Belfast Telegraph, 40-3 Fleet street, E. C. 4—delegate of Ulster.
Imber, Horace S. (and Mrs. Imber), Associated Newspapers, Ltd., Carmelite House, E. C. 4, London.
Jauncey, H. H., Independent Newspapers, Ltd., Dublin.
Johnson, Frederick, Liverpool Post & Mercury, 130 Fleet street, E. C. 4, London.
Kelly, H. M.—Kelly & Kelley, printers.
Lawson, Lt-Col. E. F. (and Mrs. Lawson), London Daily Telegraph, 135 Fleet street, E. C. 4, London.
Mascord, G. W., London Daily Chronicle, 12 Salisbury Square, E. C. 4, London.
McDougall, Thomas (and Mrs McDougall), Thomas McDougall, Ltd., 44-6 Kingsway, W. C., London.
Meaker, E. J.—Meakers, Ltd.
Milne, Andrew, (Thirty Club of London, London. (Organizer of 1924 convention.)
Mitchell, J. C., London Electric Railways, Electric Railway House, Broadway, Westminster, S. W., London.
Morgans, E. N., Daniel Neal & Sons, Ltd., London.
Morison, Ernest, Morison's Advertising Agency (Hull), Ltd., 99 Holden Road, N. Finchley, . 12, London.
Morris, E. H., of Lotus, Ltd., Stafford, England.
Napier, F. C.—Nickeloid Electrotypes, Ltd.
Neaverson, Herbert, Mackintosh & Sons, Ltd., 18 Long Causeway, Peterboro.
O'Keefe, William., O'Gorman Bros., Ltd., Parnell street, Clonmel, Ireland.
Pearl, L. S.—W. S. Crawford, Ltd.
Perrins, Capt. A.—Lee & Perrins.
Popper, D. H.—Popper & Co., printers.
Porter, Arthur S. (Mrs. Porter and 2 children), Arthur S. Porter & Co., Wapping Mills, Liverpool, England.
Potter, Fredk. E., F. E. Potter, Ltd., Imperial House, Kingsway, W. C., London.
Pritchard, Fleetwood, Advertising & Publicity, Ltd., 1 Arundel street, Strand, London, W. C.
Ridout, Herbert C., London editor of Editor & Publisher, New York, 10 Radcliffe Road, Winchmore Hill, N. 21, London.
Robertson, E. J. (and Mrs. Robertson), London Daily Express, 116 Fleet street, E. C. 4, London.
Rossiter, A. G., Rego Clothiers, Ltd., 110a-112 High street, Shoreditch, E. 1, London.
Rowe, B. W., Langham Artists, Devereux Court, Strand, London, W. C.
Rozier, Capt. A. W., London Electric Railways, Electric Railway House, Broadway, Westminster, S. W., London.
Savage, Major J. C., London Aerodome, Hendon, N. W. 9, London.
Scott, George, Glasgow Herald, 112 Fleet street, London, E. C. 4.
Shoesmith, Fred, Fairy Dyes, Ltd., 37 Glassford street, Glasgow, Scotland.
Smith, P. G. A., Shell-Mex, Ltd., Shell Corner, Kingsway, W. C., London.
Spicer, R. E.—Endocrines, Ltd.
Steinberg, Louis—Charles Tait & Co., leather exporters.
Stembridge, G. E., Sheffield Daily Telegraph, Sheffield.
Sykes, Regd. C., London Press Exchange, Ltd., 110 St. Martin's Lane, W. C., London.
Taylor, Arthur—Eno's Fruit Salt.
Thomberry, Robert, Newspaper House, London. (Represents Publicity Club of London.)
Turner, Arthur E., Leigh Mills Co., Ltd., Bradford, England.
Vernon, C. Harold, C. Vernon & Sons, Ltd., 38 Holborn Viaduct, E. C. 1—hon. secretary, The Thirty Club of London.
Vernon, L. C., C. Vernon & Sons, Ltd., 38 Holborn Viaduct, E. C. 1, London.
Watts, A. K.—Swan Pen Company.
Walley, Thomas, Cochran & Co. Annan, Ltd., Annan, N. B., London.
Walker, Ernest T. (and Mrs. Walker), Wolsey, Ltd., Leicester, England.
Wallace, W. T. (and Mrs. Wallace), National Trade Press, Ltd., Regent House, Kingsway, W. C. 2, London.
Walmsley, U. B., E. Hulton & Co., Ltd., Shoe Lane, E. C. 4, London.
Williams, E. O.—consulting engineer, British Empire Exposition.
Webb, W. H., Old Bleach Linen Co., Ltd., Belfast. (Delegate of Ulster.)
Wells, H. M., Wells Oil Company, London.

"CATCHING ONE ANOTHER'S WAYS," LORD BURNHAM'S IDEAL FOR LONDON, 1924



"THERE is a saying in the West Indies that seems to me to hit off admirably the ideal of the proposed Advertising Convention for London next year. There they speak of 'Catching one another's ways.'"

This was the reply of Viscount Burnham, proprietor of the London Daily Telegraph and Chairman of the Newspaper Proprietors' Association, to EDITOR & PUBLISHER'S question as to his views upon London, 1924.

"That we view the idea with entire approval you will see from the fact that the Newspaper Proprietors' Association is sending a delegate to Atlantic City in June—Lieut. Col. Lawson, who is also representing the Daily Telegraph," said Lord Burnham.

"There is no doubt about the internationalism of business. America must sell to us and we to America. The Advertising Convention in London would mean that our American visitors would be here to see and appreciate for themselves our conditions, our manufactures, and our people. Such a Convention, too, must mean an extension of the financial side of international business.

"I am not a believer in anything but the exchange of goods between America—and other countries, of course—and ourselves.

"I think we shall be able to learn much from our visitors. The more we study the recent development of American advertising, the clearer it becomes that they have transformed it into a fine art. I believe this is largely due to the type of man engaged in American advertising. It is a calling that attracts a higher class of men—many of them university men. As a result it is generally looked upon as being on a higher plane than it is regarded here. And, of course, the fact that such men are engaged in advertising must mean, in turn, a better, higher standard of publicity.

"As you know, I have a wide experience of conferences and conventions in connection with the press of our own country and in the work of the Empire Press Union. We have seen the results of such conferences in many directions—effecting reforms, improving communications, and accelerating news, in some of which benefits our American friends have shared.

"So I welcome the idea of the Advertising Convention for London. Everybody will benefit—the representatives of both nations—from the attention so drawn to the methods of each, and from the personalities engaged.

"I welcome the Convention as a means of 'Catching One Another's Ways.'"

EDITION EDITED FROM 3,000 MILES AWAY

A UNIQUE PRODUCTION and one of which all concerned are somewhat proud, this On-to-London Number of Editor & Publisher is in another sense a journalistic achievement. It was produced in New York, but it was edited three thousand miles away—in London.

For once—and in pursuance of Editor & Publisher's desire to give London a platform from which to tell its story—the headquarters staff turned over the reins to the paper's London editor, Herbert C. Ridout. He it is who planned its contents, secured the interest of so many prominent English business men, arranged for all the contributions emanating from the British side, and, in short, enabled this publication to present so imposing an issue.

Even in this there shines the "On-to-London" spirit, for Mr. Ridout's activities have been animated by a personal desire to see the A. A. C. of W. Convention in London next year. He is himself advertising man as well as journalist.

Mr. Ridout will come to America as a member of the British delegation to Atlantic City.

To aid Mr. Ridout in his work on this edition, Editor & Publisher dispatched to London in March a special representative in the person of H. Rea Fitch, and the measure of personal indorsement of the Thirty Club of London's invitation, as expressed in the announcements of so many British houses in this number, is due to this successful combination of English and American forces. Mr. Fitch had made a trip to London in the interests of Editor & Publisher once before, in 1921, when a London Survey was produced, and his welcome from British publishers and advertising men then has been duplicated on the present occasion. He made many friends in England and was several times the guest of well-known personalities there.

To these men—our London editor and our special representative—and to all others who have assisted to make successful this number (notably the officials of the Thirty Club of London, without whose close and cordial co-operation little could have been done) Editor & Publisher expresses its acknowledgements.

MEET THE TWO PRESIDENTS OF THE THIRTY CLUB

Personality Sketches of John Cheshire, President of the Noted Organization, and C. Harold Vernon, President-elect, Leaders of British Advertising Club Delegation

TWO men who will stand out among the British delegation from the Thirty Club of London to Atlantic City are John Cheshire and C. Harold Vernon.

Mr. Cheshire is the reigning president of the Thirty Club, and as such official head of the delegation.

Mr. Vernon is president-elect, having been voted to the chair at the April meeting. He will be the official head of the proceedings in London next year.

Mr. Cheshire is managing director of the largest commercial house in the British Isles, and, incidentally, the greatest of all British advertisers—Messrs. Lever Bros., Ltd.

He is a real advertising man. He was advertising manager of Messrs. Lever Bros., Ltd., and his promotion to managing director was regarded as a compliment to the profession of advertising.

Mr. Cheshire is a personality. He is an English gentleman, and has the gift of winning instant confidence. His restrained manner and quiet method of conversation give an impression of shyness. But it is sheer unassuming grace.

His views on advertising are broad; on the matter of securing the convention for London in 1924, precise and definite. He believes advertising is capable of much greater expansion, and is perfectly frank in declaring that the convention in London would mean a new awakening of interest among British manufacturers, that it would create and stimulate a new confidence in advertising and advertised goods in Great Britain. He admires the way in which the public of America has been educated to regard advertising as a vital factor in business, and believes that a similar result would obtain in his own country following such a convention.

And he believes most of all that for every material benefit Great Britain receives from that convention, it will be able to repay the visiting delegates threefold.

In a special message to EDITOR & PUBLISHER Mr. Cheshire gave the following reasons why American advertising experts should confer with British advertising experts at the 1924 A. A. C. W. Convention in London:

"The invitation which the Thirty Club is issuing to the Associated Advertising Clubs of the World to hold their 1924 convention in London is backed by the conviction that its acceptance would benefit both American and British interests. It is no idle dream of an advertising enthusiast that a meeting of the men who exert so tremendous influence on public opinion in the New and the Old World would be productive of the highest good from all standpoints.

"We want this country to feel the striving force of American faith in advertising and we want America to see London and our country through the eyes of its trained observers and publicists.

"It is not only London they would see. If the invitation is accepted, visits will be arranged to great industrial centers and to the famous beauty spots of the British Isles. There will be opportunities for American experts in every phase of business to meet and confer with our greatest business and financial authorities.

Surely it is not too much to say that social and intellectual intercourse between those who transact business of these nations and who spread the romantic story of commerce in the same tongue, would be instrumental in promoting that understanding, regard and friendship which is the forerunner of the co-operation desired.

"As president of the Thirty Club I hope with the support of my fellow members to carry our invitation to the Convention at Atlantic City in June and to express it in such terms of genuine cordiality as will secure its acceptance."

IN Mr. Vernon we have another type of Englishman.

Here is robust, athletic youth, a type almost American, with squared shoulders and open face.

Mr. Vernon is the principal of the old-established advertising agency of C. Vernon & Sons, Ltd., located on Holborn Viaduct, London, with branches in Liverpool, Glasgow and Paris. The agency includes among its clients many important and representative British advertisers—names that stand out prominently in their respective spheres. In addition he is a director of several manufacturing and merchandising companies and directs the advertising policy of these organizations.

Mr. Vernon is a man of truly secretarial ability—as every advertising man should be and rarely is. He is brisk and crisp in manner. No time-waster, but with the facts of whatever matter is being discussed at his finger ends.

To him, almost solely, belongs the honor of having made arrangements for this delegation. When Mr. Wilson-Lawrenson left London, Harold Vernon's work began.

The Thirty Club had such confidence in their present secretary that they elected him president for next year.

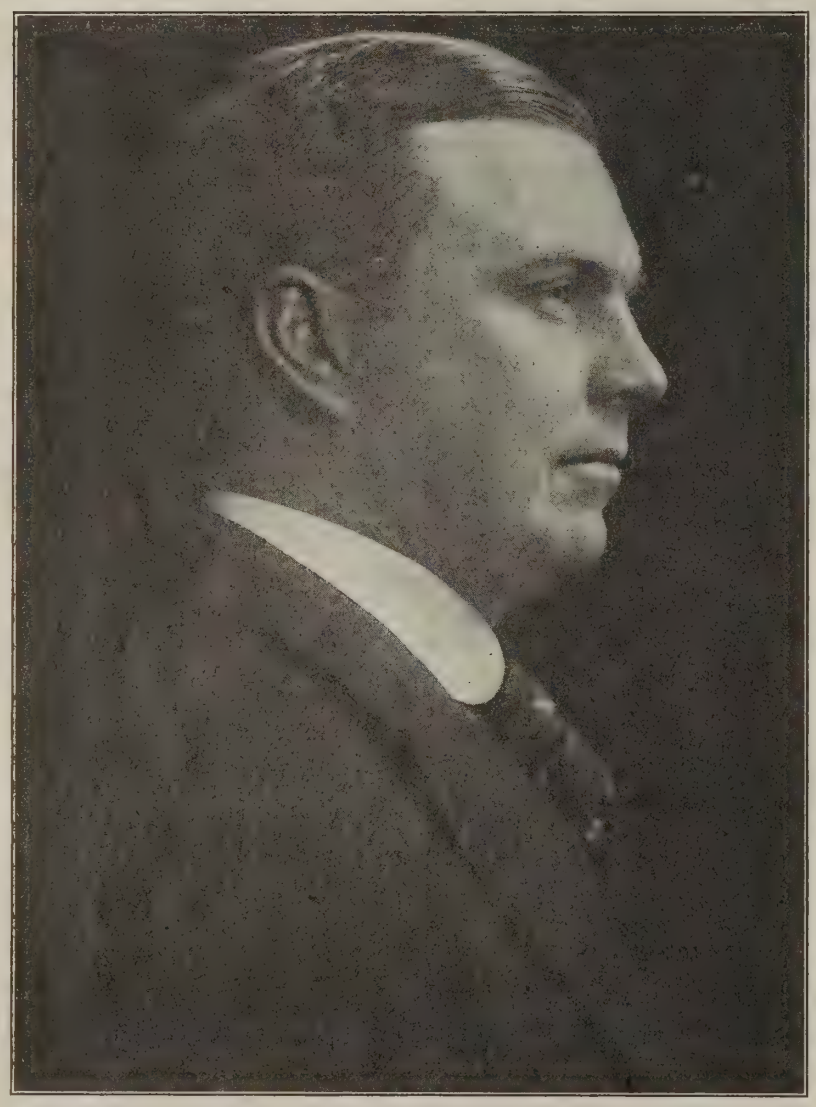
And when the convention comes to London, for its 1924 sessions its delegates will see that that confidence was not misplaced.

OUR COVER

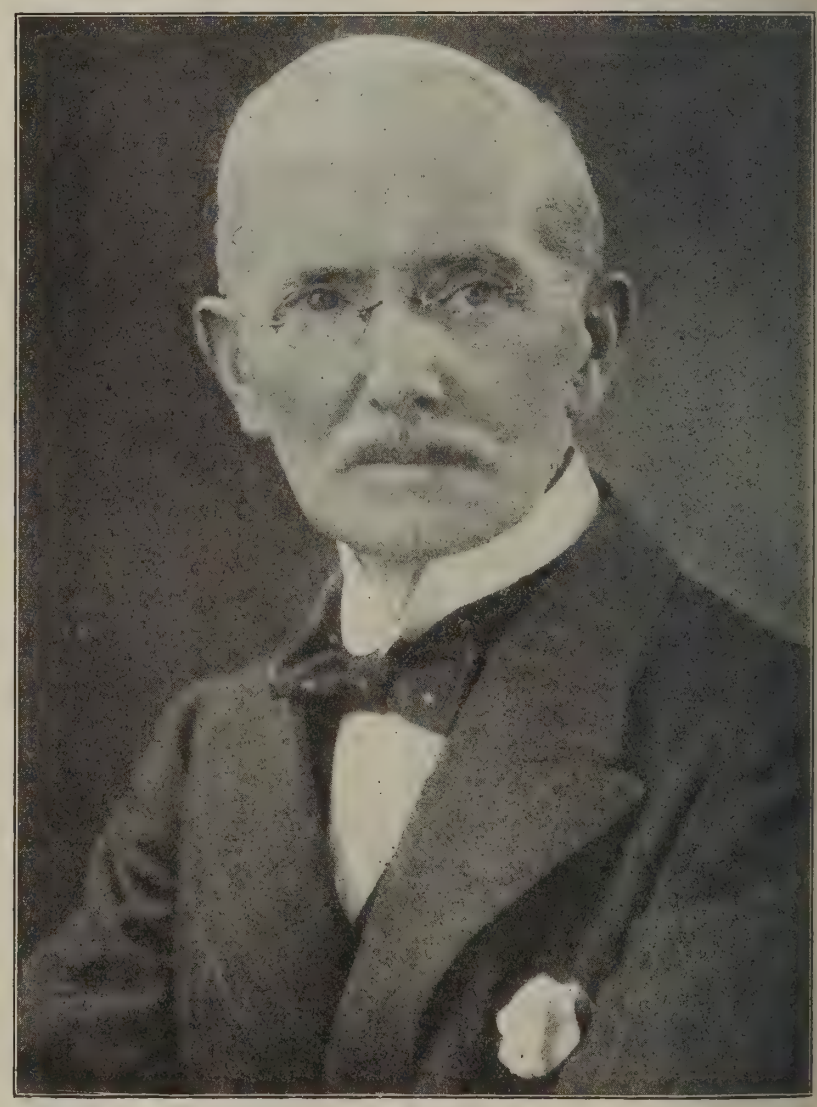
THE BEAUTIFUL DESIGN which decorates the cover of this edition of EDITOR & PUBLISHER is the gift of John Cheshire, president of the Thirty Club. In planning this number EDITOR & PUBLISHER placed this cover at the disposal of the Thirty Club of London for their use with such a design as they might feel would assist in the general scheme of advancing the On-to-London movement.

Mr. Cheshire accepted this offer and took upon himself the task of finding a suitable design. Some of the best artists in London were invited to submit drawings, and Mr. Cheshire's choice fell upon one received from the Norfolk Studio, London, the execution of Garth Jones. The result is seen upon the cover.

The artist enjoys an international reputation. His symbolic designs used at the opening of the Selfridge Store several years ago made a lasting impression. His pictures and decorative designs have been used by many publishers and advertisers including the Packard Automobiles, Sunlight Soap, Harrods, Wanamaker's, etc.



C. HAROLD VERNON



JOHN CHESHIRE

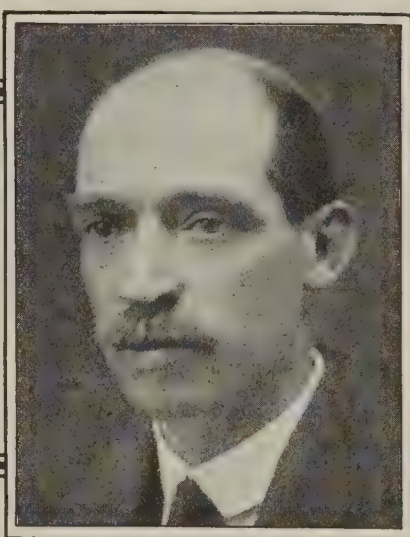
AMONG OUR BRITISH VISITORS



E. Herbert Morris, advertising manager of Lotus & Delta Shoes, Stafford, climbed into advertising by the stairway of the short story. During his 50 years, he has been assistant manager in a big department store, literary assistant to Burroughs, Welcome & Co., manager of a cinema producing firm, and partner in an ad agency.



H. Dennis Bradley is sole proprietor of the firm of Pope & Bradley, tailors of 14 Bond Street, London. He is regarded as writer of the most original literary advertisements in England. Noted also for versatility as dramatic author, producer of intellectual plays, and critic of drama. His "The Eternal Masquerade" in 35th thousand.



Fred Shoesmith, managing director of Fairy Dyes, Ltd., ascribes much of his success to following his father's advice and as a youth associating with older and more experienced men, as well as to active church work. Born in 1874, he began in business in Scotland in 1901. He now controls the dyes firm, which has a big export trade.



W. B. Baxter, managing director of John Harding, Son & Co., Ltd., Nantwich, is the largest single clothing manufacturer in the British Isles, being only shareholder in Harding's, which has branches in Manchester, London and Dublin; Baxter, Horner & Co., Ltd., Victoria Mills, Hunslet, Leeds, and W. B. Baxter & Co., of 34 York Pl., Leeds.



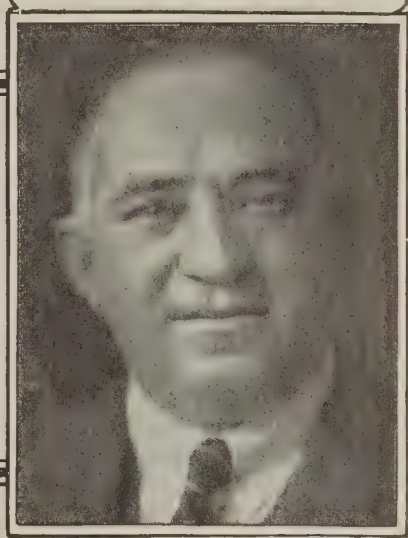
Harry Clegg, provincial sales manager to Kalamazoo, Ltd., Birmingham, arrived at his post of sales manager from "counter jumping" by way of commercial traveling. He is 47 years young and admits he is learning every day. He is a thorough believer in careful sales planning, and especially in selection of the salesmen.



Herbert Neaverson, Peterborough, has been connected with the sales department of John Mackintosh & Sons, Ltd., for 25 years. Has also established a large retail business, with five branches, in his own name. He believes it absolutely essential that a closer business relationship should be formed with the United States.



Thomas Walley, joint manager of Cochran & Co., Ltd., boilermakers, Annan, Scotland, only upright boilermakers in the world who work on mass production lines, is a fully trained engineer. He is a lieutenant in the R. N. V. R. His duties include supervision of head office sales and advertising departments of Cochran & Co.'s factory.



A. G. Rossiter, managing director Rego Clothiers, Ltd., may be described as a pioneer of the British Multiple Clothing Trade, having established in the last 20 years more than 50 retail shops within and around London. He is a firm believer in the advantages of publicity of the right kind, and real value for every article sold.



Arthur Taylor, advertising manager of Eno's Fruit Salt, one of England's boldest, oldest and most consistent advertisers, ascribes much of his success to early association with Americans and Canadians in agency work. He visited the United States for several months after the war. He has also been engaged in commercial art production work.



Robert W. Hutchings, a governing director of G. F. Hutchings & Co., Ltd., Bristol, manufacturers of shoes of character, under the style of "Excelsior." Across the front of their factory run the words "A shoe of beauty and a joy to wear." Mr. Hutchings wants to see the Advertising Convention in London and is here to show his support.



Ernest T. Walker is managing director of Wolsey, Ltd., Leicester. He is the eldest grandson of Robert Walker, founder of R. Walker & Sons, hosiery manufacturers in Leicester. Ernest Walker was the first to introduce the power of advertising in the hosiery trade. Wolsey, Ltd., owns 13 mills and three warehouses in Britain.



E. E. Futcher, works manager of Dunkleys, Ltd., Birmingham, accompanying Mr. Dunkley. Comes along because he spent last year's vacation in the pine woods of Maine, and now wants to see our business folk and learn something of their ways of trade pay. London 1924, however, will continue his chief talking point.

AMONG OUR BRITISH VISITORS



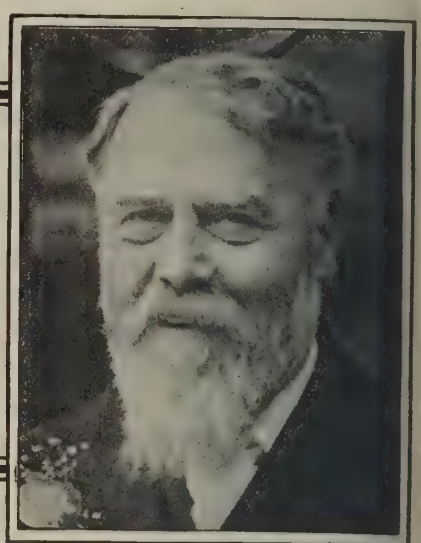
J. H. Allen, assistant sales manager of James Pascall, Ltd., London, manufacturers of the famous Pascall sweets and chocolates, is only 30. He believes that, just as the present convention affords opportunity of a better understanding of American methods, so London in 1924 would be of similar profit to American business men.



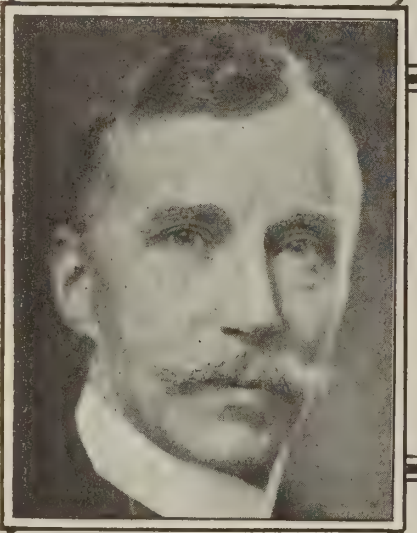
E. D. Girardot, chairman and managing director of St. George Carriers, Ltd., London. His publicity interests lie in the direction of telling the British public that he is rendering a service by producing better automobiles for less money. There are a lot of things he would like to have Americans know about England and believes the 1924 convention will help.



Arthur S. Porter, principal of Arthur S. Porter & Co., Liverpool, manufacturers of cotton cleaning waste, founded his business in 1905 and made it one of the best known firms in Lancashire. He is an admirer of American methods and believes in keeping on, keeping on advertising. He has declined all "calls" to enter politics.



W. H. Dunkley, principal of Dunkleys, Ltd., Birmingham, makers of baby carriages, has his own ideas on advertising and believes in it all the time. At 65 he is as alert as at 21, especially when fighting competitors trying to infringe on his patents, of which he holds more than 70. He visited Chicago during the Single Tax convention in 1920.



Frederick E. Potter, principal of Fred'k E. Potter, Ltd., Kingsway, London, is one of the best known figures in the British agency world. His firm numbers among its clients the English house of the Waterman Pen, an outstanding success in the British market. A man of high principle which he carries into business, he is also of repute in the social fields.



Eric Field, principal of Erwoods, Ltd., Agency, is a native of Australia. Formerly editor of the English edition of Printer's Ink, advertisement manager of the Times, and advertising manager of the Caxton Publishing Company's great mail order house, he is a Thirty Club committee member of long standing, and incidentally a lieutenant colonel of His Majesty's army reserve.



L. D. Falk is managing director of D. J. Keymer & Co., Ltd., London advertising specialists, handling such accounts as Rolls-Royce cars, Venus pencils, Repolin paint, etc. He has 30 years' experience in agency advertising, and has traveled widely, being a leading authority on the Indian colonial market. He was a delegate to the Boston Ad Club convention.



Lieut. Col. E. S. Hutchinson is director (city advertising) of the London Press Exchange. He served eight years as an officer in the Highlanders in Egypt, India and Central Africa. Won D. S. O., M. C., Legion of Honor and Croix de Guerre in France. Diplomatic service 1919-1921 Central Europe. Author and painter. Organizer Daily Mirror Fashion Fair this year.



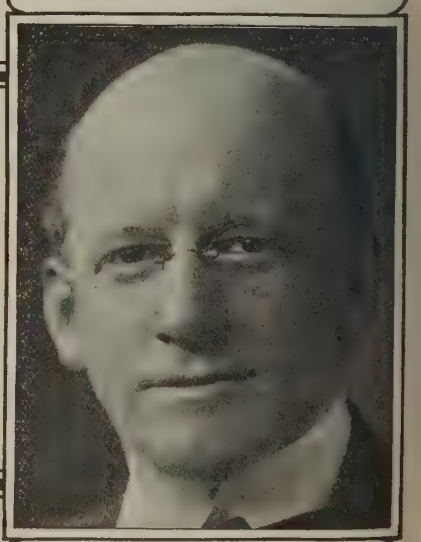
Fleetwood Pritchard is a popular younger member of the British delegation. He is the head of his own agency, Advertising and Publicity, Ltd., of London, which is giving a great deal of attention to American advertising. He has two good reasons for wanting the 1924 convention for England, namely, better understanding of Britons by Americans and better understanding of Americans by Britons.



Arthur John Greenly, chairman and managing director Greenly's, Ltd., service agency. Considers his concern a department store of advertising. The agency side handles some of the largest accounts in the United Kingdom. He is for London in 1924 because he believes American advertising men will get a different viewpoint and an interest in theirs to open their eyes.



J. G. P. Hunt, director of Samson, Clark & Co., Ltd., advertising agency, first joined that company's staff in 1910 and did such effective work that this year he was promoted to the directorate, and is now generally responsible for contact, copy, and the many production departments. He is one of the younger men of the British advertising profession.



Arthur Chadwick is chairman and managing director of Amalgamated Publicity Services, Ltd. For 25 years he has been actively engaged in fostering postal publicity, or, as they say in the United States and Canada, direct mail advertising. He has been connected with the Rotary movement since 1915, and is the chairman of the Sales Managers' Association, London.

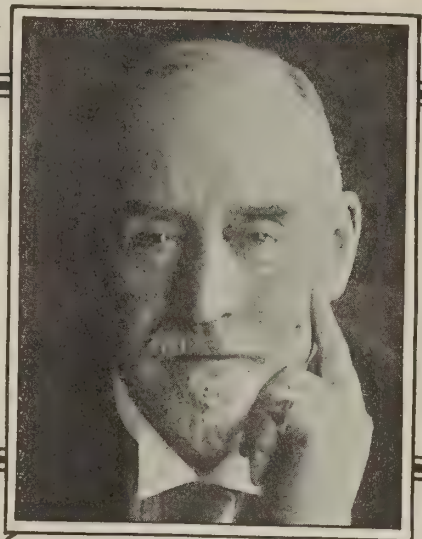
AMONG OUR BRITISH VISITORS



Brian Walton Rowe, director of Langham Artists, London, advertising artists, was assistant advertising manager at A. & F. Pears in 1919, director of Langham, 1920. Supervises production of art work at Langham's for agencies and advertisers. Is chairman of the research bureau of the Publicity Club of London. Served three years in way, wrote part of army manual.



Leslie Vernon is a brother of C. H. Vernon, the honorary secretary of the Thirty Club. He is associated in the business of C. Vernon & Sons, Ltd., London, and is contact man for some of the largest advertising agency accounts operated in the British Isles. He is a strong advocate of the proposal to get the national advertising club convention to England next year.



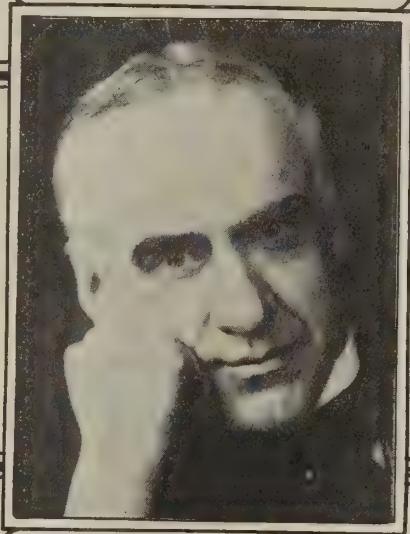
Thomas McDougall is governing director of Thomas McDougall, Ltd., Kingsway, London, and an authority on railway carriage advertising. Controls spaces in the carriages on three railway systems. Formerly was a force behind Multiplex Advertising Signs. Has traveled extensively, knows America well, yet remains a true Scot, interested in all things Scottish.



Andrew Milne is honorary secretary of the Publicity Club of London, and 1924 convention organizing secretary for the Thirty Club. He has been 21 years in advertising, and closely associated with James Black Agency. He took over the secretaryship of the Publicity Club in 1913 within a few weeks of its formation, and did a great deal toward making it a genuine success.



ieut. Col. Edward Frederick Lawson is assistant managing proprietor of the London Daily Telegraph. He was born in 1890. He was in the Paris and New York offices of the Daily Telegraph. During the war he was awarded the Distinguished Service Order and Military Cross. He represented the A. P. A. of London at the Press Congress.



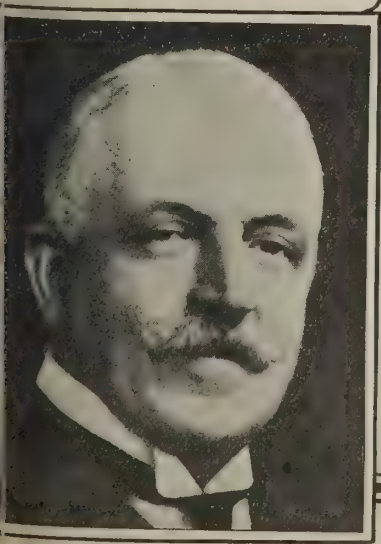
Horace S. Imber, advertisement director of the Daily Mail, Evening News and Weekly Dispatch, London, represented various American manufacturers in Great Britain before entering the ad field. Introduced first free wheel bicycle, first steam car and first water meter in England. Hates personal publicity, giving this picture under protest.



Philip Emanuel, advertisement manager of Odhams Press, Ltd., has under his control the ad pages of John Bull, Ideal Home, Passing Show, London Mail, Picturegoer, Pan and other magazines, and the Kinematograph Weekly, and Motion Picture Studio. He joined Odhams nine years ago, leaving an agency business in North of England.



Ulric B. Walmsley is right-hand man to J. Dodds, advertising director of the Hulton Publications, but still finds the time to act on committees of both the Thirty Club and the Publicity Club. He is secretary of the On-to-London Committee. He has done much for advertising in general, and enjoys meeting folks.



orge W. Mascord is general works superendent of United Newspapers, Ltd., own- the London Daily Chronicle and Lloyds wws. Has had wide experience in newsper production in Australia, South Amer-, Europe, Canada and England. He presents the Daily Chronicle in the present delegation to Atlantic City.



William T. Day, London advertisement manager Pioneer Press of India, is a keen enthusiast for the betterment of advertising. Won Crawford Challenge Cup in 1920 for an advertising thesis. Has toured India and dominions on advertising and selling conditions. Active in Publicity Club. He is a Fellow of the Royal Society of Arts.

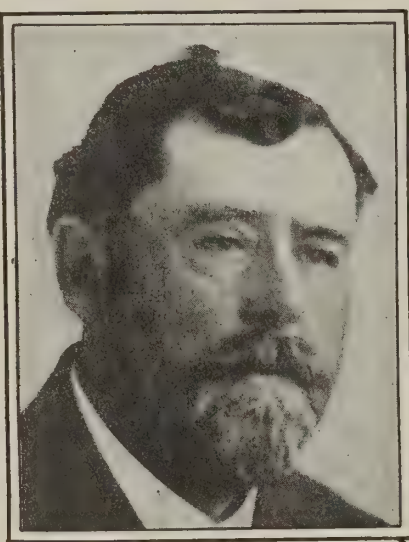


W. T. Wallace, director of the National Trade Press, Kingsway, is a producer of super-artistic papers, including the Drapers' Organizer, Furnishing Trade's Organizer, Footwear Organizer, and Men's Wear Organizer. These are unique in color printing and quality of typography. He came originally from the Toronto Saturday Night.

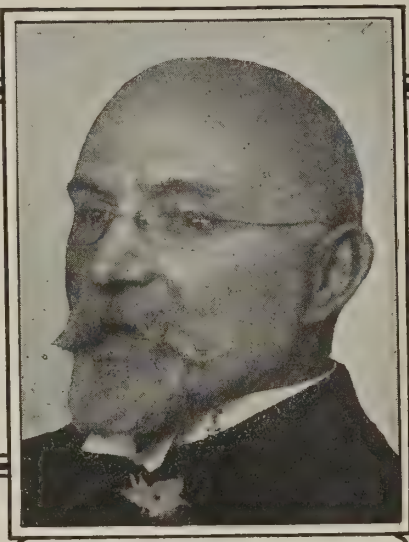


W. Raymond Derwent is general manager of the Nottingham Journal and Nottingham Evening News, two of the Starmer Group of papers. He is a believer in the young idea in advertising and publishing, and has joined the delegation to the Atlantic City convention of the Associated Clubs of the World to further the achievement of it.

AMONG OUR BRITISH VISITORS



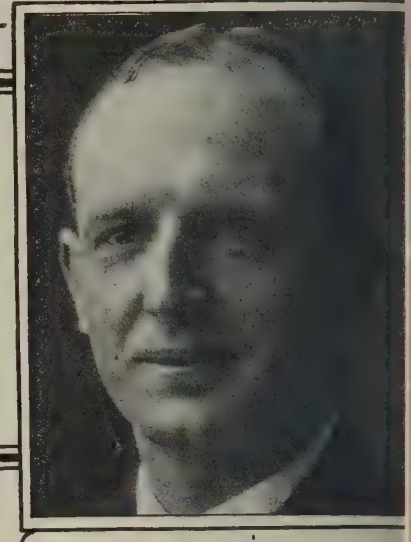
Fred Johnston is London representative for the Liverpool Post and Mercury, having seen 45 years' service in Fleet St. On relinquishing active representation for the Liverpool papers at the end of last year, he was the recipient of a hearty tribute from his colleagues in the newspaper and advertising field.



H. Casaubon Derwent is managing director of the Bradford & District Newspaper Co., proprietors of five Yorkshire papers. He began his career as a printer's devil, and rose to the top positions in the literary and commercial departments. He is a justice of the peace in the city of Bradford, and prominent in the Masons.



E. J. Robertson, general manager of the London Daily Express, is one of Fleet Street's young men—being 30. He is a native of Canada, and came to the notice of Lord Beaverbrook while serving in the Canadian Corps in France. He is also general manager of the Sunday Express. Cable, "Express, Fleet, London."



Ewan S. Agnew is a director of Bradbury Agnew & Co., Ltd., proprietors of Punch Educated for the diplomatic service, he saw service in France and Egypt as a lieutenan in the Royal Irish Lancers, and was staf officer to Field Marshal Allenby. He stoo as a Liberal candidate for Commons at th last election.



George Scott represents the Glasgow Herald and associated newspapers. He is secretary of the Thirty Club's Finance Committee, vice-president of the Association of Advertisement Managers, and a member of the Aldwych and Fleet Street Clubs. A genial "Scott" with a nice wit, and a popular figure in the Street of Ink.

"ALL BRITAIN WILL WELCOME YOU"—LLOYD GEORGE

(*Special Cable to* EDITOR & PUBLISHER)

I AM glad to hear that influential representatives of British advertising are leaving this month for America personally to convey to the convention at Atlantic City an invitation to the Associated Advertising Clubs of the World to meet in London next year.

London, and indeed all Britain, will warmly welcome so notable an assembly of men whose purpose is, as I understand, to seek to quicken the pulse of world trade by discovering and developing new markets for the sale of merchandise.

Such conferences help in the interchange of merchandise more precious perhaps than any material goods, namely, thought, sympathy, understanding, and mutual good-will. For upon these things the whole fabric of commerce is really built.

D. LLOYD GEORGE.



H. H. Jauncey, unofficially representing th Independent Newspapers, Ltd., of Dublin is an expert on printing. During his sta in America he will make a close study o methods in vogue on this side of the At lantic Ocean, with particular regard to colo work, in which he is especially interested Meet Mr. Jauncey!



Roy Clark, advertisement manager of Advertiser's Weekly, London, was formerly associated with the Bristol Times and Mirror, advertisement controller of the Daily Mail (Western Edition), London Evening News, and Assistant Advertising Manager of Selfridge Store. A good fellow who will go far and get there.



Robert Bruce, director and London manager Aberdeen Newspapers, Ltd., took charge of the London office on the amalgamation of two papers in the Scottish city. He believes that the ad convention in London would be of great value as an opportunity to show American visitors the possibility of expansion in the markets of Britain.



Patrick T. Montford, advertising manager Freeman's Journal Newspaper Co., Ltd., Dublin, is the only representative of the Irish Free State in the delegation. He was successively reporter, sub-editor, circulation manager, and ad manager. He is a Rotarian. He says he wants to see what U. S. can show a fighting Irishman.



H. Rea Fitch, special representative EDITOR & PUBLISHER, will be a memb of the British delegation at Atlantic City a special invitation of the Thirty Club. M Fitch's New York business address EDITOR & PUBLISHER, 1115 World Bld. New York—not London. He likes Englar but you should hear him talk about Missou

One day the English Market will be your immediate objective

EVERY MANUFACTURER or merchant house marketing branded, guaranteed goods successfully in America has, we believe, a future in England. Except for the stretch of ocean, there is no gap dividing England from America worth mentioning. You will switch from sales records in Ohio to those for, say, the English Midlands, without any real differentiation of thought.

❦ ❦ ❦

BELIEVING this, we desire you to remember when you are setting out to market in England that your advertising can be safely entrusted to us. We have an organization running under the impetus of success. It is trained and equipped to give a thorough and complete service, adequate to carry through the highest responsibility and trust. It is serving successfully many first-class advertisers in England and its reputation for integrity of purpose and good work will bear closest investigation.

❦ ❦ ❦

IF WE CAN help you to form your plans of operation in England by information touching your goods and their prospects, let us know.

❦ ❦ ❦

THE HOUSE OF CRAWFORD offers to British manufacturers and large distributors an advertising service of the highest efficiency for selling goods and for establishing their name and goodwill. Here is an organization staffed, equipped and housed to carry through in all details campaigns of the largest and most far-reaching character. When you decide to employ advertising help and counsel come to the House of Crawford.

W·S·CRAWFORD·LTD

Advertising

233 HIGH HOLBORN LONDON W C 1 ENGLAND

I cannot come to America this year, but I believe that the Delegates will vote for London 1924.

This paper deserves well of all Advertising men. It has spread the Truth about the Convention and London '24

Friend Brown is a real friend.

If I get a cable saying Convention unanimous I shall be the happiest man in Europe.

C. J. Higham

Imperial House, London. England.

LONDON CONVENTION WOULD BROADEN SCOPE OF A. A. C. W., SAYS VERNON

Thirty Club Secretary and President-Elect Says Some Sessions Must Be Held Outside America to Justify "World" Title

By C. HAROLD VERNON

Secretary of the Thirty Club of London and Its 1924 President

SINCE IT BECAME KNOWN that an invitation to bring the 1924 convention to London was to be extended at the Atlantic City Convention of the Associated Advertising Clubs of the World in June this year, American advertising men are probably asking why it should be in London.

The answer is that if the Associated Advertising Clubs of the World is to live up to its title it is necessary that at regular intervals it should hold its annual convention outside the borders of the United States of America and Canada.

In view of the close relationship existing between America and Great Britain, London is the obvious place for it.

Advertising plays an important part in international relationships, for the advertising men in Britain and in America are those who shape and form public opinion. An interchange of thoughts and ideas between such men must certainly establish a better understanding between the business men of both countries.

The present need of the world is for more business, and the big door for more business is unquestionably the export markets.

A convention in London such as contemplated will not only bring American and British manufacturers and buyers into personal contact, but delegates will attend from all European countries, Australia, South Africa, India, China and Japan.

One of the problems to be dealt with at the convention would be the working out of a code for the protection of national and international trade-marks and patents, a matter which has caused manufacturers in all parts of the world considerable trouble and inconvenience for many, many years.

Many markets have been closed to traders by reason of the complicated condition of the patent laws and proceedings in operation in different countries.

The problems of distribution, as affected by local conditions in different parts of the world, would also be considered, and useful information would be exchanged on this important subject.

The questions of store advertising, multiple shop advertising, and advertising by trade organizations are other subjects on which information could be exchanged with great benefit to both countries.

These and many other problems of a similar character would form part of the 1924 convention.

A proper appreciation by each country of the relative taxation which its citizens are called upon to pay will do much to explain the difference in spending power in the various countries represented at the convention. The need of one country to purchase goods manufactured by another will be brought to the fore, which should result in a stimulus which will quickly be appreciated by the manufacturers of the article in which each country specializes.

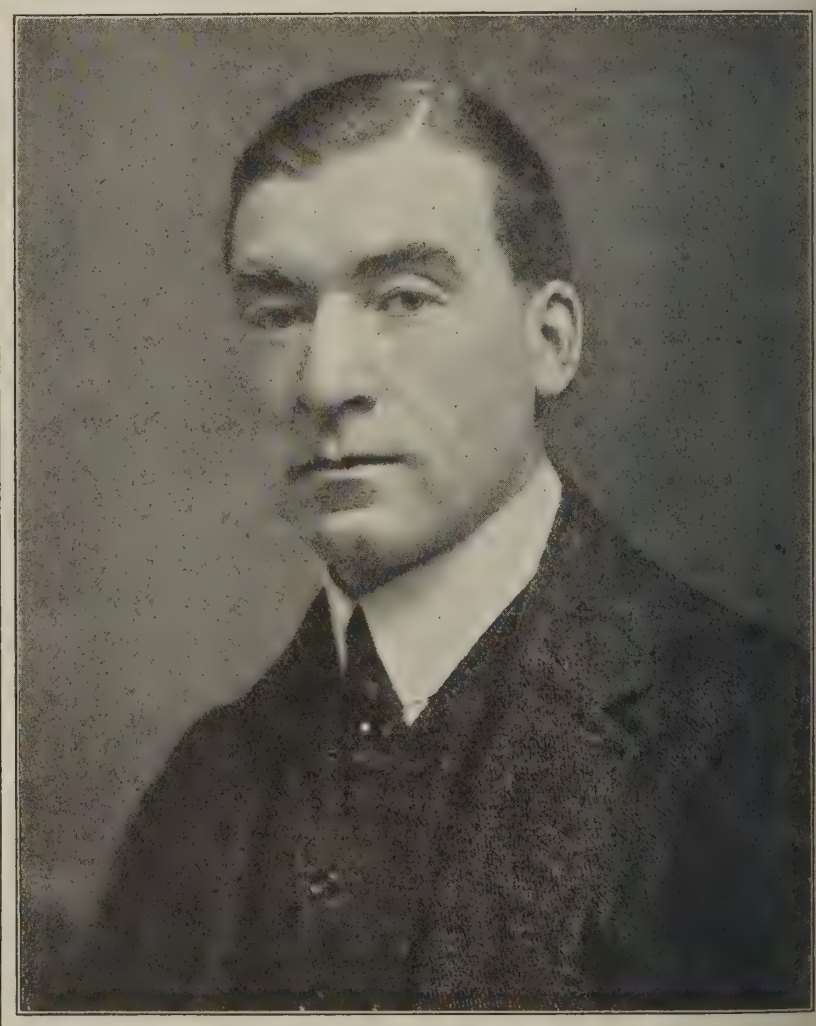
These advantages have been quickly realized by a large number of trade organizations, both on the British side and in America, and there are indications that a convention in London such as proposed will receive the enthusiastic support of manufacturers' and traders' associations, the members of which are eager to learn of alternative methods of manufacture and distribution.

Already the Thirty Club, which is responsible for issuing the convention invitation, has been approached by groups of manufacturers and trade interests in the provinces, urging that the delegates be invited to visit other parts of the country where they can study and confer with those engaged in similar business with a view to exchange of useful information.

The invitation to hold the convention in London has the enthusiastic support of all the principal advertising groups, newspaper societies and associations. The following bodies have already indorsed the Thirty Club invitation:

Newspaper Proprietors Association, Weekly Newspaper and Periodical Proprietors Association, Newspaper Society, Scottish Daily Newspaper Society, British Association of Trade and Technical Journals, Association of British Advertising Agents, A. B. A. A. Audit Bureau, Association of Advertising Managers, Incorporated Sales Managers Association, Advertising Club of Ulster, Incorporated Society of Advertisement Consultants, Incorporated Association of Retail Distributors, Incorporated Society of British Advertisers, Aldwych Club, Publicity Club, Fleet Street Club, United Billposters Association, British Association of Display Men, Federation of Master Printers.

At present the Thirty Club is the only English club affiliated with the Associated Advertising Clubs of the World, but it is expected that before the convention takes place many other clubs and associations will apply for affiliation. Already



SIR EDWARD HULTON

IT is with the greatest possible pleasure I endorse the proposal to invite the Associated Advertising Clubs of the World to hold their Annual Convention in 1924 in London.

Nothing could be thought of that would better help to cement the friendship between your country and ours.

On behalf of my newspapers, and personally, I hope you will come. We will do our part to make your visit pleasurable and profitable.

EDWARD HULTON.

London, E. C. 4.

the Association of British Advertising Agents has taken this step.

In America the Associated Advertising Clubs of the World have a combined membership of 60,000, and it is expected that at least 1,000 delegates will attend the convention in London during next summer.

Special committees have been established to deal with finance, and already a sum of 15,000 pounds has been raised towards the entertainment fund. Another committee is dealing with the question of entertainment, and offers from private and municipal bodies have already been received.

The principal newspapers throughout the country are enthusiastic for London in 1924, and are prepared to support the convention project financially and editorially.

BRITISH CLUB TO GET BIG SEND-OFF

Thirty Club Representatives to Sail on Berengaria May 26—Newspapers Devote Much Space to Convention

By Herbert C. Ridout
(London Editor, Editor & Publisher)

AS THE DAY of the departure of the British delegation for Atlantic City draws nearer, the interest heightens, and the work of those engaged in the task of forming the delegation becomes more and more strenuous. The appointment of Andrew Milne, of the Publicity Club, as organizer and convention secretary should somewhat lessen the pressure on W. S. Crawford and other leaders.

This is reflected in the attention being paid by the press throughout Great Britain to the Atlantic City convention. During the past few days newspapers up and down the country have been generous with space, a fact due in some measure to the enlistment of support from the Newspaper Society, the Newspaper Proprietors Association, and the W. N. P. A., all of which have circulated to their publisher-members special press material with the recommendation that it be used editorially.

A convention rally of the Thirty Club has been arranged for May 23, in connection with the May dinner of the club three days previous to sailing. At this dinner all the delegates will be present, as well as representatives of the various clubs and associations who have joined with the Thirty Club in presenting the On-to-London invitation to the American club. The dinner will be in the nature of a send off.

The "Berengaria" will sail from Southampton Saturday, May 26, at 4:30 p. m. As the liner has just completed a record run on its homeward crossing of five days 18 hours and 26 minutes, it is considered possible that an effort may be made on the occasion of the advertising delegation trip to equal or beat that record. In that event, the "Berengaria" may arrive about midday on Friday, June 1.

Hotel accommodation in New York has been arranged at the Hotel Pennsylvania for June 1 and 2, and at the Ambassador at Atlantic City for five nights, June 3-7. After Atlantic City the majority of the party will return to New York, the headquarters being the Thirty Club bureau at the Pennsylvania, this being also arranged as the mail address for the English delegates for their fortnight in America.

All arrangements for entertainments and special visits have been left in the hands of the committee appointed by the president of the A. A. C. of W., which is planning a reception in New York and trips before and after the convention to Washington (to be received by the President of the United States), Baltimore and Philadelphia, and an excursion on the Hudson River to West Point. The more extended tour to Chicago has been abandoned.

ADVERTISEMENTS SHOW BRITISH SENTIMENT

Thirty Club's Invitation to Entertain Ad Club Convention Next Year Is Backed Up by Newspapers, Agencies and Manufacturers

THIS EDITION of Editor & Publisher has a special significance. It tells the story of the Thirty Club, but it does more. It reflects the indorsement of that story and the invitation it covers by many leading publishers, advertising agents and other business houses in Great Britain.

These men, feeling so strongly that the Thirty Club invitation deserved every support, have expressed their own sentiments on the point in these advertising pages. If anything were needed to show the depth of feeling that exists in the British Isles, surely these eloquent personal indorsements will be regarded as the most convincing evidence.

Great national journals, the London Times, the Daily Mail, the Daily Telegraph, the Daily Chronicle, the News of the World, the Daily News and the Star, the Sunday Times, the striking chain of publications from the house of E. Hulton & Co., Ltd., and John Bull are representative of the publishing interests of London that show ardent support of the movement, while Punch, master of the world's humor, stretches out its hand in genial welcome also.

Yorkshire, that mighty acreage of country England, voices its sentiment through the Yorkshire Post, the Yorkshire Evening News (whose publicity director, Sidney Walton, was associated with the great advertising exhibition of 1920) and the Leeds Advertising Service.

Ulster backs up London through the Belfast Telegraph, the Advertising Club of Ulster and two great Belfast advertisers, Robinson & Cleaver and Ross & Co., Ltd. The Irish Free State utters its message through the Irish Independent of Dublin, and the South of Ireland Newspapers, the fine Cork Examiner group.

Great London advertising agencies that have gone into the movement include the houses of W. S. Crawford, Ltd., Charles F. Higham, Ltd., Frederick E. Potter, Ltd., G. Street & Co., Ltd., Erwoods, Ltd., Steele's Advertising Service, the Merloo Publicity Service and Thomas Dixon's West-End Agency, while Birmingham has its representative in H. Cecil Taylor and Liverpool in Forbes, Kerr & Bullen.

An important note is struck by the British Association of Trade and Technical Journals which extends a special welcome, supported by the Model Engineer and the Hardwareman.

Of interest, too, is the fact that a great British advertiser with a hundred years or more of advertising history, Eno's Fruit Salt, is a suggestion of tonic support.

There is the Cunard Line, whose "Berengaria" will bring the delegates across, and two great railways, the London & Northeastern, and the Great Western, telling of many beauty spots outside London, with the Underground of London, also, to extend a welcome from the home of a great transport service.

All these are houses that take the big view, saying, in effect: "The Thirty Club of London is proposing a great idea; we indorse it."

MYTHICAL AD AGENCY

It Is Being Formed for Campaign to Boost Washington

A group of members of the Washington Advertising Club are forming a mythical advertising agency for one purpose, to launch a campaign to advertise Washington.

The plan will be submitted to a committee representing the business interests of Washington. The idea has put new life into the Washington Advertising Club.



JOHN BULL extends a hearty invitation to American advertising men to hold the 1924 A. A. C. W. Convention in London.

Most people, even in America, know a great deal about JOHN BULL and have followed it with interest, especially during the last year or so. With a strong editorial policy, backed by regular weekly articles from the pens of Arnold Bennett, A. G. Gardiner, Harold Owen, Professor Lowe, Revd. R. J. Campbell, Harrison Owen and many others equally well known, it has come right back to its previous popularity and has today a prestige which is greater than ever.

The latest certified net paid sales are:

Issue dated Mar. 3rd, 1923.....691,539
" " " 10th, 1923.....706,503
" " " 17th, " 713,377
" " " 24th, " 749,658
" " "31st, "754,158

This popularity is due entirely to editorial excellence; JOHN BULL runs no "free coupon" or other fake circulation-inflating competitions. You can judge its value by comparison with your own "Post." You have one hundred and twenty million people to whom the "S. E. P." caters splendidly. JOHN BULL caters similarly and with equal success amongst a population of forty-four millions.

We don't take half-tone blocks but can produce fine lines excellently. JOHN BULL is printed on excellent news paper, goes to press each Friday and is published the Wednesday following.

Your advertising will win ever so much more quickly if it appears regularly in JOHN BULL.

The page rate is £200, (approximately $932).

Philip Emanuel, Advertisement Manager, of Odhams Press, Ltd. (the proprietors of JOHN BULL), will be at the 1923 Atlantic City Convention. Letters for him should be addressed to Pennsylvania Hotel, New York, or 57 Long Acre, London.

I am told

that this edition of EDITOR & PUBLISHER will have a circulation of 10,000 copies among newspaper men mainly. For this reason I must regard the insertion of this mesage from a philanthropic point of view and gather that I cannot expect any tangible results for the British Advertising Agency which I represent. Well, I am going ahead with my eyes open, but if I cannot by this means appeal to any large number of advertisers, I at least have the satisfaction of knowing that I shall reach the eyes of some thousands of newspaper men—and I want to tell them all that whatever space they can give to further the case of helping the 1924 convention of the A. A. C. W. in London, will bring them a rich return from those of their readers who are able to take what I call the "long view." Assure them that we are worth knowing and that, even from a business point of view, they may, by personal contact with our business men and concerns, pick up a wrinkle or two which will fully justify the time and money expended in coming over here next year. Do not forget to emphasize this point: we are holding in 1924 the British Empire Trade Exhibition, and this will afford our friends from U. S. A. a fine opportunity of meeting business men from every part of the world where the Britisher is in the habit of pushing his wares. These men from overseas represent business opportunities which no one can afford to neglect, and your share of the orders they can place is not to be despised. I know, for I have been specialising in the advertising of British goods in overseas markets for over 25 years past.

This last remark is getting away from the philanthropic side of this message and perhaps the rest of what I have to say concerns the American advertisers reading EDITOR & PUBLISHER to a greater extent than it may do publishers of newspapers. Great Britain is a wonderful market, and its inhabitants respond to good advertising in a remarkable fashion. Of course, we have our peculiarities, and the psychology of the British man and woman can best be exploited by those who belong to the advertising profession in this country. This is one other reason why your business men should come to London next year, for they will then have an opportunity of talking with various British Agencies, and of realising for themselves the advantages and, indeed, the necessity, of securing their help in developing a demand in the British Isles for American products.

The Agency which I represent will only be too glad to help in this direction. Offering, as it does, a personal service to each of its clients there must be a limit to the number of new accounts it can accept—but all advertising business entrusted to us is given conscientious attention in every aspect of its requirements. We offer you that service now, for much valuable time can be saved by opening a preliminary discussion with us before you settle down to a close study as to what scope there is in Great Britain for your goods. Correspondence will be welcome and replied to without delay if addressed to

A. G. STEELE
Managing Director
Norfolk House, Norfolk Street,
LONDON, ENG.

STEELE'S ADVERTISING SERVICE
WE PLACE ADVERTISING IN THE COLONIES & THROUGHOUT THE WORLD

The British Service Agency specialising in Overseas Advertising as well as in general publicity in Gt. Britain.

BRITISH DELEGATES' MESSAGES TO U. S.

(Special to EDITOR & PUBLISHER, *from its London Editor.)*

THE MEMBERS of the British delegation due at Atlantic City have furnished to EDITOR & PUBLISHER their expressions of opinion upon the subject of why the 1924 Ad Club convention should go to London. Here are advertisers and manufacturers, advertising agents, and newspaper men, and their views make interesting reading as showing the many points of view from which the matter may be approached.

It is only fair to add that there may be one or two unavoidable omissions, but it should be remembered that his edition has been edited over three thousand miles away, necessitating practically a three weeks' gap between last copy and publication.

FIRST—THE ADVERTISER

Coming to Learn

ERNEST T. WALKER, managing director of Wolsey, Ltd., Leicester, England, manufacturers of Wolsey Underwear:

I have been asked to give my views as to why the 1924 advertising convention is wanted for London. I would a good deal sooner do this after my visit to the convention in America.

I am going over to Atlantic City to learn. I believe that America has always been the pioneer of advertising, and that the American has far more advanced ideas as to the necessity and power of advertising as an aid to business than have English manufacturers. I believe, therefore, that if an advertising convention is held in London, it will do a great deal to stimulate Englishmen to the need of advertising in business. Englishmen today still look upon advertising as a luxury to indulge in if they can afford it, and not a necessity essential for the progress of their business.

Inspirational Conventions

PHILIP G. A. SMITH, manager of the advertising department of Shell-Mex, Ltd., distributors of Shell petrol:

The 1924 advertising convention should come to London, not only because Great Britain has much to learn from America, but also because America has something to learn from the old country. An interchange of experiences and ideas on so vast a subject as publicity cannot fail to prove of immeasurable value to the commerce of both countries.

The inspiration of these wonderful conventions is not confined to advertising men, but is equally helpful to principles and executives of all departments; and I have no doubt that, with British firms thus given the opportunity of placing a true valuation upon these institutions, we shall start in 1925 with an advertising convention of our own.

On Desiring a Convention

H. DENNIS BRADLEY, gentle cynic and gentleman's tailor of Old Bond street, London:

To experience a desire for anything excites a pleasant emotion. One's needs are easily attended to, they become part of the banal necessity of life; but one's desires are created by individual culture. For instance, my stomach does not really need caviar, though my palate desires it, and as a consequence, I now resent the crudity of Russian Bolshevism almost as much as I resent Rumanian caviar.

Before the end of the first act of many plays, my desire is to possess the power to stop the performance; but there is really no need for this unless one suffers from insomnia.

Other and more intimate desires, occasionally flicker on the horizon of my vision, but these remain focused in my mind and are carefully tended until ripe for capture. All of which illustrates my amazement that I could ever be appealed to by convention.

So, though I detest convention in its accepted sense; though I loathe conventionality in every form and am infuriated by the cloak of hypocrisy with which it is surrounded, yet my rebellious spirit succumbs, and I find myself actually desiring to attend a convention. But I do feel that it is "A far, far better convention I go to than any I have disregarded."

The prospect in front of me is thrilling: I do not know your country, but I feel I know your people. Many have been my friends on this small island, where even I, by my Irish blood, am half a foreigner.

Here, then, is a toast to our meeting, and may we be free and unconventional in our "convention" at Atlantic City. But let me warn you that so far as the infliction of Prohibition is concerned, you will find me a gentlemen of uneasy virtue.

Will Herald a New Dawn

E. HERBERT MORRIS, advertising manager of Lotus, Ltd., Stafford:

The advertising convention for 1924 will be of exceptional value to the commercial world. It will herald the dawn of a brighter epoch in the export trade. The movement towards a free, healthy and natural interchange of commodities throughout the whole world is growing, but at present it is comparatively weak. Next year export business will bulk large, and export advertising will be worth considering.

London is a good background for such a conference. All great cities are cosmopolitan, but London is probably the most cosmopolitan of them all. It is a great old mother of cities which has weathered two thousand years of storm and stress and has grown greater with every struggle.

The 1924 convention will be polyglot in speech, and may be highly variegated in creed, politics and even in color. But no matter how many languages may be spoken, London's welcoming smile will convey an invitation translatable into every tongue.

There are sound geographical and ethnical reasons for holding the convention in the capital of the British Empire. To begin with, the Union Jack floats over a remarkable medley of diverse races, and the ramifications of the great overseas sister states, crown colonies and dependencies represent, in the aggregate, interests of of world wide character and importance. Then, too, the political associations of London with other nationals are intimate and almost universal. London is a center and a clearing house both for money and ideas.

I look forward to the time when the business organization of the world will be on such a footing that it will be possible to arrange for a scientific exchange of services and commodities in accordance with the needs and the manufacturing facilities of each country. Waste, overlapping of effort, poverty and unemployment will then begin to diminish perceptibly.

It is certain that if any such Utopia of commercial prosperity and stability is ever to be reached—both London and the profession of advertising will have to take part in the program. The sooner they get together the better.

Information on British Merchandising

ARTHUR TAYLOR, advertising manager, Messrs. J. C. Eno, Ltd., manufacturers Eno's Fruit Salt Derivative Compound:

Messrs. Eno are enthusiastic supporters of the proposal that the 1924 convention should be held in London. There is nothing like visiting the other man in his home to find out just what sort of an individual he is. On this principle we feel that only good can result from our sending a strong force of our leading business men to England next year.

The event would provide excellent opportunities to get first hand information on British merchandising problems, and so prove directly helpful to manufacturers who contemplate entering or developing what is a profitable and compact market for many more American and Canadian products than are already firmly established there. Apart from this, which, after

Lord Leverhulme, Chairman, Lever Bros., Ltd., Advocates and Practices Interchange of Visits Between Two Countries

Special Message to Editor & Publisher

I FEEL confident that if the Associated Advertising Clubs of the World decide to hold their 1924 Convention in London, they will receive the heartiest and most sincere welcome that could possibly be accorded to any visitors to these shores.

Also they will find much to learn whilst here.

Perhaps the difference in the outlook of the business man in America and in this country may be expressed as follows. If a firm here can put on their notepaper or over their doors "Established 1600 and fast asleep," they are proud of the fact, and it is, possibly, the basis of the goodwill of their customers and of immense value.

On the other hand, if a firm commence in the United States and can say that they were founded last week, and are going to do business next week on the possibilities of the week after, that will prove a basis of infinitely more valuable goodwill than any amount of wrinkled old age can bring.

For myself, I have for years adopted the policy of bringing the directors and managers of our various businesses in the United States at frequent intervals to visit this country, and, equally my colleagues and myself, and our directors and managers in the United Kingdom make frequent visits to the United States.

I feel we are all the stronger, each of us, for these exchanges of ideas. The effect is to give the strength and settled foundations of business of the older country to the force and progress and youthful vitality of the younger country.

Perhaps I may also say that the heartiness of our welcome to the Associated Advertising Clubs of the World is founded upon the well-known basis of gratitude—a lively sense of favours to come.

Whatever our visitors may be able to learn from us on general business lines will be generously and amply repaid by what they will teach us in the world of advertising. There is an educational policy behind all American advertising which is quite distinct from the purely "pretty picture" policy which is behind so much English advertising.

all, is chiefly a matter of individual interest, there is the much broader aspect to be considered, that of the further bonding together of the two nations through the face-to-face interchange of thought and ideas.

Successful advertisers and advertising men are broad-gauged. Otherwise, success would not be theirs. It is this type that would foregather at the convention in London, and the impressions gained would inevitably react favorably on public opinion on both sides of the Atlantic.

Another Scot Says Come

FRED SHOESMITH, managing director Fairy Dyes, Ltd., Glasgow:

I believe that the support of the advertising convention for London in 1924 is one of the best business moves advertising men could possibly make. We owe much to America for her enterprise in advertising and the bringing together of many men with different viewpoints, and the focusing attention on advertising as a real commercial asset, will prove invaluable, not to the advertising fraternity alone, but to commercial firms whose success is achieved by virtue of advertising.

Any manufacturer by virtue of careful thought and sufficient business knowledge can create a new article, but it is only by good advertising that it can be got on to the market, hold its place, and achieve lasting success.

Most manufacturers are interested in advertising, most business men realize its place today, and for that reason, I think the 1924 convention here will appeal to a very wide circle. As a manufacturer, not an advertising man, it has my heartfelt wishes for its success.

Convention Good for Both

THOMAS WALLEY, joint manager of Cochran & Co., Ltd., Annan, Scotland, makers of multitube boilers:

Sound education is the need of the day. Advertising rightly done, is education pure and simple. It instructs the masses where and how to purchase the world's best commodities with little outlay, just as the parent birds teach their young to feed and fly. British manufacturers generally have yet to realize that this definition of advertising is quite accurate. The holding of a world convention in London with its attendant influx of keen and competent publicity men from other countries would inevitably compel consideration of the question, with the result that even the most old-fashioned firm might realize the cardinal principle, if you know of something which it is good your fellow-men to have, it is your DUTY to put them in the way of getting it. Our press has something to learn too, especially in the way of technique, and the general public need it. For such conventions are fatal to the catchpenny and fraudulent advertiser.

Nor would the gain be all on our side. In the vast activities of entrepot London, our friends from protectionist countries could see how enormously free trade helps the advertiser, a valuable lesson; they would learn at first hand something of both native and alien trading psychology, no negligible asset in advertising; and the friendly interchange of ideas made possible by their visit would be a contribution to international harmony, which would serve as an illustration of a method of achieving the desirable objects of the League of Nations without employing its cumbrous and creaking machinery.

Finally, we, the present delegation, know we shall run up against a lot of good fellows on our trip this year, and we would value the opportunity of "standing them a soft drink (maybe) in our own house" next year.

One Can Only Receive by Giving

E. D. GIRARDOT, chairman and managing director of St. George Carriers, Ltd., automobile experts:

The business men of Great Britain feel that gathering the Selling Brains of the world here, will give a better opportunity of selling each other what we want, and what we have to sell.

We look upon the American advertisers in the aggregate, as knowing all there is to know about ADVERTISING AND SELLING, and we want to learn from them.

If there is anything that American business men think we know, which they think they do not know, we are quite willing to do all we can to tell them all we know, on the assumption that one can only receive by giving.

America and Great Britain must co-operate in solving present world difficulties, and after all, it is the Advertising Experts who are the voice of BUSINESS and who are going to be probably the greatest factor in re-establishing normal conditions. So, we are emphatic that nothing but great good can come by holding the 1924 Advertising Convention in London. IT WILL BE WORTH YOUR WHILE!

Looking for Ideas

A. G. ROSSITER, managing director, Rego Clothiers, Ltd., London:

When an invitation to attend the 1924 advertising convention was first brought to my notice I did not hesitate to accept because I felt that such a convention should prove of great value to all concerned.

Publicity is undoubtedly a paying proposition particularly if one can succeed in being original, and it is the problem of continually finding something fresh to tell the public that occupies so much valuable time today. A combination of original suggestions and ideas must necessarily prove far more comprehensive than those of one or two individuals, and it is for this reason alone, apart from the many obvious advantages of studying American methods of publicity and of fraternizing with fellow business men, that I feel the 1924 advertising convention should succeed in stimulating trade in no small degree.

NEXT—THE NEWSPAPERS

What A. A. C. W. Can Achieve at London

LIEUT. COL. FREDERICK LAWSON (London Daily Telegraph), representing the Newspaper Proprietors Association:

Conventions of this nature are of infinite value for the promotion of international trade and the creation of international good feeling. We have much to learn from America about the science of efficient and successful advertising. In return we can give the benefit of our own experience, we can bring American advertising men into touch with the great business organizations of Great Britain, and can give them an opportunity of studying on the spot the problems of reconstruction which confront Europe.

The A. A. C. W. is an international organization, and if they decide to meet in London, they will show that they realize the importance to every country of stimulating international trade. Business men here, whilst appreciating these considerations, will also welcome the convention here in 1924 for private and personal reasons. They will be glad of an opportunity of giving some return for the wonderful hospitality which has been offered in the United States to themselves or their representatives in the past.

Stimulate U. K. and U. S. Advertising

HORACE S. IMBER, advertisement director, London Daily Mail and Associated Newspapers, confesses a keen appreciation of the vigor and originality of American advertising methods.

He states that an exchange of ideas in matters relating to publicity cannot fail to stimulate English advertising in America and American advertising in England. It may well be, too, that visitors to London in 1924 will discover for themselves the interesting fact it is less expense to cover the British market than it is to exploit their own great country.

He believes also, that the proceedings of such a conference held in London, will be closely followed by thousands of English business men who should advertise largely but have been prevented from attending the conferences in America.

The newspapers with which Mr. Imber is connected have already strongly advocated—and will continue to support with all their power—the "on to London" program, regarding it as a movement that will tighten the bonds between England and America and at the same time operate to the mutual prosperity of the two great English-speaking nations.

See Britain's Condensed Problems

PHILIP EMANUEL, advertisement manager, Odhams Press, Ltd., and treasurer, Thirty Club of London:

Whilst we realize that we have a great deal which we can learn from you we feel that a journey to London in 1924 must benefit every American who takes it.

We doff our hats in respect for the dignity and standing which advertising has acquired in America but we feel that these qualities and that of forcefulness will be enhanced by what we can tell you and show you here in London. Nothing so broadens a man as travel and there is no country which has greater charm or dig-

" 'Patronise our advertisers, save money, and win a prize,' is the tempting proposition of the London 'Star.' So far, everybody seems satisfied."
—Editor & Publisher, New York.

Thousands of pounds—thousands of dollars—have been awarded to readers by "The Star" in connection with its regular monthly shopping competitions for purchases made from "Star" advertisers. Advertisements in "The Star" are read and responded to. This fact accounts for the remarkable increase in the advertisements which this paper carries and indicates why every American advertiser appealing to the English market cannot afford to omit "The Star" from his list. If you advertise in England, advertise in "The Star" and obtain the custom of the vast market represented by its readers.

The Star

London's Brightest Evening Paper

Certified Net Sale for the Six Months Ending December 31st, 1922

605,485 Copies Daily



Eno says:

"Come to London in 1924"

AS manufacturers of an English product which is extensively advertised and widely appreciated by many scores of thousands in the Americas, we endorse the idea of the A.A.C.W. Convention coming to London in 1924. If England's invitation be accepted, we can assure prospective visitors that they will have no cause to regret their choice of a Convention City.

TO American and Canadian manufacturers and advertising men who view the British Isles as a likely market for products in which they are interested, the 1924 Convention in London will provide opportunities otherwise unattainable for an on-the-spot study of conditions.

From a fifty years' experience of selling Eno's "Fruit Salt" in every quarter of the globe, we realize that only by direct contact with a people can we properly learn the best way to develop sales among them. Methods that succeed in the Argentine are unavailing in China—the appeal that loosens the purse-strings of the Turk may leave the Mexican cold and unresponsive.

So we say to you: Let your vote at Atlantic City be "London for 1924," and then come over a thousand strong.

Issued by J. C. ENO, Ltd., London, England, Manufacturers of

ENO's FRUIT SALT—

DERIVATIVE COMPOUND

The World's Standard Saline

United States Sales Agents:
Harold F. Ritchie & Co., Inc., 171 *Madison Avenue, New York.*

Canadian Sales Agents:
Harold F. Ritchie & Co., Ltd., 10-18 *McCaul Street, Toronto.*

nity than Britain. The mere sight of it will be an inspiration, but here you have in a small country with a large population all those problems condensed which you have in America. We handle them in our own way—perhaps that is not your way, but you will learn much from our experiences just as we know that we will reap a great deal of benefit from what you are going to tell us.

There are many departments of advertising in which you excel us greatly but there are sections of publicity and selling of which we believe we have special knowledge. Especially does this apply to the business of exporting.

In this connection the British Empire Exhibition will itself repay you for the time and expense you will incur, but we feel that the program we shall put before you will be so varied that my assumption that the 1924 London convention is already certain is really merely a tribute to your discrimination.

The Ideal of Anglo-American Friendship

EWAN S. AGNEW, a director of Bradbury, Agnew & Co., Ltd., proprietors of Punch:

I think the 1924 advertising convention is wanted for London not only because it will give a great stimulus to all trade and business circles in England, and particularly, of course, to the world of advertising in which newspapers must always be vitally interested, but also because, in my opinion, any such gathering, including, as it does, an exchange in points of view, and a wide measure of hospitality, will not only materially benefit the newspapers of the two countries but will be of the greatest possible assistance to the big ideal of Anglo-American friendship, on which, perhaps, the peace, and therefore the whole future of the civilized world depend.

I hope that the "On-to-London" movement will be an unqualified and lasting success, and I can assure those delegates who come over to attend it that they will be met with the friendly warmth of an English welcome.

Stimulant to World Trade

W. RAYMOND DERWENT, general manager, Nottingham Journal:

The coming of the convention to London would mark a new era in British advertising. Coinciding as it would with the British Empire exhibition which is to be held at Wembley in 1924, the convention would bring the advertising men of America and Britain in touch with business men from all parts of the British Empire. This could not help but be a stimulant to trade and commerce the world over, as it would focus attention on the importance of the selling end as well as the manufacturing end of all businesses.

The holding of the convention in London would cement the friendship between the two great English-speaking countries which is the most vital necessity of international politics today.

It is not too much to say that the peace of the world really depends upon Anglo-American friendship. We must first get acquainted; from acquaintance will spring friendship, from friendship—trust and confidence.

Make Advertising International

ULRIC B. WALMSLEY (Daily Sketch) representing Messrs. E. Hulton & Co., Ltd., London and Manchester:

Advertising having demonstrated its parochial power can prove its international prestige. If the advertising convention is held in London in 1924 it will not only live up to its international title, but do more to cement national friendships and create bigger business than any political move.

I believe that a lot of good fellows coming over in England for heart-to-heart talks would build bigger and better business upon the foundation of personal friendships. There's a lot we can exchange with each other as good pals anxious to teach and to learn.

Each Visitor a Missionary

W. T. WALLACE, managing director, National Trade Press, Ltd., London:

I think the convention should be held here in 1924 because I believe that we have a great deal to learn from America about advertising and I feel certain that many British manufacturers will have their ideas of the relation of advertising to selling revolutionized. The Empire exhibition will, I am certain, give our American visitors a more comprehensive idea of what the British Empire really means and it will make every one of our visitors a missionary in his country for closer relations, both commercial and otherwise between the United States and the British Empire. As the Empire is far and away the largest customer for American goods the knowledge gained by such a visit would surely be an advantage to our visitors.

Misunderstandings Cleared Away

W. T. DAY, London representative of Pioneer Press of India:

The 1924 convention, if held in London, will, I believe, cultivate and strengthen goodwill between America and England. Goodwill is a plant of slower growth than hatred, suspicion, distrust or prejudice. It is less prolific than any of these, nor can it flourish where they abound. *But it bears better fruit.*

America as a nation is, in my humble opinion, misunderstood by a proportion of the population over here, and the same remarks apply I think to England in America.

The convention is wanted in London to dispel the erroneous notion that America is a country of "dollars dealers" or that England is out "colony chasing." An international discussion between two great English-speaking nations on advertising and selling is sure to be of mutual benefit.

LORD ASHFIELD BELIEVES IN INTERCHANGE OF VISITS

(*Special Message to* Editor & Publisher)

I HOPE that the Associated Advertising Clubs of the World at their Annual Convention in June, at Atlantic City, will decide to hold the 1924 Convention in London. I am certain that their visit to England will do incalculable good, as I am a firm believer in these visits.

In pursuance of this belief I make a point of sending a party of my officers over to the United States every year. This year four representatives from Electric Railway House, who are now on their way to the States, will make a point of attending the Atlantic City Convention.

I need hardly add that, should the 1924 Convention be held in London, the Delegates will be assured of a very warm welcome from London, and we shall unite in making the visit one of useful purpose and happy memory.

ASHFIELD.

Would See British Backbone

FREDERICK JOHNSON, London representative of four Liverpool newspapers:

To my mind the effect of the advertising convention being held in London, in 1924, will be the advancement of publicity in all forms to a point never reached before. The meeting of men from progressive America with men of the older country who work perhaps on more traditional lines, the friendly exchange of ideas and the possible co-ordination of systems must tend to place advertising on a more solid and scientific basis. It will also give American business and advertising men an opportunity of visiting our great industrial centers and seeing for themselves the potential possibilities of business and advertising in Great Britain, and I feel convinced they will return to America in the full knowledge that there is still plenty of resource, ability and backbone in the old country.

FINALLY—THE AGENCY

President-Elect on Questions for Study

C. HAROLD VERNON, Honorary Secretary, Thirty Club of London, and President-elect for 1924:

A convention in London such as is contemplated will not only bring American and English manufacturers and buyers into personal contact, but delegates will be invited to attend from all European countries, Australasia, South Africa, India, China and Japan.

One of the problems to be dealt with at the convention would be the working out of a code for the protection of national and international trade marks and patents, a matter which has caused manufacturers in all parts of the world considerable trouble and inconvenience for many, many years.

Many markets have been closed to traders by reason of the complicated condition of the patent laws and proceedings in operation in different countries.

The problems of distribution, as affected by local conditions in different parts of the world, would also be considered, and useful information would be exchanged on this important subject.

The questions of store advertising, multiple shop advertising, and advertising by trade organizations are other subjects on which information could be exchanged with great benefit to both countries.

These and many other problems of a similar character would form part of the 1924 convention.

A proper appreciation by each country of the relative taxation which its citizens are called upon to pay will do much to explain the difference in spending power in the various countries represented at the convention. The need of one country to purchase goods manufactured by another will be brought to the fore, which should result in a stimulus which will quickly be appreciated by the manufacturers of the articles in which each country specializes.

London is "The Place"

FREDERICK E. POTTER, of the Fredk. E. Potter, Ltd., Agency:

First and foremost the advertising convention for London, 1924, will mean increased friendship between the United States and ourselves. This I believe to be one of the greatest and most urgent necessities of the moment, not merely for our own mutual good, but for the world's peace and general welfare. If there were no other reason, this should be an all-sufficient one. Our American friends like big things, and London is the biggest thing in creation in cities.

Then the meeting together of the leading specialists in publicity matters will be an inestimable advantage from a business point of view. Advertising men from America will find there is something to be learned even here; they may be surprized to find what tremendous progress has been made in advertising matters during the past twenty years on this side of the Atlantic.

While it will mean a long journey for many delegates, it will prove worth while for all who have not visited the British Isles. There are innumerable attractions, historical, architectural, commercial, and so on. Some of us are travelling to the States this year for the Atlantic City convention. It shows we ourselves believe profoundly in the travel, trouble, and expense which we are advocating for others.

Not only does Great Britain offer a wonderful market for many American products, but all visitors will find our arms wide open to welcome, to entertain, to please and, if possible to profit them. It will provide an opportunity also for a visit to the continent of Europe. For these and other reasons we say "Come over and take counsel with us, as united we can lead the world commercially, and above all, for the higher civiiization and the world's peace."

Better Understanding

ERIC FIELD, director of Erwoods, Ltd., International Advertising Agents of London:

Were it only for the better understanding of each other that must follow better acquaintance, the 1924 convention would be worth holding in London, for better understanding means smoother international relations and less political bickering.

But to us advertising men, American and British alike, the immediate benefits cannot fail to be immense. Every American advertising man will learn more of the great European market. He will discover how little different are British habits, how tremendous are the opportunities waiting in Europe for many kinds of American goods and how readily the British public responds to advertising conceived by those with a real knowledge of its temperament.

Come—Look—And Learn

LIONEL D. FALK, managing director, D. J. Keymer & Co., Ltd., London:

I am strongly of the opinion that the 1924 Convention of the Associated Advertising Clubs of the World should be held in London for the following reasons:

First, because it would enable our American visitors (1) to secure a first hand knowledge of the British market and marketing conditions.;

(2) To examine and discuss the sales and advertising methods by which this market can best be entered.

(3) Because there are several phases of advertising which American advertising men can learn from their British confrères.

(4) They will come into personal contact

(*Continued on page 26*)



River life on the picturesque Thames forms one of the greatest attractions of summer time in England. The picture shows a regatta at Henley.

1924

TO their many American friends, present and future, Erwoods, Ltd., extend a hearty invitation to visit London in 1924. Like all other British Advertising men, its Directors pledge themselves to make the visit of the A. A. C. of W. pleasurable and profitable to the full.

American Advertisers who are able to come will learn much of a vast market that is waiting to absorb their products. Erwoods, Ltd., will help to show them their prospects of success—and how to attain it.

To Erwoods' future friends, it may be stated that this old established International Advertising Agency has branches or intimate relations in London, Paris, Sydney, etc., and has helped to put upon the British or European Market many American products including

Palmolive
Foulds Macaroni
Euthymol Dentifrice
Mercolized Wax
Parmint
Dr. Clearwater
Barbo Compound
Othine
Dr. Blosser's Cigarettes
Pilenta Soap
Oxien
John A. Smith's Rheumatism Cure
Dr. Rice
Stallax
Karmoid Tablets
and very many other now established favourites.

Erwoods can do as well for you!

ERWOODS, LTD., *International Advertising Agents.*

Head Office: 30, 31 & 32 Fleet Street, London, E. C. 4.

AT ATLANTIC CITY. Erwoods, Ltd., will be represented by one of its Directors, Eric Field, late Editor of the English Edition of "Printers Ink," Advertisement Manager of "The Times," etc., and fully qualified to advise upon your prospects across the Atlantic. He will not sail back before June 28th and in the interim his services are at your command.

Address him care Walter R. Jenkins, Jnr., 1637 Aeolian Building, 42nd Street, New York.

An Invitation to The Delegates of the "On to London" Mission from the

HOUSE *of* HULTON

WE extend hearty greetings to all those delegates who purpose visiting these shores and cordially invite them to avail themselves of the opportunity to investigate at first hand the resources of the House of Hulton as a means to the successful marketing of their products in Great Britain. Not only will the gigantic output of Big Circulation Newspapers astonish, but the tabulated evidence of the pulling-power of the Hulton Group for American and English products will prove conclusively that "Hulton's" gets to the heart of the people.

On the page facing are given just a *few* facts for the advertiser who contemplates making a bid for the support of the British public who, although they may be insular, have no prejudice. We want you to come—we are putting up 25,000 dollars to help to give you a good time if you do.

E. HULTON & CO., Ltd.
London and Manchester

The HULTON GROUP

The Greatest and Most Wonderful Aggregation of Newspapers in Great Britain

THE British Isles present a phase of advertising not known in America. They are the home of intensive advertising—much more intensive than that conceived by Kennedy.

Here you have a population of nearly 44 million people—all kings and queens of their own domain—all being influenced by advertising in all that they spend. These 44 millions are packed inside an area of 121,000 square miles—a very little larger than your State of Colorado.

Thus you will realize how intensive must be the advertising in this country of ours—how intensive must be the circulation of the papers carrying the advertising.

If you picture the British Isles as a human body with Hulton's Organization functioning as the heart you have a parallel to the circulation of Hulton's publications. Every city, town, village and hamlet is roped in.

Visualizing the Hulton Group thus you will understand the meaning of the statement when it is said that "you can cover the country with the Hulton Group."

The total sale per week of every issue of every paper, reaches the enormous figure of

SEVENTEEN MILLIONS

How these gigantic sales are achieved is explained by the following:—Hulton's is the largest firm of newspaper publishers in the United Kingdom, has the largest installation of linotypes, the largest machine room equipment, and the largest newspaper store, etc. It possesses the two largest newspaper offices and plants in the Country—at London and at Manchester.

Here are facts that will help you

HERE are facts that will help you to grasp the magnitude of the Hulton enterprises:—Three Sunday newspapers (one of which is a picture-paper as absorbing in interest to the women folk as the Ladies' Home Journal), having a Sunday Morning sale of 3,200,491; a morning picture paper selling nearly a million; a morning newspaper, nearly half-a-million; two evening newspapers, one nearly half-a-million—the other over three hundred and fifty thousand; a sporting daily paper with one hundred thousand; a weekly news picture paper over two hundred and forty thousand; a weekly athletic newspaper (the only one in the Kingdom) with a hundred and fifty thousand; five weekly story and home journals each selling nearly two hundred thousand. The total sale per week of every issue of every paper reaches the tremendous figure of seventeen millions and twenty-one thousand. The whole of Great Britain is the Hulton constituency. The thorough covering of every territory is an accomplished fact, and no other group of papers has such a range of appeal.

Rich Areas for Intensive Advertising

FOR intensive campaign in the Kingdom's most fertile areas, Hulton's service to advertisers is unparalleled in British newspaper circles. Hulton Publications can carry your message into every corner of the United Kingdom. ***They can give you doubly re-inforced publicity in the London and Lancashire area.***

Each area contains 10,000,000 people. Almost half the population of the United Kingdom is concentrated in these two areas. Geographically, Commercially and Industrially the London and Lancashire areas are the bedrocks of Britain's strength.

In each area, Hulton's has groups of papers providing the greatest amount of publicity at a lower rate per thousand than any other combination of local papers.

This is the famous

HULTON GROUP

Daily Sketch
Britain's Foremost Picture Paper with a National Circulation. Portrays the world's daily doings in a series of graphic pictures and gives the latest news. A paper with a strong home appeal and a magazine interest. Widely read by women.

Evening Standard
The aristocrat of evening newspapers, with an enviable prestige, noted for its high tone, and the dignified presentation of its news. The choice of all the worthwhile readers of London's leading eight morning papers. Radius: London and fifty miles around.

Illustrated Sunday Herald
The first planned Sunday picture paper—the brightest, best, and most popular picture newspaper for the day of rest. Covers the United Kingdom, is read by all classes, and appeals to every member of the family.

Sunday Chronicle
The Sunday newspaper of literary distinction—the foremost writers and publicists of the day contributing to its columns. A rich medium for the advertiser desirous of reaching the greatest number of well-to-do people over the week-end. National circulation.

Empire News
The Sunday family newspaper of the well-paid artisan classes. Circulates all over the United Kingdom. The proved best medium for mail order announcements. Appeals to the greatest number of the best paid workers.

Daily Dispatch
The greatest and most widely read newspaper in Britain's wealthiest area—the densely populated industrial districts of Lancashire, Yorkshire, Cheshire and North Wales.

Evening Chronicle
Lancashire's dominant evening newspaper. Easily first in power, influence and circulation in the wealthy area of Manchester and forty miles around.

World's Pictorial News
A national weekly news picture paper. Latest sports, drama and cinema news; London and Paris gossip; fashions and fiction. Has a thoroughly National circulation.

Athletic News
The only weekly newspaper in Great Britain devoted solely to athletics, recreations, sports and pastimes. An unrivalled medium for announcements appealing to men. Circulation National.

Sporting Chronicle
The oldest, greatest and most widely circulated daily sporting newspaper in Great Britain. Appeals to the best type of turf enthusiasts. Stands for all that is best in British Racing and has a National circulation.

Ideas
The most popular weekly journal for the home. A live, virile and clean paper of general interest to everybody. A highly responsive medium for the general advertiser. Circulated in every district of the United Kingdom.

Week End Novels
A bright, companionable weekly magazine of fiction and romance for women and girls. Circulated all over the Kingdom.

Bettys' Paper
A clean-reading weekly story paper for girls of all ages. An excellent medium for announcements of feminine interest. National circulation.

Boys' Magazine
A weekly story magazine of wholesome, thrilling yarns and adventure of the kind boys enjoy. Makes a strong appeal to boys and young men. Circulating everywhere.

Pals
This is the boy's own paper containing always several outstanding serial stories, articles, interviews and entertaining paragraphs.

BRITISH DELEGATES' MESSAGES TO U. S.

(Continued from page 23)

with representatives of British business men and thereby gain a first-hand knowledge of their mentality and outlook on life which must strengthen the friendly relationship between the two peoples.

From the British point of view, the holding of the convention in London will enable British advertising men (1) to learn the latest advertising methods and developments of the United States.

(2) To learn of the opportunities for British goods in the United States and the best ways of marketing those goods.

(3) The convention would enhance the reputation which British manufactures have already obtained in the United States by showing our visitors how and where these goods are manufactured, and

(4) It would drive home to the British business community the power of advertising to promote sales by means of the wide publicity given to the convention and to the advertising matters discussed at the convention in the press of this country.

Isn't the Time Ripe?

ANDREW MILNE, appointed organizer by the Thirty Club of London, for the 1924 Convention in London:

In accepting the invitation of the Thirty Club to come to London in 1924, the Associated Advertising Clubs of the World have the one big opportunity of making their great movement for better Advertising and Selling, a crusade of world-wide dimensions. That is the best reason for London in 1924 as I see it.

Most of us on this side who study better methods in advertising know quite well what the associated clubs have done in America and Canada. We also know what has got to be done in Europe, and we fully realize how the London convention will sow the seed of better relations, not only between our two countries, but throughout the entire World of Commerce.

The Associated Advertising Clubs of the World, despite their title, have so far only confined their activities to the States and Canada. So far so good, but isn't the time ripe for a bigger—much bigger— movement? I imagine the Thirty Club had this in mind when their invitation was extended.

This country has many advertising, selling and manufacturers' associations, clubs and societies, each working along their respective lines, each reaping the benefit of closer co-operation. The London convention of 1924 is going to bring all these organizations together under the one roof for discussion, exchanging of ideas with similar organizations from the States and Canada. Not only so, but the whole of business Europe will be represented at this great London convention.

What an ideal for the Associated Advertising Clubs of the World to set themselves. What a wonderful opportunity for the associated clubs' great work to be carried on to virgin soil, where the whole business of advertising and selling stands waiting to cultivate the seed which will mean so much to the trade relations of the two hemispheres.

On to London, then, in 1924.

London's Big Year

FLEETWOOD PRITCHARD, of Advertising & Publicity, Ltd., London:

I want to see the 1924 convention in London, because I believe it will do more than anything that has ever happened to increase the confidence of the public in advertising. Say what you will, advertising is not at present generally recognized as rendering a service to the man in the street.

1924 is to be London's big year. At a time when the attention of the world will be focussed on the opening of the British Empire Exhibition, a meeting of advertising experts, which is absolutely international in character, will throw the limelight on to a side of advertising with which the public is quite unfamiliar.

I believe that the 1924 convention will provide advertising men with a means of convincing the public that efficient advertising is an economical means of selling, which by necessitating the maintenance of quality benefits the consumer as definitely and positively as efficient production.

"See How We Run London"

THOMAS McDOUGALL, of Kingsway, London:

Of course, the 1924 convention should be held in London. It is always a matter of wonder to me that while British advertising men and manufacturers think that a visit to America is necessary to round off their education, the American cannot judge his home course to be sufficient. Let us get Americans here. We've got something too to teach them. Show them that they've as much to learn from us as we have from them. Let them see us at home and I'm certain that their impressions of the nation that can run London will not be to the disadvantage of Britain.

Impetus to Business

ARTHUR CHADWICK, chairman and managing director Amalgamated Publicity Services, Ltd., London:

The convention is wanted in London to give an impetus to business by the exchange of views, ideas and methods between the leading advertising men on "both sides."

It is wanted in London because—as the "hub of the universe"—the doings and decisions of London will have a far reaching beneficial effect on trading conditions right throughout the universe.

It is wanted in London because the Associated Advertising Associations of the World cannot claim their title to the fullest extent until they have met here; hitherto their conventions have always been held in America.

WILLIAM E. BERRY, PRESIDENT OF ALDWYCH CLUB, SURE OF BENEFICENT RESULTS

I CERTAINLY hope that the Associated Advertising Clubs of the World will accept the invitation to hold their 1924 Convention in London.

Such a convention bringing together, as it would, the greatest minds and interests in advertising, would undoubtedly prove to be of incalculable and mutual advantage, particularly so to American and British advertisers.

Quite apart from the lessons to be learned and the new ideas which can be assimilated as a result of personal contact between the protagonists of the great business of advertising on either side of the Atlantic, any project which is calculated to deepen the understanding, in business or out of it, between our American friends and ourselves, has my sincere support.

We on this side would derive no uncertain benefit from the invigorating influence of American ideas, and I am sure, too, that the advertising interests in U. S. A. would find the experience of a visit to London of no less value.

WILLIAM E. BERRY.

PUBLICITY FOR PENNA. UTILITIES

J. S. S. Richardson, Former Newspaper Man, Directs New Bureau

Public utility corporations of Pennsylvania have organized the Pennsylvania Public Service Information Committee, with P. H. Gadsden, vice-president of the United Gas Improvement Company, Philadelphia, as chairman and Major J. S. S. Richardson as director. James M. Bennett, publicity manager of the United Gas Improvement Company, is secretary. Major Richardson was until recently city editor of the Philadelphia Public Ledger and was for ten years on the New York Herald staff.

In a statement attributed to Mr. Gadsden, the committee is described as "in fact, a State bureau created to supply to the public, through the press and otherwise, accurate information concerning the public utilities of Pennsylvania, with a view of crystallizing sound public opinion and a feeling on the part of the public which will promote clear understanding of public utilities." Headquarters are at 930 City Centre Building, Philadelphia.

FORTNIGHT OF FROLIC FOR BRITISH GUESTS

Monster Banquet on June 1 in New York Precedes Convention, Which Will Be Followed by Tour of Eastern U. S.

Plans for entertainment of the British delegation to the Atlantic City convention of the Associated Advertising Clubs of the World have been developed by the National Reception Committee so that the hundred or more who cross the ocean will have few idle moments from June 1, when they land in New York, until June 16 when they again turn their faces east.

Following a meeting of the committee on May 16, it made public its program as follows:

The committee, escorted by the Police Band, will be on board the municipal boat John F. Hylan, which will meet the Berengaria at Quarantine early on the morning of June 1. The British delegation will be permitted to debark at Quarantine, with baggage, and will proceed on the Hylan to the Battery. There the Advertising Men's Post of the American Legion will meet them and escort them in automobiles to the City Hall, where Mayor Hylan will extend the city's greetings.

That evening the delegation will be guests of honor at a banquet tendered by the reception committee at the Hotel Pennsylvania, attended by representatives of all the city's advertising interests. Herbert S. Houston, past president of the A. A. C. W. and chairman of the National Reception Committee, will preside and F. A. Wilson-Lawrenson will act as toastmaster. Speakers scheduled are John W. Davis, former Ambassador at the Court of St. James's, who will propose a toast to "The King"; President Lou E. Holland of the A. A. C. W.; Julius Barnes, president of the United States Chamber of Commerce; John Cheshire, president of the Thirty Club of London and head of the British delegation; and C. Harold Vernon, president-elect of the Thirty Club.

Saturday, June 2, will find the visitors on a tour of the city, including a river trip around Manhattan Island and several other features which the committee has not yet announced. An evening at the Ziegfeld Follies will top off the day.

Sunday morning at 8 o'clock the delegation will start for Atlantic City, arriving at 11 o'clock in time for the opening inspirational meeting. Convention activities will occupy their time until adjournment on June 7.

June 8, Friday, the Poor Richard Club will be hosts in Philadelphia.

Washington will entertain the British party on June 9, the hosts being the Washington Advertising Club, the National Press Club and the Gridiron Club.

June 10, Sunday, will be spent at Niagara Falls, following which the visitors will go to Toronto for a day on Canadian soil.

Buffalo will put its best foot foremost on June 12, on the evening of which the delegates will start for New York City, where they will again arrive June 13.

An international golf tournament at the Westchester-Biltmore Country Club near the city has been arranged for June 14.

On June 15, the New York Council of the American Association of Advertising Agencies will entertain the agents in the British group and the New York Business Publishers' Association will take care of their colleagues from across the ocean.

Saturday, June 16, is the date on which the British forces leave for home.

Transportation arrangements for the tour are in charge of A. E. MacKinnon, while financial matters have been handled by George H. Dunkle. Russell R. Whitman of the New York Commercial is chairman of the speakers' committee, other members of which are Gilbert T. Hodges, F. A. Wilson-Lawrenson, O. C. Harn and James Wright Brown.

At the May 16 meeting of the reception committee, Mr. MacKinnon, Mr. Dunkle and Jesse H. Neal, secretary-treasurer of the committee, reported on business arrangements. H. Rea Fitch, special commissioner of EDITOR & PUBLISHER, who has just returned from eight weeks in the British Isles, told the committee of his impressions of British advertising men, making special reference to the spirit in which the Thirty Club was attacking its task of securing the 1924 convention of the A. A. C. W. for London.



The Victoria Embankment on the Thames, just opposite the Savoy Hotel, with the Houses of Parliament and the "Big Ben" clock tower in the distance. The building whose four chimneys rise against the sky-line under Big Ben is Scotland Yard, home of the detective branch of the Metropolitan Police Force.

DR. FARNELL CLIMBS DOWN.

Ban on Oxford's New Theatre Removed.

ON CONDITIONS.

The Vice-Chancellor of Oxford University, Dr. Farnell, has removed his ban on the New Oxford Playhouse.

He had refused to allow [illegible] graduates to take part in the performances, that those concerned in the management of the theatre make a new application to me in the Long Vacation, or to the next Vice-Chancellor for consent to the license to have force throughout the rest of the current year.

This will allow you to open your theatre with your repertoire at the date which you had arranged.

NEW APPLICATION.

But it will still be necessary for me to license each particular play.

If your new application comes to me early in September I shall then be able to share with the future Vice-Chancellor the responsibility of deciding for the rest of your period.

Had the arrangements for this project been originally conducted with more knowledge of the Act of Parliament governing theatres in Oxford, less friction and less inconvenience would have ensued.

Dr. Farnell, it will be recalled, consented of the fact that, as a magistrate, he should have been consulted on the initial licensing of a new theatre.

Every play performed in Oxford, he decided, had to be licensed by the Vice-Chancellor of the University.



Dr. Farnell.

Dr. J. B. Fagan, organ[illegible] project, which had the [illegible] any eminent men of le[illegible] Farnell says:—

COL[illegible]GUES CONSULTE[illegible]

Having now had the opport[illegible] consulting with him (the Cha[illegible] of the University, Lord Curzon[illegible] with certain of my most eminen[illegible] leagues in the University, I hav[illegible] solved to modify the former decis[illegible] that I gave to you as follows:—

I consent to the license for th[illegible] term, and up to the middle of Sep[illegible] tember, on condition that no under-graduates take part in the performances, that those concerned in the management of the theatre make a new application to me in the Long Vacation, or to the next Vice-Chancellor for consent to the license to have force throughout the rest of the current year.

This will allow you to open your theatre with your repertoire at the date which you had arranged.

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WOMAN KILLED BY HER WEDDING RING.

Slips From Finger Into Her Mouth and Lodges in Throat.

Mrs. Annie Elizabeth Ward, of Sheffield, died yesterday as the result of a tragic accident.

She swallowed her gold wedding ring, which slipped off her finger into her mouth. The ring lodged in her throat and subsequently choked her.

MARCONI-TARABANC WIRELESS.

Receiving Set for Entertainment of Passengers.

A wireless experiment on one of their motor vehicles has been successfully carried out by a Kettering firm of charabanc proprietors.

No aerial was employed, the receiving set being affixed to the woodwork at the side of the driver, while an amplifier was used which could be placed in any position inside or outside the charabanc.

The firm now propose to instal receiving sets on all their charabancs for the entertainment of their passengers.

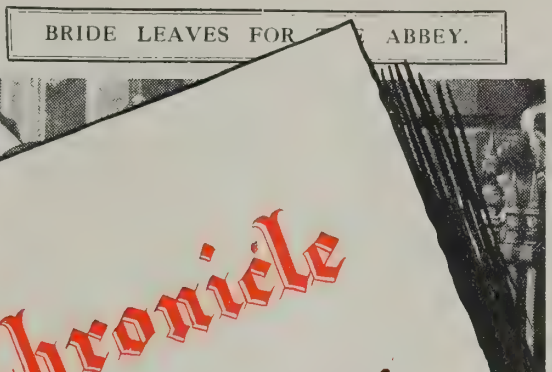
CARPETS COSTING £4,100 SOLD FOR £575.

Counsel on the Way Prices "Tumbled Down."

An echo of the "antique furniture case," Shrager v Basil Dighton, was heard, and another, was heard in the King's Bench Division yesterday before a Divisional Court.

A motion was made by the defendants for security for costs of an appeal ordered by the plaintiff against a judgment of the Senior Official Referee in favour of the defendants.

Mr. Jowitt, K.C., said that since the



BRIDE LEAVES FOR [illegible] ABBEY.

EARL'S BUSINESS VENTURE.

Late Lord Shrewsbury's Signature Mystery.

£25,000 GUARANTEE.

That the late Earl of Shrewsbury and Sir Henry Busby Bird signed a £25,000 guarantee without knowing the fact was the defence in an unusual High Court case yesterday.

An action was brought by the London Joint City and Midland Bank, Limited, against the executors of the late earl, Sir Henry Busby Bird and Mr. James Gibson, of Lucy-street, Stretford-road, Manchester, claiming £25,000 alleged to be due to the bank from the Aniline Dye and Chemical Company, Limited.

SPECIMEN SIGNATURES.

Mr. Stuart Bevan, K.C., for the plaintiffs, said the main defence was that signatories were misled into signing the fraudulent misrepresentations of Gibson.

When Mr. Gibson put it before them, it was alleged, he concealed the fact that it was a guarantee, and told them that it was a mere specimen signature which the bank required in order to obtain specimen signatures of Lord [illegible] and Sir Henry Bird, who had joined the board of the Aniline and Chemical Company. Lord Shrewsbury and Sir Henry had previously signed specimen signatures for the bank.

[illegible]ED JUDGMENT.

[illegible] in respect of the [illegible] The bank had [illegible] against the counterclaim for £[illegible]00, representing [illegible] costs.

[illegible] remained unsatisfied, [illegible] not in a position to [illegible] liabilities, and in these circumstances the bank made the claim against the defendants as guarantors of the company's account.

Mr. Thomas Pollitt, manager of the bank's Stretford branch, said, in cross-examination by Mr. Patrick Hastings, K.C., M.P., for Lord Shrewsbury's executors, that he did not know Gibson was an undischarged bankrupt, or that his companies all became insolvent.

MRS. BROWNLEE A DIRECTOR.

Alice Maud Mary Robinson, formerly secretary to the Aniline Dye Company, said the minutes of the meeting, at which she was not present, of October 21, 1920, recording that the guarantee had been signed by the directors, she wrote on instructions given to her by Mr. Gibson.

A copy of that minute was sent to Sir Henry Bird.

Witness attended the directors' meeting in London on November 4, 1920. All the directors were present.

[illegible] minutes of the previous meeting [illegible] signing of the guarantee [illegible]bson, and were con-[illegible] Shrewsbury,

IN FEW LINES.

INTERESTING ITEMS FROM ALL QUARTERS.

British Mission to Vatican.

The present annual cost of the British Mission to the Vatican is approximately £6,550.

£110,000 for Westminster Hall Repairs.

Reparation work on Westminster Hall, which commenced in May 1914, and is now nearly completed, will cost approximately £110,000.

Steampacket Company Close Down.

Dundalk and Newry Steampacket Company are to close down indefinitely owing to a fresh wages dispute with the seamen.

Union President in Social Work.

Mr. Gordon Bagnall, president of the Oxford Union, has been appointed to the post of Associate Warden at the University Settlement, Liverpool.

Cocaine Substitutes Committee.

A Committee is to be appointed by the Minister of Health to investigate the value, for medical and surgical purposes, of possible substitutes for cocaine.

A Good Day's Work.

"It's all in the day's work," W. H Dalton, a Monmouthshire rat destruction officer, said after he had arrested the progress of a runaway horse near Newport and saved four children's lives.

"Hullo!" Holland.

For the telephone service between Great Britain and the Netherlands the unit for communication is to be three minutes, at a charge of 5s. for London, 7s. Scotland, and 8s. 6d Northern Ireland.

Lecturer Addresses 5,000 Children.

Mr. Frederick Whelen, of the League of Nations Union, addressed nearly 5,000 school children at the invitation of the Lancashire education authorities, beginning his tour on April 16 and finishing on April 25.

When Billiards Are Not Allowed.

That billiards may not be played in a public hall after 1 a.m, was stated at Kingston Police Court yesterday when Edgar Wilson, proprietor of a billiard hall in Surbiton, was fined £1 for allowing it to be open after regulation closing time.

£50 Compensation from L.C.C.

By the payment of £50 as compensation by the L.C.C., settlement was arrived at in an action, at Shoreditch County Court, in which Joseph J. Baydon, Hackney-road, E., sought damages for injuries caused by an alleged defective tramline.

Income Tax Defaulter's "Rights."

Blackburn magistrates yesterday refused to commit an income tax defaulter, whose claim for special rebate was said to have been turned down by commissioners without defendant being called upon. The case was adjourned for investigation.

Prophecy or Truth.

When a solicitor at Shoreditch County Court asked a plaintiff what the doctor said to him, Judge Cluer interposed, "That is immaterial. He might have told him that he would die to-morrow, which would be prophesying; or he might have said, 'You will die one day,' which would be true."

[illegible] Coach.

[illegible]aptain Lionel [illegible] Macfarlan, [illegible]an, in Salis-[illegible] mules drew [illegible] close gate, [illegible]nhitched, and [illegible] Bulford Camp [illegible]s for the re-

[illegible] SHEEP.

[illegible]cluded and [illegible]inued.

[illegible] has been seen [illegible]bam district be-[illegible] Dover, is held [illegible]eaths of over 150

[illegible]hed throughout the [illegible]ope of catching the [illegible]is appeared only when [illegible]ors have gone off duty. [illegible]spected of the raids [illegible]but the attacks on sheep

[illegible] NEW R.A.

[illegible]sembly of Academicians [illegible]s, held yesterday, elected [illegible]arren Philpot, A.R.A., a [illegible]mician.

[illegible]d Gabriel de Glehn, painter, [illegible]. Spencer Watson, painter, [illegible]d Associates of the Royal

[illegible] DE VALERA.

[illegible]blin correspondent telegraphs [illegible] is no truth in a report circu-[illegible]some quarters yesterday that [illegible]a had been captured.

[illegible] PROGRAMMES.

[illegible]te (Ansell) 7.25.—Mr. Emrys Price, [illegible] solo Romance in G Beethoven, [illegible] Bach; 7.35.—Orchestra: Selection, A [illegible] Dutch Girl (Kalman) 7.50 Adam [illegible]d, piano solo: Butterflies, No. 2 Schu-[illegible]. 8.0.—News. 8.5.—Miss Dorothy [illegible]r. [illegible]songs: Golden Slumbers Kiss your Eyes [illegible] century), Wild Rose (Schubert). 8.15.—[illegible] Everyman" looks at the World 8.25.—[illegible]estra: In Downlands (Hewitt). 8.35.—

TOY BALLOONS TRAVEL 365 MILES.

Liberated at Brighton and Found in Germany.

Two toy balloons liberated at Brighton were found 12 hours later at Cassel, Germany, having travelled 365 miles at 30 miles an hour.

Coincident with the release of little balloon flights



[illegible] Centenarian Lived to 107.

Mrs. Jane Lister, of Lincoln, who celebrated her 107th birthday last February, and was believed to be England's oldest inhabitant, died at her home yesterday.

She retained her faculties to the end.

[illegible] ago she declined an offer of [illegible] to appear on the music-[illegible]

[illegible] hunting, near [illegible]aus.

WIDENING THE TUBE.

For hours yesterday morning workmen were engaged in shovelling tons of ballast and rubble into a small hole in the roadway which, it was stated, was about 30 feet deep, and stretched for several yards each way beneath the concrete bed.

Widening and reconstruction of the tube is now in progress, and at the spot where the subsidence occurred a crossover from one line to the other is being made.

This necessitates an extra width of tunnel, and it was while boring to obtain the required aperture that a water "pocket" was struck by the engineers.

It is believed that the water is part of the Effra, an underground stream which after flowing from Brixton Hill, turns off at this point towards the Thames.

The accident was unfortunate because of the rush of people to see the Royal wedding.

At the three stations which have been closed by the mishap—Stockwell, Clapham-road, and Clapham Common—small crowds gathered, but a notice informed them that the tunnel was flooded and that trains were not running beyond Kennington Oval.

EMERGENCY BUS SERVICE.

Additional buses were rushed to the spot by the Underground controllers, and there was little delay in the journey to the City.

Extra buses will continue to run until this section of the line is opened.

In the meantime a three-minute service of trains will run between Moorgate and the Elephant and Castle, and a ten-minute service between the Elephant and the Oval.

It is expected that the train service over the full route to Clapham Common will be resumed shortly.

The normal tram service was restored shortly after 8 o'clock last night.

WIDOW WHO[illegible]

Mr. Christie, for [illegible] when Mr. Smith was [illegible] last illness, and pa[illegible] and unable to sp[illegible] him, and persuade[illegible] documents, which[illegible] ton some of his [illegible] gage.

Counsel added [illegible] guided the old [illegible] made his mar[illegible] read or write.

Mrs Rose [illegible] borated this [illegible] Weston ind[illegible] meaning of [illegible] and afterw[illegible] safe, savin[illegible] bank Sh[illegible]

[illegible] Walter Hell[illegible] ship also made [illegible] Weston obtained th[illegible] himself of certain of Mr[illegible] perty by fraud.

The action was brou[illegible] Henry Baker, who wa[illegible] share of the estate.

[illegible] appear

The Daily Chronicle with its OVER ONE MILLION DAILY NET SALE says:— "Come to London"

Arthur Richardson, ADVERTISEMENT MANAGER

FLEET STREET, LONDON, ENGLAND

LLOYD'S SUNDAY NEWS which is a household word wherever the English language is spoken says:— "Come to London"

FOCUS THE WORLD'S ATTENTION ON YOUR GOODS BY ADVERTISING IN LLOYD'S SUNDAY NEWS

Arthur Richardson, ADVERTISEMENT MANAGER

FLEET STREET, LONDON, ENGLAND

The Daily Chronicle AND LLOYD'S SUNDAY NEWS

THE TWO GREAT NATIONAL NEWSPAPERS

Forty Million for American



lew Customers Advertisers

ACH THEM ALL

BY A PUBLICITY CAMPAIGN IN THE

LONDON Daily Mail

NET DAILY SALE more than a LION and THREE QUARTERS

THE NATIONAL ADVERTISING MEDIUM FOR BRITAIN

HE map shows at a glance how your new, compact, ready-made market of 00,000 people is planted at the doors e metropolis. There are no "distances" over in Britain. Its massed popula- centres on a straight line, only 500 s long, from London to Aberdeen— a railway journey of 12 hours end to

DO you realize that in England, Scotland, Wales and Ireland there are over Forty MILLION People waiting to buy your goods?

These customers want no converting. Pioneers have done that years ago, and in so doing have reaped—are still reaping—rich rewards. You should come into the finest, most easily handled market in the world, and earn big, new profits.

The lever which puts the selling machinery in motion is

THE LONDON DAILY MAIL

the *National* advertising medium which in one single morning carries your appeal into more than one and three-quarter million homes throughout the whole of England, Scotland, Wales and Ireland.

The Daily Mail has a guaranteed Net Daily Sale of over a million and three-quarters. It reaches every great City, every town and every village throughout Britain by breakfast time. It is printed simultaneously in London and Manchester, and is carried to distant parts by a dozen special trains in order that every part of the nation can be served in the morning.

It is bought and read by every class of the community. It "blankets" the United Kingdom every day. Its prestige, like its net sale, is unrivalled. The Daily Mail has its readers' full confidence, and the pulling power of its advertisements is beyond comparison.

Horace S. Imber, the Advertisement Director of the DAILY MAIL, is staying at the Ambassador Hotel, Atlantic City, during the entire period of the A. A. C. W. Convention—June 3 to June 7—and the following week will be at Hotel Pennsylvania, New York City.

Ask him about THE DAILY MAIL and what it will do for you. Let him map out a campaign for you. He is here to tell all you want to know about national advertising in Britain.

Permanent Address:

H. S. IMBER,

Carmelite House. London, E.C. 4



THE · PROPRIETORS
and
MANAGEMENT · OF
The Daily Telegraph

in associating themselves most cordially with the proposal that the 1924 Convention of the Associated Advertising Clubs of the World should be held in Great Britain, add a personal invitation to the delegates to visit the offices of *The Daily Telegraph* where they will endeavour to demonstrate how, whilst retaining the traditions of a great British newspaper, they have moved with the most modern ideas in production and organisation.

Head Office:
FLEET ST.,
LONDON,
E.C.4.

Branch Offices:
Brighton Bristol
Glasgow
Manchester
New York *Paris*

LONDON—THE WONDER CITY—LURES VISITORS

The City, One Square Mile; Royal Westminster and 27 Boroughs Make Up the Capital of the Empire; Great Transit System Is of Especial Interest.

F THE 1924 CONVENTION of the Associated Advertising Clubs f the World is held in London, American dvertising men who decide to make the ourney to the British capital may look orward with assurance to a convention hat will be enhanced by the sights and cenes of an environment such as only ondon can present. No other choice of enue could be happier or more propitiis, for in 1924 the attractions of Lonon will be augmented by the British mpire Exposition, the largest and most nportant exposition yet organized in reat Britain.

London—capital of the British Emire; the center of a world-wide trade nd commerce, with their concomitant of ublicity; and not only the cradle of nglish history, but, in a measure, the radle of American history as well. And, hrough a common language, the multiious feautres of interest in London are most as clearly envisaged to Americns as they are to Englishmen.

Here is a close-up of some of the enes and features of the historic capil:

ONDON CITY is the central square mile once occupied by the alled city and its suburbs. It is Lonon proper, within yet aloof from the st of the vast settlement, and under the ntrol of the Lord Mayor and the Corration. Save the General Postoffice, ere is not a State building within its ecincts, yet the city is the pulse of the ritish Empire. It developed by itself—free city.

It has long since ceased to be a dwellg place—it is thronged by countless ousands by day and is deserted at night. lmost the whole of this area, which is inged by the ancient wharves of the ver, is covered by financial and commeral offices, with which are commingled uildhall, the Man-on House, the oyal Exchange, the ock Exchange, the ld Bailey, St. ul's Cathedral, and ty or so parish urches that have rvived the changes time. Most of ese churches are lautiful edifices, ith towers and eples that glisten nite in the sun, and ost of them have storical associaons.

Some there are at tell of the old olonial days, among em the venerable . Ethelburga, herein Hudson and screw attended mmunion ere sailg for the Northst; and St. Sepulre, in which lies ried Capt. John nith, Governor of e Virginia Colony (was he that Pocaontas saved), and ere Roger Wilms, founder of hode Island, was ptized.

ROYAL WESTMINSTER is in rality the capital y of England. It the seat of the gislature, the urts of Justice, and the Government offices. In Westminster, too, are the royal palaces, the State museums and galleries, the chief parks, the great missions, the clubs, the theatres and concert halls, the principal hotels and restaurants and the important shopping thoroughfares.

Go back a thousand years and one can visualize the walled city of London and in the fields to the West the solitary monastery—the Westminster—and palace that became the cradle of the national history of England. Today the monastery is the shrine of the English race, the palace the capitol of an empire.

Apart from its associations, Westminster Abbey is one of the finest examples of a pre-Reformation Abbey in Britain, as the cloisters and other considerable portions of the old conventual buildings have been preserved. Visitors should therefore make a point of seeing the whole of the Abbey and not of merely confining their itinerary to the Abbey church. Beside the Abbey stands the parish church of St. Margaret, wherein lies the dust of Sir Walter Raleigh.

The magnificent new Palace of Westminster (such is the correct title of the British Houses of Parliament), the most splendid building erected in any city in modern times, is open on certain days for public inspection, while permission to be present at debates in the House of Commons can be readily obtained.

Encompassing the city and Westminster are twenty-seven Metropolitan boroughs that, with the two cities, comprise the municipal County of London. The boroughs on the west, the north, and the southwest are chiefly residential, while those on the east and southeast are mainly industrial. Surrounding the county are the suburban settlements, many of them laid out on garden-city lines. These form the rim of a vast and compact metropolis that is roughly circular in plan and is bisected into two equal divisions by the winding Thames.

It has been said that no other great city in Europe has such beautiful environs as London. The country around the British capital is not only beautiful, but so widely diverse in physical character and scenery that the pleasure of rural excursions never wanes through monotony. Northward lie pastoral Middlesex and the watercourses and farmlands of Hertfordshire; southward the rugged chalk-hills and greensand ridges of Surrey; eastward the forest lands of Essex; southeast the Kentish hills and orchards and hop-gardens, and westward the wooded undulations of Buckinghamshire, the county of Hampden, Penn, Gray and Burke.

Then there is the silvery Thames, winding along past stately Hampton Court and Royal Windsor. All around London are the fine estates, the old manor houses, and the sequestered villages with grey church tower rising above red-tiled roofs, that are typical features of the English countryside.

CHIEF AMONG THE HISTORIC LONDON BUILDINGS is the Tower of London, which stands by the river at the eastern side of the city. It is the finest example of a medieval castle in England, and consists of a double line of fortified walls inclosing the great keep —the White Tower—built by William the Conqueror.

No heed should be given to the pleasing fancies of the romantic novelist that the Tower was little more than a prison for victims of royal disfavor. For centuries it was the State workshop and strongroom. It was a citadel, an arsenal, a naval station, a mint, a palace, a place of safe keeping for the royal treasures. The regalia is still kept in safe custody there. The Tower is open to visitors daily, and the exhibits and other features are explained by the courteous wardens.

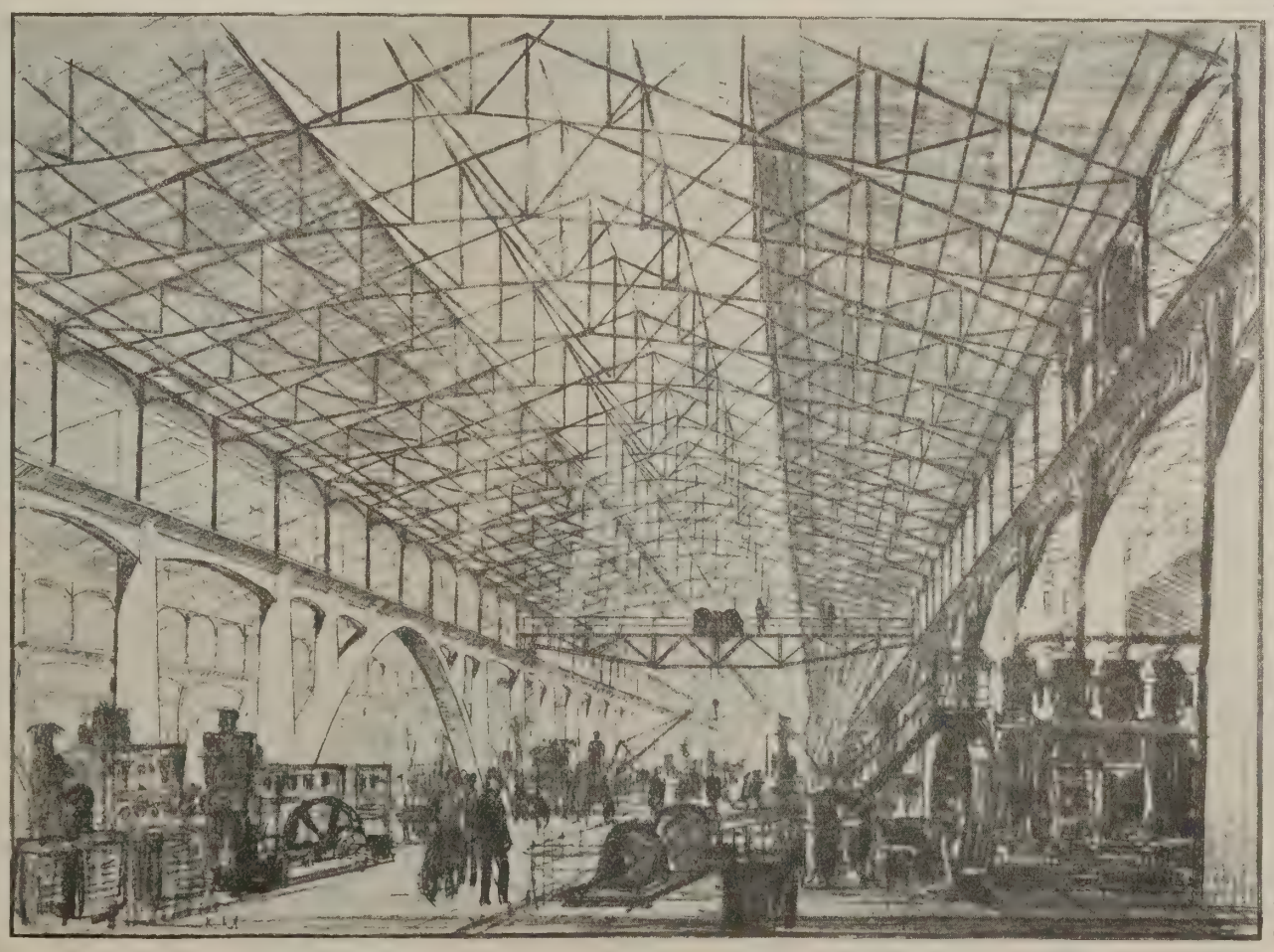
Nearly opposite the Tower is Southwark Cathedral, on the Bankside that was the site of Shakespeare's Globe Theater. This fine old building has associations with Shakespeare and other poets and playwrights, but maybe its chief interest for Americans will be the Harvard Chapel, which was restored in memory of John Harvard by students of the university that he founded. Harvard's father was a church warden of St. Saviour's, as the church was formerly termed.

Against the northern boundary of the city are the remains of two ancient priories—St. Bartholomew's Church and Charterhouse. The former is the oldest church in London, the nave a perfect example of Norman architecture. Charterhouse, associated with Thackeray's "The Newcomes," is an Elizabethan mansion used as an almshouse and school.

Virtually all the churches and other buildings mentioned as in the city have a great deal of historical interest. Thirty-two of these churches were designed by Wren, the architect, who rebuilt London after the Great Fire of 1666. The monument, in Billingsgate Fish Market, commemorates this fire. It is a tall stone column, from the top of which there are some fine prospects over London. Wren, its builder (he was an astronomer as well as an architect), at one time considered adapting it for a telescope.

Guildhall, with its Great Hall, Crypt and Museum, is another historic building of great interest, while to deal even briefly with the features and interest of St. Paul's Cathedral would fill whole pages of this publication. The Abbey and the Palace of Westminster have already been referred to.

Near the Abbey is the great cathedral erected in recent years by the English Catholics. Many decades must elapse ere the interior of this noble edifice be completed; but the portions already finished reflect the splendor that the interior will assume in years to come.

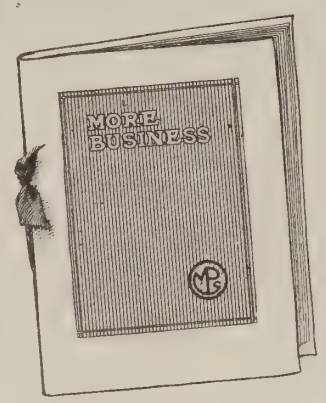


Engines that Make and Mark Modern Civilization Will Afford an Apparently Boundless Vista in the Machinery Hall of the British Empire Exhibit

WAS IT NOT BURKE who termed the parks the Lungs of London? Surely few other large cities, particularly old cities, can boast of such an extensive tract of parkland in their very center as London. Hyde Park is about a square mile in area, and with the adjoining Green and St. James' Parks, form a continuous stretch of finely timbered parkland extending from Kensington on the west to Charing Cross and Westminster.

Hyde Park is the rendezvous of society, and the scene about Rotten Row near Hyde Park Corner when the rank and fashion of London foregather here in the season is brilliant in the extreme. The Green Park is skirted on one side by Piccadilly, in this part lined by fine mansions and clubs.

In St. James' Park is Buckingham



A Few Copies Available to Business Chiefs

"MORE Business" is a brochure issued by a leading West-End firm of London publicity experts. It puts into a nutshell the whole subject of advertising—from the creation of a trade-mark to the final distribution of goods. This brochure has done more to stimulate British business men to new effort and new endeavour than any other trade-issued publication.

Business chiefs are invited to write on their business letter-head for one of the few remaining copies of "More Business."

The Meerloo Publicity Service Ltd. undertake the marketing of high-class products only in Great Britain or in any part of the British Empire. Big sales are created by originality, power and a thorough knowledge of British psychology.

THE
MEERLOO PUBLICITY SERVICE, Ltd.

96, New Bond St., London, W. 1, England

Telegrams: "Selintific," Wesdo, London

PLEDGES BUSINESS MEN'S WELCOME

IN supporting the official invitation being conveyed by the British Delegation of Advertising Men to the Advertising Clubs of the World at Atlantic City, to hold their 1924 Convention in London, a hearty welcome would be assured them by the business men of Great Britain who recognise the value of scientific advertising as one of the keystones to success in business progress.

Advertising has made great strides in recent years, but there is still room for improvement and the best method of developing this and formulating new methods is by the interchange of ideas around a conference table, and the Advertising Clubs of the World can rest assured every effort would be made to render the stay of their members as interesting as possible.

WOODMAN BURBIDGE.

Palace, the residence of the Court when in London. Before the palace stands the fine Queen Victoria Memorial, whence a new processional road leads past St. James' Palace to Charing Cross. St. James' Palace was built originally by Henry VIII, and, although no longer a residence of the sovereign, is used for ceremonial purposes, such as levees. It is still to the Court of St. James that foreign ambassadors are accredited. The changing of the Guard at these palaces is a stately old-world ceremony that takes place daily.

On the east side of St. James' Park is the Horse Guards, originally the Guard House of Whitehall Palace, the only actual remains of which is the Banqueting Hall (now a museum). Another picturesque military ceremony is the changing of the mounted guard at Whitehall. Kensington Palace, at the western side of Hyde Park, is likewise a royal palace no longer a residence of the sovereign. Here the State Apartments are open to the public.

Regent's Park, on the north of London, is notable for its Zoological Gardens, the London Zoo, as it is popularly termed, taking foremost rank among the zoological collections of the world. The other parks of London are too numerous to be mentioned individually, while in additions to these open spaces there are various heaths and commons—chief among them Hampstead Heath and Wimbledon Common—scattered around the inner circle of London.

TO THE AVERAGE VISITOR the Thames in London seems anything but a river of commerce, albeit it is the greatest commercial river in the world, with entrances and clearances exceeding in tonnage and in value those of any other port. This is because the docks and wharves are below London Bridge, in a district to which the stranger seldom finds a way, except when impelled by business. Above the City the Thames is a broad stream on whose bosom few craft save barges float, the bridges debarring vessels of any size from going very far above the Tower of London.

Tower Wharf is quite a good point, however, at which the stranger can see something of London's shipping, for off the wharves here there are usually to be seen many vessels of good burden, while ever and anon the 500-ton bascules of the Tower Bridge are raised and lowered as craft enter or leave the Pool. The main range of docks and wharves extend from London Bridge to Barking Reach, a distance of several miles, and below the latter point are detached docks and wharves, as at Tilbury and Queenborough.

The docks and wharves and the appurtenant warehouses are under the Port of London Authority, a specially constituted body, from which permission can usually be obtained for an itinerary of any of the great docks under its control. Many of the sheds and warehouses are of great size and are literally crammed with valuable commodities, brought from the utter-



The Selfridge Shops on Oxford street, London. This great department store was built up and is headed by Gordon Selfridge, an American, who has introduced American ideas into London retail merchandising.

In 1924

WE hope to have the pleasure of seeing most readers of this advertisement, of getting to actual hand-shakes. As the premier advertising Agency of the Midlands, let us lend our weight to the request that America sends a real live contingent to this country for an advertising convention. We take a keen interest in American methods, we want you to learn all that we are doing over here. Come along, you will be more than welcome.

Meanwhile

—As one or two of our clients hope to extend their activities for various products, to the American market, we shall be mighty pleased to receive specimen copies and rate cards for every class of publication.

H. Cecil Taylor LIMITED

Grosvenor Buildings, Steelhouse Lane, BIRMINGHAM

most ends of the inhabited world.

From the city to Chelsea, a distance of four miles, the left bank of the Thames is skirted by a splendid riverside drive, lined for the greater part of its length by pleasant gardens that are overlooked by fine buildings, among them several of the leading hotels. The Palace of Westminster stands at the end of the Victoria Embankment, which is the chief section of this drive. On the opposite bank there is only a short stretch of embankment, and on this side black wharves and warehouses alternate with imposing buildings, among the latter being the London County Hall.

Above London, at Kew, the Thames becomes a waterway of pleasure, and from this point a swarded towpath leads along past Kew Gardens to Richmond, and thence to Twickenham, Kingston and other famous up-river resorts. In summertime the scene on the river at these places is one of animation and gaiety, the beauty of the scenery and the gay attire of the river folk—in punt and dinghy and launch—composing a sight that remains long in the recollection of the stranger.

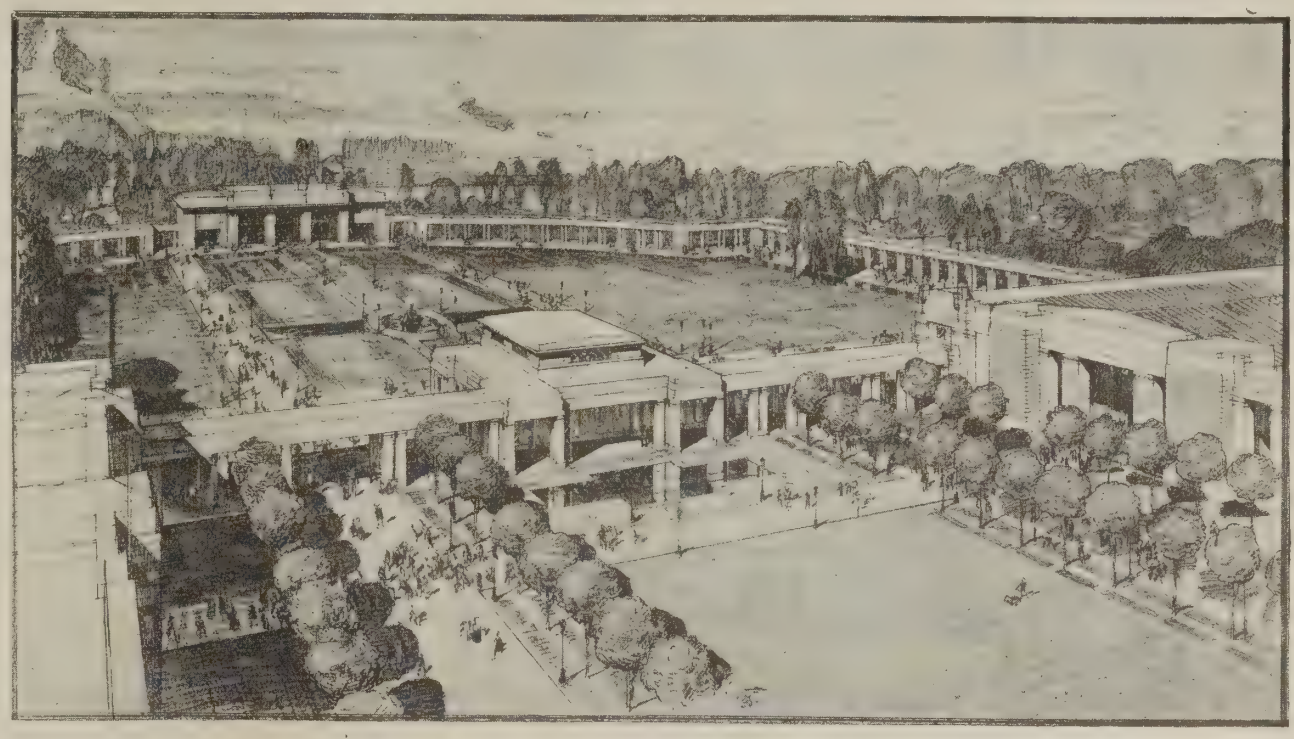
Kew Gardens are a domain of singular charm and beauty at all times; almost adjoining is Richmond, with the Terrace, whence come such glorious views over the Thames Valley, views such as Sir Walter Scott confessed that even Scotland had nought to vie with in beauty. At Richmond is a deer park that was formed by Charles I, and is now perhaps the finest public park in England. Above Kingston is Hampton Court, the magnificent riverside palace built for Cardinal Wolsey and which became a favorite residence of many of the English sovereigns. The State Apartments and the beautiful gardens are open to the public.

A REMARKABLE FEATURE of the business side of London is the segregation of the various professions and trades, each having its own recognized quarter of the town. Thus the lawyer's settlement is the old Inns of Court that fringe the western borders of the city, quaint old-world places, where offices, halls and churches are set about pleasant gardens.

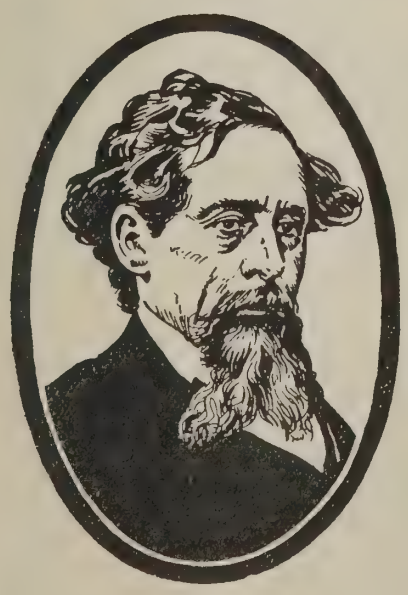
These inns—the Inner Temple, the Middle Temple, Gray's Inn and Lincoln's Inn—constitute what is virtually a Legal University. They have been here for hundreds of years and their existence was responsible for the Courts of Justice being removed to this quarter in recent years. The specialists in medicine and in surgery are to be found in Harley street, in the West End, where almost every house in this long byway is occupied by a doctor. For art dealers one would go to the St. James' Square district, where are Christie's famous auction rooms and innumerable shops devoted exclusively to antiques and works of art generally. Bond street is another art quarter. For furniture there is the Tottenham Court Road, wherein many of the most important furnishing emporiums are situated.

The publishers have the Paternoster Row district, where is the old Hall of the Stationers Company. The neighboring Fleet street is the quarter of the printers. Here are the offices of the great British newspapers, and here, too, as one might expect, are to be found many of the leading advertising agencies.

For the shipping offices there are two distinct quarters, the chief one in the Leadenhall street district of the City, the other, mainly for passenger bookings, in Cockspur street, adjacent to the West End hotels. In recent years the Strand has developed into the recognized quarter for the offices of the British Overseas Dominions, chief among them the splendid building of the Australian Common-



London Wants the A. A. C. W. to Meet in London in 1924 at the Same Time as the British Empire Exhibit, Which Will Be Held at Wembley. A General View of the Exhibit Grounds Is Shown Above.



CHARLES DICKENS

Founder and First Editor of "The Daily News," — 1846

When You Come to London

You will appreciate the unique power and influence of "The Daily News", and its reputation as an essential medium both for appealing to the national British market and for producing "the best results for the least money" with a

Certified Average Net Sale for MARCH, 1923

621,993 Copies Daily

The Daily News

is the most attractive advertising proposition in the British Isles, or indeed in the world

LIVERPOOL
IS BEHIND
LONDON

insofar as the invitation to the Ad. Clubs of the World is concerned, so we are sure it will be accepted. The warmth of her welcome may not be so obvious—we of the North are not an emotional crowd—but the **sincerity** will be there all right.

In no other way however is Liverpool behind London.

Make up your minds—you Ad. Men of America—to spend a couple of days here when you come over next year. It is the jumping-off ground for many of the loveliest spots of the Old Country, and you will never forgive yourselves if you miss them.

Incidentally, you must call at Liverpool for business reasons. There are ten million people within a fifty-mile radius; hard-working, money-making and goods-buying people. Hard-headed too, so if you contemplate marketing a commodity in this ideal "try out" area—for goodness sake consult someone who not only knows the ground but also the psychology of the people.

We advertise the Hoosier Kitchen Cabinet, The Craig Golfmeter and the Collier Keyworth Chair Irons in England—but we **specialize** in foodstuffs and articles sold through Grocery and Drug Stores. It may pay you to get in touch with us.

Anyhow, send for one of our Zone & Population Maps of the British Isles, you will find it useful.

FORBES KEIR & BULLEN LTD.

DIRECTORS

C. Forbes Keir, President of the Incorporated Institute of Publicity

C. Hugh Bullen

Advertising (Service) Agents
105 Bold St.

LIVERPOOL, ENGLAND

wealth. For the spice and dried-fruit merchants there is Eastcheap in the City; for the tea merchants Mincing Lane; for the corn merchants Mark Lane, and so on; almost every street of the city has its particular branch of commerce.

In Clerkenwell are the workshops of the silversmiths, in Bermondsey the great tanneries, in Southwark the offices and warehouses of the hop merchants. And this segregation is reflected even in trades of latter-day origin, for about Soho are offices of the moving-picture firms, and in Great Portland street the showrooms of the automobile manufacturers and agents.

Now this segregation has many advantages, not the least being that the visitor interested in a certain trade or profession has facilities for coming into direct contact with the subject of his attention, such as could never be available were all the individual members of such trade or profession distributed throughout London generally.

THE CHIEF SHOPPING THOROUGHFARES of London are the famous Regent street, Oxford street, the Brompton Road, and Knightsbridge, all of which are situated in Westminster. In Regent street and Oxford street many of the shops have been rebuilt on a splendid scale in very recent years, and when the reconstructions in progress will have been completed these two streets will be almost unrivaled among the shopping thoroughfares of Europe.

In Oxford street is the great store of Selfridge's, an establishment of magnificent design and proportions, with 200 departments. Harrod's Stores, in the Brompton Road, is another splendid emporium of world-wide fame, and, near by, are the extensive stores of Harvery Nichols' and Wolland's. Whiteley's, the first of the great stores established in London, is in the Westbourne Grove district, in the west. Besides those mentioned, there are various others, among the most notable being John Barker's, Derry and Toms', and Ponting's at Kensington, one of the fashionable West End districts. Certain of the stores adjoin stations of the Underground railways, and in several cases are connected with the stations by arcades flanked by the shop windows of the stores.

Advertising is a very important feature with the London stores, it being quite a common practice for many of the store to take one, two, and even three whole pages at frequent intervals in journals having a circulation ranging from half a million to a million and a half. The advertising managers of the great London stores are ever ready to exchange notes with American publicity men.

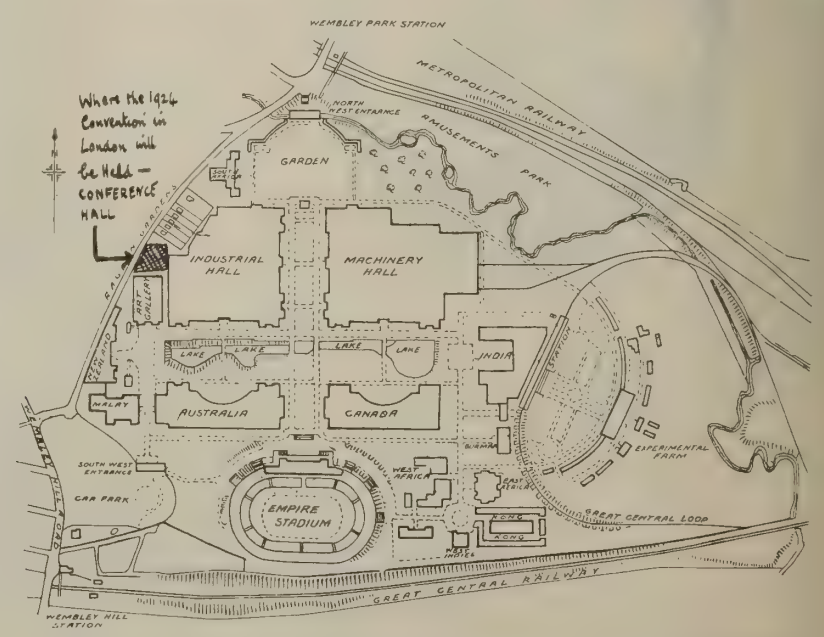
BUSINESS TO THE DAY, pleasure to the night. To the visitor the night side of London life generally centers around Piccadilly Circus and the Strand, about which are the theaters, the music halls, the cinemas, the taverns, the restaurants and all else that compose the ephemeral joys of a night in London. Piccadilly Circus has of late years acquired a Broadway touch with respect to illuminated signs, and what with these, the brilliance of the street lamps and those of the theaters and the like, and the throngs of people passing to and fro on pleasure bent, an animated and joyous scene is presented.

Of restaurants there is a choice to suit all tastes and all pockets. Corner houses where one may dine well, and to good music, for a few shillings; expensive restaurants that cater for the wealthy epicure; and the foreign restaurants of Soho, where one may obtain a wonderful many-course table d'hote, tastefully served, for a trifling sum, or an a la carte that extends to the other end of the scale. Many of the London taverns have American oyster bars, and other features adopted from the United States, some of them now not in vogue in that country. The taverns close about 10 o'clock, the restaurants at 11 or 12, the latter thus affording a chance for the theater folk to have supper before returning home.

Of night life of a workaday character there is much to be seen in the early hours of the morning in Fleet street, when the newspaper offices are at their busiest; and in Covent Garden, Smithfield and Billingsgate markets, when London's commissariat is working at its hardest.

IN GREATER LONDON there are nearly eight million people, and the great majority of the workers among them dwell at a distance from the scene of their labor. Bear this in mind: consider, too, the countless journeyings occasioned by everyday business activities; the attractions of the central area with respect to shopping, pleasure and entertainment; and, moreover, that there is always a considerable floating population of visitors in the capital, and it will be appreciated that the provision of adequate facilities for locomotion is a task of no mean proportions.

The chief transport undertakings are the combination of underground and surface railways, motor buses and street railways known as London's Underground; the street railways of the County Council; the underground and surface lines of the Metropolitan Railway, and the suburban lines of the trunk railways. Of these the London's Under-



A Beautiful Situation, Easy of Approach by Motor, or by Rail, Has Been Provided for the Empire Exhibit, on Whose Grounds the Associated Advertising Clubs Have Been Invited to Meet in 1924.

What Yorkshire Stands For

YORKSHIRE is the largest County in England, and has more acres than there are letters in the Bible.

It contains important seaports and valuable coal fields, so that it has become the home of

The Woolcombing Trade ***Woollens and Worsteds***
Ready-For-Wear Trade ***Engineering Trades***

There are over four millions of people within its borders, and their papers are

The Yorkshire Post
The Yorkshire Evening Post

The quality of the circulation of the morning paper, the "Yorkshire Post," can be safely inferred by the fact that 5,000 copies are sent daily by post to the best class of newspaper readers in all parts of the country. This is in addition to the ordinary sale to professional people, manufacturers, merchants, shippers, etc., to whom it is a daily necessity.

THE YORKSHIRE EVENING POST has a larger sale and carries more advertising than any other evening paper in its area. The daily sale among all classes averages close upon

200,000 Copies Daily

It has the "smalls," it has the motor-car advertisements, it has all the big space allocations, and to see it is to believe all that is here said about it.

Head Office: Leeds. *London Office: 171 Fleet Street, E. C. 4*

1924

An Invitation to the Advertising men of America

WE should like to know more of your splendid ideals, your large independent outlook, your frequently novel viewpoint. We should like to show you on the home ground just how the Englishman looks at things, how he looks at YOU, how he values your work in the world. Above all, we should like the opportunity of giving you a real English welcome to the greatest assemblage of English speaking peoples in history. They will come to the Mother Land from the four corners of the earth for the great Empire Exhibition—and they too would be unfeignedly glad to meet their cousins from the great Republic of the West. Englishmen will consider it a privilege to entertain you at the 1924 convention.

And while you are here, make a special point of visiting

Yorkshire

It is the largest county in England; it has 1/10 of the entire population; its activities and interests cover the whole range of English life, Industrially and Socially; in short, Yorkshire is England in miniature. And the commercial and social Capital of Yorkshire is

LEEDS

in the very heart of the County. Experienced advertising men on this side regularly try out new campaigns in this area—"if it goes in Yorkshire, it will go anywhere. If it won't go in Yorkshire, leave it alone!" This is to invite you to try out your schemes in Yorkshire when putting anything on the English market—try them out with the aid of a fully equipped and well organized Agency who can give you authentic local information. We stand ready to serve in whatever way we can.

LEEDS

Advertising Agency
Standard Buildings
Leeds, England.

GREAT MERCHANT URGES LONDON 1924



LONDON will give a cordial and hospitable welcome to those good fellows from America when they come over here in 1924.

Aside from the work as members of the Advertising Clubs of America, a visit to this part of the world once every year or two or three years, is worth all it costs in time and money, and with equal effort I urge representative men from England to visit America as often. Let us all get together as frequently and as enthusiastically as we can.

H. GORDON SELFRIDGE.

Oxford Street
London, W. 1.

ground group is by far the most important. The head of this great undertaking is Lord Ashfield, who as A. H. Stanley was general manager of the Jersey City Street Railways.

The railways of the Underground comprise about 115 route miles, inclusive of the section of the trunk lines over which the Underground trains run. The deep-level lines—the Tubes, as they are popularly termed—and their surface connections equal about 57 miles of this total; the District Railway, partly below and partly on the surface, 58 miles. Through physical connections with the trunk railways, the Underground lines have, on certain sections, been extended considerable distances into the rural districts. In the central area the system forms a regular network of underground lines, with stations in all the main thoroughfares, and a service of trains every one or two minutes during the busier hours of the day. In 1922 the Underground railways carried over 325,000,000 passengers.

The motor buses of the Underground group form a comprehensive system of locomotion extending throughout the whole of the Greater London area, the mileage of highways covered by the various services being well over 700, and over 900,000,000 passengers being dealt with yearly. These motor buses connect the central area with towns and villages far out in the country, and no mean proportion of the traffic, particularly at weekends, is derived from the facilities thus provided for country excursions; places of scenic attraction or historic interest, such as Guildford, Dorking, St. Albans, Windsor and Hampton Court being easily accessible by motor bus from Central London.

The street railways of the Underground group are in the north and western divisions of the capital, and have a length of about 117 route miles. The western section links up the towns of the Thames Valley, while the northern extends out into the rural environs on that side.

American advertising people visiting London will find in the publicity side of the Underground enterprises a feature of especial interest. Advertising in connection with transport undertakings, particularly in relation to street vehicles, is carried out in London on a scale quite unknown in America. In British advertising circles the London Underground occupies the foremost position, both with respect to its own publicity campaign and in the facilities it provides for commercial advertising generally.

A feature of the traffic advertising is the extensive use made of the artistic poster, the majority of which are designed by well-known artists and the tasteful display of which imparts to the Underground stations a character peculiarly their own.

Riding in "Rotten Row," Hyde Park, is the proper morning pastime in London. If one doesn't care to ride, he can watch the parade of fashion pass, and he will be sure to find many prominent Americans among the riders.

English Speaking Union

If You Are Visiting Great Britain This Year

The English-Speaking Union offers you

A CORDIAL WELCOME

At its headquarters in London, overlooking Trafalgar Square, you will find attractive reception and writing rooms, where the chief American newspapers and magazines may be seen and where afternoon tea is obtainable.

RELIABLE INFORMATION

of a kind not available at the usual tourist agencies will be at your service and the British members of the English-Speaking Union will help to make you feel at home.
If you are interested in

SPECIAL SUBJECTS

such as education, farms and gardens, social service, architecture, furniture, pictures, china, etc., introduction to experts will be furnished—in fact no trouble will be spared to make your visit to Great Britain as pleasant and profitable as possible. You will see the everyday life of the British people.

"FROM BEHIND THE SCENES"

The English-Speaking Union is a fellowship of Britons and Americans who are trying to promote a better understanding between our two peoples by their getting to know one another as individuals. The President for the British Empire is the Earl of Balfour, and for the United States, the Hon. John W. Davis, former American Ambassador in London.

Let us know when you are coming and what we can do for you.

TRAFALGAR BUILDINGS,
1 CHARING CROSS,
LONDON, W. C. 2

AMERICAN HEADQUARTERS:
345 Madison Ave., New York, U. S. A.

Yorkshire, 1924

LEEDS, one of the mighty, pulsing industrial centres of Britain, is a hospitable city. But a proud one also. Proud, that is, of its prosperity; and proud of those things to which a price cannot be set—its music (Yorkshire singing is proverbial), its university, its public-spirited citizenship. So when Leeds hears somebody say: "London, 1924," it is inclined with prideful Yorkshire bluntness to answer: "Has't forgotten Leeds?" And in May and June of the year, there is no pleasanter site in the wide world than the dales of Yorkshire full of springtide glory. "Gracious the beauty of dale and moor, and oh, how hospitable the people."

To London, Leeds

adds a typically Yorkshire welcome, loud and deep enough to echo across the Atlantic and reverberate in the hearts of the delegates to Atlantic City. "Put my welcome to the test," says Leeds, "and prove that every word is true. London for the convention in 1924, and Leeds for a pleasant holiday-study afterwards; Leeds with its great industries and the West Riding with vast markets, and the Yorkshire moors for health of body and soul."

The Yorkshire Evening News

(Net Sales, 133,000 Copies Daily)

is published in Leeds. From the beginning it has associated itself completely and whole-heartedly with the invitation to "London, 1924." Mr. Sydney Walton, the London Director of the Yorkshire Evening News, is a member of the Thirty Club. He acts as Honorary Publicity Secretary to the club. He arranged for Mr. Wilson-Lawrenson to meet the Prime Minister during his visit to London early this year, because he feels, as the Yorkshire Evening News feels, that the ambassadors of advertising deserve the best and highest that Britain can offer. And theirs it shall be.

Meanwhile, Yorkshire in 1923 is a market worth sounding. If American advertisers want any help or guidance how to merchandise in Yorkshire, write to the

DIRECTOR OF ADVERTISING
YORKSHIRE EVENING NEWS
TRINITY STREET, LEEDS,
YORKSHIRE, ENGLAND

CRAWFORD, FATHER OF ON-TO-LONDON CONVENTION MOVEMENT

Idea Conceived by a Scotsman Determined to Go One Better —Sketch of Activities Leading Up to British Delegation's Visit

By ONE OF THE DELEGATES

IT'S no use "Wullie" Crawford trying to hide his head. This On-to-London Movement was his idea. He is its father. And it all came of that terrible Scottish failing that brings so many of the Caledonian race to London and leaves them there—a weakness for doing something better than their neighbors.

This is how it happened. In 1920 the Thirty Club of London organized a Great Advertising Exhibition at the White City, which attracted hundreds of thousands of people and put advertising as such where it had never been before. That exhibition sprang from the brain of J. C. Akerman, that year's reigning president of the club. W. S. Crawford was vice-chairman of the exhibition and a few months later took the club presidential chair.

"Eh, lad, but Jock Akerman was a braw laddie. Nay, but I'll gae yin better," or words to that effect, is what "Wullie" Crawford is reported to have said on that occasion.

And in March, 1921, came the inspiration.

He put forward the bold idea of inviting the Associated Advertising Clubs of the World to hold a convention in London. It is reported—equally without authority—that Jack Akerman visibly wilted at this answer to his challenge, but, sportsman that he is, he dissembled his feeling and led the applause which greeted the subsequent resolution.

Events began to move as the idea took root. Sir Charles Higham interested the late Lord Northcliffe in the proposal and went to America bearing an invitation endorsed by the great publisher. He was sympathetically received and; with the invitation presented at the Milwaukee convention in 1922, the seed was planted in United States soil. Meantime Mr. Crawford had been elected vice-president of the Associated Advertising Clubs of the World and this merely spurred him to achievement. He nursed it on his own side of the water and his opportunity came when the A. A. C. W. appointed F. A. Wilson-Lawrenson as chairman of the investigation committee to look over London and sound the depths of its sincerity.

On January 18, 1923, Mr. Wilson-Lawrenson met the Thirty Club in session at dinner and told its members and their guests what he had come to do. He intimated that if London wanted the convention for 1924 it must have the great organizations of the country behind it; it must send a representative and adequate delegation from the United Kingdom to Atlantic City in June; it must show tangible benefits to be gained from holding the convention in London, and must present a program of business and entertainment offered by British advertising men.

Mr. Crawford, in response, stated simply that this country had the ability and the resources, and the new age of advertising men were climbing very high. He said the convention must come to London. At this same dinner, Lieut.-Col. E. F. Lawson, representing the Newspaper Proprietors' Association; Sir Edward Benn, representing the technical press; James Strong, representing the Association of British Advertising Agents; and members of several other organizations offered complete support. John Cheshire presided and Sir Philip Lloyd Greams, president of the Board of Trade, was among those present.

Mr. Lawrenson's stay in London was marked by several significant events. The London Daily Mail actually gave a column a day to reporting his aims and activities—a generosity that had never been accorded to any other personality. The Prime Minister, A. Bonar Law, received Mr. Lawrenson and expressed keen and cordial interest in his mission.

The crowning events were the announcements that Viscount Rothermere and Sir Edward Hulton would each give twenty-five thousand dollars toward the conduct of the 1924 convention, if secured for London, and each pledged the full support of their newspapers.

With his departure from British shores, the Thirty Club set to work to bring together its delegation for June, prepare its story, frame its invitation, and plan its program for 1924. Into this work three men threw themselves with assiduity—President John Cheshire, Vice-President William S. Crawford, and Honorary Secretary C. Harold Vernon. At a convention rally dinner, held on March 13, offers of entertainment, printing assistance and blocks flowed in and it was at the suggestion of Mr. Crawford that those present were invited to put up funds for carrying on the good work. The Times, through J. C. Akerman, put up five thousand dollars for preliminary work. And among the members present (less than forty in number) the sum of five hundred guineas was subscribed in less than ten minutes!

The enthusiasm thus displayed set the seal of success to the rally, and between that hour and the time these notes are being written, there has been one ceaseless, almost sleepless, round of activities that will only culminate in the first stage with the sailing of the Thirty Club delegates on the "Berengaria" on May 26.

W. S. Crawford—A Red Hot Scot

CARLYLE said if you could once make a Scot red hot he would fire the world. William S. Crawford is a red-hot Scot, radiating energy and enthusiasm wherever he goes. He has built one of the largest and most complete advertising organizations in Britain in less than nine years by sheer force of personality.

He began his advertising organization just before the start of the great war. Business almost ceased, papers had no space for advertisements, but still the Crawford organization grew. From the terrible four years of the war it emerged one of the strongest and most progressive advertising houses in Britain.

William S. Crawford is well known in the United States. He is a good mixer, a shrewd judge of men, with almost uncanny insight into character, and a speaker who, if caught in the right mood, will capture any audience. He has his enemies. No man of his impetuous disposition could fail to make a few, but his friends are legion.

The idea of holding the advertising convention in London in 1924 was his. It was his energy and enthusiasm which induced the Thirty Club to undertake this work. This was his proudest achievement when he was its president.

In everything that has made for advertising progress of recent years William S. Crawford has been in the thick of the fight. He was vice-chairman of the Great Advertising Exhibition held at the White City in 1920 which first really put advertising on the map for Englishmen He is vice-president of the Thirty Club, the leading advertising club of London, and European vice-president of the Associated Advertising Clubs of the World.

When the organization of the great British Empire Exhibition that is to be held in 1924 found that its publicity was inadequate its chairman, the Prince of Wales, asked William S. Crawford to become honorary publicity director. In a month the publicity service of the exhibition was transformed.

He comes to the United States on this visit as accredited representative of the British Empire Exhibition.



W. S. CRAWFORD

SPECTATOR SELLS LIFE MEMBERSHIPS

Much Interest Aroused in Britain Over Unique Plan Adopted by Weekly Paper to Interest Its Readers

Much interest has been aroused in Great Britain over the "life membership" subscription plan proposed by the London Spectator, which is said by that weekly to have had a wide response from readers.

J. St. Loe Strachey, editor, started the ball rolling March 10 when he announced the plan in a leading editorial. The editorial pointed out that a great deal of resentment has grown up among readers at the idea of being bought and sold with a newspaper "as if they were the livestock on a farm." It is declared that "the feeling of readers toward their favorite newspapers is akin to that of members towards a club," and that "there is a strong desire that newspaper readers should have some say in the matter of newspaper sales, and that they should not, as often now, hear no whisper of their fate till it is accomplished.

To remedy this state of affairs, the Spectator proposed a life membership similar to that in clubs. These life members, whose fee would be in proportion to their ages, would have certain rights and privileges, including those of audience and consultation in the policies of the paper.

The editorial suggested that the articles of association might contain a clause making it impossible for the holders of the ordinary shares of stock in the paper to part with a majority of such shares—that is, with the controlling interest in the paper—without giving due notice to the life subscribers that a sale was contemplated. If a group of these life members, within two months, determined to exercise their privilege of pre-emption, they might have the right to purchase at the sum at which the proprietor of the controlling shares had contracted to sell.

Letters to the editor evoked by this proposal occupied two pages in the following issue of the Spectator. In the issue of March 24 the Spectator stated that it had received acceptances from about 50 persons who desired to become life members. It therefore offered semi-definite proposals.

Life memberships are offered to persons between 44 and 55 for 14 guineas, between 55 and 65 for 11 guineas, between 65 and 75 for nine guineas, over 75 five guineas. Persons with paid subscriptions yet to run will be so credited, and the word of the subscriber as to his age will of course be taken. The life members will not be affected by any increase in the price of paper that may be made.

The Spectator announces that the life members will be invited from time to time to meetings with the editorial staff and directors of the paper to confer as to the welfare of the publication and its readers.

FOREIGN AD DISPLAY

Interesting "Side Show" at New Orleans Trade Convention

Upwards of 90 American firms were represented in a foreign advertising display that was one of the interesting "side shows" of the foreign trade convention held in New Orleans May 2-4.

The collection was made by the International Western Electric Company. It is to go to New York and be exhibited by the Advertising Club. It will then go on a tour of some of the Eastern universities, and will ultimately be the property of Harvard.

In this display the trade-mark is especially featured. The trade-mark is not so important to an American buyer; but in many foreign countries goods are bought entirely by trade-mark. The illiteracy of the population is largely the cause; the temperament of the peoples completes the explanation.

WELDON'S

Famous

FASHION JOURNALS

These Journals circulate all over Britain and have a combined net sale of over

ONE MILLION COPIES MONTHLY

Enquire of your Advertising Agent or write to us for handsome volume of specimen copies and rates.

If your goods are for women your advertising is for Weldons.

Weldons Ltd., Southampton Street, Strand, London, Eng.

The

Sunday Times

A Great English National and Independent Newspaper

THE paper that has for a century been the organ of authoritative and impartial opinion on the great questions of the day.

Its gallery of contributors has included leading Statesmen, Scientists, Litterateurs, Churchmen, and representatives of the highest distinction in every phase of national life.

EDITORIAL, ADVERTISING AND PUBLISHING OFFICE
186 STRAND, LONDON, ENGLAND



BRITAIN'S BEST

"THE GRAPHIC." The pioneer of illustrated journalism, unapproached and unapproachable in the originality of its pictures, the variety of its contents and its wide distribution not only at Home but in the Colonies and Abroad.

"THE BYSTANDER." The bright illustrated weekly. Unique in its handy size. Bright, sparkling and effervescing as a magnum of extra couve champagne. A great favourite both with the Public and with the Advertisers.

"THE DAILY GRAPHIC." The FIRST Illustrated Daily Newspaper. Remarkable for its definite results to advertisers, and the confidence placed in it by its readers.

These Three Papers Represent "A GOOD HAND"

Send for further particulars and rate card to: George Sparkes **Advertisement Director**

"Graphic" Buildings, Whitefriars, London, England

ON - TO - LONDON

BY CUNARD

"Publicity was not only good business it was good statesmanship . . . . The proposed Advertising Convention next year would do an enormous amount to make the world realise that upon interchanging trade the prosperity of countries depended."—So says the President of the British Board of Trade—*The Right Hon. Sir Philip Lloyd Greame.*

The warmth of the British welcome will be extended to you immediately upon stepping aboard a Cunard liner.



MAURETANIA

AQUITANIA CARONIA
BERENGARIA CARMANIA
MAURETANIA FRANCONIA

DRAWING ROOMS RESTAURANTS
SMOKING ROOMS GRILL ROOMS
GARDEN LOUNGES ORCHESTRAS
REGAL AND OTHER SUITES WITH
:: PRIVATE VERANDAHS ::

"ON-TO-
BY
CUNAR



GA AQUITANIA

ON - TO - LONDON
BY CUNARD

The influence of the Convention will be world wide, and to the individual delegate, the voyage to Europe should be a delightful memory never to be effaced. Whether he travels by one of the giant Cunarders from New York, Boston, Quebec or Montreal, he will have at his disposal all those attractions, summed up by the *late Viscount Northcliffe:*

"A glorious country house, with just the right number of people in it and plenty of room for them all."

LONDON"
THE
LINE

SCYTHIA SAMARIA LACONIA
ANTONIA ANDANIA AUSONIA
TYRRHENIA

RECEPTION ROOMS — LIBRARIES
DINING ROOMS — BALL ROOMS
SWIMMING BATHS — GYMNASIA
HALLS & GALLERIES — ELEVATORS
OPEN AND COVERED PROMENADES

The Great Western Railway of England

"The Line to Historic Shrines"

Chester
Its walls and rows

Bristol
Footsteps of Sebastian Cabot, Martin Frobisher, Sir William Penn

Bath
Burke, Wolfe, André and Governor Pownall

Bridport
(*Whitchurch*)
Burial place of Sir George Somers

Exeter
Homeland of Sir Walter Raleigh

Plymouth
County of the "Mayflower," Drake and the Sea Kings

FROM the rock-bound coast of Cornwall to the peaceful land of Shakespeare—from Jordan's Meeting House to Plymouth Hoe, the Great Western Railway traverses from end to end all the notable historic sites which in the far-off seventeenth century played so prominent a part in the foundation of New England, or were closely connected with some remarkable occurrence in the history of the United States.

Within the compass of a single week the American pilgrim is able, by the aid of the Great Western, to visit the Travel Shrines of the Western Shires shown on this page.

Passengers landing in Liverpool or Plymouth can, as will be seen by the map, visit many of these places on their way to London. Passengers landing at Southhampton and traveling to London first will find all these historic sites and scenes easily accessible by the magnificent express trains of the Great Western Railway from Paddington Station.

The Great Western Railway Company has published the following illustrated Guide books, replete with practical information and splendid maps, which will be of great value and interest to American travelers to these places.

HISTORIC SIGHTS AND SCENES OF ENGLAND

Price 25c. Post Free, 35c.

HOLIDAY HAUNTS GUIDE

With List of Hotels and Boarding Houses

Price 25c. Post Free, 35c.

These books may be obtained on receipt of stamps to the value shown from R. H. Lea, General Agent of the Great Western Railway for the U. S. and Canada, 315 Fifth Avenue, New York, and 37 Adelaide Street East, Toronto.

Stratford-on-Avon
Shakespeare-land Harvard House

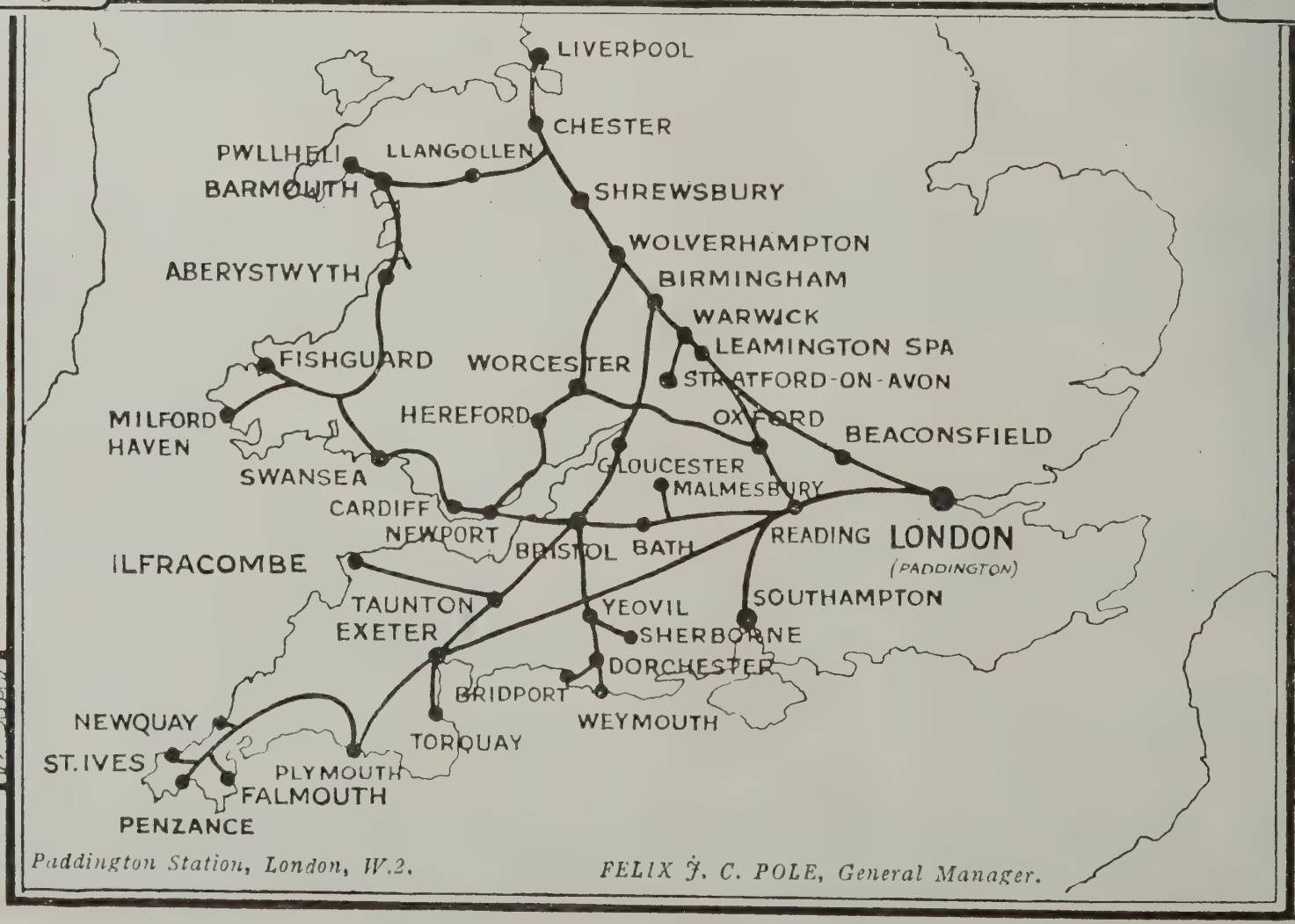
Beaconsfield
Chalfont County, Milton's Cottage, Jordan's Meeting House

Garsdon
(*Malmesbury*)
Home of the Washingtons

Sherborne
Dorset Home of Sir Walter Raleigh

Dorchester & Weymouth
Homeland of John White and John Endicott

Weymouth
(*Portland*)
The last home of the Penns



Paddington Station, London, W.2.

FELIX J. C. POLE, General Manager.

LET'S MAKE IT A REAL WORLD CONGRESS OF AD CLUBS, SAYS CRAWFORD

Vice-President of Thirty Club and A. A. C. W. Official Declares Field of Barter Between the Two Nations Has Hardly Been Scratched

By W. S. CRAWFORD

Vice-President of the Thirty Club, and European Vice-President of the Associated Advertising Clubs of the World

I HAVE BEEN IMPRESSED on my visits to America by the fact that the term, "The Associated Advertising Club of the World," is a misnomer. Till now it has merely meant the Associated Advertising Clubs of America.

Great as American advertising is, wonderful in its power and developments, I can envisage something even greater—an advertising movement that is not local, but universal—a real Congress of the Advertisers of the World. This proposed visit of the Associated Advertising Clubs of the World to England is, I am confident, merely the precursor of a series of other conventions to be held the world over—conventions which will result in a development of trade almost unimaginable to us at present.

What has America to gain by the acceptance of this invitation? I speak without arrogance when I say that the business methods of the nation which has done the largest foreign trade in the world must be worth studying. Just as it is well worth an Englishman's while to study American advertising methods and practices, so, too, British methods of merchandising, their credit systems in the export trade, their wonderful agency systems in foreign centers, are well worth the attention of every responsible American business man.

America is doing a great business with England at present, but it is only a tithe of the business it might do. As I go to and fro in the States, as I read the admirable advertisements in your periodicals, I see scores and hundreds of articles unknown in England—ingenious, novel and beautiful things which have only to be known here to gain a successful market. Exchange troubles have almost vanished, thanks to our incorrigible British habit of paying 20 shillings in the pound. It is a market in which one can trade with absolute confidence, for the British merchant's word is his bond.

If our invitation be accepted, the visitors to the convention in 1924 will not only have the opportunity of studying British business methods, but they will also have every chance of doing good business. As it is proposed that the convention be held at the Great British Empire Exhibition at Wembley, they will also meet buyers and merchants from the whole of the British Empire. Such an opportunity is indeed a wonderful one.

What has England to gain by this visit? In the first place, we shall benefit greatly by the advice and experience of a thousand or more of the most virile and energetic of American business men. Your experience will aid us in our problems. Apart from this, American advertising men will see the opportunities for doing big business with British goods in the States.

We are paying our great debts to you. We make no boast about that. It is the custom of the British and American races to meet their obligations and we recognize that in this matter we have been fairly and liberally treated. But if we are to pay we must pay in British goods. We have no gold mines in our little island. All we can do is to pay our debts with the products of British brawn and brain. Our goods enjoy a high reputation in your land and there are many more of our products which only need advertising and putting on your markets to become highly popular amongst you.

But beyond the mutual benefit of our common experiences, beyond the advantages we shall gain by greater trading together, there is something greater—something finer.

I predict that this visit will unite in closer bonds of friendship and brotherhood the two great nations in whose hands lie the destinies of the world's civilizations.

I picture our nations jointly keeping the world's peace, rising higher and higher in the plane of civilization, and leading the world to developments hitherto unknown.

It may be but a vision—but all the best things in the world were once visions. The visions of today are the realities of tomorrow.

WHAT LONDON WANTS

THE Bureau of Advertising Facts, says the Advertisers Weekly, London, has issued its report on Questionnaire Number 2, in which members of the public were asked to fill in the name of the brand they would buy of no less than fifty different classes of goods.

Herewith are given the main results, showing the number of votes recorded for the five leading brands in each commodity, with notes and remarks upon the items of outstanding interest.

The total number of papers received was 450, which number represents the maximum number of votes which any one brand could receive. The votes were divided into three classes—those recorded by men, married women and single women. In this resumé, however, only the totals are given. In most cases three or four brands have between them 60 to 80 per cent of the London market.

Item 1—Health Salts.—1st, Eno's, 177 votes; 2nd, Kruschen, 145; 3rd, Andrew's, 55; 4th, Will's, 17; 5th Epsom (unbranded), 15.

The result of Kruschen's extensive and effective advertising is strongly apparent. Eno's position as leader indicates power of *cumulative* advertising over a long period of years.

Item 2—Whisky.—1st, Johnnie Walker; 2nd, Black and White; 3rd, Haig & Haig; 4th, Dewar's; 5th, Dunville. Success of Haig & Haig particularly noteworthy in view of limited volume of advertising.

Item 3—Port Wine.—1st, Sandeman's 117 votes; 2nd, Gilbey's, 93; 3rd, Cockburn's, 21; 4th, Short's, 16; 5th, Concord, 11. The small number of votes recorded for Concord is particularly interesting.

Item 4—Collars.—1st, Summit, 225 votes; 2nd, Hope Bros., 33; 3rd, Horne, 19; 4th, Kingdom & Meakers, 15; 5th, Radiac, 11. Striking evidence of the value of a brand name backed by first-class advertising.

Item 5—Underwear.—1st, Wolsey, 228 votes; 2nd, Jaeger, 51; 3rd, Pesco, 25; 4th, Alpha and Sensola 18; 5th, Chilprufe, 15.

Item 6—Shoes and Boots.—1st, Lotus and Delta, 87 votes; 2nd, Trueform 58; Mansfield, 51; Saxone and Sorosis, 31; Abbotts, 19.

Item 7—Toothpaste.—Kolynos, 74; Pepsodent, 73; Colgate, 69; Gibbs, 57; Euthymol, 46. Where are the British brands?

Item 8—Shaving Soap.—Pears, 133; Colgate, 50; Vinolia, 36; Gibbs, 35; Williams, 35. Pears Golden Series triumphed in all cases except the toothpaste, which only secured 11 votes out of 450. A suggestion for Pears advertising department.

Item 9—Toilet Soap.—Pears, 128; Yardley, 48; Palmolive, 36; Erasmic, 34; Wright's Coal Tar, 34. An easy winner. A curious mixture of old and new.

Item 10—Razors.—Gillette, 209; Valet Autostrop, 69; Kropp, 30; Clemak, 19; Ever-ready, 11. An extraordinary gap between first and second difficult to account for.

Item 11—Talcum Powder.—Pears, 130; Yardley's 35; Cuticura, 25; Mennens, 22; Vinolia, 21. Yardley's rapid rise a testimony to their fine advertising.

Item 12—Breakfast Foods.—Quaker Oats, 84; Scott's, 50; Grape Nuts, 29; Force, 34; Plasmon, 17. A surprising preference for porridge.

Item 13—Ordinary Cigarettes.—Player's, 115; Goldflake, 99; Kensitas, 39; Wills, 22; Three Castles, 18.

Item 14—Cigarettes (Special).—Abdulla, 115; State Express, 38; De Reszke, 74; Greys, 14; Kensitas, 10. An overwhelming gap between 1st and 2nd.

Item 15—Pipes.—Dunhill's, 98; Civic, 37; City de Luxe, 26; Bewlay, 24; BBB, 24. No Press advertising issued by winner. Position largely due to extension of the Dunhill cult during the war.

Item 16—Motor Cycles.—Douglas, 83; Triumph, 65; Rudge, 43; Indian, 37; B.S.A., 32.

Item 17—Gramophones.—H.M.V., 251; Columbia, 24; Aeolian, 24; Decca, 19; Pathé, 18. An amazing share of the market for a single firm.

Item 18—Shoe Polish.—Blossom, 153; Nugget, 115; Kiwi, 87; Wren's, 32; Tanco, 22.

Item 19—Furniture.—Maple, 113; Waring & Gillow, 42; Drage, 25; Hampton, 17; Harrods, 16. No advertising man would have predicted this order.

Item 20—Easy Chairs.—Berkeley, 194; Buoyant, 46; Maples, 32. Buoyant quickly gained a good position.

Item 21—Fountain Pens.—Swan, 186; Waterman, 139; Onoto, 82; John Bull, 8; Conway Stewart, 4. Three firms share over three-fourths of the London market.

Item 22—Pencils.—Venus, 176; Eversharp, 145; Koh-i-noor, 50; Royal Sovereign, 31. In view of price Eversharp's position very strong.

Item 23—Cocoa.—Cadbury, 82; Bournville, 131; Rowntree's, 95; Fray's, 49; Van Houten, 24.

Item 24—Tea.—Lyons', 134; Brooke Bond's 88; Lipton's, 25; Mazawatte, 20; Home & Colonial, 16.

Item 25—Coffee.—Lyons', 82; Camp, 60; Red, White and Blue, 41; Home & Colonial, 24; Kardamak, 12.

Item 26—Corsets.—Spirella, 77; J.B., 50; C.B., 46; Twilfit, 44; Worcester, 29. Spirella's success particularly interesting in view of the fact that no press advertising is used.

Item 27—Stockings.—Holeproof, 63; Morley's, 52; Jason, 31; Jaeger, 20; Wolsey, 18.

Item 28—Waterproofs.—Burberry, 217; Dexter, 34; Mattamac, 31.

Item 29—Face Powder.—Icilma, 73; Poudre Nilde, 35; Pompeian, 14.

Item 30—Face Cream.—Icilma, 110; Pond's, 64; Pomeroy, 22; Pompeian, 16; Oatine, 14.

Item 31—Tooth Brushes.—Koh-i-noor, 88; Boots, 75; Prophylactic, 67; Pears, 6.

Item 32—Baby Foods.—Glaxo, 308; Allenbury, 90; Mellins, 39; Bengers, 12; Cow and Gate, 10.

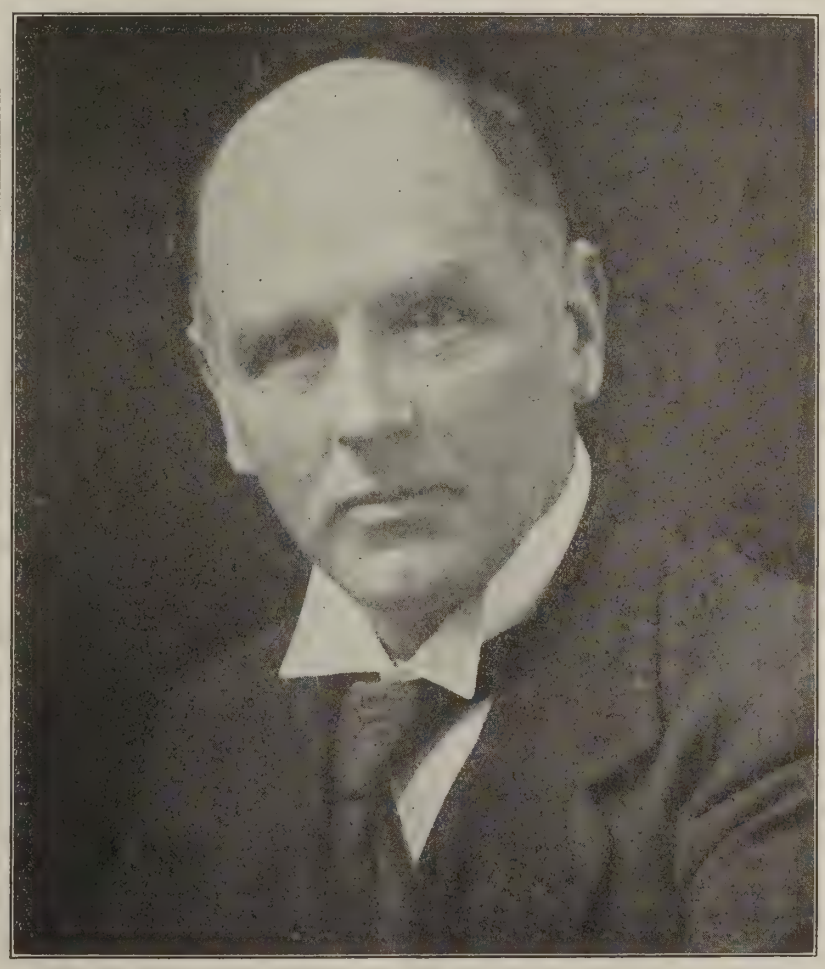
Item 33—Boot Rubbers.—Phillips'; Wood Milne; Redfern, 31.

Item 34—Pickles.—Panyan; Lazenbys; Heinz; Military; C. & B.

Item 35—Tinned Fruit.—C. & B., 32; Libby, 31; Chivers, 31; Bartlett, 24; Lazenby, 20. A very evenly divided market. An opportunity for an extensive advertising campaign.

Item 36—Baking Powder.—Borwick's; Bird's,

"GET TOGETHER," SIR SYDNEY M. SKINNER'S MESSAGE



I HOPE to see the Advertising Convention come to London next year. Round Table talks are all to the good, and Conferences between the business men of the English-Speaking race I look upon as a particularly favourable omen for future relationship. My recent visit to America, where I was received with a fine courtesy and a cousinly feeling which I take this further opportunity to gratefully acknowledge, confirms me in the opinion that an interchange of ideas must be to our mutual advantage. We have a great deal to learn from America: on the other hand, I think our friends across the sea will find something in our traditions and methods that will be of help to them.

The more business men get together and discuss business affairs and business difficulties, the better for business generally. And in the future, more than in the past, advertising will be a pregnant factor in business development. In my experience, advertising is merchandising, and merchandising is business. In England we have not, as a body, risen to the possibilities of advertising, and a visit from America will be a stimulation and, I think, an education.

SYDNEY M. SKINNER.

"We shall be glad to see you!"

THE
METHODIST RECORDER
LEADING BRITISH METHODIST PAPER
—SALE EXCEEDS 53,000

Rate per page (17 in. x 12 in.), £25

161 FLEET ST., LONDON E. C. 4

GIPSY SMITH, the Evangelist, says:—"I cannot understand how any Methodist can live without the METHODIST RECORDER."

WE offer a hearty welcome to all our American friends who attend the

1924 CONVENTION

We would draw their attention to the great Yorkshire Weekly advertising mediums, The Wakefield Express Series including:

1. **The Wakefield Express**
2. **The Pontefract & Castleford Express**
3. **The South Elmsall & Hemsworth Express**

The present weekly sale is about 33,000.
A net sale certificate is issued half yearly.
Scale of charges and copies of papers on application.

Proprietors :

THE WAKEFIELD EXPRESS SERIES, Ltd.

Office, 2 Southgate, Wakefield, Yorkshire.

Big Business Awaits American Firms —

desirous of placing their goods on the British market, to whom we add our welcome to the Advertising Convention taking place in Great Britain in 1924. Since 1878 we have been intimately acquainted with that market, and have successfully handled the propositions of many leading American and British firms whose specialties are today known throughout the world.

From the start we have been responsible for the publicity of B. S. A. Ltd., renowned for their Guns, Motor Cars, Motor Cycles, and Cycles, the Daimler Motor Co. Ltd., the Chiswick Polish Co. Ltd., manufacturers of the celebrated Cherry Blossom Boot Polish and Mansion Polish, the Columbia Graphophone Co. Ltd., the Dictaphone Co. Ltd., Sir Herbert Marshall & Sons Ltd., of the Famous Angelus Player-Pianos and a large number of similar important firms.



This is an indication that we are in a position to help *you* to the utmost possible degree. The British Market is far cheaper to exploit than the American Market. Our business premises are situated in the very heart of London's most important trading centre, and we extend to you a cordial welcome to visit us.

DIXON'S

WESTEND ADVERTISING AGENCY LTD.,
Thomas Dixon, Managing Director
195, OXFORD ST., LONDON, W. 1. ENGLAND

AMERICAN GOODS HOUSEHOLD WORDS IN UNITED KINGDOM

Both Buyers and Sellers Are Among British Delegation to Ad Club Convention; Role to Be Reversed Next Year

(*Special to* EDITOR & PUBLISHER *from its London Editor*)

THE INTERCHANGE OF COMMERCE is necessary to the progress of the world. No country can exist for long under conditions of progress upon internally produced goods alone. Its people cannot live upon themselves. From the beginning barter was the means of exchange.

Today the principle is wide in scope and the nations of the world barter on the international scale. Private trading enterprise creates a product, and by the application of publicity creates also a demand for it. Soon that development reaches such a stage that it is possible not only to supply the needs of a home market, but to look farther afield, overseas, maybe, for another market. It is private enterprise that creates markets abroad, and both the trader and his country are enriched.

It is difficult to imagine, under conditions of nationalized manufacturing any development of markets overseas.

Great Britain enjoys a supremacy in many industries and her private enterprise has carried her wares to the uttermost corners of the earth. Many articles in common use today throughout the United States are owed to Great Britain. They are of such a character and standard as to leave no doubt as to their permanence.

With the passage of time and gradually improving conditions, the number of products Americans thus owe to British enterprise must of necessity increase. It may be that some British visitors to Atlantic City will see, during their stay in America, opportunities for the marketable exploitation of products in which they are interested.

The British have many manufactured commodities that they can sell to America. The delegates who may elect to see the great exhibition of British Empire manufactures in London next year will find evidence of perhaps a far greater enterprise than they have imagined.

Americans are buyers as well as sellers. The purpose of the Atlantic City convention is to bring together the men who sell things. Where there are sellers there are buyers—the relationship shifts everlastingly.

It is not conceivable that an American business man would decline to make a purchase merely because the article was made in England. When one wants, one buys. The seller cannot be the seller only for all time; he must face some other trader as a buyer.

Both buyers and sellers may be among the delegates arriving in America in a few days. If a delegation goes to London from America next year, that body likewise will include buyers and sellers—the position being reversed in many cases.

America cannot stand still. Britain cannot stand still.

More and more must the exchanges open and the flow of goods increase in either direction.

It may not, perhaps, be realized what a vast number of products now popular in Great Britain as household words and in everyday use owe their origin to the enterprise of United States manufacturers or producers.

One of the delegates from England, a prominent newspaper man, compiled for his own use a list of American houses now operating in Great Britain and of goods now in common use that originated in America, and it is an amazing tribute to the foresight of American business men. Some of the commodities named are now to all intents and purposes British throughout, owned by British companies, manufactured entirely in British factories with British capital and by British labor, but this does not alter the fact that they owed their birth to America, even though they are British by adoption.

This is the list:

Aeolian Company
American Lead Pencil Company
Angier Chemical Company
Armour & Company, Ltd.
Auto Strop Safety Razor
Beaver Board Company, Ltd.
Borden's Condensed Milk Company
British-American Safety Razor Company, Ltd.
British H. W. Gossard Company.
Buick Cars
Cadillac Cars
Carnation Milk
Chalmers Cars
Cheseborough Manufacturing Company
Chevrolet Cars
Colgate & Company
Columbia Graphophone Company
Congoleum Company, Inc.
Corona Typewriter
Crex Carpet Company
Dodge Cars
Durham Duplex Razor Company
Fels-Naptha
Ford Motor Company
General Motors
Gillette Safety Razor Company
B. F. Goodrich Company
Goodyear Tire & Rubber Company, Ltd.
Gramophone Company, Ltd.
Grape Nuts.
H. J. Heinz Company
Hoover Suction Sweeper Company, Ltd.
Hotpoint Electric Heating
Hudson Cars
Hupmobile Cars
Icy-Hot Bottle Company
Ingersoll Watch
S. C. Johnson & Son.
King Cars
Kleinert Company
Kodak, Ltd.
Kolynos, Inc.
Lalley Light
Libby, McNeill & Libby
Mabie, Todd & Company, Ltd. (Swan Fount Pen)
Maxwell Cars
Mennen Toilet Powder
Moon Cars
Nash Cars
National Cash Register
O'Cedar Mop
Old Dutch Cleanser
Oliver Typewriter Company
Oneida Community Plate
Packard Cars
Paige Cars
Palmolive Soap
Paris Garters
Pepsodent Company
Pompeian Company
Pyrene Company
Quaker Oats
Red Indian Motor Cycles
Remington Typewriter Company
Rexall Preparations
Royal Baking Powder Company
Royal Typewriter Company
Royal Worcester Corsets
Ruberoid Company
Scholl Manufacturing Company
Scripps-Booth Cars
Shredded Wheat Company
Sonora Phonograph Company, Inc.
John B. Stetson Company
Studebaker, Ltd.
Sun Maid Raisins
Three-in-One Oil Company
Underwood Typewriter Company
United States Rubber Company
Wahl Eversharp Pencil
Waltham Watch Company
Waterman Pen
J. B. Williams Company
Wrigley's Spearmint
Yost Typewriter Company, Ltd.

ONE of the most charming day trips about London is the visit to Windsor Castle, the summer home of the English Royal family, up the river Thames from London. The monumental pile of the castle rises on a hill above the river, and the great park behind it has large herds of tame deer that feed under stately oak trees. Eton school is located in the picturesque village below the castle, and here the streets are full of youths in the high hats, Eton collars and tight fitting Eton suits the school has made famous throughout the world.

30 Royal, 12; Brown Polson, 7; Raisley, 7.
em 37—Dried Eggs.—Cook's.
em 38—Sauces.—H.P., 190; Mason's O.K., 92 Heinz, 30; Lea & Perrin, 29; A 1, 26.
em 39—Toffee.—Mackintosh's, 271; Sharp's, 97 The second largest number of votes polled fo any one brand was secured by Mackintosh's.
em 40—Chocolates.—Cadbury, 128; Lyons', 5 Fullers, 49; Rowntree's, 44.
em 41—Jams.—Hartley's, 240; Chiver's, 47; C. & B., 38; Robertson's, 16; Beach, 14. A su rising disparity between numbers one and tw
em 42—Watches.—Waltham, 90; Benson, 9 Ingersoll, 90; Bravington, 11; Bennett, 11.
em 43—Linoleum.—Catesby, 165; Treloar, 4 Greenwich Inlaid, 27; Maple, 14; Staines, 13
em 44—Furniture Polish.—Mansion, 169; R uk, 82; Adams, 62; Stephenson, 43; Ja son, 15.
em 45—Gas Mantels.—Veritas, 293; Wels- e., 55; Volker, 13; Ironclad, 10. Veritas ge red the largest number of votes cast for a brand in the test.
em 46—Vacuum Cleaners.—Ewbank, 117; B ell, 87; Hoover, 72; Daisy, 46.
em 47—Disinfectant.—Jeyes, 223; Sanitas, 8 Lysol, 61; Milton, 29.

LONDON IN 1924 ESSAY WINS SILVER CUP

H. H. Radford's Paper, Reproduced Herewith, Gave "Good Reasons and Results" in Publicity Club Contest

EARLY this year, W. S. Crawford offered a silver challenge cup among the members of the Publicity Club of London, to be won by the writer of the paper that most satisfactorily answered



The Poster Stamp is being liberally used by the Thirty Club of London in its campaign for the Advertising Clubs' Convention. The cut was made by Alfred Craske, London engraver, and the stamp has been printed in generous quantities by Hill Siffken & Co., also of London. Its is printed in colors and is being distributed by U. B. Walmsley, honorary secretary of the London Committee of the Thirty Club.

the question why the advertising convention should be held in London in 1924.

The following is the winning paper, submitted by W. H. H. Radford, Muswell Hill, and it is printed here because it assembles an array of arguments that not only present the advantages for American visitors to London, but frankly states the British viewpoint and just what Great Britain expects to get out of it. The paper, entitled "Good Reasons and Results," follows:

The British Empire Exhibition in 1924 will draw together business men from all the world over, making the convention really world-wide.

England is still the greatest trading nation and London the commercial and financial center of the world. No city offers so many historic and interesting sights; no country so many places dear to American sentiments. London's attractions will be on an unprecedented scale.

World-wide knowledge of selling and distribution is good economically, every business community would benefit by new inspiration and broader outlook.

The discussion of advertising and selling would lead, in a constructive way, to the better development of international trade, a better understanding between America and Britain, and the general well-being of these two great English-speaking peoples. It would assist prosperity in this country, lesson unemployment, reduce our indebtedness to America, and improve tariff relations.

It will be London's first opportunity to compare the selling and advertising methods of the world.

It will benefit us by breaking down public prejudice and making it understood that reputable advertising reduces the cost of goods to the people.

The press publicity given will awaken deeper interest and confidence in advertising on the part of British manufacturers and public—"advertising advertising" with a vengeance.

It will cause British business men to consider advertising in wider terms instead of sectionally, helping to destroy their unwillingness to pool their advertising and selling experiences.

It will bring before every section of business the value of advertising as a prime necessity in reducing selling costs.

British advertisers would realize that American advertising is better chiefly because American advertisers pay proportionally higher for the preparation of their advertising.

American advertisers will better understand the reasons for some of their selling schemes over here not reaching the standard of success anticipated.

Whilst convinced Americans can teach us much, we also believe we can teach them something.

That, compatible with British marketing conditions, our selling methods are mainly sound and efficient.

It would assist in the discovery of markets in America awaiting British business men to develop and vice versa, and what goods could thus be profitably sold.

It should set the commercial world agog with new ideas and build up trans-Atlantic trade.

British manufacturers and advertising men are receptive to ideas emanating from America and progressive enough to offer valuable improvements and so keenly desire the convention as to justify its being held here.

Speaking generally, men will learn new methods of solving distribution problems.

Hundreds of Americans will know more of London that they did and learn something of our national customs and conditions.

Britons will have an opportunity of repaying, in small measure, courtesies extended to them in America, and cementing Anglo-American friendships.

Recognition will be given in this ocuntry to advertising clubs like the Publicity Club as representing a properly defined business.

The convention in London might penetrate official circles and lead to legislation to insure only genuine advertising.

The convention has never been held outside America, so the A.A.C.W., to deserve its title, must meet in London.

Right gladly do we endorse the

THIRTY CLUB INVITATION TO LONDON, 1924

The HARDWAREMAN

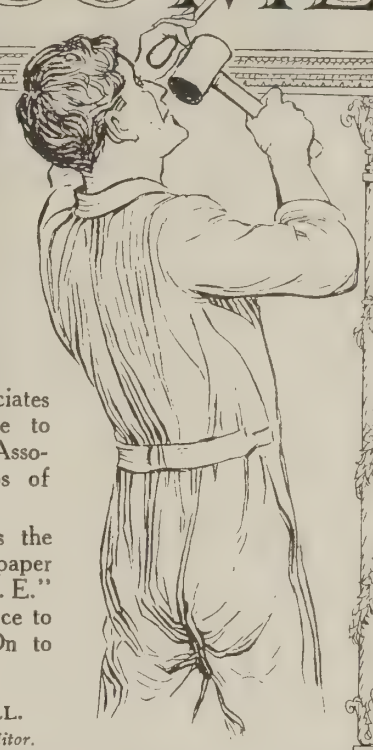
and Ironmonger's Chronicle

For 31 years the organ of the hardware trade in Great Britain, THE HARDWAREMAN represents in the most active and effective form the success and interests of this great industry. It stands for Progress.

Sample copies with pleasure to all interested. Address: THE HARDWAREMAN, Danes Inn House, 265 Strand, London, W. C. 2, England.

Members—British Association of Trade and Technical Journals.

WELCOME



ADDING THE "M. E." TO YOUR WELCOME

KNOWN to its 30,000 readers as the "M. E.," THE MODEL ENGINEER very cordially associates itself with the welcome to the delegates of the Associated Advertising Clubs of the World.

For twenty-five years the most popular mechanical paper in Great Britain, the "M. E." adds another friendly voice to the growing chorus, "On to London in 1924."

PERCIVAL MARSHALL.
Founder and Editor.

MODEL ENGINEER
66, Farringdon Street, London, England.

British Business Papers Bid You Welcome

THE British Association of Trade and Technical Journals, Ltd., representing 180 weekly and monthly business publications, sends greetings to the Associated Advertising Clubs of the World. In the full belief that a Convention of the leading advertising men of the world would result in a notable advance in the efficiency of business publicity methods, the Association most cordially bids you welcome to London in 1924.

The British Association of Trade and Technical Journals, Ltd.

Sicilian House, Southampton Row, London, W.C.2, England

The Official Handbook of the Association containing a list of all the members, and advertisement tariffs of over one hundred papers will be sent free on request. A valuable guide to the business press of Great Britain which every advertiser and agency should possess for reference.

IRELAND'S

BIGGEST NEWSPAPER PROPOSITION

The IRISH INDEPENDENT, the world-famed Dublin morning, that has a net, certified daily sale considerably more than 3 times that of any other Irish morning Newspaper. Not only is the IRISH INDEPENDENT easily the biggest Newspaper proposition in Ireland, but it is also one of the most modernized, one of the sanest, most enterprising, and most prosperous daily publications in Europe. The mechanical equipment at the disposal of the Proprietors of the IRISH INDEPENDENT is the last word in up-to-dateness. The exceptionally beautiful new building, just completed, for the IRISH INDEPENDENT and its three associated Newspapers (the DUBLIN EVENING HERALD, the IRISH WEEKLY INDEPENDENT, and the IRISH SUNDAY INDEPENDENT) costing close on 1,000,000 dollars, is considered to be amongst the most attractive, luxurious and completely equipped Newspaper buildings in the world.

The IRISH INDEPENDENT has blazed the trail in new ideas for years. It was the first morning newspaper outside the continent of America to publish net sales. That was 14 years ago—it has continued this practice ever since. It is the only Irish Newspaper that can be truly described as the Newspaper of the whole nation. Every advertiser of note who uses an Irish Newspaper uses the IRISH INDEPENDENT as a matter of course.

Greetings and Good Wishes to The Great Convention and Good Luck to the "On-to-London" Movement

The IRISH INDEPENDENT was amongst the first Newspapers outside America to support the A. A. C. W.

For All Particulars, Rates, etc., Apply

T. A. GREHAN, Advertisement Manager, Carlisle Building, Dublin.

EDITOR & PUBLISHER
Irish Free State Section

IRELAND NEVER SO PROSPEROUS AS TODAY

Principal of McConnell's Agency, of Dublin, Tells London Publicity Club Population and Wealth of Country Are Increasing Rapidly

HARLES E. McCONNELL, principal of McConnell's Agency, Dubi recently told the Publicity Club of Lndon a few facts about Ireland as a r·ket. When he made those remarks Ir and was a composite whole, so that ist of his utterances apply in that conction.

t the same time, now that the Irish Fe State is operating as a separate en, it is still entitled to full considera and in view of the fact that the th of Ireland contains many beauty s that may attract American visitors nconnection with the 1924 Convention, r application to that part of the coun as a potential market should be renbered.

Ir. McConnell quoted an imposing of articles imported into Ireland in year 1919 as follows:

	Pounds.
uits	273,854
hes and brooms	133,204
garine	450,487
lles	307,524
se	232,454
her	1,067,055
s and shoes	5,380,375
n	8,579
hes	233,287
visions and groceries	515,727
ts	594,360
les and sauces	92,866
gar	11,426
king	27,153
hes	36,544
d	665,373
ectionery	1,053,925
ery	337,325
nery and haberdashery	4,597,450
rel	1,399,202
ufactured tobacco	1,490,873
cco pipes	93,760
rellas	118,560
cing sticks	27,755
uiture	1,662,196
	451,167

r. McConnell said:

reland was never so prosperous as is today. This is abundantly proved official figures. During the war emir ion was prohibited, and as a consence the population increased. At the e time the agricultural wealth of the ntry also increased, principally owing he incentive given by the Governt to farmers to produce more food. l figures given beneath are quoted n official sources and clearly demone the rapid growth of wealth. They prove that this growth was not con to the period of the war, for the t figures are the most satisfactory ll.

n 1910 the deposits and cash balances oint stock banks amounted to £52,-000; at the end of 1917 this figure grown to £91,361,000; on June 30th, , it had been increased to £163,509,- an interesting index to the unpreceed prosperity of the country.

Deposits in the Post Office Savings ac grew from a normal £3,585,000 to 70,000 in 1917, and on December 1919, they totalled £16,940,000.

he amount of Government Stocks which dividends were payable at the of Ireland on June 30th, 1920, was 63,000, which showed an increase of 72,000 over the corresponding pe- of 1914; an increase of £16,954,000 1918, and of £4,770,000 over 1919.

hese figures speak for themselves. you like to analyze them further, have 163 millions on deposit in the s, 95 millions in British Government securities and 17 millions in the Post Office Savings Bank, a total of 275 millions of money, and this gives you a surplus of 72 millions of money over and above the imports into the country in a year, which are 203 millions. That means we are able to pay cash for all the goods we get in a year and have 72 millions of money lying in the bank. That is how it appeals to me as an advertising man."

The Baltimore Sun and the Evening Sun have shown an affinity for Rhodes' scholars from Maryland. The latest acquisition is Francis F. Beirne who has joined the force of editorial writers, having left the Baltimore News. He was elected from Virginia in 1911. He was on the staff of the Sun some years ago and was a first lieutenant of infantry in France during the war.

Felix Morley, who has been on the editorial staff of the Sun for some months, was elected a Rhodes' scholar while serving in the ambulance service in France in 1916. He took up his residence at Oxford in 1919. He has been associated with the Philadelphia Public Ledger, with the United Press and with the Philadelphia North American.

Percy Maddox, who was a member of the local staff of the Evening Sun last summer, was elected last year and is now at Oxford.

Patrick T. Montford, of the Freeman's Journal, Dublin, is a veritable cyclopaedia of facts relating to business openings and prospects in the Irish Free State for manufacturers, and will gladly impart the information to any interested. He is a delegate among our friends from England.

"HEARTY WELCOME"—COSGRAVE



(*Special to* EDITOR & PUBLISHER)

PRESIDENT COSGRAVE, head of Government of the Irish Free State, interviewed by a representative of EDITOR & PUBLISHER, said if the Convention decided to meet in London next year the members would, he hoped, take the opportunity of visiting Ireland and see for themselves how the foundations of future development and prosperity were being laid. Revolution and its aftermath will ere then have completely passed away and Ireland, at last able to concentrate on problems of reconstruction and progress, will doubtless share in benefits from discussions at the Convention on the European side of the Atlantic. Many ties of friendship bind Ireland with America and visitors from any part will find a hearty welcome awaiting them in this country.

CORK HAS POWERFUL GROUP OF PAPERS

South of Ireland Press Exhibits Lively Interest in British Invitation to American Advertising Folk

Cork, representing the South of Ireland, is exhibiting a lively interest in the coming of the A. A. C. of W. Convention to London in 1924. And Cork's voice should count in the expressions of welcome that are flowing in from oversea. For Cork is the third most important city in Ireland, and from its heart there radiates the most important newspapers in the South.

Ireland is the home of a warm hearted race. There is nothing warmer than an Irish welcome. And in the parts which acknowledge Cork as the immediate and nearest centre of activities, you have the true Irish heart beating and pulsing with sentiment.

So, when the South of Ireland newspapers, which include the Cork Examiner, the Cork Evening Echo, and the Cork Weekly Examiner, show their good intent by commanding a special page in this On-to-London edition to give voice to their indorsement of the "London, 1924," project and, in their own words, "stretch their hand across the ocean with an invitation to America," it is an enterprise worthy of note.

Well may they say they are the voice of nearly two million people. They have the confidence of the people in their territory, and in rendering news service to that community, they maintain a London office at 180 Fleet street and a private news wire between London and Cork.

The South of Ireland newspapers are an enterprise that must be counted in any scheme that seeks publicity in Ireland.

"IRELAND WILL BE THERE"

Dublin House Organ Was First to Recognize A. A. C. of W.

The Independent Newspapers, Ltd., of Dublin (with W. T. Brewster as manager) issues a little house organ called

STANDING STILL means going back, and with 9 years of steady progress behind us we look forward to still further achievement in the future. We have weathered the worst storm that has hit the trade of Ireland within living memory, and in spite of it we have made steady progress and have held together an organization which we believe to be thoroughly modern and efficient.

¶ We at present conduct the advertising of two big American lines, and would co-operate with any live American Service Agency in the handling of their Irish Appropriation.

¶ For many reasons we welcome the proposal to hold the 1924 Advertising Convention in London. We want to meet American advertising men there and we want them to come to Dublin and meet us; for with the new era of freedom and prosperity that is now opening for the Irish Free State, an intimate interchange of views will redound to our mutual advantage. At any rate a talk between men of the same profession is always likely to suggest a new angle of approach to old problems.

¶ There is an Irish saying that "Far away cows have long horns" so we won't bother you with elegantly phrased descriptions of what we are, what we have done, or what we *can* do. We want you to come and see for yourself.

¶ What we have learned by hard experience about the Irish Market and its trade possibilities, Irish Media, and the best lines of appeal to the public we will place at the disposal of those who wish to join with us in the cultivation of what is obviously going to be an extremely profitable field in the near future.

Our Monogram indicates
our responsibility for a wide
range of successful advertising

McCONNELL'S
Advertising Service

PUBLICITY HOUSE — DUBLIN, IRISH FREE STATE — London Office: 81 Shaftesbury Avenue

Irish Independent Notes. In the latest issue is the following interesting reference to the coming Atlantic City Convention:

It is possible—we hope it is absolutely certain—that the powerful American organization, the Associated Advertising Clubs of the World, will assemble in London next year. It should prove to be the most eventful happening in advertising the Old World has ever known. If it comes off, Ireland, of course, will be there. And talking about Ireland, the famous Irish Independent blackthorn stick was presented to the president some years ago at one of this famous club's conventions. As a matter of fact, the first newspaper in Europe to recognize the Associated Advertising Clubs of the World in convention assembled was the Irish Independent. We cabled out our wishes for a successful convention—it was at San Francisco, and Mr. Woodward was the president—and we got a very graceful reply. Incidentally, would you blame us for reminding Mr. Woodward that the Irish Independent was not only the first Irish newspaper, but the first newspaper in Europe, to publish *net sale* figures? We again earnestly hope that our wonderfully progressive American publicity men will make London their rendezvous for 1924. No other city east of the Statue of Liberty could adequately house so impressive an organization of modern business generals.

BI-LINGUAL ADVERTISING

British House Uses Both English and Irish Copy

Among the most consistent national advertisers in Ireland for 20 years past are the proprietors of Bovril. And if there is one thing that the Bovril people have always been distinguished for in their publicity campaign it is—sanity. That is to say, they have always truly sensed the Irish situation so far as advertising is concerned.

Of course, another factor is that this organization has always been represented in Ireland by men who have understood the country inside out. The Irish manager of Bovril for several years past, John Sheridan, is, perhaps, one of the keenest judges of what "goes" in the Irish country that the Bovril Company has ever had. Just now the Bovril advertisements over here are bi-lingual—Irish and English.

It is rather interesting, too, that the first advertisement entirely in Irish ever inserted by a national advertiser was for Bovril. That was nearly 20 years ago, and it was prepared by the present advertisement manager of the "Irish Independent" group of newspapers.

SIMPLE ADS, HIS ADVICE

McJunkin Official Avers Most Copy Says Too Much

Eric Scudder, vice-president of the McJunkin Advertising Agency of Chicago, recently addressed the Chattanooga Ad Club on "Making Advertising Produce Sales." He said in part:

"If you want your advertising to produce sales then make the selling simple. Most manufacturers make too many things, and most manufacturers say too much about the things they make. This causes a confused blur in the mind of the people selling as well as in the single-track mind of the general public.

"The copy prepared for advertising is often filled with too many generalities. The average person does not understand it, and a 'crazy quilt' effect is obtained. The best way to make advertising pay is to get the advertisement down to the fewest words possible and put forth one outstanding reason for a purchase."

New Weekly in Columbus, O.

A new weekly in Columbus, Ohio, the East Side Review, appeared May 4. It is to be published each Friday by A. D. Curfman, business manager of the Westerville (Ohio) Public Opinion. The Review is an eight-page paper, six columns to a page. The first edition was 6,000, the papers being distributed free to every home in the section. The Review is printed in the plant of the Westerville Public Opinion.

INSTITUTIONAL COPY WINS FOR STORES

Principle of Marshall Field Company Successful Advertising Explained by G. R. Schaeffer—Profitable to Omit Comparative Prices

G. R. Schaeffer, advertising manager for the Marshall Field Company, Chicago, during the recent meeting in Cleveland of members of the National Commission of the Associated Advertising Clubs of the World, told in detail the spirit and motives governing this firm in all its advertising and merchandising. His explanations were supplemented by about 200 lantern slides exemplifying every phase of advertising.

Emphasizing the importance of educational advertising, Mr. Schaeffer said:

"We use our advertising to tell the public about our merchandise, our activities, our policies, our purposes, and our ideals.

"We feel that if our advertising is right it will enable the public to understand just what sort of service we give; just what sort of men are running our business. First of all, it will 'sell' our business as an institution to the public. In its various phases it will build confidence and good will. Surely it is more important for us to sell our business as a whole rather than a few specific items of merchandise. We feel that by winning the confidence and good will of the people on the basis of a real understanding of our policies and ideals, business will naturally flow to our store in great volume. That is why we devote so much space in our advertising to so-called institutional copy.

"We realize that a great many people judge our business very largely by its advertising, often conscientiously, more often unconsciously. Every advertisement seen, whether read or not, produces some sort of impression, The sum total of these impressions is a very considerable part of public opinion. Therefore the appearance of our advertisements is important, just as are the appearance of our store and the personal appearance of our salespeople.

"This is why we employ the best artists, layout men and typographers. And so is the wording of our advertisements important, just as are the statements made by our salespeople. This is why we employ good copy writers and give them a thorough education in our business.

"Broadly speaking, there are two general classifications of general business in general merchandising. The first is the quality class which puts the emphasis of its merchandising upon quality. The second is the price class which puts the emphasis of its merchandising upon price. We have shown to be in the first class, and, from the beginning the goal of our business has been leadership in the quality group.

"It is the incessant endeavor of our merchandising management to maintain our competition on the basis of quality; to sell better quality at the same price, rather than approximately the same quality at a less price. The difference in these two methods, as we see it, is very great. We believe that in the long run quality competition builds up quality and eventually results in the customer getting the best article that can be made, and we believe that price competition tends to destroy quality.

"Now, one of the principal aims of our advertising is to make the public understand the purpose and practice. This is why so much of our copy is devoted to editorial treatment of the quality idea, and is addressed quite as much to our own organization as to the public. And this is why, in our art work, typography, public stock, etc., we seek to make our advertising complement the quality idea.

"It has been said by some that we are among the more successful conservationists of newspaper space. It is true that we have given much concentrated study and effort to this matter during the past year or two, with very gratifying results. We find that often we can cut the lineage of a given advertisement 15, or 20 per cent or even more without impairing its efficiency.

"By cutting down type sizes, by cutting useless words, by trimming illustrations unnecessarily large, and other devices, we often represent one-third to one-half more sections on a page that was formerly our habit. With newspaper lineage at its present prices, it is well worth while to study carefully the matter of type and layout efficiency. There are very few advertisers who can not profitably effect economies in this direction.

"Much of our advertising is planned around special exhibitions or feature events in various sections. It is our aim to have something of special interest or unusual interest going on in the store all the time. Much success has attended our 'book fairs', spring and fall openings, exhibitions of various manufacturing processes, etc."

WELCOME!—
ON TO LONDON IN 1924

AS London's leading Transport Undertaking, we help to voice the word of London. We assure you that your visit will be coupled with useful experience, widespread interest, and happy recollections. London has pledged its word to try and make your visit a memorable one. Frankly, we want you to come.

Your visit will afford you an opportunity of studying the part played by London's Underground in the daily life of its people. This vast organisation is dedicated to the Public Service. It works 1,600 Electric Railway Cars, 3,100 Motor Omnibuses, and 600 Electric Tramway Cars.

In 1922 its Railway Cars carried 325,000,000 passengers, its Motor Omnibuses 924,000,000 passengers, and its Tramway Cars 186,000,000 passengers. A total of 1,435,000,000 for the year.

We look forward to next year's convention of the Associated Advertising Clubs of the World being held in London.

Welcome!

Electric Railway House

LONDON'S UNDERGROUND

Broadway Westminster London, S.W.1

Reg. 103

THE TRUNK LINE TO SCOTLAND

If the 1924 Convention is held in London

The London and North Eastern Railway

will show you the places worth visiting

Magnificent Cathedrals

YORK · PETERBOROUGH · DURHAM
ELY · LINCOLN · NORWICH · RIPON

Picturesque Ruined Abbeys and Castles

REMINDERS OF GREAT HISTORIC EVENTS

The Romantic Scottish Border & Mountain Recesses of the Highlands

Associations with Great Men

MILTON · GRAY · SHAKEPEARE · PENN · SCOTT

The Homes of

THE WASHINGTONS AND THE PILGRIM FATHERS

Famous Golf Links, including *St Andrews.*

Further information and illustrated literature gladly supplied by H.J.Ketcham, 311 Fifth Avenue, New York or Advertising Manager L&N.E.Railway, Kings Cross Station, London.N.1.

EDITOR & PUBLISHER
Ulster Section

ULSTER CLAIMS CLOSE KINSHIP WITH U. S.

Member of Parliament Points to Record of Northern Ireland Counties as Colonizers, Statesmen and Traders—Seven American Presidents of Scotch-Irish Stock

By THOMAS MOLES, M. P.

(*Written exclusively for* Editor & Publisher)

THE UNITED STATES and Ulster are intimately associated by the common ties of blood and commercial relationships.

The Ulsterman is the greatest of colonizers, and he has impressed himself deeply upon the history of the United States, as well as upon that of Canada, South Africa and Australia.

Professor Ford of Princeton University in his well known book, "The Scotch-Irish (Ulstermen) in America," points out what a noble contribution Ulster has made to the making of America among whose leading soldiers, statesmen, lawyers, divines and business men are to be found those of Ulster stock or birth.

Whitelaw Reid states that Presidents Andrew Jackson, James K. Polk, James Buchanan, Andrew Johnson, Chester A. Arthur, and William McKinley, were of Ulster ancestry. General Ulysses S. Grant was Scotch-Irish on his mother's side, as were Benjamin Harrison, Grover Cleveland, and Theodore Roosevelt. Woodrow Wilson is Scotch-Irish on both sides.

Mr. Reid gives a long roll of distinguished Americans of Scotch-Irish ancestry. John B. Gibson, Chief Justice of Pennsylvania from 1827 to 1851, is considered "one of the greatest jurists America has produced."

"The Breckinridge family of Kentucky, which has produced numerous clergymen, military officers, lawyers and statesmen, is derived from Alexander Breckinridge who emigrated from Ulster to Pennsylvania in 1728."

John Rutledge, who left Ulster for South Carolina, had two sons, one of whom signed the Declaration of Independence and the other became Justice of the United States Supreme Court.

Cyrus McCormick, who invented the reaper and founded a great American industry, was of Ulster stock.

"The history of the leading industries of Pennsylvania is crowded with Scotch-Irish names," continues Professor Ford.

According to Lecky, the historian, "the issue of the Revolutionary War once rested upon the action of the Pennsylvania line, whose privates and non-commissioned officers consisted chiefly of immigrants from the north of Ireland."

Professor Ford points out that Mr. Fiske, the well-known historian, affirms the Scotch-Irish population amounted to one-sixth of the entire population at the time of the Declaration of Independence. "They were all hot for independence, while everywhere else there were streaks of cold or lukewarm feeling."

In "The Winning of the West," President Roosevelt said:

> The dominant strain in their leaders in national expansion was that of the Presbyterian Irish—the Scotch-Irish as they were often called. It is doubtful if we have wholly realized the importance of the part played by that stern and virile people, the Irish, whose preachers taught the creed of Knox and Calvin. The West was won by those who have been rightly called the Roundheads of the South, the same men who before any others declared for American Independence.

WHAT IS ULSTER?

Ulster consists of the six counties of Northern Ireland, the people of which acknowledge the British Constitution and Sovereignty, and exist under the British flag, having their own government for domestic affairs. These six counties are Antrim, Armagh, Down, Fermanagh, Londonderry and Tyrone.

Belfast, Ulster's great port, has one-half of the entire foreign trade of Ireland.

Belfast stands fourth among the ports of the Three Kingdoms.

Belfast possesses five of the largest industrial concerns of their kind in the world. It has the world's largest shipbuilding yard, linen mill, rope works, tobacco factory, and distillery. Around these are clustered a score of subsidiary industries.

For nearly 20 years Belfast held the lowest record for unemployment in the Three Kingdoms. The dislocations that have ensued since the war have temporarily deprived it of that proud distinction.

In 1911 Belfast paid in customs duties and inland revenue $24,575,000, which was more than double the amount provided by the South and West of Ireland. Only London, Liverpool and Bristol surpassed this figure in the Three Kingdoms.

Belfast does one-eighth of the coastwise shipping trade of the United Kingdom.

Over 70 per cent of all Irish export trade and 50 per cent of all shipping trade from Ireland stands to the credit of Belfast.

In 1911 Ulster's exports and imports had a value of $49,937,950. The total for the rest of Ireland in the same year was $33,263,785.

Between the years 1800 and 1900 Belfast multiplied its population by fourteen, a record unrivaled in Great Britain and Ireland.

Its record for pauperism for many years prior to the war was just half the average for Great Britain, and one-third of that for Dublin.

Ulster produces 48 per cent of all Irish oats; 41 per cent of all Irish potatoes; 53 per cent of all Irish fruit, and 95 per cent of all Irish flax.

The statistics of Ireland—value of crops 1918—show that the money value of wheat, oats, barley, potatoes, turnips, mangels, flax, and hay crops was in Ulster $166,404,135, as compared with Leinster $139,756,675. Taking the Ulster figure at per head of population it represents $165 for every man, woman and child in the six counties.

One of the two shipyards in Belfast alone pays out in hard cash as wages annually a sum which equals the ratable valuation of Ulster, and considerably exceeds that of Leinster or any other province.

The Northern Government stock banks having their headquarters in Belfast have on deposit or credit a total of over $301,877,745.

To the Great War Loan the city of Belfast raised $165,000,000.

The workers of Belfast have invested in the Belfast Savings Bank (a Workers' Bank) $11,250,000, apart from substantial lodgments in the Postoffice Savings Bank.

In the Great War Belfast without conscription gave one out of every eight of its people to the fighting forces of Great Britain, a figure not equaled under the voluntary system by any city in the Three Kingdoms.

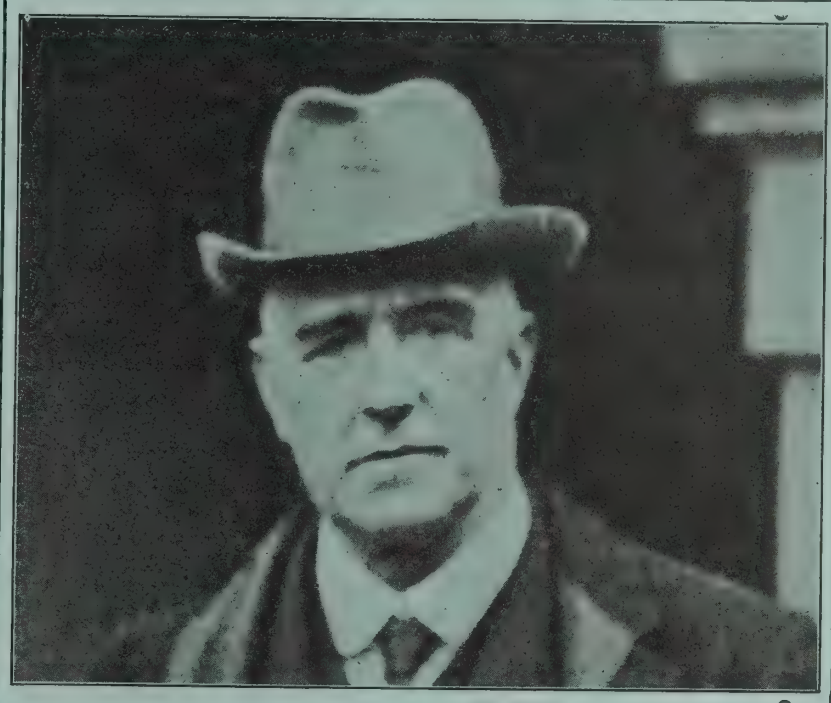
Out of 82 battalions raised in Ireland, 42 were raised in Ulster. One hundred and forty-five thousand voluntary recruits were raised in Ireland for all branches of the service. Of these Ulster supplied over 75,000 men.

The honors gained by the 36th (Ulster) Division from October, 1915, to the end of the war were:

Victoria Crosses	9
Distinguished Service Order	71
Military Cross	459
Distinguished Conduct Medal	173
Military Medal	1,294
Meritorious Service Medal	118
Foreign (French, Belgium, etc.)	312
Total	2,436

King George in his message to Sir Edward Carson in December, 1918, said: "The men of Ulster have proved how nobly they fight and die."

This is the Ulster we wish Americans to know and appreciate.



"WILL PROMOTE UNDERSTANDING" SIR JAMES CRAIG

(*Special to* Editor & Publisher)

ULSTER is deeply interested in the British invitation to the Associated Advertising Clubs of the World and is sending representatives to accompany the powerful delegation representing British industrial, newspaper, and advertising interests which will lay before the forthcoming convention at Atlantic City the many reasons for holding the 1924 convention in London.

I am glad to know that EDITOR & PUBLISHER is issuing a special number in order to emphasize the fact that such a convention in London would promote that business understanding between Great Britain and the U. S. A. which must be the prelude to an expansion of trade between the two great nations, and I sincerely trust that the delegates will make a point of visiting Ulster should they cross the Atlantic in 1924 in order to see for themselves the stability of conditions and the possibility of industrial expansion in this, the youngest of the British Dominions.

They will be most heartily welcomed in Belfast and other industrial centres of Northern Ireland.

JAMES CRAIG.
Prime Minister.

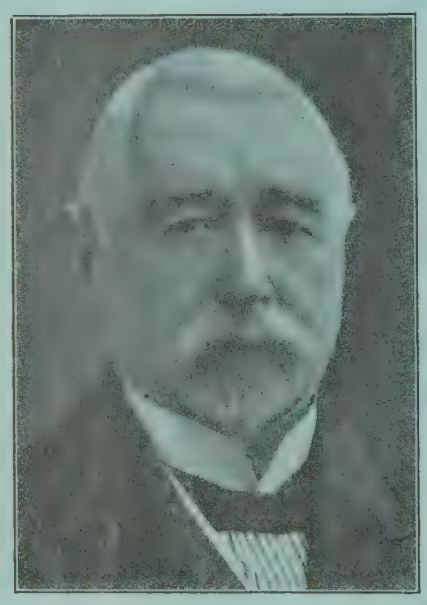
ADVERTISING CLUB OF ULSTER SENDS FOUR DELEGATES TO CONVENTION

Progressive and Constructive Program Arranged for the Year in North Ireland; Sam G. Haughton Is the President

THE ADVERTISING CLUB of Ulster is affiliated with the Associated Advertising Clubs of the World and is sending four delegates in the party, leaving on the Berengaria. The A. C. of Ulster boosts the famous sign of the Red Hand of Ulster every time, counting nothing too much that adds luster to the North in its devotion to England. It numbers close upon 100 members.

The program of the Ulster ad men for this year is progressive and constructive. It follows two distinct courses.

In the first place it is the intention of the council to invite to the monthly meetings business men who can speak with authority upon the part which advertising has played in the building up of a world-wide distribution of given articles and commodities.



Sir Robert H. H. Baird, K. B. E., D. L., managing proprietor of the Belfast Telegraph and allied newspapers, is a typical Ulsterman—vigorous, alert and courageous, although 68 years old. An American once called him "a steam engine in trousers." He set the type for his own first poster in 1870. He was the first newspaper man to install the Creed telegraph system, now on private wires.

The other side of the work is entirely educational, and meetings of the members are being arranged at which close study will be given to the standard works dealing with the various phases of advertising.

These meetings will be conducted by members of the club who have given special attention to certain branches of advertising. In addition a close link is being forged between the advertising club and the art school with the idea of encouraging the students to consider the application of art to commercial illustration.

A cup which was presented to the Ulster Advertising Club by W. S. Crawford will be propably used for the promotion of a competition for the art students at the Municipal College of Technology.

The officers of the Ulster ad men are representative business men of Belfast, drawn from the manufacturing, newspaper, and advertising interests. The roll of active officers is as follows:

President, Sam G. Haughton (of Frazer & Haughton, Ltd.).

Vice-presidents: Sir Robert Baird, K. B. E., D. L. (Belfast Telegraph); Rt. Hon. Samuel Cunningham (Northern Whig); Sir Trevor Henderson, K. B. E. (News-Letter); Robert Clyde, J. P. (White, Tomkins & Courage, Ltd.); William Strain (Wm. Strain & Sons, Ltd.).

Council: William Cassidy (Belfast Telegraph); P. B. Harris (Northern Whig); W. M. Cheves (Norman & Co.); G. H. O. Strick (Davidson & Co., Ltd.); James Dalzell (News-Letter); H. E. Warnock, J. P. (Warnocks, Ltd.); Fred Williams (Gallagher, Ltd.). Honorary treasurer, William Sweeney; honorary secretary, Victor Salter.

The delegates representing Ulster are Sir Robert H. H. Baird, Sam G. Haughton, E. N. Illingworth, and W. H. Webb (Old Bleach Linen Co., Ltd.).

SEND-OFF FOR SIR ROBERT

ON Wednesday, April 26, the president and council of the Advertising Club of Ulster entertained Sir Robert Baird, K. B. E. D. L., at a complimentary dinner in recognition of the services he had rendered that organization by personally conveying the message of its members to the Associated Clubs in the United States of America, inviting the delegates to visit Ulster should the annual convention be held in London in 1924.

A beautifully designed and brightly colored menu card, specially printed in the name of every city where he had visited an advertising club being wrought in attractive lettering round the edges. The crest of the recipient, the monogram of the A. A. C. of the world, the monogram and crest of the Advertising Club of Ulster, and the dates associated with the whole movement were also set forth in equally artistic embroidery.



W. H. Webb, D. L., of Old Bleach Linen Co., Ltd., will be one of the delegates representing the Advertising Club of Ulster at the annual convention of the Associated Advertising Clubs of the World in Atlantic City. The delegation will sail on the Berengaria. Mr. Webb's firm is located in Belfast, which as the capital of Ulster is assuming political importance similar to its commercial one.

The secretary (Victor Salter) then announced the receipt of several letters of apology for unavoidable absence.

The president said he had to convey apologies which had been forwarded to himself. The first of these was from W. S. Crawford, London, who had telegraphed:

As vice-president of the Associated Advertising Clubs of the World, and on behalf of John Cheshire, president of the Thirty Club, I am proud to join in honoring your great citizen, Sir Robert Baird. His services to journalism and business are splendid. We welcome his strong arm in the campaign to bring the convention to Britain in 1924.

A congratulatory message was received from Sir James Craig, Premier of Northern Ireland.

The president, in proposing the toast of "Our Guest," which was enthusiastically honored, said it was a very pleasant duty to him to preside at that informal gathering of the members of the Advertising Club of Ulster to pay a humble tribute to the vice-president, Sir Robert Baird, and to acknowledge the very great services he had rendered to the club and to Ulster herself in the work he had done last year and intended to do this year in closely associating Ulster with Great Britain in the invitation that had been extended to the delegates of the Associated Advertising Clubs of the World to come to Ulster and see things for themselves should they decide to hold next year's convention in London.

When this was mooted, they in Ulster, being so to speak on the fringe of that great organization, and being the only other club connected with the club in London, and in affiliation with that great body, immediately cabled them and asked their delegates to come and visit Ulster, if the great project spoken of happened to mature.

They were just on the eve of the formation of a great mission to represent British interests—and he was told it was already one hundred strong—at the convention in Atlantic City this year. Sir Robert Baird had undertaken to go out to that convention on their behalf and put the invitation of Ulster to the delegates. Those things produced time and labor, and that evening there was very great unity among the members of the Advertising Club of Ulster in asking Sir Robert to come there and accept a little presentation from them. Not only was Sir Robert Baird going out to America but also some other members of their club—he believed among them was Mr. W. H. Webb, D.I.



E. N. Illingworth, London manager of the Belfast Telegraph and kindred papers published by W. & G. Baird, Ltd., is making his first visit to America, in company with his chief, Sir Robert Baird. He has been connected with the London office of the Telegraph for nearly 25 years, for the last eight as manager. Member Association of Advertisement Managers, Aldwych Club and Fleet Street Club.

Sir Robert Baird, K.B.E., in responding, said he thanked the president and council and members of the Advertising Club of Ulster most sincerely for their beautiful gift—which he appreciated very highly, and which he was sure would be greatly treasured by Lady Baird. He thought they had really done too much for him in that respect, for his mission to America had not been altogether on behalf of the Advertising Club of Ulster. He had gone there primarily in a private capacity and at the request of Mr. Haughton and the members he had carried their invitation to the associated clubs in America to visit Ulster should their great convention be held in London next year.

Never, proceeded Sir Robert, in the history of Britain had it been so imperatively necessary that they should expand their foreign trade. Their taxation problems, their employment problems, could all be solved if they could gain fresh markets. They must master the art of selling as they had mastered the art of manufacture. When they sold as well as made Britain's prosperity was secure.

In that connection the importance of holding the 1924 convention of the Associated Advertising Clubs of the World at the British Empire Exhibition at Wembley was being increasingly realized by representative British business men. Such a visit of thousands of leading American business men was certain to lead to a great expansion of British and imperial trade. Its importance was so affected by leading business men and men in the advertising profession that already a very large sum had been guaranteed for the entertainment of the American delegation in 1924.

A visit to America could never be paid under better auspices. At the convention the visitors would have the opportunity of meeting thousands of the most alert and most enterprising American business men; and hearing selling problems and difficulties discussed with characteristic American frankness. They would exchange experiences for the benefit of each other. British business men would have much to learn there just as they would have much to teach.



WHAT OF THE COMMERCIAL TIES?

Every steamer built to order of the White Star Line was built in Belfast, the capital of Ulster.

The fleet of the Atlantic Transport Company was built in Belfast.

The fleets of the Holland-America Line and the Dominion Line and the Red Star Line were nearly all built in Belfast.

These great vessels link the old world to the new, and enables the great Anglo-Saxon race to grasp "hands across the sea."

Belfast is the seat and center of the linen trade. The Prime Minister of England declared that in providing the Allied forces with all the aeroplane cloth used in the Great War, "Belfast gave the army its eyes."

A great proportion of the linen output of Ulster goes to America, and vast quantities of American wheat and flour comes to Ulster. The exchange of various other commodities is of mutual advantage.



IN the Century Magazine for September, 1891, Henry Cabot Lodge, writing on "The Distribution of Ability in the United States," said:

I classified the Irish and the Scotch-Irish as two distinct race stocks, and I believe the distinction to be a sound one historically and scientifically. The Scotch-Irish from the North of Ireland, Protestant in religion and chiefly Scotch and English in blood and name, came to this country in large numbers in the Eighteenth Century, while the people of pure Irish stock came scarcely at all during the colonial period, and did not immigrate here largely until the present century was well advanced.

Some of the best blood of the old Ulster flows in the veins of the Americans today. The Ulsterman of today is of precisely the same blood as the old stock, and possesses the qualities of his ancestors. He "fears God and nothing else in this world." Generation after generation he has defended his citizenship, his rights and his faith with the same unflinching courage and tenacity of purpose. He fights for all in which he believes, and will fight for nothing else.



Net Daily Sales in Dublin

The Independent Newspapers have issued net sales certificates for some years. The latest figures of their publications, dated Dec. 31, show the following daily net sales: Irish Independent, 117,891; Evening Herald, 56,151; Weekly and Sunday Independent, 88,649.



While transportation in central London is largely by underground and by the famous busses, the double-decked tram takes care of getting the suburbanite to town.

ULSTER
wants you

THE Advertising Club of Ulster (the only Club in Ireland affiliated with the Associated Advertising Clubs of the World) sends fraternal greetings to the great 1923 Convention at Atlantic City. It extends a most cordial and pressing "ON TO ULSTER" invitation.

Come not merely to London, but to Northern Ireland, the youngest but most virile and progressive State in the British Empire. Let us introduce you to fair ULSTER. Come to BELFAST, its Capital, the gateway of Ireland's commerce, whose Linens and Ships are known throughout the world. Here Hospitality awaits you.

Let Us Show You—

A Province in which the forefathers of NINE Presidents of the United States were born.

An industrious, tenacious, peaceful, law-abiding people.

Six of the largest industrial concerns of their kind in the world.

The famous Giants' Causeway, the world's eighth wonder.

A magnificent coastline on the broad Atlantic.

Unsurpassed Mountain, Glen, Lake, and Lowland scenery.

Above all, let us show you ULSTER HOSPITALITY.

OFFICE BEARERS

PRESIDENT:
Sam G. Haughton, Esq.

VICE-PRESIDENTS:
Sir Robert Baird, K. B. E., D.L.
Rt. Hon. Samuel Cunningham.
Sir Trevor Henderson, K.B.E.
Robert Clyde, Esq., J.P.
William Strain, Esq.

COUNCIL:
William Cassidy — Percy B. Harris
W. M. Cheves — G. H. O. Strick
James Dalzell — H. E. Warnock, J.P.
Fred Williams

HON. TREASURER:
William Sweeney,
153 Upper North Street, Belfast

HON. SECRETARY:
Victor Salter,
124 Royal Avenue, Belfast.

BRITISH RUBBER GROWERS PUT BOUNCE INTO SALES BY NEWSPAPER CAMPAIGN

Spending $125,000 to Increase Use of Their Wares in United Kingdom, Which Is Far Behind America in Imports of Product

By HERBERT C. RIDOUT

(*London Editor,* EDITOR & PUBLISHER)

THE DORLAND AGENCY of London have under way a £25,000 advertising campaign conceived by the propaganda department of the Rubber Growers' Association with the object of "developing the uses and utility of rubber and increasing the demand for manufactured rubber goods." At present the plan is in its early stages, but the details of what is proposed have been made available to the manufacturers and distributors of rubber goods with the idea that of the total fund to be expended, the selling ends will guarantee one-half, the other half having already been put up by the producers.

The consumption of rubber in the United States (represented by import figures of 180,000 tons for 1921) is held up as a standard for comparison against the 42,000 tons imported by the United Kingdom. This is emphasized as the one outstanding fact which calls for careful consideration and it is urged that even when due allowance is made for the amount of rubber goods exported by the United States, the fact remains that the consumption of rubber per capita in America is far in excess of the consumption in the United Kingdom.

The greater use of rubber in America can be attributed to a large extent to the popularity of the motor car, but apart from the enormous call for tires, other rubber goods are used on a far larger scale in the United States than in Great Britain.

It is suggested that the American manufacturers and distributors realize the value of appealing to the ultimate consumer and that the result of this policy is reflected in the greater demand for rubber articles. In any case, it is evident that there is ample room for extending the sale of rubber goods in Great Britain by bringing them forcibly to the notice of the general public.

The Rubber Growers' Association may be said to have laid the foundations of this propaganda campaign last year when they offered a number of cash prizes for suggestions for new uses for rubber. These suggestions have been examined by a panel of technical experts and their report is embodied in a series of booklets to be distributed to manufacturers with the object of assisting those who may wish to extend the field of their activities.

The campaign proper commenced with a recent full front page of the Daily Mail, reprints of the page having been distributed to 28,000 retailers of rubber goods throughout the country a few days previously, with supplies of the Rubber Book offered in the advertisement. This Rubber Book is a compendium of the thousand and one uses for rubber wares in the average household and already the 250,000 first edition distributed has created a new demand for little-known rubber goods.

The succeeding advertisements have been arranged to cover every important provincial centre, backed with national morning and Sunday newspapers and London evening papers. The copy will be treated as far as possible in seasonal sequence, but it is expected that this may possibly be affected or governed by the subscribers to the fund. For instance, as the spring season opens, rubber suggestions in sports and athletic goods will be featured, and as summer approaches, hose and other garden requisites, bathing caps, and holiday equipment, etc., will be advertised, while the autumn and winter will be a signal for hot water bottles, draught tubing, overshoes, raincoats, etc., to be featured. In a general way, of course, the everyday needs will be consistently presented; rubber flooring, bathroom equipment, gloves, home medical aids and comforts, furniture and furnishing items, motorcycle and sports accessories, etc.

"Use More Rubber" is the phrase being dinged into retailers and public and while, as yet, time is too early to say that the campaign has completely proved itself, the send-off and its first results indicate that, given full support to the extent planned, the scheme should certainly make rubber sales bounce to ring the bell.

USE MORE RUBBER

Daily Mail

WORLD'S LARGEST NET DAILY SALE

SATURDAY, JANUARY 20, 1923.

AN ALL-THE-YEAR-ROUND PRODUCT

The Product with a Thousand and One Purposes

RUBBER

Its wonderful range of Industrial Scientific and purely domestic uses

To go into the story of Rubber, the history of its origin and industrial development here in this page, would be to duplicate the intensely interesting story—"The Romance of Rubber"—told in the Booklet which has just been issued gratis by the Rubber Growers' Association, and which you can get for the asking

Rubber has become too much one of those things taken for granted Rubber is wonderful. It possesses the properties of many materials as well as properties peculiar to itself. There is no substitute for Rubber, although Rubber is a superior substitute for many other materials.

Rubber is used in a great variety of conditions / It may be hard or soft to almost any degree, Rigid or flexible. Rough or smooth. Elastic or plastic, Waterproof or Absorbent. Black or white. Coloured or neutral It will withstand heat or cold—steam or water—acids or alkalis.

There is probably no other of Nature's materials so universal in its properties and possibilities of application. Its full scope of utility to mankind has not yet been realised, although it is now receiving the attention it deserves.

Every householder should know more about Rubber, and the manifold uses to which it can be applied in the home, and it is with this purpose in view that the interesting book entitled "Rubber—The Product of 1001 Purposes" has been compiled.

This Booklet contains 72 pages of the most interesting information on Rubber, and combines a compendium of household uses dealing with several hundred different applications.

SOME FACTS ABOUT THE RUBBER BOOK.

It gives the brief story of the "Romance of Rubber." It embodies nearly 200 illustrations of Rubber goods. It tells how to clean, keep and preserve Rubber articles. It tells you how to exploit that new use you thought of. It gives a long list of the lesser known uses. It contains a sample of Rubber Latex Paper. It has taken six months to compile. It has cost several thousand pounds to produce and to print. It is educational, instructive, and it is gratis.

One of the illustrations on this page probably depicts a use of Rubber previously unknown to you. The Rubber Book will indicate others. Procure a copy and learn how Rubber can serve you in the home.

The Rubber Book is obtainable from any local Rubber or general store which displays the page in its window. Look for it. Supplies of the book have been sent to every town in the Kingdom, but a FREE copy will be posted to any address upon a postcard application.

"Use More Rubber"

RUBBER STAMPS

RUBBER 1001 PURPOSES

Ask your retailer for this FREE book

If you have any difficulty in obtaining a copy please write to the Propaganda Dept. of the Rubber Growers' Association, 2,3,4, Idol Lane, Eastcheap, E.C.3.

At the left is shown one of the page newspaper advertisements, run in the London Daily Mail, that has produced the fine results for the British Rubber Growers' Association, told of in Mr. Ridout's article herewith.

IRISH BANK PROFITS UP

Institutions Increase Gains While British Profits Decline

In view of the general decline in profits shown by British banks for 1922, says the London Daily Express, it is somewhat striking that the majority of Irish banks have shown a reverse tendency. Of six reports hitherto published, four increased their profits as follows:

	1921 £	1922 £
Bank of Ireland.....	513,166	533,943
National Bank.....	265,890	292,514
Munster and Leinster..	172,833	182,637
Provincial Bank	100,113	117,192
	£1,052,002	£1,126,286

The ULSTER Press WANT YOU!

The following Provincial Newspapers of Northern Ireland combine in extending a most cordial invitation to the delegates of the Associated Advertising Clubs of the World to visit Industrious ULSTER next year.

The NORTHERN CONSTITUTION

Published Weekly at Coleraine

COUNTY DERRY

London (Eng.) Agent, F. Wilkinson, 145 Fleet St.

Guaranteed Net Sales 11,574

Circulates through Counties of Londonderry, Antrim, Tyrone and Donegal.

The Cheapest Advertising Medium in the Province.

COLERAINE is 3 miles from PORTRUSH, the great seaside resort on the North Atlantic, and 10 miles from the world-famed GIANTS' CAUSEWAY.

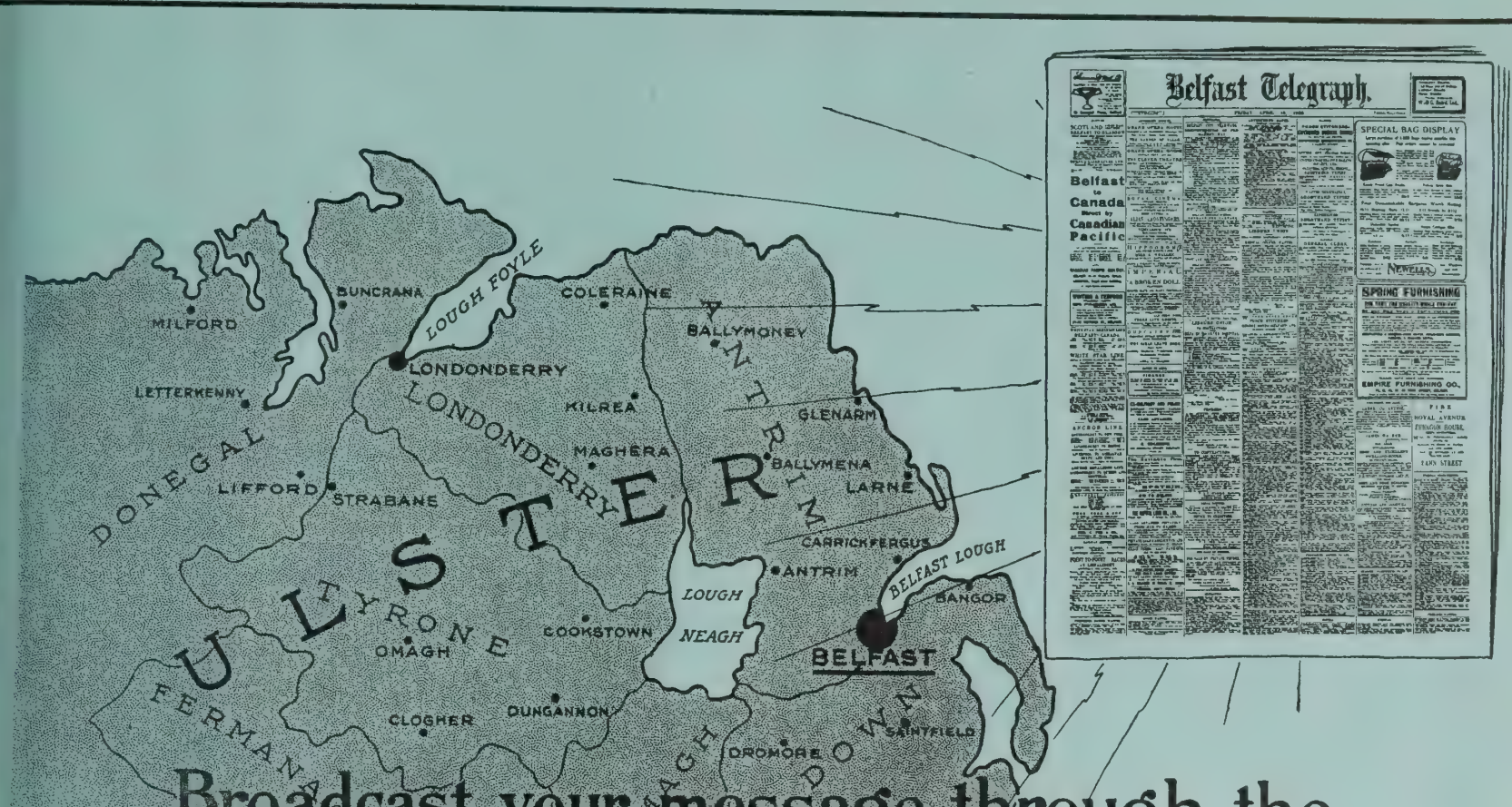
The DERRY STANDARD

LONDONDERRY, ULSTER.

The LISBURN STANDARD

Visit Lisburn and see the Largest Linenthread Mill in the World.

Lisburn Ulster



Broadcast your message through the "Belfast Telegraph"

—*All Ulster is listening in*—

In Ulster, the richest, the happiest and, by far, the most prosperous of the Irish Provinces, the "Belfast Telegraph" wields an influence unequalled by that of any other journal.

The "Belfast Telegraph" goes daily into every city, town and hamlet in Ulster.

The circulation of the "Belfast Telegraph" is actually greater than the combined circulations of all other Ulster newspapers.

The "Belfast Telegraph" goes home, and its fireside readers—who "read, mark, learn and inwardly digest" the contents of its columns—are at least thrice as numerous as those of all the other journals published in the Province.

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Northern Ireland possibilities invite—

THE DELEGATES OF THE ASSOCIATED ADVERTISING CLUBS OF THE WORLD

WE, the leading Advertising Service of Northern Ireland, extend a further invitation to the Delegates to visit Northern Ireland and thus learn the commercial possibilities at first hand. Only by such methods can the subtle difference in trade conditions between the North of Ireland and the remainder of the British Empire be realized.

We offer you a welcome, and every facility for gaining entire marketing knowledge of this Northern Province as well as the unlimited advertising possibilities.

Official Advertising Agents to the Government of Northern Ireland.

TRAVERS & CO.

Branch of Travers & Cleaver, Ltd.

Advertising Service

10 ARTHUR ST.

BELFAST

London Office, 48 St. Martin's Lane, W. C. 2.

WHAT AMERICANS MAKE A POINT TO SEE WHEN VISITING LONDON

Tabloid Sketches of Sights and Places Which Hold Special Attraction for Trans-Atlantic Citizens, as Viewed by One of Them in a Two-Year Sojourn

By Otis Peabody Swift

Editorial Note: Mr. Swift was formerly attached to the London Bureau of the New York Tribune and later to the London Bureau of the Chicago Tribune Foreign News Service. The article is not intended as a serious Baedecker treatment of London, but is merely an American's impression of a few of the high spots seen in a hurry.

THE American visitor, about 300,000 strong, takes London by storm each summer season. In the good old summer time all the passersby along the Strand seem to have come from the U. S. A. Hotel lobbies are jammed with home folks, and if the American isn't careful he may find that he has spent the five days allotted to visit London in sitting in some "American Bar" and talking over Minnesota trout fishing with his next door neighbor back home. To avoid this, one might paste the following in his bowler hat, buy a taxi, and look over the attached sights. Sight Number One is—

Your Hotel.

This palatial hostelry will be a slice of the U. S. A. London hotel rooms all look like hotel rooms in Rochester, Cleveland, Chicago, Denver and Pasadena. Good rooms can be had from $2 to $25 a day, an average price being $6. Ham and eggs are usually baked unless one insists on getting "American" ham and eggs. In many hotels each room has an open fire, in which cannel coal is burned, there being no central heating. Service is excellent. Let us now descend to—

The American Bar.

"American Bar!" The hospitable sign greets one on all sides in London. Within one finds the beloved and familiar brass rail. Behind the polished bar stands a genuine antique imported Broadway bartender, busy shaking cocktails. The silvered mixer produces smooth Orange Blossoms, pepful Bronxs, and the driest of dry Martinis. Home is never like this, though it used to be.

But during the war partial prohibition became effective. There are certain closed hours. As I remember bars are only open from 11 a. m. to 2 p. m., and from 5 p. m. to 10:30. The wretch who gets thirsty at 3 p. m. has to wait. The convict who orders a drink at 10:31 p. m. is indignantly refused. Life looks dark and grim at that moment, but—don't despair. Let us now go out into the somber darkness of Piccadilly, grab a night-hawk taxi, and tell the driver we want to go to a—

Night Club.

You see there is a law against selling drinks after 10:30 p. m., but there is no law against private clubs giving drinks to members. Thus numerous Night Clubs have sprung up about Piccadilly (the Times Square of London). These gay clubs again make one feel right at home.

The taxi driver spins up a dark street, halts before the closed door of a shuttered house. Mystic knocks ensue. The door opens a crack. Your friend who knows the ropes whispers, "I'm a member." You are shusshingly admitted, led up a dark stair. There comes an anteroom, a man sitting at a desk.

"My name is Fitzwilliam K. Gilhooley," says your friend Brown. "I wish to present my friend John D. Dough for membership."

"Good," says the chap behind the desk. "I am president, secretary and treasurer of this club. I will put his name up at our next meeting. Meanwhile he has all privileges. One pound, please, for initiation dues."

Yep, it all sounds shockingly familiar.

Once a member, you enter a cabaret-like room. Couples dance; Yankee jazz bands jazz. You may have been terrified by English reserve and hauteur, but you find that, off-stage, they are regular home-town folks, and have enough pep to leave the stranger in the wake after the first ten laps. No liquor is sold here, but the assistant social secretary of the Club may *offer* you as many drinks as you want. It is traditional that when the secretary offers you a drink you should offer him the equivalent of half a dollar. Quaint, intriguing old world customs, these.

Occasionally the police attend these club meetings, so before they come let's do a bunk (as we say in London for that queer Americanism "Getaway") and visit—

Other Amusements.

You can go to the theatres of an evening, and see most of the plays that will be revamped for the Broadway stage next summer. There are the "music halls," big affairs like the New York Hippodrome, where vaudeville shows are given, and everyone in the audience smokes. You will discover the meaning of the word "pit." The first fifteen rows or so of the orchestra are high priced; behind these, on the orchestra floor, lie the "pit" seats, separated by a railing from the orchestra. They are the cheapest seats in the house. "Queues," or lines of people, start forming sometimes at 5 a. m. outside theatres in order to get first chance at these pit seats.

If you love Shakespeare, don't miss the "Old Vic" theatre over across the Thames, where marvelous productions are given. Mystery, terror, sudden death, fear, ghosts, agony and despair are going by the bushel at the Grand Guignol Theatre, where no plays are given that aren't guaranteed to raise the hair on a billiard ball head. Lots of Americans never see the "Palaise de Danse" at Hammersmith, a real live American type dance hall with two of the best jazz bands in Europe.

They have a funny idea there. If you come without a partner, or want to learn to dance, you find a railed-off portion in one corner of the room where pretty girls, dressed in black uniform, are seated. You decide which girl you'd like to have teach you to dance, you buy a "sixpenny" or 10-cent ticket entitling you to one dance, and then you ask the girl. But if you enjoy dancing with her, and

O. K. FROM THE ADVERTISERS

H. T. HUMPHRIES, general secretary of the Incorporated Society of British Advertisers, Ltd., states:

"I have the honor to advise you that at the annual meeting of this Society, held last evening (April 25), a resolution was unanimously passed welcoming the opportunity of a conference with the American advertisers next year, in London, with the object of improving advertising conditions, methods and results.

"It was further resolved to cable this resolution to Mr. Wilson-Lawrenson."



The Tower of London, showing the moat and tower walls, the White Tower to the right of the picture and the twin towers of Tower Bridge, spanning the River Thames, in the background.

A CORDIAL INVITATION To all Delegates from the A. A. C. W., who are over for the great Convention in London next year, we extend a very cordial invitation to visit our premises and see the fine showing of Irish linen manufactures.





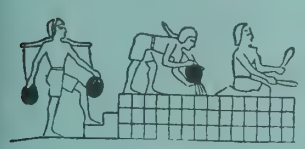
Pulling the Flax.



Rippling.



Bundling or tying Flax.



Retting.



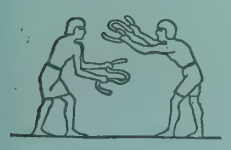
Mark on Egyptian Linen.



Breaking.



Weaving.



Wringing.



Exhibition of finished article

Pharaoh "arrayed him in vestures of fine linen - -"

THUS does Holy Writ bear witness to the great antiquity of fine linen, and modern discoveries have not only confirmed this evidence but have proved that the Egyptian of Tutankhamen's time and even a thousand years earlier knew and valued this beautiful and useful fabric.

Of Climate and Linen In these modern days the centre of the linen industry is no longer Egypt; it is seated now in Northern Ireland, chiefly on account of the peculiar climate which enables linen to be produced that is unequalled for dazzling pure whiteness and silky softness.

Of How To Tell Linen Real Linen is made from pure flax, and wears about twice as long as cotton. This is because flax fibres are from 12 to 20 inches long; the best cotton fibres are about 1¾ inches. Real linen, with its freshness, its coolness, its cleanness, and its silkiness, is infinitely superior to the cotton and mixture fabrics, so frequently sold as household linen, bed-linen, table linen, and is free from the fluffy surface and wooly threads of the imitation.

Of how to Pleasure a Guest It is a pleasure to your guest and a pride to yourself when all your bed, table, and household napery is of real Irish linen. It gives a feeling of distinction, it creates a pleasant atmosphere.

Of where to obtain linen Robinson & Cleaver have been linen makers for over 50 years, and supply direct to the public from their great Linen Hall at Regent Street, London, and from Donegall Place, Belfast. Catalogue of their linens for all purposes is sent post free on request. It includes beautiful table cloths, napkins; embroidered bedspreads; hemmed and hemstitched sheets and pillow cases; handkerchiefs and wearing apparel.

ROBINSON & CLEAVER LTD

The Linen Hall, Regent St., London, W.1.
and Donegall Place, Belfast, Northern Ireland



IF you are coming to London for the 1924 Convention, we heartily invite you to extend your journey to Belfast, and see our way of doing things here in the North of Ireland.

You'll have likely made acquaintance already with Ross's Ginger Ale. Come and take a glass with us at the spring head.

ROSS'S

BELFAST

Ginger Ale

TWO VARIETIES

ROYAL BELFAST—PALE DRY

We would like you to try both and choose for yourself.



W. A. Ross & Sons, Ltd., Belfast, Ireland

keep right on, you find that the little ten-cent tickets have cost just $4 for the 40 dances on the program. Let's save that $4, and spend it on a taxi to—

TOWER OF LONDON.

We whirl down Fleet street, across Ludgate Circus, up Ludgate Hill, past St. Paul's Church, and through the ghetto section of Whitechapel. There is material for 435 historical novels in the sights seen on that 15-minute ride. But here is the Tower. It looks (see photo) like a dream castle taken from King Arthur's tales. Built originally as a fortification, used later as a prison for high political prisoners, used at one time as a royal palace, it is now a museum. You cross the moat, dodge the frowning portcullis, avoid the donjon keep, and enter the interior earthworks. Here are the "Beafeaters" in their quaint costumes, hose, knee breeches, red smocks and tri-cornered hats. They are the traditional guardians of the castle. In a tiny stone vault two of them stand guarding the iron grill behind which lie the English Crown Jewels. Piles of crowns, coronets, heaps of pearls, diamonds, rubies, emeralds, glittering gems the size of robins' eggs—all are heaped up there in a little mound worth a baker's dozen of movie stars' salaries. You stare at them, gasp, and go away. Some two weeks later what you have seen begins to dawn on you.

There is also the White Tower, that large square white affair in the picture. This contains one of the finest armor collections in the world and carries arms and lethal weapons of all kinds right through from the ancient Briton's bow and arrow down to the world war gas mask. I recall one weapon in particular, a huge brass cannon, ornamented all over with dragons and pagodas and palm trees, and bearing a plaque: "To the King of England from the King of Mandalay," which shows that there is such a place. In fact even the slightest acquainted with London demonstrates that the English flag flies over ten or twenty countries over on the other side of the world that we had never known existed before. Let's go on to—

LUNCHEON.

Now for a good straight English dinner, roast beef, rare done; Yorkshire pudding, boiled cabbage, half of bitter ale, and apple tart (similar to but oh so different from pie), we'd better go to Simpsons' in the Strand. Many of the American newspaper correspondents in London will be there. Real English food, perfect service and appointments mark the restaurant. They keep the side of beef on a cart of tea table there, and wheel it up by your plate while the carver, in high white cap and white apron, cuts off your piece. You must tip your waiter 10 per cent (and never more anywhere in Europe) of the bill, but at Simpson's an old custom persists of giving this carver a large copper pennies in addition. Of course the first time you go there you do not know this. You omit the ceremony, and the carver's *"thank* you, sir," is very pointed.

For atmosphere, galore, go to the Cheshire Cheese in Fleet street. It hasn't been changed since America was discovered. The same cobwebs hang from the same beams that Johnson sat under. There the pewter ale mugs have glass bottoms Why? Oh, so that in ye olde dayes ye merrier carouser could look through the bottom of his mug, while taking a deep swig, to see if his neighbor intended to slit his throat. The Cock Tavern on Fleet street is a similar place. Alfred, Lord Tennyson, used to sit at one of the tables in the big little stalls there, and write immortal verse. Henry, the venerable head waiter, will show you the chair. Ask Mary, too, to show you his register book of American visitors. He has asked his favorite American patrons to register there during the past 30 years, and has hundreds of thousands of names, poems, sketches and addresses from the U. S. A. I remember that F. Hopkinson Smith was among the names I saw.

For oysters go to Scott's in Piccadilly. For perfect French cooking look up La Petite Savoyard in Soho, the Washington Square of London. If you want to feel at home, go to the Chinese restaurant in Piccadilly, and find yourself in Mott street. Now that we've eaten, let's take another taxi, and, while the meter clicks up threepences, run around the town.

ZIP GOES THE TAXIMETER!

Ladies and gentlemen, we are now going up the Strand, jammed in behind a line of London buses that look just like Fifth avenue buses except that they are painted red. Here is Trafalgar Square, the Nelson Monument with the four grim stone lions guarding its base. Over the way is the National Gallery, where art masterpieces of every period and school may be seen. Now we turn up Whitehall, past the Horse Guards barracks where we see the troops in their brilliant scarlet uniforms, set off with white buckskin straps, steel cuirasses and steel helmets surmounted by a flowing horsehair mane, a la mediæval history. Here is the little blind alley of Downing street, where we stop a moment before the three-story house at Number 10 to see who is calling on the Premier today. Next comes the Foreign Office, with Scotland Yard opposite it. This isn't a yard at all, but a huge red brick office building, the home of the detective branch of the London police force. Past the Cenotaph, we are on Parliament Square, with the low Gothic pile of the Houses of Parliament (a visit to Commons is one of London's most impressive sights), the high Tower of the "Big Ben" clock, and the twin towers of Westminster Abbey. You'll have to see the Abbey yourself; this taxi is going to cut over past Victoria railroad station, down a side street, and out in front of Buckingham Palace.



There is an epitome of London in this picture of Trafalgar Square, in the center of the hotel district, for, right to left, one may see Trafalgar Buildings, home of the London Bureau of the Chicago Daily News, the Philadelphia Public Ledger, and the English Speaking Union, and Northumberland Avenue on which are the Grand Hotel, Hotel Victoria and Hotel Metropole, all favorites with American visitors. The characteristic "two-wheeler" cabs may be seen on Northumberland Avenue, while a London bus is shown in the center of the picture. The Strand is the street that turns off to the right, while, under one of the great stone lions of the Nelson monument, may be seen a London "bobbie" or policeman on duty and a frock coated silk hatted London lawyer hastening from The Law Courts towards Haymarket.

So on through Hyde Park, under the Admiralty Arch and down the Strand to the hotel again.

Yet we have only begun to see London. It has taken a thousand years to build the city, 1,500 words make but a poor start towards describing its charm, its sights and its lure.

"TOO MUCH PRINTED MATTER"

Harvard Law Dean Thus Comments at Crimson Jubilee

"If half the printed material in the world were destroyed, the world would be better off," declared Dean Warren, of Harvard Law School, on May 12 at the observance of the fiftieth anniversary of the founding of the Harvard Crimson, one of the best known college dailies.

Prof. Warren claimed that the present tendency of estimating the worth of a man by the amount he writes is wrong, and that he would rather pick a man who has held an office of responsibility than one who has written reams.

"YOUNG MAN'S PROFESSION"

Longer the Experience, Less the Value, Says Brisbane

Speaking before the Nassau Club of Princeton, May 9, Arthur Brisbane declared that newspaper writing was a dangerous profession, because the longer the experience, as a rule, the less the worker's value. This he explained by the statement that a newspaper man loses value when he ceases to feel keenly the thing with which he deals, whereas a doctor is a better operator when he feels no sensation of pity or regret into cutting into human flesh. Mr. Brisbane continued:

"Work done in college helps in newspaper work, since all knowledge sooner or later is found useful in newspaper writing. For money making, newspaper work is better in the beginning, compared to other lines of work, than in the end. A young newspaper man is apt to earn more than an old newspaper man. The old brain does not feel as strongly as the young brain.

"There are exceptions, of course. Some newspaper men are highly paid, getting as much as $100,000 a year, and more. But such salaries are few. There is a constant variety in the work that fascinates and holds one in it. Besides, newspaper men become easily unfitted for other work by late and irregular hours. It is good work, in the beginning, teaching in a short time more about human nature than might be learned in a lifetime in other lines of effort. But it does not offer the ladder of progress found in other professions or businesses."

$100,000 FOR LANGUAGE CHAIR

Mrs. Beckman's Gift Announced Before San Francisco Penwomen

At a luncheon of the San Francisco branch, League of American Penwoman, Mrs. William Beckman, authoress and world traveler, announced she had given $100,000 to endow a chair of English Language and Literature at the University of California. The gift was in memory of Mrs. Beckman's late husband, William Beckman.

Mrs. William Harold Wilson retired as president of the league, being succeeded by Mrs. Esther Birdsall Darling. Other officers elected were: first vice president, Mrs. Prentiss Cobb Hale; second vice president, Mrs. Frederick Colburn; corresponding secretary, Miss Nancy Buckley; historian, Mrs. Vermille de Witt Warr; librarian, Mrs. Fay Van Orden Jackson; auditor, Mrs. L. A. Pfeffer; board of directors, Dr. Aurelia Henry Reinhardt, Mrs. Annette Abbott Adams, Miss Geneve Shaffer, Mrs. Martial Davoust, Mrs. Ella Sexton, Miss Olive Hulse.

OUR LONDON EDITOR



HERBERT C. RIDOUT

The London editor of EDITOR & PUBLISHER is a practical advertising man as well as a writer on advertising and editorial subjects. He is advertising manager of the Columbia Gramophone Company. Aside from his regular contributions to EDITOR & PUBLISHER, he writes for Advertisers Weekly of London, and other journals.

Mr. Ridout has been associated with EDITOR & PUBLISHER for the past four years. He is accompanying the British delegation to the A. A. C. W. convention to this country as a representative of EDITOR & PUBLISHER.

CENSOR STAYS IN RUSSIA

But He Hits Only at Untruth, Not at Opinion, Says Litvinoff

Assurances were given to various Russian correspondents May 8 by Maxim Litvinoff, Assistant Foreign Minister of the Soviets, that there was no censorship on opinion, and that the censorship was confined solely to eliminating unverified rumors, or biased or untruthful reporting of alleged facts.

The correspondents called on M. Litvinoff and suggested the complete lifting of the censorship against foreign correspondents in Moscow, contending that such censorship invariably reacted against Russia and had the effect of discrediting in a measure all Moscow dispatches.

M. Litvinoff replied that, as Russia was still in a state of semi-war and surrounded by enemies, he did not think the Government could see its way to abandon the censorship entirely.

PASTOR URGES ADVERTISING

Says Church Should Pay for All the Publicity It Gets

Dr. E. V. Stivers, pastor of the First Christian Church at Eugene, Ore., said at the recent conference of newspaper men in that city:

"I advocate paid advertising for the church. I am in opposition to the doctrine that the old-time religion is good enough, especially as concerns publicity methods. The church should be put on a business foundation, and should pay for all the publicity it gets—and it should use paid space in large quantities."



The Bulletin Building
N. E. cor. City Hall Square

The Philadelphia Bulletin's

newspaper printing plant is

the largest in the United States

The Bulletin is housed in The Bulletin Building, with ten stories and two basements, at the northeast corner of City Hall Square, and in the Bulletin Annex, of seven stories and two basements, at the southwest corner of Juniper and Arch Streets.

The Bulletin's battery of twelve octuple and nine decuple high-speed perfecting printing presses is capable of an output of 300,000 copies of The Bulletin per hour.

Builders are now at work erecting an addition to The Bulletin Annex Building that will double its size.

To print a single day's issue of The Bulletin—half a million copies—requires about 200 tons of newsprint paper (this is equivalent to almost eight railroad freight car loads), and consumes more than 6,000 pounds of ink daily.

About 1,400 people, including editors, reporters, compositors, printers, clerks and other workers, exclusive of carriers, news-boys and news-dealers, are employed daily in the production of The Bulletin.

Its delivery fleet of one hundred motor trucks and wagons travels more than 600,000 miles a year in hauling The Bulletin to more than 8,000 distributors, who carry it into a half million homes in Philadelphia, Camden and suburbs every day.

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in the state of Pennsylvania or between New York and Chicago, and is one of the largest in America.

"In Philadelphia nearly everybody reads The Bulletin"

U. S. Post Office report of net paid average circulation for six months ending March 31, 1923—505,098 copies a day.

EDITOR & PUBLISHER
American Section

WELCOME BRITONS!

By F. A. WILSON-LAWRENSON
Chairman Special Committee on London 1924 Convention Invitation Associated Advertising Clubs of the World

IT is not for any man to attempt to foretell any action that may be taken by the convention of the Associated Advertising Clubs of the World at Atlantic City in June, but one may at least express a hope; and my hope is that the convention will vote unanimously to accept that invitation to hold the 1924 convention in London, which one hundred delegates of the Thirty Club of London, together with a distinguished company of British business men, publicists and advertisers are now on their way to present.



F. A. Wilson-Lawrenson

There are many reasons why, in my opinion, this whole-hearted invitation should be accepted. Some of the reasons may be regarded as purely selfish ones, among them, I think we may place the fact that such a visit to Great Britain under such auspices would do a very great deal to broaden our business horizons—and perhaps our social horizons, too; would be a very liberal education in the advertising methods, hopes, aspirations and ideals of the world at large, and would give us all a wider viewpoint and a closer relationship with peoples with whom our business affiliations are increasing every year.

I tried, in my report of my observations as a special delegate to Great Britain, to make those interested see how very much the British have taken to heart the possibilities of increased friendship and goodwill springing from the commingling of the business interests of the two great English-speaking nations. I found that practically every newspaper publisher in England was in hearty accord with the idea and, indeed, it was two of England's leading newspaper proprietors who came forward, without any solicitation, and volunteered subscriptions of $75,000 toward a fund for the proper entertainment of our American delegates if they should decide to come over.

Of the enthusiasm of the British for the acceptance of their invitation there can be no possible doubt. They feel, I am sure, that nothing but mutual advantage can come from a chance to compare each other's work in advertising and merchandising; they realize that in advanced methods of advertising there is much they may learn from America and, in all modesty they hope that they have some ideas in the matter of world-trade that might, in American hands, be made of greater use to the world.

And for my part, I see in such a visit considerable access of dignity and prestige to the advertising profession to which we are all devoted. By such a visit I seem to see that the eyes of the world will be, for the time of the London convention, focussed on what the advertising men of the world are doing. Business everywhere will be brought to see what a powerful weapon, in the economics of business, advertising has become; how it is in effect, a universal message which translated into all languages and circulated in all countries, shows how mutually interdependent we are on each other, and how great is the need for amity and clear understanding of each other's purposes, and how, no matter what distance in miles may divide us, the magic good-will of commerce binds us all together.

Within the past two or three years, advertising in the United States has been rising steadily in the estimation of all the people. Manufacturer and merchant, creator and consumer alike have been brought to see that advertising has done much to change us from the paths of cut-throat competition into the pleasanter roads of healthy co-operation.

Advertising has won its rightful position as a reliable guide to the markets of the world; it has increased mightily in artistry and artisanship, in dignity and in force, and it has acquired an editorial significance that is not without its influence on business conditions. And with the completion of the new metropolitan home of the New York Advertising Club, a building with physical beauties that rank high in a city of beautiful clubs and with ideals second to none, we may be certain that the high place advertising has won will, through all the future years, be stoutly maintained.

I can conceive of nothing that will so advertise advertising in the highest and most dignified way as the carrying of our 1924 convention to London. Everything has been done to make such a move not only possible, but desirable. Such arrangements have been made as will make the voyage over and back hardly more costly for delegates, no matter where their homes, than our usual annual visit to some American city.

And, finally, and dropping for a moment all considerations of self-interest and material advantage to be gained, I can see that the acceptance of this earnest and well-meant invitation means a magnificent gesture of friendship and goodwill.

GREETINGS FROM PRESIDENT HOLLAND of the A. A. C. of W.

WE are mindful of the high importance of the mission that brings the distinguished delegates from Great Britain to the on-coming Atlantic City Convention. No other preceding Convention of the A. A. C. of W. has been so honored. The out-pouring of good-will from the hearts of American advertising men and women will exceed the import of any words I could write—spontaneously and justly so. The world waits for the developments of tomorrow that must guarantee the future of civilization. The call to the business men of America and Great Britain was never so urgent, and as in the past, the answer will not be disappointing. We of America and you of Great Britain can, as we must, work together. You have something for us, as we have for you, and we welcome you whole-heartedly in the spirit to give, knowing your hearts meet ours in the same spirit—the spirit of blood kinship manifested so grandly and nobly by the exemplary 107 years of unbroken and inspiring peace between us.



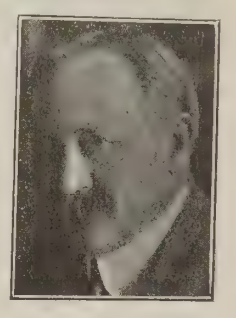
If the Convention, in its wisdom decides to go to London in 1924, there will be many to rejoice, unstintedly, in every quarter of America. If not, you will return to your own shores with the assurance that your coming has been a forward step for good whose significance will not have been lost when our love will be in the hearts of future generations.

LOU E. HOLLAND.

IN SPIRIT OF KINSHIP

OUR heartiest welcome to our kin from overseas.

They are inheritors of the great tradition of Caxton—and so are we. When the first English printer brought back with him from Bruges the new art of printing, he bore the divine fire that touched the old Norman and Saxon England and transformed it into Modern Britain. And in the encompassing family circle, held together by a common English speech, America is an elder sister, "mistress in her own house," but proud of the great common inheritance.



Herbert S. Houston

It is in that spirit of kinship that, as Chairman of the National Reception Committee, I extend a warm hand of greeting to every member of the British delegation to the convention of the Associated Advertising Clubs of the World.

As I stretch it forth toward the oncoming "Berengaria" in these friendly English type of Caxton, I recall vividly my own recollections as I left Southampton last July on the same big ship. As the friendly shores faded, the picture filled my mind's eye of all the kindnesses shown me in the preceding weeks—the dinner of the Thirty Club, on the eve of Higham's departure for Milwaukee, the staunch goodness of John Cheshire, as English through and through as his name, the beautiful gardens of hospitable Jack Akerman at Putney on the Hill, the quaint old Sussex house of Murray Allison, with its low beams, hard by the swelling Downs and their far view of the sea, the Knightly Vernon, the very soul of courtesy, keen Wareham Smith (why didn't he come along?), Sir William Berry and his brother Gomer, who had risen from modest candles, in my first visit to London years ago, to great publishing torches, Lord Burnham and his newspaper, of world-wide influence, Agnew of "Punch," quietly bearing his part of that great British institution, the tireless dynamo, whose electric energy alas! is stilled, Lord Northcliffe—what a roster of friends and forces, conservators and distributors all, of the printed word that has made great the English-speaking peoples. And to think that most of them soon are to be our guests and that we can extend to them some of the boundless hospitality they have always extended to us—it is a thought as lovely and fragrant as an English rose. And now the shores fade in the mists—for I'm still on the "Berengaria" last July, in memory—and then, as if by some subtle alchemy of the air, the broad, kindly face of Crawford takes form, a face that, whether dour or shining, is the trade-mark of a true Scottish heart that always finds ways to do endless things, little and big, to help the world along.

But here is the "Berengaria" coming up New York harbor on May 30 or June 1 of this very year. We all wave a great, broad greeting of welcome; and,

besides, each and every one of us utters the personal welcome of our forefathers, "for you the latchstring hangs out."

HERBERT S. HOUSTON,
Chairman of the National Reception Committee.

UNDERSTANDING THROUGH ASSOCIATION

TO accord a welcome on behalf of the American Newspaper Publishers Association to the members of the British delegation to the convention of the Associated Advertising Clubs is a pleasure I should not willingly forego.



PAUL PATTERSON

Advertising is always the lubricant of trade and sometimes the motive power. The men who have made it their profession can do much good in the present international situation.

Closer intercourse means fewer misunderstandings and steady growth in the very pleasant and cordial relations now existing between England and the United States.

It is a great pleasure indeed to welcome the British delegation to this convention.

PAUL PATTERSON,
President, American Newspaper Publishers' Association.

TESTIMONIAL TO ADVERTISING

AMERICAN advertisers welcome the visitors from overseas. We are honored by their coming. The whole advertising fraternity, I believe, well may feel gratified by the coming of so large a delegation from England; to me it seems that the size of the delegation testifies more convincingly than could anything else to the importance to which advertising has grown in modern business. Advertising morale and advertising method will benefit, surely and immeasurably, from this convergence of advertising's best minds.



G. B. SHARPE

G. B. SHARPE,
President, Association of National Advertisers, Inc.

ADVERTISING ESSENTIALS

Sincerity and Plausibility Are Absolutely Vital to Success

According to John Lee Mahin, president of the Federal Advertising Agency of New York, who addressed the St. Paul Town Criers' Club recently, the ten essentials of good advertising have been concentrated to two—sincerity and plausibility.

"You must," he said, "have the goods and describe them truthfully to build up permanent success. It is faith on the part of readers which has made possible the tremendous expenditures on advertising. But you must tell the truth so it will seem self-apparent to the reader. In the effort to make truth plausible, advertising must teach, and it has become a wonderful educational force."

WE WANT YOU TO WIN

THE Advertising Club of Atlantic City cordially welcomes the British delegation to the convention of the Associated Advertising Clubs of the World, to be held in this city.

This will be by far the greatest gathering of advertising men, that has ever come together at any convention. It will be a meeting with a real business purpose.

A most comprehensive, and constructive program has been arranged, which will unfold much of our experiences and will help the individual with his problems. From your many bounteous invitations to come to London in 1924 there should be but one answer. And it is my sincere wish that you will not be disappointed.

LEONARD D. ALGAR,
President of the Advertising Club of Atlantic City.

BETTER BOOKS FOR FUTURE

Methodist Concern Finds Growing Sense of Responsibility to Rising Generation

A growing "sense of responsibility to the rising generation is prompting the publication of more books of the better type," according to the report of the Methodist Book Concern for the past fiscal year.

The report has just been made public by Robert H. Hughes, of Chicago, and Dr. John H. Race, of Cincinnati and New York, publishing agents. Total sales in the United States were given as $5,035,256.01, an increase of $15,666.50 over last year's sales and within $4,718.50 of 1920's sales—the largest in the history of the concern. Owing to increased business, the present building in Bush street, Chicago, occupied by the concern, is to be sold, the report reveals, and a new building at least twice as large is to be erected three blocks east. The present building is four stories high.

The Southwestern Christian Advocate, one of the concern's numerous publications, will celebrate its fiftieth anniversary in July. The Northwestern—another—has just passed its seventieth anniversary and in less than two years the Christian Advocate—a third—will celebrate its centennial.

"UNIQUE IDEA" PASSÉ

Vividness Greatest Advertising Force, Says St. Paul Professor

Prof. C. F. Echterbecker, of Hamline University, St. Paul, in an address to the St. Paul Town Criers' Club on "The Psychology of Advertising," May 4, declared that the "Something different," "Something unique" idea in advertising is passé and ineffective.

"Vividness, happily coupled with so-called 'emotional congruity,' is perhaps the greatest force in effective advertising," said he. "It has been shown conclusively that men naturally are attracted more by advertised commodities that appeal to them. Men know and recognize the advertising of certain makes of automobiles and tobaccos and of sports of various kinds, while women have a definite foible for perfumes, styles, clothes, etc., and children are immediately attracted by the advertisement with the picture of a child in it.

"A slogan or trade-mark, strictly adhered to and carried before the public over a long period of time, is invariably an attention-getter that sticks."

MID-WEEK PUBLICATIONS

Week-end Too Late for Rural Readers, South Dakota Finding

South Dakota papers are tending more and more toward mid-week publication rather than at the week-end.

Publishers find that the edition must be put in the mails not later than Thursday, if the advertised Saturday bargains are to be of any value to rural readers.

CHICAGO WANTS YOU

WILL you be so kind as to extend to the members of the British Delegation to the forthcoming Advertising Clubs of the World Convention a cordial greeting and sincere welcome on behalf of the Newspaper Representatives' Association of Chicago.



F. E. CRAWFORD

Many of our members expect to attend that convention and we hope to be fortunate enough to meet personally our co-workers in advertising activities from abroad.

We should like to call the attention of our British co-workers to the desirability of extending their itinerary to take in Chicago before they return home and should they decide to come here, we shall be glad to join with other organizations in extending the proper welcome to them.

NEWSPAPER REPRESENTATIVES ASSN. OF CHICAGO,
F. E. Crawford, President.

GREETINGS TO PAN-AMERICANS

Pres. Harding Sends Message to Press in Session at Santiago, Chile

The menu of the luncheon which the American Ambassador, William M. Collier, gave recently to the correspondents attending the Pan-American Conference, at Santiago, Chile, bore the reproduction of a photograph of President Harding at work in the composing room of the Marion Star. Beneath appeared the following message from the President:

"With printer, publisher and editor, salutations from the Republic of the United States to the press of the Latin-American Republics, with all good will and good wishes for an ever enduring friendship."

In reply the Ambassador said: "I rejoice that the papers of South America are taking the news service of the press associations of my country. I rejoice in the rapidly increasing interest in the United States in everything related to South and Central America, Mexico and the Caribbean Islands."

NEWSPAPERS AS TEXTBOOKS

Cleveland Schools Find Many Lines of Study in Dailies

Cleveland newspapers are being used as textbooks in reading in the public schools of that city, according to Miss Laura A. Gilmore, a district supervisor. The effect of reading news has almost become a separate course of study to teach pupils to distinguish between important and trivial matters in news columns. Editorials, fashion pictures, want ads, women's page, features—these all are in the grist of the new "educational mill." There is much interest in the weather reports.

"The pupils have a sporting interest in weather news," Miss Gilmore said. "They like to watch how close the official forecaster will hit the mark. Another thing they like is the miscellaneous item—such as that London has 3,576 taxicab drivers, which are sometimes used as fillers at the bottom of columns. The news stories are used to furnish information for current events. Dramatic criticism is read to show that although two critics may have different views, both may be right. Prices given in advertisements are often used as a basis for calculations in arithmetic.

"I recall one day when there was a flaunting headline in a newspaper on a murder story. The teacher was very tactful about the story. She simply told the class to look at the headlines and to decide whether they thought they would profit by reading the story. The pupils decided it was not of interest and passed it up for other news matter.

"I read the murder story, although the pupils did not."

Articles containing news about Mayor Fred Kohler are in much demand, Miss Gilmore said. Among pupils of the sixth grade because one of a class sells papers near the city hall and the mayor is a frequent customer of the boy.

The papers used are the Press and News, evening papers, and the Plain Dealer and the Times-Commercial, morning papers.

DUTY OF DRAMATIC CRITICS

Must Tell Truth About Shows, Says Columbus Producer

"Dramatic criticism should not be merely free publicity for theater managers," declared J. Clarence Sullivant, Columbus dramatic critic and producer, speaking before journalism students at Ohio State University recently. "It should reflect unfavorable as well as favorable comment on theatrical productions.

"Theater managers do not want favorable comment at all times. If favorable comment is given on a poor entertainment, the public will lose confidence and pay no attention to newspaper write-ups. When a really good play appears, favorable comment loses its value if all are treated in the same manner.

"The only people who desire favorable comment at all times are traveling press agents of a show.

"Dramatic critics have a clear-cut duty. Dramatic art without criticism would still be dramatic art—but a picture gallery with doors locked would still be a picture gallery.

"The question before critics is, 'Should the review be reportorial or analytical?' It should be both. It should be reportorial, but should reflect critical assent or dissent. Reasons for criticism must be given. Reaction of the audience must also be given. A critic gives his own personal ideas, but the reaction of the audience is a much safer guide."

EARLY BORDER PUBLICATIONS

First Mexican Paper, in Book Form, in Texas Archives

Particular interest is shown by the Department of American History of the University of Texas in the early newspapers of the United States, Texas and Mexico. The archives contain a large collection of such papers.

The first Mexican newspaper is in book form, and is entitled Gazeta de Mexico. Here also is the first Texas novel, printed in the French language, on a Paris press. It is entitled "L'heroine du Texas." The earliest successful newspaper in Texas was the Texas Gazette, published in 1829 by Godwin Cotton Brown, who also published the first book in Texas, a volume dealing with the legal aspect of the colonization of Stephen F. Austin.

Huntsville News Now A. M. Paper

The Huntsville, (Ala.) News has returned to the morning field after publishing as an afternoon newspaper for many years. O. C. Morgan is now editor and general manager. Mr. Morgan was associated with the Meridian (Miss.) Star for twelve years. Virgil V. Adams is publisher of the News.

Rothschild Assistant Director

Louis Rothschild has been appointed assistant director of the Washington, (D. C.) Better Business Bureau. He has been connected for a number of years with the Fairchild publications.

Plant Tree for Journalist

Members of the Women's Club of Camden, N. J., planted a tree in Armory Park in memory of S. Conrad Ott, newspaper man.

MANUFACTURERS OFTEN OVERLOOK MARKET AROUND THE CORNER

The Story of How California Apple Men Met Big Sales Problem and Vastly Increased Consumption of Fruit at Home by Judicious Advertising Campaign

By HAMMOND EDWARD FRANKLIN

CULTIVATING THE MARKET just around the corner is often overlooked by manufacturers whose eyes are so intent on far-away fields that they are blind to real opportunities within reasonably easy reach.

Green pastures a long way off frequently do look enticing to the view. And sometimes it pays a manufacturer to go after such a market first, but in many cases he would do better to tackle the obvious close at hand, within economical shipping distance and readily supervised personally so the maximum returns may be garnered from minimum advertising expenditure.

How many national advertisers have not built up the sale of their product in their home town, county, State and region! A New England producer of cane and maple syrup has found his biggest market is in California, but that means expensive cross-country transportation. On the other hand, fruit from the western coast comes all the way from the Pacific Coast to the East and sells in preference to Eastern products.

Where is the city of most fastidious dressers? It isn't New York or Chicago, a shoe dressing manufacturer told me the other day, but Butte, Mont., where the inhabitants give more care to being in style than in many a metropolis. I cannot vouch for the accuracy of the statement, but it is best on his own sales at any rate, for the natives in Butte use more of his shoe polish in proportion to population than any other city.

A group of California folks were up against a tough situation on the marketing of their apples. It looked as though they were going to lose considerable money. Instead of trying to sell to markets in the eastern United States, they decided to "sell their neighbors," the residents of convenient cities and do it through newspaper advertising.

"In August of last year, the representative business men in Watsonville, Cal., through the Chamber of Commerce, recognized the fact that apple growers in their district were facing a mighty difficult situation," A. F. A. Stedem, of the Honig-Cooper Company, San Francisco, which has charge of the advertising, stated.

"Packers had found it almost impossible to interest Eastern buyers at any price, and with an expected large crop of northern apples coming into the State, they recognized also that they were going to have trouble selling their apples right at home.

"With the co-operation of this agency, a plan for concentrating sales efforts on one or two markets was prepared, and it was decided to make these efforts in San Francisco, Oakland and the Bay territory. The theory was that the crop of Bellflower apples could be sold profitably right in the State—in the 'market next door.'

"Los Angeles had always been a receptive market, and no great difficulty was anticipated in getting a good call from there. It was believed that if San Francisco could be made to absorb a fair proportion of the crop, it would insure the prices in Los Angeles and also prevent any glut either in Los Angeles or any of the interior markets.

"There was a rather unusual feature about this campaign in that the growers of apples in the Pajaro Valley were the smallest contributors. The plan was initiated and carried through by the Parajo Valley Chamber of Commerce at Watsonville. The advertising appropriation was made purely on a basis of what would be necessary to produce a representative and sufficiently strong campaign to arouse both consumer and dealer interest in San Francisco and Oakland.

"The copy appeal was based on the three virtues of Bellflower apples—'Good lookers, good eaters, good cookers.' Stress was laid on the nearness of the Pajaro Valley to San Francisco, which made it possible to obtain these apples within a very short time of their being picked.

"A little over 400 inches of space was used, concentrated in an eight weeks' period, starting about the middle of September. In San Francisco, the Examiner, Chronicle, Call, and Bulletin were used, and in Oakland the Oakland Tribune, supported by the Berkeley Gazette, and by the Daily Californian, the daily paper of the University of Chicago.

"We depended entirely on the merchandising departments of these papers to distribute signs for windows and to obtain the co-operation of the grocers in making display of the fruit in order to cash in on the advertising. The Daily Californian was used because just at that time of year (as is the case with most college papers) there was a large staff of men, all striving for permanent places. These fellows merchandised the advertising to the various fraternity houses, boarding houses, hotels and stores that are patronized by the college people."

The opening advertisement was entitled, "The best all around apple." A huge tempting apple was shown, with smaller pictures of a dish heaped with Bellflower apples, a youngster munching one and a housewife cooking with some. The copy said:

"Good to look at! Good to eat! Good to cook with! See them in market today. Their irresistible, golden glow will invite you to buy.

"The Valley of Pajaro, only 100 miles away, is the home of Bellflowers. As fast as they are picked they are shipped here so that none of their goodness is lost in storage or transportation.

"Insist on getting fancy Bellflowers. Better get a box—the price will suit you—and you'll use them quickly. Get them at your grocer's."

At the side were printed recipes for coddled apples—the name is rather intriguing—and apple dumplings.

Another advertisement emphasized the idea of "selling the market nearby." "Picked yesterday, eaten today, none of the flavor is lost on the way," chanted the headline above a map showing Watsonville in a straight truck line from San Francisco, with a mammoth apple superimposed.

The copy said:

"Just 100 miles away is the Valley of Pajaro—the home of the famous all around Bellflower apples. Direct from the trees they come to you with all their golden glow and goodness.

"To depend upon them for every apple purpose is good economy. For Bellflowers meet every apple requirement. Perfect in appearance. Delicious to eat. Splendid to cook with.

"Ask for fancy Bellflower Apples today. Your grocer or fruitman has them. It will pay you to get a box—the price is pleasingly low."

A dessert, "Apple Betty," was appended

The three big issues on which the consumer was urged to buy—"good looks, good eaters, good cookers"—were made the subject of a third piece of copy.

"Perfect through and through" was the key thought behind another advertisement, which continued:

"You can depend upon the thorough goodness of Bellflower apples. From skin to core they are perfect for eating or for cooking. The reason? They come from Pajaro Valley which is ideally adapted for raising Bellflower Apples. And they are shipped as fast as they are harvested so they can reach you in the same condition as if you picked them yourself. Whether you buy a dozen or a box—every one will be a good one.

"Insist on fancy Bellflowers. Your grocer has them."

Smaller space was used to present the apples from various angles.

What were the results of the campaign?

"'It was impossible, owing to the fact that many boxes were shipped in by truck, to determine just what volume of increase was obtained,' Mr. Stedem stated in answer to this question. But the fact the growers obtained an average of from 90 cents to $1 as against the expected price of 65 cents is sufficient evidence of the success of the advertising.

"Another evidence of its success is the fact that a movement is now under way, fostered by the Parajo Valley Chamber of Commerce at Watsonville, to form an organization of growers and packers of the valley. We are assisting the Chamber of Commerce in the work and, if the plan goes through, another co-operative marketing organization in California will have become a fact."

Newspaper advertising is usually the medium which can extract sales from overlooked markets, whether close by or far off.





Can't you hear him saying: "There ain't goin' to be no core!"

PALPABLE PRICE ERROR NO REASON FOR GIFT

St. Louis Store Sees No Reason to Sell $145 Wraps for $1.45 Because of Typographical Mistake

A compositor's error in the advertisement of Stix, Baer & Fuller, carried by the St. Louis Globe-Democrat May 8 caused several of the store's customers to demand that $145 evening wraps be sold them for $1.45. L. Blumenstock, manager of advertising and sales for Stix, Baer & Fuller, said the demands were refused on the grounds that the price quoted in the advertisement was obviously an error. He continued:

"If the price had been misquoted as $45, we probably would have met the demands. The mistake would then not have been so obvious, and the customer would have had the right to assume that any garment of the character of the ones involved might be sold at that price.

"We have had several instances in the course of our experience in which we have made good the mistakes in advertisements. In one case, the descriptions of dining room suites became mixed, and a $398 suite was priced at $98.50. A woman who had evidently been looking at the set immediately asked for it at that price, and it was sold to her. Not only did we accept the loss involved but we polished the furniture, delivered it to her and allowed an extension of time on the payment, just as though we were making a profit on a sale.

"On another occasion, a fur piece placed on sale at $1,000 and misquoted at $100 was sold at the erroneous price.

"It has always been the policy of this house to deal fairly with our customers—and we expect the same spirit of fairness from them. If we overcharge for a purchase we make good the overcharge, but if we fail to charge for a purchase we expect the customer to call our attention to the error.

"But the price of $1.45 for the evening wrap advertised Tuesday is ridiculous, as is attested by the fact that we sold many of the wraps at the correct sale price of $145.

"Fortunately, these mistakes in prices are few and far between, but they reveal that there are a few persons who are always ready to take advantage of the situation—and they think they are wrongfully treated because we refuse to meet their obviously unjust demands.

"In this case, the responsibility rests with the newspaper, but it would be absolute injustice for us to allow them to impose a penalty on the newspaper by granting their unreasonable demands."

ST. LOUIS STAR STOPS ITS SUNDAY

Not Room for 3 Papers, It Declares, on Returning to Six-Day Basis

The St. Louis Star issued its last Sunday edition May 13, returning to a six-day evening basis after almost two years' publication of a Sunday issue. The announcement in the May 13 issue, explaining the suspension, stated in part:

"In these two years the citizenship of St. Louis has responded handsomely to the Star's new enterprise. It has been rewarded with a steadily increasing circulation, until today it has well over 100,000. There has been an increase of about 10,000 in its circulation in the last three months. The advertising patronage, too, has been gratifying, but not sufficient to make the Sunday issue as handsome and effective as the owners have desired.

"Careful investigation in the last few months has convinced the owners of the Star that there are few cities in the United States large enough to support three Sunday papers to such an extent as to insure their being creditable and profitable. Cities much larger than St. Louis could be named where only two Sunday papers are sources of profit to their owners. In fact, there are only two or three of the very largest cities in this country where more than two Sunday issues have been successful in all senses.

"In stopping its Sunday issue and in returning to a six-day evening publication, the Star rejoins the ranks of the most successful and useful dailies in the whole country.

"The direct and immediate result of this step on the part of the St. Louis Star will be a benefit to the 110,000 patrons of the six-day evening issue, and to the public at large also. That is the prime purpose of the management. There will logically be a concentration upon the evening issue of all the brains, energy, resources and newspaper skill which the ownership and management of the Star possess.

"The quality of the six-day evening issue will be improved in every way dictated by good judgment and ripe experience."

ROGERS COUNTERS RUSSELL'S CHARGES WITH BATTALION OF STATISTICS

Newspaper Growth Has Far Outstripped Population Increases in Large Cities Since 1896 and Recent History Demonstrates Freedom of Press from Advertiser Control.

"IT is regrettable that an experienced newspaper man like Charles E. Russell should indulge his propensity for mere writing to bring together so loose a group of misinformation and misapprehension regarding newspapers as he did in last week's EDITOR & PUBLISHER," stated Jason Rogers, publisher of the New York Globe, this week.

"Russell's whole statement is so inaccurate as to justify no serious rejoinder. Regarding matters of opinion, no one will quarrel with him. If he thinks 'lopsided' civilization and our newspapers have gone to the bow-wows because he is out of joint with affairs, that is his misfortune," continued Mr. Rogers.

"I shall not attempt to answer all of Mr. Russell's inaccuracies, but merely point out a few of them. To illustrate let us take a sample or two under consideration:

> "'The population increases; the number of potential readers increases; the number of newspapers, the influence of newspapers and the respect in which newspapers are held, diminish.
>
> "'In Chicago, population close to 3,000,000, there are two morning newspapers; twenty-five years ago, population 1,500,000, there were seven. New York has five. My memory goes back to a time when with half as many people we had twice as many morning newspapers.'

"Let us look at the facts. In Chicago in 1896 there were five morning newspapers with a total daily sale of 397,869; today there are two with a daily sale of 888,376, an increase of 491,000 or 123 per cent as contrasted with an increase of 59 per cent in population.

"In 1896 four of the five then existing morning newspapers were operated at heavy loss made up in three cases by an angel with interests to serve and in the fourth by an attempt to establish a clean independent morning newspaper by Victor F. Lawson, the owner of the Chicago Daily News.

"The total circulation of all Chicago daily newspapers in 1896 was 706,688 as compared with 1,808,149 in 1922, a gain of 1,101,171 or 156 per cent as compared with increase in population from 1,698,575 to 2,701,705 according to census figures, 1900 and 1920, a gain of 59 per cent.

"And yet, according to Russell our newspapers have not kept pace with population increases and have lost influence. If Russell had inquired regarding production costs, he would realize how inaccurate his suggestion that our great newspapers have cheapened costs of production, is.

"It is a safe bet that the print paper bill of any great metropolitan daily today far exceeds the total cost of production in 1916 and is probably two to five times 1896 production costs in most cases.

"In New York City in 1896 we had ten morning daily newspapers which claimed 1,003,845 circulation, but which probably had not over 750,000 or 800,000 between them. In 1922 we had seven morning newspapers with a bonafide net sale of 1,886,184, between them a gain of 882,339 in circulation or 88 per cent compared with a gain in population of 63 per cent.

"A glance at the list of morning newspapers in 1896 makes one shudder to think of any comparison with our better grade newspapers of today. There was the Morning Advertiser, the Mercury, and the Recorder, each a veritable joke as a newspaper, while the Sun, Herald, Tribune and Times were on the rocks before the deadly competition of Pulitzer and Hearst.

"It will be remembered that the New York Times at that time was in the hands of a receiver. The circulation figures given were 75,000, but according to Mr. Ochs it only had 25,726 in April, 1898, so the figure claimed for 1895-6 was probably 50,000 more than it had.

"In 1896 the total claimed circulation of all New York newspapers was 1,518,500, as compared with 3,431,086 bonafide net sale in 1922, a gain of 1,932,586 or 125 per cent. In 1900 New York's population was 3,437,202, as compared with 5,620,048 in 1920, a gain of 2,182,846, or 63 per cent.

"Meanwhile in Philadelphia total newspaper sales in 1896 were 865,912 as compared with 1,270,187 in 1922, a gain of 46 per cent, as compared with a 41 per cent increase in population. The Bulletin alone jumped from 12,900 to 485,145.

"In Boston the total daily circulation of all newspapers in 1896 was 751,038, as compared with 1,443,886, a gain of 692,842 or 92 per cent. In 1900 the population of Boston was 560,892, in 1920 it was 748,060, a gain of 187,168 or 33 per cent.

"Regardless of the views of cities that our present day newspapers are too much alike, or 'Individuality in newspapers (always aside from typographical deliria which means nothing to the public) went to the discard long ago. Copy-cat is now the journalistic duty,' according to Russell. Our newspapers are probably as different in essentials as they ever were.

"If the critics refer to 'individuality' in the newspaper business as that freedom of some alleged great editor to prove himself a contentious fool with a chip on his shoulder, Russell is right. Our newspapers have clearly grown beyond the point when such antics are permitted or tolerated.

"Our metropolitan newspapers of today each possesses newspaper individuality, reflecting that sort of public service for which it is made. It is a saner product, vastly superior to the possibilities of twenty-five years ago, and of so much greater and wider influence as to arouse the antagonism of glib writers in critical organs of opinion.

"Our newspapers of today are freer from the implied control of advertisers than at any time in history and much freer than the newspapers in any other country. In New York in February, all department stores went out of the Times for several weeks, yet the Times printed as much other advertising as was comfortable.

"In New Haven all of the department stores have been out of two newspapers for months on end and yet the newspapers are successful and the only losers are the stores. In Paterson, N. J., another newspaper has successfully proved that it can prosper without big advertising.

"In New York City with all evening newspapers at three cents a copy, our circulation revenue is greater than our print paper bills, regardless of Mr. Russell's statement to the contrary.

"If dreaming theorists were operating our newspapers they would not be as large, as good, as entertaining, as accurate, and as independent as they are.

"A glance through the daily newspapers of twenty-five years ago shows what wonderful progress has been made. The world goes on to better and better things, regardless of the yapping of those who have lost their hold on the band wagon."

Michigan Honors Pioneer

A branch library was recently dedicated in Detroit to the memory of Rev. Father Gabriel Richard, who brought the first printing press into Michigan. He might be said to be the father of the Michigan newspapers, for it was on his printing press that the first newspaper and the first book published in Michigan were printed.

THE PRESS—AND CONTEMPT OF COURT

THE Nation will print the following in its issue of May 23:

In all our judicial system there is no more archaic or undemocratic survival of absolutism than the power of judges to punish for contempt of court. It cuts right athwart all modern judicial process, denying trial by jury and often even defense by counsel; it harks back to the ancient theory of *lèse majesté* and the shadowy realms of formalism and autocracy from which we derive our absurd legal verbiage, our judges' robes, and other ridiculous clap-trap that serves no possible purpose except to befuddle the public. A judge, it is true, must preserve order in court, and there is some argument for giving him the right to punish offenders summarily, although official inquiries and investigations of countless sorts are satisfactorily conducted every year without any such powers. However this be, it is certain that the power of a judge to punish acts committed outside of the court serves no necessary purpose and should be withdrawn. Disobedience of court orders should be punishable through indictment and jury trial; criticism of judicial decisions should be subject to no restraint other than the protection which every individual has against libel, slander, and the like. We discarded long since the doctrine that the King can do no wrong; it is time to rid ourselves of similar superstition in regard to judges and courts.

The unwisdom of contempt of court proceedings is brought home at this time by cases which have arisen in Tennessee and in Alabama. The editor of the Memphis Press has been fined $300 by Judge Ross of the Federal District Court for an editorial written during the railway shopmen's strike last September. The editorial was a moderately worded protest against the arrest of a labor editor for contempt because his language had been construed as in violation of the notorious injunction obtained by Attorney General Daugherty. The action of Judge Ross is a good example of the kind of power which no court needs and none should have. It is a clear interference with freedom of the press, and must multiply a thousand fold the contempt of court which it is supposed to suppress. In Alabama three members of the editorial staff of the Birmingham Post were sentenced to twenty-four hours in jail for publishing certain facts about a man charged with murder that were held to be prejudicial to a fair trial. This is a power strictly exercised in England but of infrequent application here. The purpose is a worthy one, but is it possible in any important trial nowadays to gather a jury consisting of other than imbeciles each member of which has not formed some previous opinion on the case?

BEST NEWS STORIES TO BE COMPILED

Novelist Announces Competition in Three Classes of Reportorial Writing on American Daily Papers

In order to arouse interest in better newspaper stories relating to human interest, humor, and straight news reporting, and to stimulate those engaged in active newspaper work to more effort along these lines. A. Stone, novelist, announces a competition for the best example of news writing in American newspapers for the current year. Any news story appearing in a newspaper between January 1, 1923, and October 1, 1923, may be submitted by contestants.



A. STONE

The award is divided into the following three classes: (A) competition for the best human interest story; (B) competition for the best straight news story; (C) competition for the most humorous news story.

Only those who are staff members of a daily newspaper are eligible, and only stories clipped from the newspaper on which the competitor is regularly employed, and which are accompanied by the signature of the managing editor, will be considered. Stories must be based on actual news of the day, Sunday features being barred.

The winners in each class will receive handsomely engraved plaques made of solid copper.

As Mr. Stone plans to publish the stories of the winners, along with 75 others considered of sufficient merit, in permanent form after the conclusion of the competition, he imposes as one of the conditions the rule that the ownership of the copyright of the successful competitors shall be vested in his name. A committee chosen from representative American newspapers will assist in the judging.

All competitors are asked to submit their clippings to Mr. Stone at Milton-on-the-Hudson, New York State.

Mr. Stone is the author of "American Pep," "Fighting Byng," "The Yazu Mystery," and other novels. The first of these books was one of the best sellers during the war period.

He is a former Kentucky newspaper man. During the war he was engaged in semi-diplomatic service for the Government and traveled all over the world.

He has lectured on the narcotic problem on various occasions in New York City.

$3,000,000 Life Insurance Policy

Floyd L. Carlisle, president of the St. Regis Paper Company, is negotiating for $3,000,000 life insurance. This puts him in a class with the following: Jesse Lasky, $5,000,000 insurance; Adolph Zukor, $5,000,000; Rodman Wanamaker, $4,500,000; Pierre S. du Pont, $4,000,000; James C. Penney, $3,000,000, and Percy A. Rockefeller, $3,000,000.

Such Is Fame

John C. Shaffer, publisher of the Chicago Evening Post; Richard Atwater, editor of the "Pillar to Post" column and Walter A. Washburn, city editor, were wondering whether they were honored last week. A Pullman sleeper was named after each.

Bike Race in Chicago

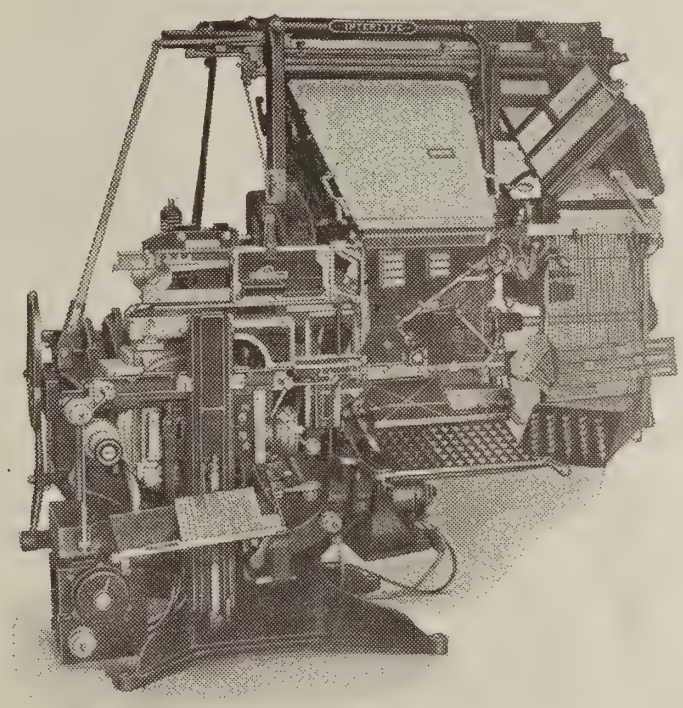
The second annual bicycle derby of the Chicago Tribune A. A. will be held over the two and one-fifth mile course in Humboldt Park on Memorial Day.

INTERTYPE

USERS IN GREAT BRITAIN

The London Times
Liverpool Daily Post and Mercury
The Freeman's Journal, Dublin
The Cork Examiner
Edinburgh Evening News
South Wales News, Cardiff
Tiverton Gazette, Devon
St. Clements Press, London
Edward Hulton & Co., Ltd., London
W. Speaight & Sons, Ltd., London
Cahill & Co., Ltd., Dublin
W. H. Houldershaw, Southend
Samuel Stephen, Ltd., London
Wood (Printers) & Co., St. Helen's
Merser & Sons, Ltd., London
Edwards (London), Ltd.
Yorkshire Evening News, Leeds
Cassell & Co., Ltd., London
Amalgamated Press, Ltd., London
Liverpool Post and Echo, Liverpool

In England as in America, the Intertype makes friends wherever it is installed. The operator likes the smooth-running keyboard and many improvements provided for his convenience. The machinist likes Intertype simplification and standardization of parts. The foreman likes the perfect slugs and adaptability to a wide range of work. And the owner likes Intertype large production and minimum cost of maintenance. Before you buy composing machines, be sure to talk with Intertype users, preferably those who have other machines also.



INTERTYPE CORPORATION

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MRS. STAN HARDING DENIES CHARGES OF MRS. MARGUERITE HARRISON

British Institute of Journalists Sending Out New Chapter of Women Writers' Controversy to Newspaper Organizations Throughout World

THE following signed statement by Mrs. Stan Harding, dealing with the interview by Mrs. Marguerite Harrison, published in EDITOR & PUBLISHER of April 14, 1923, has been forwarded from London to EDITOR & PUBLISHER by Mrs. Harding with authority for publication and is being distributed to newspaper organizations throughout the world by George Springfield, executive chairman of the British Institute of Journalists:

"Though published as a refutation, on careful examination it will be seen that in her statement to the EDITOR & PUBLISHER of April 14, Mrs. Marguerite Harrison corroborates every one of my charges, viz.:

"1. That, when she went to Russia in 1920, in the guise of a newspaper correspondent, she was an agent of the American Army Intelligence. She admits this quite frankly.

"2. That she was arrested by the Soviet authorities as an American spy in April, 1920, and she afterwards acted as Soviet informer; to quote her own words, 'furnishing them with worthless information, thus affording ample justification for my [Mrs. Harrison's] subsequent arrest in October, 1920, and for trial and imposition of the death penalty had the Soviet Government seen fit to impose it.' (The Extraordinary Commission has stated that her information proved in some cases 'absolutely false' but that it led to many arrests. The consequence of her false information in my case was that I spent months in solitary confinement under sentence of death.)

"3. That she falsely denounced me to the Soviet. She affords ample confirmation of this by renewing her wholly untrue allegations that I was in the British Intelligence, and that as such I co-operated with her in Berlin. This charge of hers is tantamount to an accusation against Lord Curzon of attempting to obtain money on false pretences from the Russian Government when he requested them to accept my claim for compensation and stated categorically that I was not at any time a Secret Service agent.

"It is absolutely untrue that I went to Germany in the latter part of 1918 as a British Government agent. The reasons for this journey are given in White paper Cm D 1602. It is equally false that I ever worked for the British Mission in Berlin or that I ever served any government in any capacity whatever. I never to my knowledge met General Ewart, whose name Mrs. Harrison mentions, or any member of his mission. Long after Mrs. Harrison left Berlin I met General Ewart's successor and, like other British journalists in Berlin, I sometimes saw him. On such occasions I not only listened to his views on current events in Germany but also, I fear, inflicted on him *mine*, which were of a very definite nature.

"Mrs. M. Harrison's allegations that I co-operated with her in Berlin is a miserable lie. I met her not as she says in January, 1919, but in March; my employment as Daily News correspondent had not come to an end, as she suggests. It was in fact a year later that I first became Daily News correspondent in Germany. At this time I was doing occasional journalism. When she left Berlin for Poland, somewhere about May 1, she offered me her room at the Adlon at a reduced price if she might leave her luggage there. This I accepted, and on her return, at her suggestion, she and I shared the room for several weeks—not months. She was frequently absent and left Berlin for the U. S. A. on or about June 19, 1919.

"At the time that she invited me to room with her, *I had not the faintest suspicion that she was doing intelligence work. I knew her only as an agreeable woman journalist, correspondent of the Baltimore Sun.* It was for this paper that she invited me to sell her several short articles, which I did at current rates, this being the only business transaction which ever passed between us. No doubt she obtained from me, her unsuspecting colleague, information and introductions, which I would, however, gladly have given to any fellow-journalist. When almost immediately before her departure from Berlin I became aware that she was seeking information for other than journalistic purposes I told her so. She informed me that her articles on Poland had attracted attention in high quarters and that she had thereupon been asked to send reports to the American representatives at the Peace Conference. I later received fuller and different accounts of her activities from some of her compatriots in Berlin.

"To come to Russia. At the time that I received the commission of the New York World to go to Russia as its correspondent, Mrs. Harrison, it will be remembered, admits she was furnishing the Soviet with 'worthless information.' She states that on learning from the Soviet Foreign Office of my application to enter Russia, she advised them not to admit me, urging my 'newspaper inexperience,' and she says that she did this for my sake! When she heard that I had received permission and was on my way to Russia with splendid introductions from friends of the Soviet Government, she informed the Soviet that I had socialist sympathies—so she says. Evidently the Soviet authorities felt that my 'newspaper inexperience,' coupled with socialist sympathies, was a serious menace to the Soviet Republic, for, as Mrs. Harrison correctly points out, they sent the chief of the foreign espionage department to Esthonia to meet me and to accompany me from Reval to Moscow, where on my arrival I was placed in her room and arrested the same night.

"This room-sharing business was evidently part of Mrs. Harrison's technique. I am not the only British woman writer who will give evidence of having been invited and compelled to share a room with Mrs. Harrison during the time that she was acting as Soviet informer. There are also other British and American newspaper representatives who had some personal experience of Mrs. Harrison's spy work in Russia.

"Mrs. Harrison next says that she was 'perfectly frank' when questioned by the Soviet authorities as to our relations in Berlin. The result was that I was condemned to death three days later on the charge of co-operating with her as a British agent in secret service work—a charge in which there is not a scintilla of truth. During the succeeding months of solitary confinement under terrible conditions, the Extraordinary Commission repeatedly but unsuccessfully attempted to coerce me also into buying release by becoming its agent, and by corroborating Mrs. Harrison's false allegations. I have related elsewhere my struggles to get out of the death trap in which I found myself, on any terms which loyalty to myself and my newspaper did not forbid. I have described the ruse by which I obtained a brief interview with Tchitcherin, which, however, led to nothing, for when my judge, who was present, saw that I was not about to make any revelations, but merely to protest my innocence, he caused Tchitcherin to leave the room without listening to my appeal. I have also related how in October, after three months of Lubianka secret cells, as a condition of my transference to the Buturky prison from solitary confinement in the cold storage cell where I was being done to death, I consented to endorse some of Mrs. Harrison's minor allegations, while reasserting my positive denial that I had ever been a Secret Service Agent, or co-operated with her.

"One American newspaper publishes Mrs. Harrison's statement under a headline to the effect that I 'courted arrest' in entering Russia after my acquaintance with her in Berlin. But Mrs. Harrison herself was at this time apparently in 'high favor' with the Soviet and had accompanied the British Labor Delegation down the Volga. It was impossible for me to guess on what terrible terms this 'high favor' had been purchased.

"Mrs. Harrison states that she sent me a message not to come to Russia. None reached me, but in any case her advice would not have prevented me from entering Russia for my newspaper once I had received the Soviet safe-conduct for that purpose.

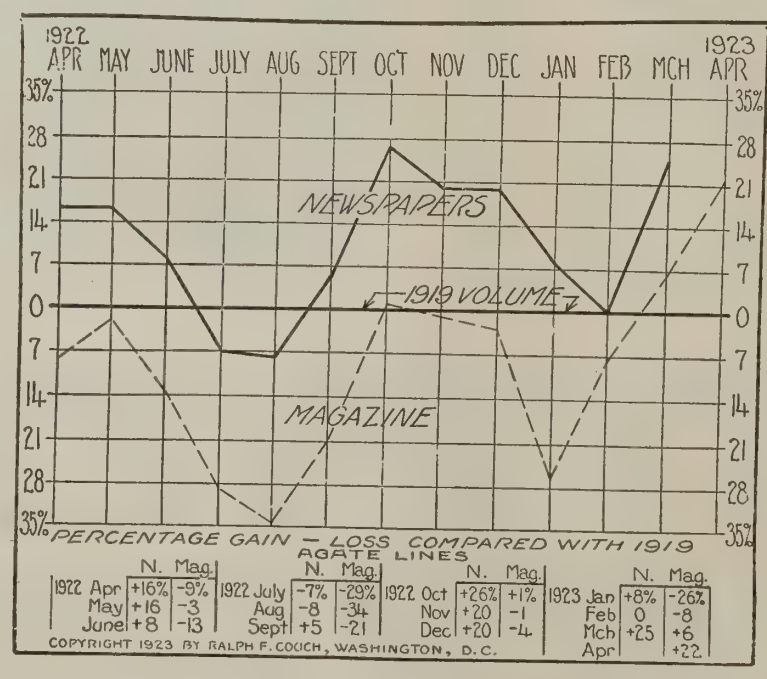
"Mrs. Harrison expresses the opinion that the Soviet was bound to arrest me if only for the purpose of getting information out of me about herself. No doubt she was afraid of this, but her fears were groundless. During my five months' stay in Russia the Extraordinary Commission did not succeed in inducing me either to corroborate or supplement their ample information about Mrs. Harrison's activities. It was no business of mine to do so.

"She makes the bare-faced suggestion that it was up to me to 'prove my innocense.' She knows very well that I was allowed no trial, had no possibility of calling witnesses or communicating in any way with the outside world and that I was condemned on the false charges she now repeats after protesting my innocence in interrogatories that lasted whole nights.

"My claim is not against Mrs. Harrison, but against her employers who camouflaged their agent as a newspaper correspondent with disastrous results to a bona-fide journalist.

"STAN HARDING."

NEWSPAPERS LEAD IN ADVERTISING GAINS



NEWSPAPERS now are leading all other forms of printed periodicals in the rate of gain in advertising volume, it is shown in studies compiled by the Department of Commerce, based on the total number of agate lines published each month in a selected list of daily newspapers and monthly magazines, according to Ralph F. Couch, of Washington.

The selected group of newspapers published 83,496,000 agate lines in March, 1923, the most recent month for which official reports are available. The magazine group published 1,730,000 agate lines. The total advertising volume of the newspapers was 25 per cent above the average of 1919, a good business year. The advertising volume of the selected group of magazines showed a gain of but six per cent over 1919.

During the past thirteen months newspapers fell behind the 1919 volume in only two months, July and August, 1922. In all other months volume of agate lines was equal to or greater than in 1919.

Magazine advertising, however, when compared with the business of 1919, showed an almost continuous decline. In August, 1922, it fell 34 per cent below 1919. It was not until March, 1923, that the magazines began to show a steady increase over 1919.

CABLE-RADIO RATE WAR

Price Cutting May Halt Laying of New Atlantic Line

The rate war now in progress between the cable and wireless companies threatens to prevent the consummation of the American plan for allocation of the former German cables in the Atlantic, by which the Western Union Company was to lay a cable line from New York to the Azores to connect with an Italian cable to be constructed from the Azores to Rome and Mediterranean ports.

The trans-Atlantic cable companies have reached an agreement among themselves for a considerable reduction of tolls, but it is not apparent, cable company officials say, that the radio companies will not make further reduction. Due to the existing situation, the cable companies cent of the trans-Atlantic cable capacity contend that not more than the 60 per is operating.

To Fight Censorship

Matters of interest to the film industry and the press were discussed at a luncheon held in the Dutch Treat club-room of Browne's Chop House, May 15. Samuel Goldwyn and Dr. Daniel Carson Goodman told of trouble caused by inconsistent censorship codes in different states, and Frederick Hume, secretary of the National Publishers' Association, as well as a number of magazine editors and writers spoke of oppressive censorship measures, past and present and future. A committee to represent writers, publishers, photoplay producers and others affected by legislation of this sort has been appointed to form an anti-censorship organization.

Publisher Held Up and Robbed

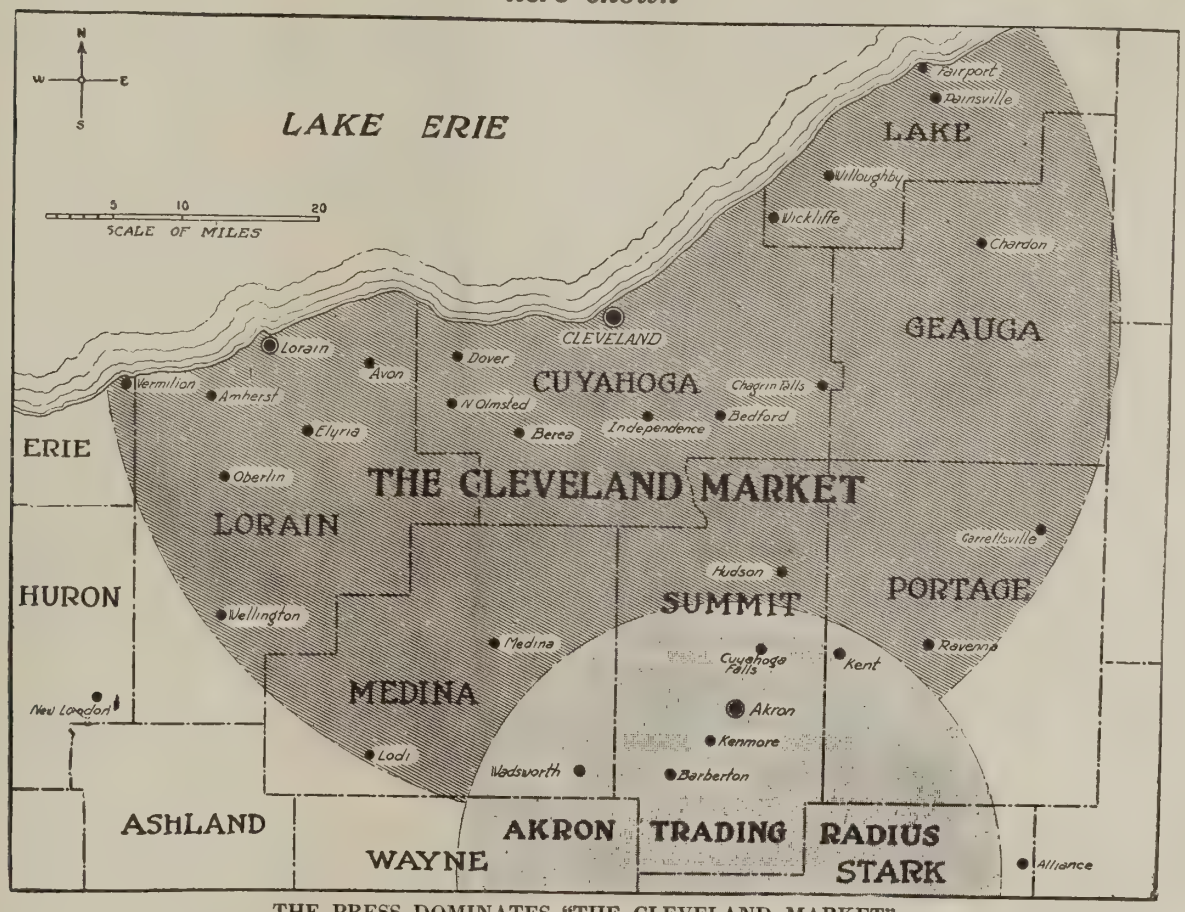
Fred Vannatter, president of the Northeastern Printing Company and editor of the Upper Gratiot News, Detroit, was held up and robbed of $630 by five bandits recently. He was struck on the head and left unconscious in his car. When he recovered consciousness he drove to Receiving Hospital for treatment.

The PRESS is the dominating newspaper contact with the

MILLION BUYERS IN

The Cleveland Market

—here shown—



THE PRESS DOMINATES "THE CLEVELAND MARKET"

Twenty per cent of all the wage earners in Ohio work in the territory shown in the above map. 180,000 are employed in Cleveland alone and they earn $300,000,000 a year. That's almost a MILLION DOLLARS A DAY for every buying day of the year! Cleveland is now working overtime on one of the Biggest Building Programs ever undertaken by an American city. Hundreds of apartment houses and dwellings, the Great Union Trust Company Building, the Union Station, Public Library, Federal Reserve Bank, etc., are employing thousands of skilled workers at peak wages. The territory above shown is the ONLY "Market" in which Cleveland newspapers furnish an advertising contact. The Cleveland PRESS—189,397—has the largest circulation of any daily newspaper in the city of Cleveland or the State of Ohio. 162,712 of the PRESS' circulation is in "The Cleveland Market" above shown.

National advertisers best serve their own interests when they concentrate on the dominating circulation of the PRESS to secure dealer-distribution and MOVE MERCHANDISE in "The Cleveland Market."

The Press

First in Cleveland

CIRCULATION—HOME INFLUENCE—ADVERTISING

One of the

SCRIPPS-HOWARD NEWSPAPERS

including Scripps-McRae League

National Representatives: **ALLIED NEWSPAPERS, Inc.**

52 Vanderbilt Ave., New York

Chicago, Cleveland, Cincinnati, St. Louis, Atlanta, San Francisco

OUR OWN WORLD OF LETTERS

Edited by JAMES MELVIN LEE

Director Department of Journalism, New York University

SOLOMON BULKLEY GRIFFIN, who for forty years or more was managing editor of the Springfield Republican, has selected for his biography an appropriate title for a newspaper man, "People and Politics" (Little, Brown & Co.). Only a few of the chapters, however, are distinctly biographical. Most of them deal with the people with whom Mr. Griffin has been brought into contact and with the politics—State and national—which he has observed during his long editorial career.

In the first chapter, Mr. Griffin tells how he got his job on the Republican under Samuel Bowles, the elder. One question asked was, "Have you not done much of the work on the college paper?" The arrangement finally reached called for the initial salary of $25 a month.

Of the journalism of that time in general and of the Republican in particular, Mr. Griffin gives the following interesting glimpse:

> Old-fashioned was journalism then? It may have been when judged by some modern standards. But it was self-respecting and helpful; it paid careful regard to the rights of the reader; and it gave him straightforward service and reliable goods. One could take pride in his calling, and possess the assurance that there would be no bad taste in the mouth after the day's work was done. The continuity of news stories was preserved, with little skipping here and there over the pages of the paper or the magazine. Capitals were used sparingly. It became a saying among tramp printers—most interesting of our nomads—that "Only Jesus Christ and Sam Bowles were capitalized on the Republican." There was no muddle of loose sheets to flop about as one read his paper. Uncommercialized common sense forbade the use of what was known in country printing offices as "stud horse type," but made display type the servant of sensible oversight, whether in advertising or the headlines of reading matter. The sum of it all was a satisfying service and self-respecting merchandising. The use of big black type leaves a paper with lessened resources when really great news is precipitated. It is forced to make itself a poster.

In another chapter Mr. Griffin tells still more about the paper under Bowles, the elder:

> The Republican was prominent in the seventies for painstaking intelligence in illuminating the rather meager telegraphic news service of that time. Date lines used were few. The Associated Press was not permitted to edit this journal, and matter which came over the wires and cost money did not thereby acquire preference. The paper interpreted and individualized the general news as well as local happenings.

In other words, the Republican was "tailor-made" and not "ready-made," for it encouraged an originality in its features that made the paper distinctly individual.

One of the men who was helping to make the Republican in transitional days was Charles H. Adams, who wrote the political editorials—always with a quill pen. No one on the editorial staff surpassed him in wit and humor. One finds in the volume this note of comment from his pen:

> Centaurs and dragons long since quit the stage,
> Vampires and werewolves are no more the rage,
> No more these monsters daunt the human mind;
> But Griffins still superfluous lag behind.
>
> The Devil is sniffin'
> With gluttonous glee.
> "Ah! nicely grilled Griffin
> Is the eatin' for me!"

Mr. Griffin's first room mate in a boarding house in Springfield was a recent Dartmouth graduate by the name of Miller, who also had just secured a job on the Republican. After three years of work, Miller received a letter from a college friend, who had been in editorial charge of the New York Weekly Times, but had decided to turn to the ministry, advising him to apply for the editorial job. He got this job, which was the stepping-stone to the position of editor-in-chief of the New York Times in later years. Mr. Griffin prints many anecdotes humorous in character about the days when he and Miller roomed together in that boarding house in Springfield.

Mr. Griffin believes that Mr. Bowles was the first editor to decline railroad passes for himself and members of the staff, for fear of the possibility of their exercising a softening influence, even though unconsciously, on the relations of newspapers and corporations. William Seaver Woods, the present editor of the Literary Digest, once told me of the hard time Bowles had to pay a railroad for the use of a special train. Space—no editorial fib—does not permit the insertion of the story in this review. But Mr. Griffin does insert the following in his book:

> William H. Vanderbilt may never have said to a newspaper man in the sense reported, "The public be damned," but that sentiment represented too much the railroad viewpoint. A very diminutive official of the Boston & Albany road was cordially disliked by reporters. He once threatened to kick a Republican man, well over six feet in stature, who looked at the legs of the little man and retorted with a laugh, "You haven't got the facilities, Major!"

The strength of the editorial page of the Republican is too well known to need any comment. The following quotation may explain the source of that strength:

> It had been my theory that the reporter who handles conventions and large news happenings is best qualified to make editorial comment upon them. This was put in practice so far as conditions permitted. The editorial writers had each his special subjects, and they were expert in them. In this way a vital editorial page was maintained. Men wrote because they had something to say.

Mr. Griffin enlivens his chapters with several April fool jokes played by the Republican upon its contemporary, the Springfield Union. As my first regular newspaper job was on the latter paper, I should like to return this courtesy, for I think the Union usually came off first best in these matters. But again space forbids.

In discussing the Tilden campaign for the presidency, Mr. Griffin explains the origin of the political press bureau:

> That campaign introduced what the Republicans promptly called "Tilden's Literary Bureau," an adjunct now employed in all presidential contests. The Democracy, long in disfavor, had small newspaper support, and needed to find new ways of reaching the country. Miller, then editing the weekly edition of the New York Times, contributed to the Tilden literature, as did other New York newspapermen I knew.

In one of the chapters, Mr. Griffin tells how he first met William Jennings Bryan who occupied an adjacent seat in the press section at one of the national political conventions. Bryan at that time was the chief of the editorial staff of the Omaha World Herald. In commenting upon the incident, Mr. Griffin adds:

> To the newspaper correspondents Mr. Bryan would have seemed about as likely to be made the Presidential candidate of his party as any one of the busy reporters, had the possibility been suggested. Yet that honor he was soon to achieve. He was never to reach the White House, but in many future national conventions was to send "comments upon important happenings," syndicated to many newspapers. He was to become "the great commoner" of the political reporters, to play a conspicuous and often very important part in the history of his party, to become secretary of state, but not president.

I have picked out for special mention parts of the book relating rather directly to journalism. In justice to the volume it must be said that the contents for the most part deal with glimpses of State and national politics from Hayes to Wilson.

As Mr. Griffin's editorial position permitted him to be behind the scenes and to watch the movements of the stage machinery, his volume is a valuable contribution to the literature of American politics and government. In its way, it is as valuable today as was "Recollections of a Busy Life" by Horace Greeley, published at the time when Mr. Griffin was beginning his editorial career. Surely Mr. Griffin cannot expect more from one whose first regular newspaper job was on the Springfield Union.

* * *

FOR FIFTEEN YEARS, W. O. Saunders has been the editor of the Independent, published at Elizabeth City, N. C. During this decade and a half he has been a close student of human nature in the country field. Consequently, his reflections on "Human Nature As Seen By a Country Editor" in the May issue of the American Magazine is the "fattest take" from the periodicals of the month.

He spoke from practical experience when he says:

> Printing the news and facing the music isn't all fun. There is a lot of pathos mingled with the comedy, and many a tear and heartache offset the laughter and smiles.

To illustrate this point he mentions the story of the son of a prominent family who absconded with certain funds of the bank in which he was employed. As the father and mother were the editor's friends, the latter found it hard to print the news in all of its details, including, as it did, a picture of the boy and a picture of the woman who had led the youth astray. The night after the edition came out, the mother, calling the editor on the phone, said:

> I have always been your friend. I thought you were merciful—and you have broken my heart. I thought I could survive this thing, when here comes your paper with that picture of my boy—and that woman! Oh, my God! Why did you do it? Why didn't you drive a dagger into my heart? Just suppose—just suppose it had been your boy!

Mr. Saunders told the mother that he thought he would have handled the story about his own boy in the same way.

His philosophy of newspaper-making is thus succinctly summed up:

> A newspaper man who fairly and fearlessly prints the news has this decided advantage over the spineless, wishy-washy, apologetic publisher who doesn't: the former is respected by the enemies he makes; the latter is often held in contempt by the friends he thinks he makes.

Mr. Saunders is not so strong for personal mention as for local mention. By way of illustration he cites the following two cases:

> There are two dozen men on the directorate of a certain bank. Every one of them feels a thrill of pride and much personal satisfaction when the paper tells in a newsy, entertaining way of some worthwhile thing the bank has done. It's his bank.
>
> There are eight hundred or more members of a certain church, the names of not more than a score of whom enter into the news of my paper in a year; but every one of that congregation of eight hundred and more reads himself or herself into every nice thing said about that church.

One of the first things Mr. Saunders learned about human nature was the fact that free human beings can not be driven. He believes:

> A newspaper man who tries to reform everything and everybody by wielding a lash or a club is slated for a lot of disappointments. The "roast" may be the most entertaining, the most attention-compelling, and, often, the most popular weapon an editor can use, but it is the least effective. The public has a way of considering even a consummate scoundrel sufficiently abused.

To get results he advocates the principle of letting the public discover for itself that it wants the thing. Like the magazine editor, he believes in filling his paper full of pictures of women, but he does not overlook the importance of the child as the following quotation will show:

> I find human nature reacting favorably every time I publish a picture of a baby or any cute story about a child. All the world loves children. And now let me put in a piece of good advice to every newspaper man and every business man who reads this: Don't ignore the children in your community; because one of the fastest growing things on earth is a child. The man who runs a newspaper, a store, a bank, or anything else depending upon the public for good will and support is the biggest fool on earth if he thinks he can ignore the children. The kid rolling a hoop under your feet, or roller-skating all over your sidewalk and making a lot of unnecessary noise today, is simply notice to you of the energy that is going to run your town tomorrow. A boy or girl fifteen or sixteen years old has only five or six years to go before he or she will be playing an important part in the affairs of your town, and every one of them is a potential factor to be reckoned with. Those of the older generation who find themselves being crowded aside by younger men and women are those who neglected to run along with those same youngsters when the running was good. The kiddie that you befriend today will love you and respect you as long as he lives, if he's the right sort of kiddie; but if you cuff or wallop him he will never forget that, either. Take my own case; The great influences that shaped my life were mostly commonplace incidents in the lives of a few kind-hearted men and women who said an encouraging word here and there, or did some helpful thing for me when I was a kid.

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"Because," he replied, "a report ...
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* * *

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Linotype Company. It ... paper from
that the Linotype was fi... England to
the composing room of ... ten cents per
Tribune in 1886, when ... gher schedules
was the editor. ...ending investi-

* * *

I HAVE NO DESI... —
with the advertisi... **es Stock**
the EDITOR & PUBLISHE... pany of Harris-
within the province of ... of stockholders
however, to suggest that ... se the common
McClure's Newspaper ... from $50,000 to
Fourth avenue, New Y... ital stock is now
quest, for personal r... ous capital stock
"Adventures in Journal... Wilder is presi-
Gibbs.

* *

ELMER DAVIS o... **n New Office**
partment of the ...
is the author of the ... rt Paper Company,
Have Changed" (R... iew quarters in the
pany). Mr. Davis is ...ing, Phillips Square,
the author of that ...
History of the Ne...



Reproduced from The Indianapolis News of December 7th, 1918.

We'd Like to Know You Better!

Indianapolis, Indiana, people buy British-made hats, men's clothing, smokers' pipes, golf clubs, luggage, cutlery, toilet articles, porcelain and earthenware, and textiles and lace of course. When they go to sea, many of them travel in British ships. Indiana firms carry British marine and fire insurance on cargoes shipped abroad in British bottoms. We buy and read British novels. We have a wholesome respect and admiration for goods that come from Britain—and we buy them.

What else, made in the British Isles, is as good as the things we now know? We'll buy it, if you will send it here and tell us about it.

Indianapolis and the Indianapolis Radius (the territory included within seventy miles of the city) is a big, rich, prosperous market of 800,000 people. This is the geographical center of population and of manufacturing of the United States, the heart of a vast producing region both in industry and agriculture.

To sell goods in this territory, space in The Indianapolis News is the first and prime essential. It *covers* this market.

The Indianapolis News

Frank T. Carroll, Advertising Manager

New York Office
DAN A. CARROLL
150 Nassau Street

Chicago Office
J. E. LUTZ
The Tower Bldg.

INLAND PRESS STARTS BALL ROLLING FOR NATIONAL COST BUREAU

All Rejected Free Publicity to Be Returned to Senders Through Secretary of Association—Colored Paper for Mailing Opposed

(*By Telegraph to* EDITOR & PUBLISHER)

CHICAGO, May 16.—Resolutions favoring establishment of a national bureau open to all newspapers desiring to participate, for the continuation of a newspaper cost finding system along the lines successfully conducted by the Inland Daily Press Association for several years, were adopted this week at a meeting of the association here, ending today, as follows:

"Resolved, that the Inland Daily Press Association is in favor of, and gives its active support to, the continuation of a newspaper cost finding system, but it is believed, however, that the largest usefulness of this service requires that it be organized upon a nation-wide basis, and be opened to all newspapers desiring to enter, and that the reports be submitted in dollars and cents, rather than by percentage.

"To this end, the Inland instructs its president to name a committee to direct the organization of this work, on behalf of the Inland, upon a national basis. It is recommended that a charge not to exceed $5 per year, be made for membership in the cost finding bureau. It is recommended that this resolution with its appended questions for membership vote, be submitted by the secretary to various other newspaper organizations for their action.

"It is ordered that this resolution with the following questions be submitted to mail referendum vote of the entire inland membership:

Are you in favor of maintaining a general cost accounting bureau for newspapers, at a cost of not to exceed $5 per year for membership?

Will you become a member of such an organization, making regular semi-annual reports to it (the identity of such reports to be confidential to the cost finding office), and receiving the compiled reports of costs in return?

Will you submit reports in actual figures of dollars and cents?

The committee appointed is composed of C. R. Butler, of the Mankato (Minn.) Free Press; A. L. Miller, Battle Creek (Mich.) Enquirer-News, and Lee Loomis, of the Muscatine (Ia.) Journal.

Some suggested that the actuary department of Northwestern University, Evanston, Ill., could work out a cost finding system, and handle it. More were undecided whether there should be a flat $5 membership charge, and whether the finding should be on a percentage basis or in dollars and cents.

The next most important subject was that of newspaper wrapping and delivery through the mails. O. J. Foreman, of Monmouth, Ill., led this discussion. He said the suggestion that colored paper would expedite delivery had been taken up, and that he found a majority of Postoffice attaches against it, because colored paper would be detrimental to their eyesight.

He declared the best method was to use white print paper.

"The paper should be addressed with a type that is clean and distinct," he said.

"The paper should be thick enough to hold the paper and run the full length of the newspaper. It should be folded and not rolled. I am told that the folded system is three times faster in the Postoffice than the rolled.

When the mattter of free publicity was brought up again, many expressed the belief that the system of the individual members returning rejected matter was productive of ill-feeling against the newspapers. It was decided to adopt a new method by which rejected material shall be sent to Will V. Tufford, secretary of the Inland Press Association who will act as a central agency and return the matter from his office.

E. P. Adler, Davenport, Ia., spoke on the print paper situation, saying that, while it was a little early to speak with assurance, he believed it generally thought by those in touch with the paper manufacturers that the price of the paper would remain the same for the last six months of the year.

Dr. G. L. Wendt, of the American Chemical Society's news service, sought to learn from the Inlanders just how news concerning chemistry, technical from its very nature, could be handled in a manner that would not taboo it under the free publicity barrier.

Frank D. Throop, of the Davenport (Ia.) Democrat, spoke on "The Influence of Modern Journalism—the Editorial Department of a Daily Newspaper," and mentioned the remarks of President Harding to the Associated Press at its recent annual meeting. Mr. Throop said:

President Harding prefaced his formal remarks concerning the World Court by a few statements referring to newspaper men themselves, which should have a very deep meaning to the publishers of this country. One paragraph says:

"Frankly I have never squirmed under criticism, but I have sometimes been appalled at inaccuracy of statement, and if I were going to lecture on journalism my theme would be 'A Little Less Eagerness, and Much More of Accuracy.'"

This paragraph has lingered in my mind ever since my return from New York, and it seems to me that the President touched on a theme which is of vital importance to publishing interests of this country.

It brings out very clearly the tremendous responsibility which rests upon our shoulders in the publication of a daily newspaper. We are the means by which the public is kept thoroughly informed as to the World's events, and imperfections which creep into our news columns are inclined to give the public generally a misapprehension of our motives, and an insight into our business which does not reflect the greatest amount of credit upon us.

A few days after the Associated Press meeting there was held in Washington a meeting of the American Society of Newspaper Editors, and at that time a code of ethics was adopted, which, I think, every member of the Inland Daily Press Association should read carefully and see that it is posted in a conspicuous place in his editorial rooms.

This code consists of seven articles, namely, responsibility, freedom of the press, independence, truthfulness and accuracy, impartiality, fair play, decency. These seven fundamental principles should govern the news and editorial policy of every self-respecting newspaper, and if they did, our responsibility to the public as truthful purveyors of the day's news intelligently commented upon, would, in a large measure, be established.

No doubt many of us remember very distinctly the publication of the Brass Check, the book written by Upton Sinclair, in which he endeavors to prove by certain facts and instances that the press of this country is entirely controlled from a capitalistic headquarters.

The unfortunate deduction to be made from a book like The Brass Check is the fact that many believed what he wrote, and I was astonished to find so many people in my own community who thought Sinclair was telling the truth. A peculiar feature, however, I discovered in my investigation of this subject was that, while the Socialist condemns the so-called "kept press," that in every instance where there was such a thing as a "kept press," and it was nearly always kept by radicals, that newspaper was read by a comparatively few subscribers and patronized by a very limited number of advertisers, and was a failure from a business standpoint.

During my investigation I wrote to a large number of editors scattered over the country, asking for their frank and free opinion as to whether or not they thought there had been any growing distrust on the part of the people as to the integrity, honesty and sincerity of purpose of the modern newspaper.

The replies which I received from these letters were of an intensely interesting nature, and the peculiar thing was that practically everyone of them, while admitting there were certain signs of such a doctrine in the air, there was really no basis for the thought that the modern newspaper was losing any of its influence.

The conclusion to be formed from these rather rambling remarks is that you get back to the principles enunciated by President Harding that we should be more accurate in the gathering and dissemination of our news, that we should never for a moment forget or belittle the tremendous responsibility which rests upon us as publishers and if we would maintain our place in the sun it must be done by truthful, honorable and accurate presentation of the news of the day, intelligently and fairly commented upon, forgetting self, forgetting prejudice, but never forgetting our duty to our readers and our community."

Resolutions were adopted expressing the regret of the Inlanders at the death of George T. Campbell, former president.

A round-table discussion was led by Linwood I. Noyes, of the Ironwood (Mich.) Globe.

During the luncheon today, Secretary Wil V. Tufford and his bride were presented with a silver tea service. The presentation speech was made by George D. Lindsay of Marion, Ind.

John Sundine, of the Moline (Ill.) Dispatch, who is usually present at all association meetings, was reported in Sweden on important business.

Secretary Wil Tufford reported 246 active members.

Harry Hayward, publisher of the Honolulu Star-Bulletin, with his bride attended the meeting. He said he would purchase while in this country new machinery and equipment for the Star-Bulletin.

NEW ENGLAND DAILIES RE-ELECT ELLIS HEAD

Worcester Telegram-Gazette Man Again President of Association—Convention Hears Agency Troubles Discussed

Theodore T. Ellis of the Worcester (Mass.) Telegram-Gazette was re-elected president of the New England Daily Newspaper Association at its annual meeting May 15 in Boston. Forty-five members were present.

Other officers elected were: vice-president, Samuel E. Hudon, Woonsocket (R. I.) Call; secretary, Robert L. Wright, Haverhill (Mass.) Gazette; treasurer, A. H. Fuller, Brockton (Mass.) Enterprise; governors: James T. Murray, New Bedford (Mass.) Standard-Mercury; John D. Plummer, Springfield (Mass.) Union; William J. Pape, Waterbury (Conn.) Republican-American; William H. Dow, Portland (Me.) Express; John A. Muehling, Manchester (N .H.) Union-Leader; Howard C. Rice, Brattleboro (Vt.) Reformer; Allison Stone, Providence (R. I.) Journal-Bulletin. The seven governors, together with the four officers, constitute the full board of governors.

"The untrustworthy advertising agency is a menace to all business," John Benson, head of the American Association of Advertising Agencies, declared in an address at a complimentary dinner by the New England "4 A's" council to the convention delegates.

"We advertising agencies handle over $300,000,000 in appropriations annually and this means a business that runs into the billions. As a national body, we are comparatively small, about 1,200 altogether of these only about 200 do a national business, and 136 of them are members of the "4 A's."

Responsibility to the advertiser and to the publisher he termed of prime importance for an advertising agency business, but showed that advertising rests or falls on whether or not it is profitable. Public confidence is needed.

A larger margin of profit for the agency so that, after overhead and similar expenses are deducted, there be left 5 per cent instead of but 2½ and 3 per cent should be worked out, Mr. Benson asserted.

A secret rebate he dubbed "a stab in the back" for all responsible advertising. Discriminating rates, whether due to competition or not, are as unfair he said, as discriminating traffic rates, and the association will battle them tooth and nail.

Only about 50 of 250 applications for membership in the association have been accepted, according to the president.

This country is far behind Europe in developing aviation, John H. Fahey, publisher of the Worcester (Mass.) Evening Post, the other chief speaker, pointed out in telling of his tour of Europe as a delegate to the International Chambers of Commerce meeting at Rome.

EVENING POST RAISES STOCK $1,000,000

Stockholders Authorizes the Issuance of 10,000 Shares of Preferred at the Par Value of $100 Each

The stockholders of the New York Evening Post met May 16 for the purpose of authorizing the increase of capital stock from $1,000,000, consisting of 10,000 shares of capital stock of the par value of $100 each, to $2,000,000, the increase consisting of 10,000 shares of preferred stock of the par value of $100 each, said preferred stock to be without voting power, to be entitled in preference to the common stock to cumulative dividends at the rate of 7 per cent per annum from the date of issue and to the payment of the par value thereof and accrued dividends upon distribution of assets other than surplus or profits but to no further dividends or shares in distribution, to be redeemable in whole or in part at any time at 110 per cent of the par value thereof and accrued dividends.

The board of directors was authorized to issue $300,000 in aggregate principal amount of convertible gold notes of the company to mature on May 1, 1928, to bear interest at the rate of 6 per cent and to be convertible at any time before maturity at the option of the holders thereof either (a) into 40 shares of common stock without nominal or par value for each $1,000 of such notes or (b) into 10 shares of preferred stock of the par value of $100 each for each $1,000 of such notes; such notes to be issued at such time or times and for such consideration and to have such other terms as the board of directors may deem advisable.

The stock owners of the New York Evening Post are:

James Byrne, Norman H. Davis, Henry S. Dennison, Cleveland H. Dodge, Marshall Field, Edwin F. Gay, Maitland F. Griggs, George H. Howard, Adolph Lewisohn, Sam A. Lewisohn, George O. May, Gerrish H. Miliken, Robert P. Perkins, Harold I. Pratt, Mrs. John T. Pratt, Roland L. Redmond, Joseph H. Schaffner, Donald Scott, Harold Phelps Stokes, Mrs. Willard Straight, Martin Vogel, Vanderbilt Webb, C. M. Wooley.

The following are stockholders owning less than one per cent: Chas. C. Burlingham, Powell M. Cabot, C. R. Crane, Lucius R. Eastman, Estate of A. B. Emmons, August Heckscher, Henry James, Alfred Jaretski, Samuel Mather, D. R. McLennan, Van S. Merle-Smith, Mrs. Van S. Merle-Smith, David Hunter Miller, William Church Osborn, Frank L. Polk, Franklin D. Roosevelt, E. F. Rosenbaum, A. W. Shaw, J. E. Sterrett, J. E. Stillwell, Samuel Thorne, Chas. Wallach, Geo. W. Wickersham, Owen D. Young.

PAPER CO. INSURES HELP

International Announces Liability Benefit for Employes

The International Paper Company, New York, has announced an employes' insurance plan whereby all active employes with the company for six months will be provided with life insurance, protection against permanent and total disability, weekly benefits in case of sickness or non-occupational accident, and a special indemnity for accidental death or dismemberment. The plan covers all subsidiary companies.

New Washington State Daily

The Longview (Wash.) Daily News has made its appearance as a six-column six-page paper, with Associated Press service.



New Home of The New York Times

A FOURTEEN-STORY addition to the present Times Annex is now under construction. The building and equipment, when completed in the autumn of 1923, will double the present capacity, and will be the largest and best equipped newspaper plant in the world. It will provide a total floor area of 317,800 square feet, with a frontage of 243 feet on West Forty-third Street.

Ten thousand square feet will be added to the pressroom. The presses, with new equipment, will include 64 units, to be run as 20 sextuples or 16 octuples, with capacity of 600,000 twenty-four page papers or 480,000 thirty-two page papers per hour.

The composing room will be enlarged 10,000 square feet, giving a total floor space of 22,639 square feet. There will be 79 typesetting machines. Four double junior autoplates will comprise the equipment of the stereotyping department.

So great has been the growth of the rotogravure department, which now prints three sections of the Sunday Times and two weekly publications, that it will soon occupy the greater part of a new building now under erection. Ten one-roll presses will be installed with enlarged space and increased facilities for photo and etching rooms.

The New York Times and the American Market

THE NEW YORK TIMES offers British manufacturers of products sold in America an unusual opportunity to make known their goods.

Read in every state of the United States and all of its possessions, and in 86 foreign countries, The New York Times circulates among the largest group of intelligent and discriminating men and women ever assembled by a newspaper.

Due to the strict censorship which is employed against fraudulent or doubtful advertisements, readers of The New York Times have confidence in the advertisements appearing in its columns.

More advertising is published in The New York Times than in any other New York newspaper. In four months of this year The Times printed 8,322,122 agate lines of advertising, a gain over the corresponding period of last year of 223,516 lines and an excess over the second New York newspaper of 2,305,222 lines. The Times printed a million lines more than the combined volume of the two other New York morning newspapers popularly classed with The Times as to quality of circulation.

The New York Times

TIMES SQUARE NEW YORK

LONDON ADVERTISING OFFICES:

16 REGENT STREET
12 SALISBURY SQUARE
93 CHANCERY LANE
125 PALL MALL

MORE F. T. C. ORDERS

Seven Advertisers Charged With Unfair Business Practices

WASHINGTON, D. C., May 15.—Seven complaints charging misleading advertising were issued this week by the Federal Trade Commission in continuation of the commission's campaign against advertising considered unfair competition.

The American Film Company of Chicago, a distributor of motion picture films, was cited for supplying pictures previously run with advertising bearing the new name of the film in large type and the old name in small type with the words "formerly" or "adapted from." The Commission after ascertaining that the contracts made no mention of the fact that the films amounted to a re-issue, stamped the practice, deceptive to the exhibitors and the public.

The Aristo Hosiery Company, New York, was ordered to cease advertising hosiery as "cashmere" unless the word truthfully described the article.

The Williams Soap Company, Indianapolis, was warned against labelling soap "medicated" or being manufactured for a "medical association."

The United Fibre Works, New York, was ordered to discontinue advertising that it manufactured the articles it offered for sale and Hyman and Zaslv, New York, asked to desist advertising as "ivory" goods made from imitation material.

H. Mailender, Cincinnati, was charged with advertising goods as army and navy stores when they were not and advertising an inferior grade of paint and paint made for the Navy on governmental specifications.

The Process Engraving Company, of Chicago, and Edwin E. Ellis Company, Inc., of New York City, are charged in complaints issued by the Federal Trade Commission with marketing printed matter as "engraving." The complaint asserts that the word "engraving," when used in connection with printing, has been well known and understood by the public to include only such products as results from the impression made from engraved plates. The Commission alleges that advertising and selling under the head of "process engraving" printed matter which is not made through the use of engraved plates, is misleading to the public and unfair to competitors.

JUDGE BARS REPORTERS

Brooklyn Children's Court Justifies Its Exclusion of Press

Justice Morgan M. L. Ryan of the Children's Court, Brooklyn, has issued an order barring reporters from the courtroom altogether. This policy is apparently in violation of Section 4 of the State Judiciary Act prescribing that all courts should be open to the public.

"My aim is to protect the child and its future," said Justice Ryan in an interview. "I am legally and morally right in barring the public and the press from my courtroom during a hearing." This view was concurred in by Charles Warner, superintendent of the Brooklyn branch of the Society for the Prevention of Cruelty to Children.

ECHO OF DANCE MARATHON

Cleveland News Sued by Man for His Time and Services

A peculiar claim has been filed in court against the Cleveland Company, publisher of the Sunday News-Leader and Evening News. Russell Brady asks $2,000 damages of the company and the Martha Lee Club, a social organization promoted largely by the News, for services rendered in staging a marathon fox-trot at the Hotel Olmstead, Cleveland. Brady alleges "he approached the duly authorized officers and representatives of the defendants and suggested the idea of starting an endurance dance in the clubrooms of the defendant, the Martha Lee Club." He asserts the defendants accepted his proposition and services and that he "was the first to enter" in the endurance marathon.

Brady avers that the company disposed of "an increasing number of papers which it would not have been able to sell but for the dancing contest." The plaintiff believes "the receipts were enormous."

Brady contends the defendants promised him compensation but now refuse. He danced 48 hours and 38 minutes, according to his petition.

Newspaper Owner Sues Pastors

As the result of a hot controversy over the question of Sunday observance in Nanaimo, B. C., R. R. Hindmarch, owner of the Daily Herald, is suing six clergymen for slander. The Herald had said editorially: "Sunday observance to us means the right of every man and woman to observe it as he or she sees fit." The Ministerial Association then came to bat with a letter saying: "God pity Nanaimo if that is the moral standard of the Daily Herald."

COURT SAVES MAN FROM JAIL

Holds Texas Statute Void by Which Legislature Acted

Hull Youngblood, sentenced by a Texas Legislative Joint Committee to jail in Austin for contempt in refusing to testify concerning a newspaper article in which he was quoted as charging corruption in the Legislature, was released from his 20-day sentence on order of the State Court of Criminal Appeals, which held unconstitutional the statute under which he was confined, and ruled that the Legislature could not delegate authority to a committee to punish for contempt, and in any event could not commit a person for more than 48 hours.

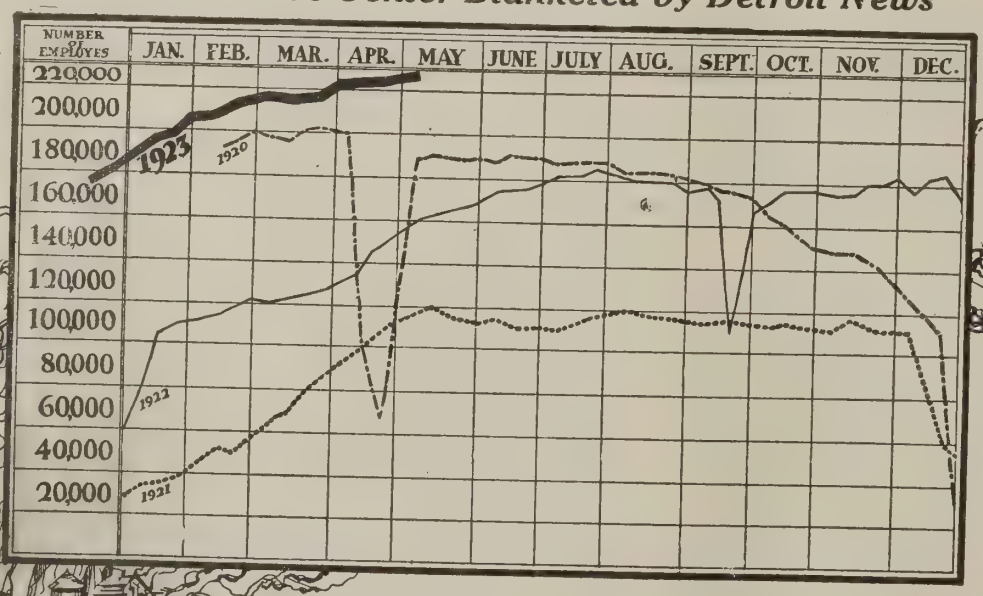
Youngblood was committed when he failed to appear before the Legislative committee following an account in the San Antonio Light of a speech made by him before the Salesmanship Club, in which he said that most of the legislators were "hill-billies and rabbit chasers." The committee accepted the newspaper version of the speech without question.

Defends Its First Libel Suit

The Ponca City (Okla.) News is defending the first libel suit filed against it in its history. The action grew out of a story printed regarding a case in the civil courts. The News says it will not be intimidated.

Detroit's '23 Employment Greatest in City's History

America's Automotive Center Blanketed by Detroit News



Detroit News Advertising Lead:

	Local	National
News	5,932,668	1,456,952
2nd paper....	2,461,312	1,336,300
3rd paper.....	2,637,264	841,302
	Classified	**Total**
News	2,051,924	9,441,544
2nd paper....	1,052,310	4,849,922
3rd paper....	534,562	4,013,128

The News lead, while enormous, would have been greater still had it been possible to accept all advertising offered. Unfortunately lack of space necessitated omission from The News day after day of great quantities of advertising, rang-from 500 lines to 15,000 lines per issue.

NOTE the heavy black line on the chart above marked 1923. That is significant. That curve marks the greatest employment record attained by America's outstanding prosperity center. It shows that at the beginning of May, 1923, the 79 firms employing two-thirds of the factory workers, which report regularly each week to the Employers' Association of Detroit, were hiring 25,000 more workers than during the highest employment peak of 1920. And the Spring of 1920 was previously the banner employment period.

Automobile production in 1923 is the greatest in the history of the industry, and when you consider that 60% of all the automobiles made in the United States are produced in Detroit you get an inkling of Detroit prosperity.

This phenomenal prosperity is also reflected in a sweeping gain in retail sales which show an increase of 35% over last year.

National advertisers who are neglecting the Detroit field or those who have not yet planned with exceptional regard to their Detroit campaign should take steps at once to reap some of this prosperity for themselves by covering the city and surrounding territory thoroughly with The Detroit News, whose paid circulation is over 290,000 daily and over 270,000 Sunday—the greatest in the history of Michigan newspapers.

The Detroit News

Greatest Circulation In Michigan
"Always In the Lead"

Buffalo the Wonder City of America

Some Facts About Buffalo

Population 506,775 U. S. Census.

1,500,000 people who come to see Niagara Falls are in Buffalo annually.

There are 52,000 passenger automobiles and 9,000 commercial cars in Buffalo.

Buffalo has the largest night school attendance of any city of its size in the world.

More than half of the population of the United States live within 500 miles of Buffalo.

Buffalo is the second greatest horse and the first greatest sheep market in the country.

There are 115,869 homes in Buffalo, 72,072 are rented and 43,797 are owned by householders.

At Buffalo is the greatest development of hydro-electric power to be found anywhere in the world.

Bank debits for April 1923 in Buffalo were over three hundred million dollars, an increase of 18% over April 1922.

Buffalo Savings banks average more than $735 per depositor. The per capita deposits based upon the city's population is over $250.00.

The Buffalo district is the greatest lumber market in the world. At times in the yards of the city alone are piled 200,000,000 feet of lumber.

Buffalo is known as the "City of Diverse Industries," producing in quantities, 60 per cent. of all the different lines of goods recognized by the U. S. Census Bureau.

The Buffalo district is one of the most extensive producers of pig iron in the world, having over 20 large blast furnaces with a combined annual capacity of between 2,000,000 and 3,000,000 tons.

Buffalo holds the wonderful record of a gain of 475 new industries in the past five years, which is a greater increase than is to be found in any other of the twenty-five first class cities of the United States except New York.

The Buffalo Market is Ideal for the National Advertiser

An ideal market situation from the national advertiser's view-point is a prosperous condition of the people and low cost in reaching the people through advertising.

Both of these factors are outstanding features of the Buffalo Market!

The people are busy and prosperous. The breadwinners of the trading area population of 800,000 are profitably employed. Buffalo, normally a city of prosperity because of wonderful diversity of industry, is booming to-day. Conditions are right for the national advertiser.

The Buffalo Evening News reaches 85% of the English reading families in the Buffalo Territory. It is the paper that serves the people most, and thus holds their confidence and their interest. It is the paper that provides the national advertiser with economical and effective advertising coverage of the Buffalo Market.

BUFFALO EVENING NEWS

EDWARD H. BUTLER
Publisher

KELLY-SMITH COMPANY, National Representatives
Marbridge Bldg., New York, N. Y.
Lytton Bldg., Chicago, Ill.

Advertising *Results*—

not explanations or excuses are what the advertiser has the right to expect. And results are what he receives when he places his advertising in THE CHICAGO DAILY NEWS.

That advertising in THE DAILY NEWS brings results to advertisers is proved by the year-in, year-out leadership of The Daily News, among Chicago daily newspapers, in display advertising. Experienced advertisers do not continue to advertise increasingly in mediums that do not bring adequate returns.

The following figures show the distribution of total advertising among Chicago daily newspapers for the first four months of 1923, together with a comparison of these figures with those covering the same period of 1922. A study of these figures will be profitable to any advertiser in the Chicago field.

	1923 lines	1922 lines	comparison gain lines
The Chicago Daily News	6,861,660	5,757,393	1,104,267
The Daily Tribune	5,828,598	4,842,444	986,154
The American	3,554,091	2,760,066	
The Daily Herald-Examiner	2,187,423	1,936,974	
The Post	1,792,269	1,652,115	
The Journal	1,594,368	1,533,861	
The Daily News' excess in gains over the paper having the next highest gain—The Daily Tribune.....			118,113

Not only did The Chicago Daily News print a greater volume of advertising than any of its competitors—its gains were greater despite the fact that it had its own great record to beat—a much higher record than that of any other Chicago newspaper.

This performance, in keeping with its traditional leadership in all phases of newspaper enterprise, confirms the verdict of the years with the verdict of today.

THE CHICAGO DAILY NEWS

First in Chicago

A Safe Advertising Guide

Department stores spend more money in daily newspapers than any other class of advertisers—and they cannot afford to waste a penny of the money thus spent.

They must get results—and they DO.

They have reduced advertising to a science and advertisers in any field may be assured that the medium in which the department stores place the greatest volume of their business has the circulation coverage and advertising coverage that makes it effective.

For many years—and to-day—the department stores of Chicago have placed and continue to place the greater proportion of their "must get results" advertising in The Chicago Daily News. Here, for example, are the figures for the first four months of 1923:

	Lines	Comparison Lines
The Daily News	2,050,661	2,050,661
The American	929,361	929,361
The Journal	537,216	
The Daily Tribune	547,255	
The Daily Herald-Examiner	240,564	
The Post	243,517	
The Daily News excess over the next highest score, that of The American		1,121,300

It is evident, also, from the above figures that The Daily News carried considerably more than a third of ALL department store advertising in Chicago daily newspapers in this period, and more than twice as much as the daily newspaper having the next highest score.

It is the estimation of advertising experts, no less than the esteem of its readers that establish and maintain

THE CHICAGO DAILY NEWS

First in Chicago

Figures supplied by the Advertising Record Co., an independent audit service maintained by all Chicago newspapers.

CANADIAN PRESS AGAIN FLAYED AS COMBINE

Ottawa Journal's Defense of News Agency's Attitude Denounced as False by Liberal M. P. in Commons

Another attack on the Canadian Press, news service, was launched in the Canadian House of Commons May 9 by A. F. Healey, during debate in committee following second reading of the anti-combine bill. He declared that the recent refusal by the Canadian Press to grant a franchise in Ottawa furnished real grounds for an investigation by a registrar the moment such an official was appointed under the act. He asserted that a statement appearing in the Ottawa Journal in defense of the Canadian Press was contrary to fact.

The Journal in its issue of May 8 devoted nearly two columns to an explanation of the viewpoint of the Canadian Press. It declared that the organization had assisted Mr. Healey himself to start a daily paper in Windsor, Ont., a year ago, and that the attitude of the Liberal Member for North Essex was peculiar, to say the least. The article said in part:

The Healey exploit at Windsor was a rather remarkable one for several reasons. Only one daily paper existed there, namely, the Border Cities' Star, published by Mr. W. F. Herman. Mr. Healey determined to start an opposition paper, and did start it, namely, the Windsor Tribune. Subsequently he desired a franchise for the Tribune for the news service of the Canadian Press, and applied for it. Mr. Herman, publisher of the Border Cities' Star, who is a shareholder in the Canadian Press, opposed the granting of a franchise to Mr. Healey. Mr. Herman's opposition was unsuccessful. Mr. Healey got the franchise from the Canadian Press—and then he proceeded to sell out to Mr. Herman. So there is still only one daily paper in Windsor.

Mr. Healey's assertion in Parliament this week, therefore, that the Canadian Press assumes the right to say where a newspaper shall be started did not prevent him starting a newspaper himself; and, after he did start it, he utilized the franchise which the Canadian Press gave him to sell out to his competitor.

The Canadian Press is an association of a number of daily papers of Canada for the purpose of buying and selling news. It is a joint stock association, each member being a shareholder, and each shareholder being entitled to participate in the advantages of joint buying and selling of news. As was illustrated in Mr. Healey's own case, membership in this association has now become very important to any proposed new paper. The association has achieved a very excellent news position as regards news of Canada and the world in general, and because of the joint association this news is comparatively cheap to each member. It would cost any daily not accepted in the association a great deal more money to get equally good news.

Any daily paper which wishes to enter this co-operative body must secure a share of stock, which means getting a franchise to receive the association's news as well as to join in the expense of collecting it.

This association has nothing whatever to do for or against the starting of a new daily paper anywhere. Anybody who wishes can start a daily paper in Ottawa or anywhere else tomorrow. The Canadian Press has no power to interfere in any way. Where the Canadian Press comes in, in the case of a daily paper, is that the association may or may not accept a new-comer as a shareholder, and therefore entitled to get the association's news, which is as good and cheap because it is the joint undertaking of a considerable number of dailies.

The principle of the association as regards admitting new members is that where there is apparently an insufficient newspaper service, for instance where as in Windsor last year only one daily paper existed, a franchise for the news service of the association should not be refused to an applicant, provided the new daily applying for it give some assurance of being a bona fide enterprise. But where there appears to be already a sufficient newspaper service and good newspaper competition, the shareholders of the association do not necessarily feel themselves called upon to admit a new member to their news supply, which they have already spent a good deal of money to build up.

The case which precipitated the remarks made in Parliament on the subject of the Canadian Press and the alleged combine which the Canadian Press is accused of being, was an application for a news franchise of the Canadian Press for a new daily paper in Ottawa. This application was the result of a negotiation between the members of the Dominion Government and, curiously enough, W. F. Herman, publisher of the Border Cities' Star, to get a Liberal party organ in Ottawa. This was to be financed chiefly by Mr. Herman, but the Government was to have the editorial control and direction. The first move of Mr. Herman was to apply for a news franchise for Ottawa in the Canadian Press. Inasmuch as five daily papers already existed in Ottawa, the directors of the Canadian Press decided a couple of weeks ago not to grant the proposed additional franchise.

Mr. Herman was not in a very good position to argue strongly in the matter for the reason that when Mr. Healey, the Liberal M.P. for North Essex, had applied to the Canadian Press for a franchise in Windsor not long ago, where only one daily paper existed, Mr. Herman, the owner of that paper, had strenuously opposed the application, and in fact did succeed to the extent that before the directors of the Canadian Press would grant Mr. Healey's application, they called upon him to put up a guarantee that he was in a financial position to carry on a newspaper for at least a year. Mr. Healey did give this guarantee and did get a franchise, and, as already said, he promptly utilized it to sell out to Mr. Herman.

From all this it will be seen that the talk about a newspaper combine such as Mr. Healey indulged in in Parliament, is childish. There is no bar whatever to the starting of a daily newspaper anywhere in Canada. The only condition in which restriction exists is that a number of daily newspapers which have spent money to build up a first-class news service for themselves, are able to pick and choose as to what newcomers they shall admit to the benefit of their established co-operative business in the way of news; and that they will put no bar even in that fashion in the way of any new daily paper starting anywhere where the existing newspaper services seems to be in the nature of a monopoly was shown in Mr. Healey's own case. In other words, the Canadian Press is not a supporter of monopoly, but practically an opponent of it.

DEFENDS CANADIAN PRESS

Quebec M. P. Denies That It Controls the News

Following the attack on the Canadian Press made in the House of Commons on May 7 a strong defence of its purposes and methods was made on May 8 by Fernand Rinfret, M. P., editor of Le Canada, Montreal. He pointed out that the Canadian Press was unable to prevent the publication of any paper in any city in Canada. It could only deny the privilege of the interchange of news practised by its members. This did not constitute a combine of opinion because the opinion of any paper using the service had nothing to do with the news disseminated. When the Canadian Press was organized it simply gave a wider scope to a method already in vogue between various papers by which they exchanged news of mutual interest. Papers concerned were able to carry such news at a cheaper rate.

As an instance of freedom of opinion he instanced the reports of the debates in the House of Commons. These were carried by papers of all shades of political opinion. Yet when it came to expressing opinions on the matters in question, this was done by the editorial writers and special correspondents.

Mr. Rinfret thought that possibly too great a liberty was given to the association in the matter of admitting or excluding members and he believed that an amendment might be introduced into the charter to provide that the Canadian Press could not refuse admission to papers applying for admission under certain conditions. This might remedy the difficulty. At the same time he was quite sure that the Canadian Press could stand investigation. It would then be shown that the alleged combine was merely an arrangement whereby the Canadian public were getting news from all parts of the Dominion not of political or contentious character, at a much cheaper rate.

TO PROTECT NEWSPAPERS

Quebec Libel Law to Be Amended at Next Session

The libel law of Quebec will probably be amended at the next session, beginning in October, of the Provincial Legislature. It is planned to alter the statutes so that the "good faith" of newspapers shall be given due consideration in the courts, and the scope of actions by financially irresponsible persons limited and regulated.

COPYRIGHT BILL PUZZLE

Canadian Writers Oppose Proposed Change in Statutes

The proceedings in the Dominion Parliament on the question of revising the copyright act in such a way as to provide Canadian writers with "reasonable protection" are of a somewhat farcial nature, even the Minister in charge of the revision admitting that no one knows precisely "what it's all about."

Canadian writers are protesting against a provision similar to that in the United States regulations, stipulating that the copyrighted material must be published in the United States, and urge acceptance of the Berne convention, which has no such condition. The principal support for this proposal is from the book publishing houses.

Texas Billboard Tax Lost

(*By Telegraph to* Editor & Publisher)

Austin, Texas, May 14.—The Legislature defeated the Lackey bill to levy tax of 3 cents per square foot on billboards, when the measure was taken up on the closing day of the session, too late for final action.

Vetoes School Publication Bill

Governor Donahey, of Ohio, vetoed a bill authorizing Boards of Education like that in Cleveland to engage in certain kinds of publication work. The Cleveland board has been employing a director of publications, whose duties include the issuing twice a month of a paper entitled "School Topics." Governor Donahey declared the bill was too broad and permitted Boards of Education actually to engage in publication and distribution of daily newspapers. The head of the Cleveland board announced that "School Topics" would be continued, despite the veto.

STATE ADOPTS BILLBOARD FEE

Nebraska Legislature Passes Bill for Highway Permits

The State of Nebraska is going to charge for billboard advertising space along its highways. Under a bill just passed by the Legislature, no signs may be placed on public roads without a permit from the Department of Public Works, which may charge from 25 cents to $5 for each sign. The department may also remove any sign it pleases without giving cause.

The act also prohibits the painting or attaching of any advertising matter on bridges or within 300 feet of any railroad or highway crossing.

Hearst Paper Increases Stock

The Fort Worth (Tex.) Record Company, recently purchased by William R. Hearst from J. W. Allison, has filed an amendment to its charter increasing the capital stock from $1,000 to $140,000. The company, with a capital of $1,000, was organized for the purpose of liquidating the claims of the old company and placing the property in condition to be transferred to Mr. Hearst.

IF—

IF the people you want to talk to do all their business on Sundays—

IF they live in the hills of West Virginia, Tennessee, North Carolina or Kentucky—

IF they inherited their purchasing habits with their social, political, theological and economic views from their grandparents—

IF, owning nothing, they regard ownership of property as a crime, and look to Soviet Russia as the shrine of popular liberty—

IF They are floaters on the tide, drifting with the ebb and flow of industry, and never arriving at a place they can really claim as "home"—

Do not advertise in the Cincinnati Times-Star

National and Local advertisers for fifteen consecutive years have proved that the Times-Star, appearing the six business days of the week, is a more effective medium than any seven-day paper in its field—

That its circulation is in and about Cincinnati, where it goes into four out of every five homes daily—

That it is progressive without being radical, at once moulding and reflecting the life, habits and aspirations of the community of which it is a part—

That it is the paper of the business executive and of the wage-worker, of the capitalist and of the laborer, standing four square for the American brand of liberty, equality and opportunity, and for no other—

That it is essentially a home paper, owned and edited by home folks for home folks, and read by home folks for the information it contains about world events and local interests, politics and sport, finance and industry, what to buy and where to buy it.

The Times-Star is pre-eminently the paper with prestige in Cincinnati, if the testimony of advertisers as expressed in display lineage is any indication of prestige. Its merchandising department is at youre service on request.

CINCINNATI TIMES-STAR

CHARLES P. TAFT, *Publisher* C. H. REMBOLD, *Manager*

Member of Audit Bureau of Circulations

The world wide news service of the United Press reaches to every corner of the earth twenty-four hours of every day and is printed in almost every language in which newspapers are published.

Why

It Is Comparatively Easy to Advertise Profitably in the United States

Population and Newspapers

2,382 daily newspapers print upward of 30,000,000 copies every week day and 20,000,000 on Sunday, to serve the 25,000,000 families making up the total of 110,000,000 population in the United States. The element of duplication to the extent of 4,000,000 on week days is made up by those who buy both a morning and an evening newspaper. The great majority of the people buy evening newspapers, the average daily output standing approximately 20,000,000 evening and 10,000,000 morning newspapers.

Statistics

Detailed information regarding the purchasing power of the people in every city and state is easily available for the use of the manufacturer desirous of finding a large market for anything for which popular demand can be created through newspaper advertising. A country with 110,000,000 population, a wealth of over $300,000,000,000, can be analyzed for development as a whole or section by section in exact accordance with money available for promotion or desire for expansion. The most wonderful and prosperous market place in the world, of limitless possibilities, is wide open for experimental campaigns at lower cost than anywhere else.

Circulations

In the United States every worth-while daily newspaper is a member of the Audit Bureau of Circulations, an organization controlled by important national advertisers, which regularly audits them under standardized rules and regulations every year, and verifies all publishers' statements regarding circulations. The A. B. C. reports clearly show the distribution of a newspaper's circulation, show whether artificial stimulation has been employed, and gives much intimate information of vital importance to the space buyer.

Advertising Rates

In the United States the advertising rates of our important newspapers are as fixed and definite as their circulation statements. All rates within space possibilities of the general advertiser are plainly printed on a standard rate card adopted by the American Association of Advertising Agents and American Newspaper Publishers' Association, and it is an unwritten rule that all advertisers secure the same rates for the same service. Any reduction in rates automatically applies to all advertisers using the same amount of space under like conditions.

Co-operation

In the United States the advertising managers of nearly all our daily newspapers, men familiar with local conditions in every city in the country, are always ready and willing to co-operate with a distant general advertiser to furnish dependable reports regarding local sales possibilities, lists of dealers handling any specified line of goods, and provide a service much more quickly and effectively than otherwise would be possible. Letters of inquiry can be employed to secure information in a few weeks which it would require months of time and hundreds of thousands of dollars of expense to gather.

THE NEW YORK GLOBE

JASON ROGERS, Publisher

America's Oldest Continuous Daily Newspaper—Established 1793

An Interesting Glimpse at the Remarkably Low Rates of Newspapers in the United States

Compare Them With Charges Anywhere Else in the World

30,825,000 of the 110,000,000 people in the United States live in the 17 cities listed below or in the immediate suburban territory adjoining them. These are the richest market places in the richest country in the world.

The newspapers listed below, merely for the purpose of demonstration, have been selected to reach the greatest purchasing power in each of the great industrial and commercial centres of the country. It is an evening newspaper list except where it is compulsory for the advertiser to use both morning and evening newspapers printed by the same concern.

The circulation figures are those from Government Reports for the six months ended September 30, 1922, and the rates from the Standard Rate and Data Service for April, 1923.

The milline rate is the cost for reaching 1,000,000 buyers of newspapers. (Circulation divided into advertising rate.) Most of the newspapers make a flat rate, but for purpose of uniformity the 5,000 line contract rate is applied in other cases.

Population Trading Zone	City	Newspaper	Circulation	5000 Line Rate	Milline
3,300,000	Philadelphia	Bulletin (E)	485,145	55c	$1.13
1,370,000	Pittsburgh	Press (E)	144,813	23c	1.59
1,288,000	Detroit	News (E)	248,167	40c	1.61
3,500,000	Chicago	News (E)	371,078	65c	1.75
9,500,000	New York	Globe (E)	166,237	35c	2.11
		World (E)	250,340	59c	2.35
		Sun (E)	172,834	48c	2.79
1,300,000	St. Louis	Post-Dispatch (E)	175,067	35c	2.00
700,000	Kansas City	Star (M & E)	448,760	50c	1.11
2,574,000	Boston	Globe (M&E)	274,607	45c	1.63
1,100,000	Cleveland	Press (E)	182,548	35c	1.92
600,000	Cincinnati	Times Star (E)	142,813	26c	1.82
825,000	Buffalo	News (E)	110,070	21c	1.91
850,000	Baltimore	Sun (M & E)	229,495	35c	1.53
1,131,000	San Francisco	Bulletin (E)	68,415	16c	2.34
937,000	Los Angeles	Express (E)	88,733	18c	2.04
500,000	Minneapolis	Journal (E)	101,414	20c	1.98
1,000,000	Milwaukee	Journal (E)	114,866	22c	1.91
350,000	Denver	Post (E)	137,163	25c	1.82
30,825,000			3,912,570	$6.73	$1.85

To send a simple printed postal card to the 3,900,000 people who buy these newspapers every day would cost (domestic postage) $62,400, provided the names were obtainable, and require months of time.

A seventy line ad (5 inches single column) could be inserted in all of these newspapers for $471.10 on a 5000 line basis, or 5000 lines (more than two full newspaper pages) could be inserted for $33,650, about half as much as to send a single printed postal card to each reader.

THE NEW YORK GLOBE

JASON ROGERS, Publisher

America's Oldest Continuous Daily Newspaper—Established 1793

W. A. WHITE EDITORIAL A PRIZE-WINNER

Pulitzer Awards Also Bestowed On Memphis Commercial Appeal for Anti-Klan Fight, and Alva Johnston, Reporter

For the second year in succession a campaign against the Ku Klux Klan won for a newspaper the Pulitzer prize for disinterested and meritorious public service. This award, which last year went to the New York World, was this week bestowed upon the Memphis Commercial Appeal.

William Allen White, editor of the Emporia (Kan.) Gazette, took the prize for the best editorial article of the year, his entry being the widely quoted "To an Anxious Friend" article, in which he commented upon his arrest for alleged violation of the Kansas Industrial Court act.

Alva Johnston, now of the New York Herald staff, won the award for the best example of a reporter's work, with his stories for the New York Times of the convention of the American Association for the Advancement of Science last December. Mr. Johnston's reports were exhaustive and presented in language intelligible to the non-scientific mind the four days' proceedings of the convention. Space will not permit adequate reproduction of his writing, which appeared in the New York Times of December 27-30, 1922.

This limitation also applies to the prize-winning campaign of the Memphis Commercial Appeal, which extended over several months in cartoons, news and editorial articles. The editorial by Mr. White which was adjudged best follows:

TO AN ANXIOUS FRIEND

"You tell me that law is above freedom of utterance. And I reply that you can have no wise laws nor free enforcement of wise laws unless there is free expression of the wisdom of the people—and, alas, there folly with it. But if there is freedom, folly will die of its own poison, and the wisdom will survive. That is the history of the race. It is the proof of man's kinship with God. You say that freedom of utterance is not for time of stress, and I reply with the sad truth that only in time of stress is freedom of utterance in danger. No one questions it in calm days, because it is not needed. And the reverse is true also; only when free utterance is suppressed is it needed, and when it is needed, it is most vital to justice. Peace is good. But if you are interested in peace through force and without free discussion—that is to say, free utterance decently and in order—your interest in justice is slight. And peace without justice is tyranny, no matter how you may sugar coat it with expediency. This state today is in more danger from suppression than from violence, because in the end, suppression leads to violence. Violence, indeed, is the child of Suppression. Whoever pleads for justice helps to keep the peace; and whoever tramples upon the plea for justice, temperately made in the name of peace, only outrages peace and kills something fine in the heart of man which God put there when we got our manhood. When that is killed, brute meets brute on each side of the line.

"So, dear friend, put fear out of your heart. This nation will survive, this state will prosper, the orderly business of life will go forward if only men can speak in whatever way given them to utter what their hearts hold—by voice, by posted card, by letter or by press. Reason never has failed men. Only force and repression have made the wrecks in the world."

No awards were made for the best history of the services rendered to the public by the American press during the preceding year or for the best cartoon. The announcement of the awards follows:

For the most disinterested and meritorious public service rendered by any American newspaper during the year, a gold medal costing $500. Jury: Professor John W. Cunliffe, Professor Roscoe C. E. Brown, Henry W. Sackett.

The medal was awarded to the Memphis Commercial Appeal, Memphis, Tenn., for its courageous attitude in the publication of cartoons and the handling of news in reference to the operations of the Ku Klux Klan.

For the best editorial article written during the year, the test of excellence being clearness of style, moral purpose, sound reasoning and power to influence public opinion in the right direction, $500. Jury: Professor Roscoe C. E. Brown, Professor John W. Cunliffe, Associate Harold de W. Fuller.

The prize was awarded to William Allen White for an editorial entitled, "To An Anxious Friend," in the Emporia Gazette, Emporia, Kan., July 27, 1922.

For the best example of a reporter's work during the year; the test being strict accuracy, terseness, the accomplishment of some public good commanding public attention and respect, $1,000. Jury: Professor Charles Phillips Cooper, Associate Carl Dickey, Associate Allen Sinclair Will.

The recommendation of the jury, confirmed by the teaching staff, is that the prize be awarded to Alva Johnston for his reports of the proceedings of the convention of the American Association for the Advancement of Science held in Cambridge, Mass., in December, 1922, published in the New York Times December 27 to 30, 1922.

For the American novel published during the year which shall best present the wholesome atmosphere of American life and the highest standard of American manners and manhood, $1,000. Jury: Jefferson B. Fletcher, Samuel M. Crothers, Bliss Perry.

The jury recommends for the award of the Prize in the Novel, "One of Ours," by Willa Cather, published by Alfred Knopf, Inc., New York, 1922.

For the original American play performed in New York, which shall best represent the educational value and power of the stage in raising the standard of good morals, good taste and good manners, $1,000. Jury: William Lyon Phelps, Clayton Hamilton, Owen Johnson.

The jury recommends for the award of the Prize in the Drama, "Icebound," by Owen Davis, produced at the Sam H. Harris Theater in New York during the season 1922-1923.

For the best book of the year upon history of the United States, $2,000. Jury: Worthington C. Ford, John B. McMaster, Charles Downer Hazen.

The jury recommends for the award of the Prize in History, "The Supreme Court in United States History," by Charles Warren, published by Little, Brown & Co., Boston, Mass., 1922.

For the best American biography teaching patriotic and unselfish services to the people, illustrated by an eminent example, excluding, as too obvious, the names of George Washington and Abraham Lincoln, $1,000. Jury: Maurice Francis Egan, William Roscoe Thayer, William Allen White.

The jury recommends for the award of the Prize in Biography, "The Life and Letters of Walter H. Page," by Burton J. Hendrick, published by Doubleday, Page & Co., Garden City, N. Y., 1922.

For the best volume of verse published during the year by an American author, $1,000. Jury: Wilbur L. Cross, Richard Burton, Ferris Greenslet.

The jury recommends for the award of the Prize in Verse, the following by Edna St. Vincent Millay: "The Ballad of the Harp-Weaver," printed for Frank Shay, New York, 1922; "A Few Pigs from Thistles," published by Frank Shay, New York, 1922; "Eight Sonnets in American Poetry, 1922: A Miscellany," published by Harcourt, Brace & Co., of New York City.

Traveling Scholarships

Three traveling scholarships, having the value of $1,500 each, to graduates of the School of Journalism, who shall have passed their examinations with the highest honor and are otherwise most deserving, to enable each of them to spend a year in Europe, to study the social, political and moral conditions of the people, and the character and principles of the European press. On the nomination of the teaching staff of the School of Journalism, the following were appointed:

1. Geneva Bertha Seybold, Topeka, Kan. 2. Lee Mills Merriman, Chicago, Ill. 3. Roswell Sessoms Britton, Soochow, China.

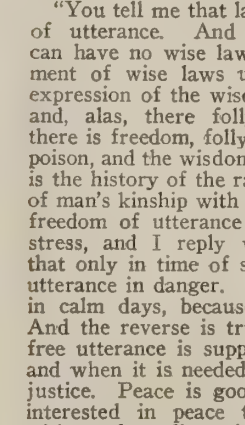
Alternates: 1. Paul Frederichsen, Clinton, Iowa. 2. Charles Ruggles Smith, Cambridge, Mass. 3. Josephina Lula Chase, Bakersfield, Cal.

An annual scholarship, having the value of $1,500, to the student of music in America who may be deemed the most talented and deserving, in order that he may continue his studies with the advantage of European instruction, on the nomination of a jury composed of members of the teaching staff of the Department of Music in Columbia University and of the teaching staff of the Institute of Musical Art. Jury: Professor Daniel Gregory Mason, Professor Walter Henry Hall, Frank Damrosch.

The jury recommends for the award of the music scholarship, Wintter Watts of Brooklyn, New York, for a suite for orchestra entitled "Etchings," and for a dramatic ballad for voice and orchestra entitled "The Vinegar Man."

An annual scholarship, having the value of $1,500, to an art student in America, who shall be certified as the most promising and deserving by the National Academy of Design, with which the Society of American Artists has been lately merged.

The Society of American Artists and the National Academy of Design recommend for this scholarship Henry Hensche of Chicago, Ill., who is a student of the National Academy of Design Schools.



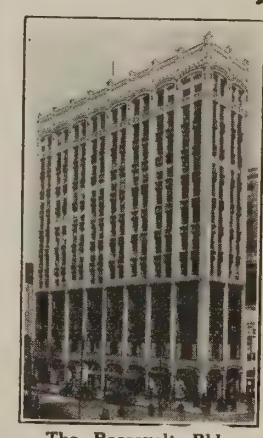
CLARENCE

by Crawford Young

The Press, East Stroudsburg, Pa., is the new paper this week.

Furnished full page matrices, black alone, black and red, and black and three colors; or, as part of a printed comic section.

HERALD-SUN SYNDICATE, 280 B'way, New York City



The Roosevelt Bldg. Just Completed



The Guaranty Bldg. Just Completed

The Barometer of Business

Wherever building is active — business is good. In 1922 Indianapolis spent over $26,000,000 in building. The first three months of this year show building permits issued to the amount of $6,651,295—or $2,835,104 more than the same three months last year.

A city that spends that much for building is prosperous, its people have money to spend not only for the necessities but to satisfy their every desire.

You are overlooking an enormous outlet for your product if you are not telling these people about it.

TO REACH THIS RICH MARKET—BUY THE PAPER THAT BEST COVERS IT.

The Shaffer Group

Chicago Evening Post
Indianapolis Star
Louisville Herald
Rocky Mountain News
Denver Times
Muncie Star
Terre Haute Star

Quality Publications

THE INDIANAPOLIS STAR

Foreign Representatives

Kelly-Smith Co.
Marbridge Bldg.-New York
Lytton Bldg.-Chicago

R. J. Bidwell Co.
742 Market St. San Francisco
Times Bldg.-Los Angeles

—Lord Robert Cecil

in his recent American campaign of explaining the operation of the League of Nations, is said to have delivered over twenty public speeches in as many cities.

Without the Daily Newspapers the forceful addresses of our distinguished visitor would have been powerless.

Through the Daily Newspapers Lord Robert Cecil reached instantly and simultaneously national—yes, international ears.

If the messages were spread by word of mouth alone or through delayed publication, how impotent they would be! The messages in themselves do not change—and yet without the Daily Newspapers, they are as nothing!

This powerful force of Daily Newspapers, at once world-wide and local, can sell merchandise—**your** merchandise. There is no comparable advertising medium.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

Chicago
Kansas City

New York

Atlanta
San Francisco

Welcome, visiting Britishers!

This advertisement is Number 71 in a Series to sell Newspapers as the primary and dominant advertising media.

From you, in whose country Newspaper circulations and advertising have reached such impressive volume, we have much to learn.

E. Katz Special Advertising Agency
58 West 40th Street, New York City

"NAT" WRIGHT EXPIRES OF HEART DISEASE

Editorial Manager of the Toledo Blade Was Proudest of His Experience as Spanish War Correspondent

Nathaniel Curwin Wright, aged 53, editorial manager of the Toledo Blade and editor of the Newark (N. J.) Star-Eagle, died in Toledo, May 13. Mr. Wright had been ill of heart disease two years. After treatment in a Toledo hospital, he apparently had recovered, but became ill in New York last fall. Most of the winter was spent in Arizona, but his gains there were only temporary. At his own request he was taken home for his last days.



NATHANIEL C. WRIGHT

Mr. Wright began his newspaper career in 1890 as a reporter for the Chicago Daily News. Before going to the Associated Press in 1893 he served as assistant city editor and editorial writer. He was with the Associated Press during its historic fight with the United Press, acting as night manager, day manager, and chief field correspondent. Of no experience was he more proud than that as a correspondent during the war in Cuba. He had charge of fitting out two different dispatch boats, and, during a race to a cable station, he wrote the Associated Press' account of the crushing of Admiral Cervera's fleet.

In 1900 Mr. Wright became managing editor of the Indianapolis Sentinel. After three years he took over the office of editor and publisher of the Indianapolis Journal. With the sale and liquidation of that property, he went to the Cleveland Leader as managing editor. After a year he was made editor-in-chief and in 1907 he assumed the presidency of the company, his partner being Harry S. Talmadge. With Mr. Talmadge he undertook the operation of the Toledo Blade, then suffering from the effects of the panic of 1907-08. The circulation has increased fivefold over that at the time he took charge. Again with Mr. Talmadge and others he bought the Newark Star-Eagle and later the Detroit Journal. The sale of the Journal last July was said to be at the highest price ever paid for the goodwill of a newspaper.

Mr. Wright had unusual aptness for making friends. His speech was characterized by illustrations that fitted exactly to whatever meaning he wished to convey. As an editorial writer he had a style commanding attention and influence. His courage was undaunted, bringing him the friendship of Theodore Roosevelt, which lasted to the hour of the ex-President's death.

Among many telegrams received by Mr. Wright's relatives and associates was one from President Harding, in which he said:

"Ohio loses an able and forceful citizen."

His widow, a sister, Miss Edith Wright, Toledo, and a nephew, Howard Wright, Newark, N. J., survive Mr. Wright.

REV. DR. J. H. ODELL DIES

Former Editor Scranton Tribune-Republican, and Outlook Writer

The Rev. Dr. Joseph H. Odell, aged 76, for a time editor of the Scranton (Pa.) Tribune-Republican and late political editorial writer for the Philadelphia Public Ledger and Evening Ledger died May 15 in Birmingham, England.

For ten years he was chaplain of the Thirteenth Pennsylvania Infantry and during the World War was war correspondent for the Outlook. At one time he held a pastorate in Troy, N. Y.

GEORGE WURTS DEAD AT 94

Long Connection With Newark, Brooklyn and Paterson Newspapers

George Wurts, aged 94, for many years editor of the Paterson (N. J.) Press and associate editor of the Paterson Press-Guardian, died May 17. Mr. Wurts began his newspaper work in 1861 with the old Newark Advertiser. He remained with that newspaper a little more than a year and then accepted a position with the Newark Mercury, of which he became editor a year later. Two years later, Mr. Wurts went to the Brooklyn Standard-Union as associate editor.



GEORGE WURTS

He then acquired a half interest in the Paterson Press and became editor of the Press, remaining until its consolidation with the Paterson Guardian, when he was made associate editor. In addition to his newspaper activities, Mr. Wurts served as secretary of the New Jersey Senate in 1880-1882. On November 4, he became state commissioner of banking and insurance and in 1897 was appointed secretary of state, serving five years in that office. In 1886 Mr. Wurts was president of the New Jersey Editorial Association. He was ill only a short time, attending to his editorial duties until a few weeks ago. He is survived by two sons, one of whom, William L. R. Wurts, is music editor of the Newark Star-Eagle.

Obituary

DR. J. A. MACDONALD, formerly managing editor of the Toronto Globe, died May 14 after a long and painful illness. Originally a Presbyterian minister, Dr. Macdonald entered the field of letters as editor of the Westminster, a monthly magazine now defunct. When Sir John Willison resigned as editor of the Globe in 1903, Dr. Macdonald was selected to succeed him, remaining as editor until ill health compelled him first to relinquish editorial work entirely.

WILLIAM T. YOE, editor and publisher of the South Kansas Tribune, of Independence, died recently.

JUNIUS G. LUMPKIN, aged 62, editor of the Warrenton (Va.) Piedmont News, died May 10.

GEORGE E. GIBBARD, aged 72, editor and proprietor of the Canadian Pharmaceutical Journal, died at Lorne Park, Ontario, May 8.

J. W. SAMS, veteran printer of Texas, fell dead on the street at Coalgate, Okla.

MRS. MYRTLE STEWART, aged 30, wife of Harry E. Stewart, of the Potts Turnbull Advertising Company, Kansas City, Mo., died last week.

MISS EDITH HEATHERLY, reporter for the Clovis (N. M.) Journal, died as the result of injuries received in an automobile accident.

HOWARD SAXBY, aged 80, writer and lecturer and editor of Saxby's Magazine, Cincinnati, died suddenly May 2.

WILLIAM M. HALE, aged 74, senior partner of Hale Brothers, publishers of the Orilla (Ont.) Packett, died May 11.

JAMES W. GORE, aged 64, for 45 years connected with the Detroit Free Press, died at the University Hospital at Ann Arbor after a brief illness.

MARY ANN SCHWARZ, aged 22 months, daughter of Mr. and Mrs. Fred Schwarz, of Atlantic City, died May 12 of a heart ailment which had baffled physicians since her birth. Both parents are newspaper workers. Mrs. Schwarz is society editor of the Atlantic City Daily Press. Her husband is resort representative for the New York Times and Philadelphia North American.

E. J. TIPPETT, aged 71, president of the Toledo Typesetting Company, died May 12 in Niagara Falls, N. Y.

LUTHER E. MARTIN, president of the Advertising Club of Baltimore 1919-1920, died recently in that city. He was a member of the board of directors of the Vigilance Committee and the Better Business Bureau.

JOHN G. WARFEL, aged 62, one of the former proprietors of the Lancaster (Pa.) New Era, died May 16, following an acute attack of diabetes. He retired in 1920 from newspaper activities.

DANIEL J. SAUNDERS, aged 63, widely known sporting writer on the Boston Globe and authority on boxing, died May 5 at Forest Hills, Mass.

MISS DOROTHY N. CRAIG, aged 20, employed as a stenographer in the business office of the Boston American, fell dead on the street in Lynn, May 5.

CHARLES I. BROWN, for many years a telegraph operator in the Boston office of the United Press, died May 5 at Norwood, Mass.

MRS. BARBARA A. DOYLE, mother of Charles R. Doyle, news editor of the Boston Post, and State Commander William H. Doyle of the American Legion, died April 29 at Malden, Mass.

WILLIAM F. LONG, aged 35, president of the W. F. Long Company, Inc., Canadian publishers' representatives, New York, prior to the war, died in New York April 29.

JUDGE F. E. MULLEN, father of Frank E. Mullen, a former editor of the Sioux City (Ia.) Journal, died at Presho, S. D., May 1.

MRS. SOPHIA BEERS, aged 50, wife of Herman H. Beers, proofreader on the Chicago Tribune, died at a hospital last week of burns suffered when his clothing was ignited by an oil stove.

HENRY C. ("COL. HARRY") HOFFMAN, one of South Chicago's pioneer newspapermen and widely known in that vicinity, died suddenly last week.

CHARLES MADARY, aged 68, for many years identified with activities of the Old Time Printers' organization, was buried May 9 in Chicago. He died suddenly in Los Angeles.

HENRIETTE GUNDLACH, mother of E. T. Gundlach, of the Gundlach Advertising Company, Chicago, died this week.

MRS. NEVADA HESSE, aged 44, actress, translator of plays and playwright, and wife of Alfred A. Hesse, actor, died May 11 in New York City. For many years she was on the staffs of the San Francisco Examiner and Chronicle.

WILLIAM T. STEEL, aged 53, formerly secretary to George W. Childs and later business manager of the Philadelphia Public Ledger, died April 30 at Germantown, Philadelphia.

ARTHUR I. STREET, aged 54, former newspaper man and at one time editor of Colliers Weekly, died in San Francisco May 14, after a lingering illness.

Baltimore

Now Seventh City

Such has been its growth since 1920 that Baltimore is now rated as the seventh largest city of the country (recent Census Bureau announcement), with an estimated population of 773,850.

Most assuredly, here is a market of great fertility. When you are ready to try it out, remember that

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

The advertising barometer says:



It Will Be a Wonderful Summer in Los Angeles, the ALL-YEAR MARKET!

THE growth of advertising in a community shows the atmospheric pressure of prosperity.

In April The Los Angeles Examiner scooped the morning field in advertising gains with a total climb above the same month in 1922, of *451,339 lines!*

Enthusiasm, prosperity, circulation, cooperation and merchandising service did this.

In the first quarter of this year FOUR newspapers of Los Angeles gained 668,066 lines MORE advertising than the SEVENTEEN big newspapers of New York City. *That's* prosperity!

50,000 more people living in Los Angeles so far this year, and 25,000 more scheduled for summer vacations from which most of them will never go home!

Here's your ALL-YEAR market where there is NO dull summer and where good judgment says

ADVERTISE MORE IN JUNE, JULY AND AUGUST

325,000 families Sunday **150,000 families Daily**

Los Angeles Examiner

11TH AND BROADWAY

Publishers of Orchard & Farm, 300,000 circulation.

Offices: New York, 1819 Broadway. Chicago, 915 Hearst Bldg. San Francisco, 571 Monadnock Bldg.

Is Your Advertising *Yours*?

A Brass Tacks Talk on Advertising

By Wm. H. Rankin

DOES your advertising represent you—or merely some vague shadow of you?

Is the individuality of your concern built into your advertising in the same way that it is built into your product?

Your product is you. You have put yourself into it. It is an embodiment of your ideas, beliefs and characteristics. It has personality—your personality. Labelled or unlabelled, it could always be recognized as yours.

It represents you faithfully to the public. Every manufactured article does this. We talk of "letting the goods speak for themselves," but manufactured goods do more than speak for themselves. They reveal also the character of the manufacturer.

Knowing this, we would not dream of letting any goods go out with your name that were not properly representative of you.

What of your advertising? Is it also yours, in the same sense? Does your personality speak in it? Besides telling its own story does it also reflect the policies and character of your house? Without your name would it be recognized as yours?

Or is it merely a grouping of words and pictures—correct enough in themselves, but with no more individuality than a postage stamp?

Importance of the Overtone

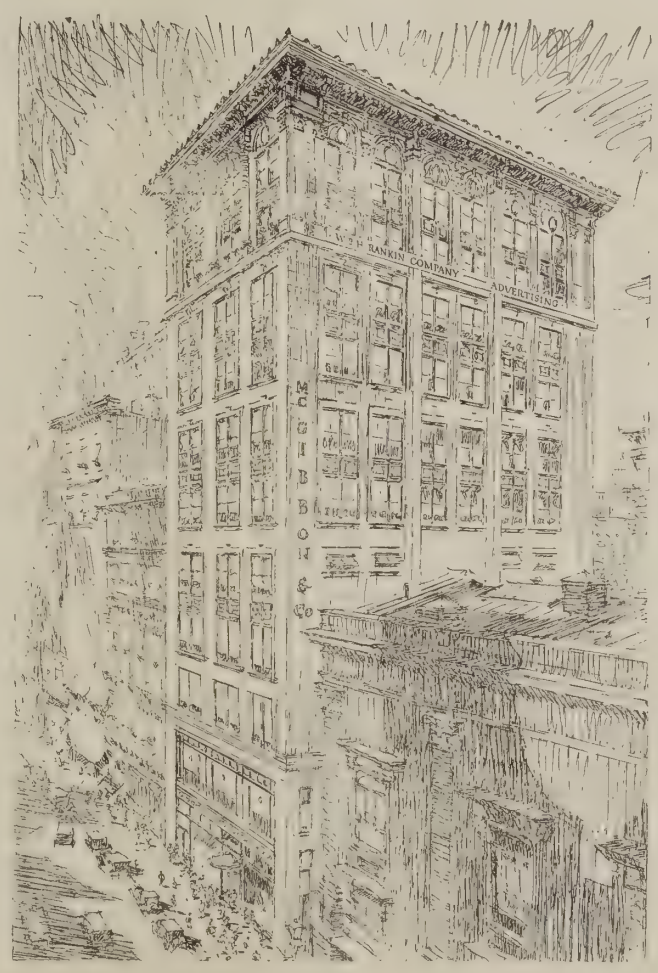
The value of any important advertisement lies as much in what it suggests as in what it says. It should, of course, present certain facts simply and well but it can—and should—do much more.

By the very manner of that presentation it should reflect the personality of the advertiser. It should breathe his very spirit and vibrate with his individuality.

Let us point our moral by the advertisement of any of our own clients. Look, for example, at the advertising of Goodrich Tires, Eveready Flashlight, Columbia Batteries, Diamond Tires, Haynes Automobiles, Scott's Mineralava, Hartman's Trunks, or any other on our list.

We hope that you will agree with us that these advertisements do more than merely present facts pleasantly. We believe that you can see in them also the personality of the concerns signing them. They are there, themselves, in print. If their advertisements impress you as sincere and reliable it is because the concerns themselves are sincere and reliable. There is nothing in the advertisement that isn't in the concern or the goods.

We write advertising—not fiction.



New York City Home of the Wm. H. Rankin Co.
9th and 11th Floors of the McGibbon Bldg.,
1 West 37th Street across from Tiffany's & Mark Cross.'

British Delegates to the 1923 Convention of the Associated Advertising Clubs of the World are cordially invited to visit and make use of the above offices during their stay in New York and receive a welcome worthy of their visit.

This means that we can accept only such clients whose personality and policy are worth portrayal. It is also why such clients have succeeded with us and why we have succeeded with them.

Advertising of this kind cannot be done in any haphazard, superficial way, nor can it be done by any ordinary staff. It needs really exceptional men, working in the closest possible contact with the client, and with conditions.

We have an exceptional staff and twenty-five years' experience has taught us how to be a part of the organization of the client. With Mr. Wilbur D. Nesbit and his associates in Chicago and Mr. Robert E. Rinehart and his writing-staff in New York we have a corps of which we can be proud. The art-work is in the hands of that master of advertising design, Mr. Myron C. Perley and his most capable assistants.

The work of these men is founded on and guided by the researches of a Merchandising Department, headed by Mr. H. A. Groth. Seven offices in as many principal cities and more than 1,000 representatives in as many smaller cities and towns give us—and our clients—close, continuous contact with every part of the United States and Canada.

* * *

We are particularly anxious to secure as clients three or four British advertisers who desire to win the American market. We know it from A to Z—not alone through our own representatives above mentioned—but also through nearly ten thousand more workers on the Merchandising Departments of the leading daily and weekly newspapers. A quarter-century's successful experience with these publications enables us to be assured of their immediate interest in any new product we have to advertise. This applies as well to the Agricultural Press, the Business Trade Papers, the Outdoor Sign people and the Street Railway Advertising Companies.

We have just issued the June number of our House Organ "Brass Tacks." It gives a fairly good insight into the scope and method of our work. We shall be glad to send it to any interested advertiser.

Wm. H. Rankin Company

Established 1899

New York City — 1 West 37th St.
Chicago — 180 No. Wabash Ave.

With Branch or Affiliated Offices in Washington, D. C.; Akron, Ohio; San Francisco, Calif.; Toronto, Canada.
Imperial House, London

NEWSPAPER PUBLICITY STUNT GOES BIG

Washington Times and Herald Impress Baseball Audience With Excellence of News Service

By W. C. Shelton,

Circulation Director, Washington Times and Herald

Newspaper publicity is probably harder to put over than any other form of advertising for the simple reason that newspapers are so busy grinding other people's axes that they very often neglect their own.

There is always a way to do this, but the way is not always clear. There is no stock mode of procedure because conditions vary in each locality, but examples are cropping up now and again, as witness a progressive bit of publicity staged by the Washington Times and Herald before an audience of 24,800 paid admissions to the opening American League baseball game this season. Two thousand other souls were deadheads, but deadheads read newspapers the same as cash customers. Everybody was immensely impressed.

First, let us introduce to you "Skillet" Finn, Esq.—a sporting page feature writer who is the counterpart in Washington of "Bugs" Baer in New York, and who is known in the Capital City almost as well as President Harding himself. Come to think of it, "Skillet" Finn, Esq., which is not the name under which he was chrisened, and "Bugs" Baer started their editorial careers together and are of the same humorous school of journalism. In their early days they lived and starved and raved together until "Bugs" got the call of the Big City, leaving "Skillet" the exclusive rights to Washington and all contiguous territory.

So, beginning on the theory that "Skillet" Finn, Esq., was the best or next-best known man in Washington, an acrostic contest—a letter arrangement competition planned in the circulation department—was conducted under "Skillet's" chaperonage, lasting six weeks, over which period he gave away a little over 150 baseball tickets for the opening game, or four tickets a day to successful writers of acrostics. The basis for each acrostic was the name of a player on the Washington American League team. There were three winners announced every day, and the first winner received two baseball tickets to the opening game, and the second and third winners, one ticket each. There was no entrance fee and only two rules, viz., the deadline for closing each successive acrostic name and the ironclad rule that the acrostics when completed must refer to baseball.

"Skillet" averaged 672 letters a day over a period of six weeks, the acrostics on the names of popular players like Walter Johnson, "Donie" Bush, Stanley Harris and Nick Altrock often soaring over the 1,000 mark. In the end he had something like 168 ticket winners, and during the course of the contest, "Skillet" invited suggestions from the winners as to how the opening baseball day might be turned into a circus or carnival for the lucky ticket winners, and also asking as many as possible to offer suggestions for stunts or acts which they would be willing to put on themselves. He got 16 first class stunts out of the winners; also a "Spark Plug" act and others representing comics in the Times and Herald put on by members of the circulation department.

Led by the Times-Herald Newsboys' Band, a circulation department organization, these acts occupied fully 20 minutes of the public's time immediately before President Harding threw out the first ball. Every act had been rehearsed and went off in professional fashion, and encores would have been taken time and again if it had not been approaching game time.

After the parade around the field and the stunts in back of home plate, the party filed into its alloted section where seats were grouped under a 60-foot sign which read "'Skillet' Squirrel Section, the Washington Times and Herald." The Times-Herald Band played between innings, being the only band in the throng and thereby calling repeated attention to the stunts which preceded.

That is not all.

Here is where the other departments of the paper functioned to make the biggest sporting event in Washington during the year a real Times-Herald day.

Pictures of the "Skillet" Finn, Esq., Squirrel Circus were taken under the direct supervision of Harry Coleman, head of the Hearst photographic and art departments in Washington, as were plays during the first and second innings.

Before the seventh inning, a special edition of the Times, carrying a full front page of views of the crowd and plays of the early innings of the game, was on sale at the ball park. Photographs were developed, engravings made and transportation of the finished paper from the office to the ball park was completed in 70 minutes.

Five thousand of these newspapers were sold between the first half of the seventh inning and the end of the game, and a little girl dressed as "Miss Washington Times" in muslin which had been run through the newspaper presses, presented President Harding personally with copies of the edition.

At the moment the papers reached the park, the bugler from the Times-Herald band stood beneath the regular Times-Herald sign on the right field fence and announced "assembly." Immediately a canvas sign unrolled from the top of the fence announcing that copies of the Times—the afternoon medium—containing a full page of pictures of the game were then on sale in the park.

The public simply devoured those papers, and men and women in and out of the newspaper business declared it the greatest bit of journalistic enterprise they had ever witnessed. Lester Thompson of Barnum & Bailey's Circus declared that "Skillet" Finn's circus and pageant was a knockout, even from a professional eye.

The game was over at 5:47, and the crowd filed out of the park realizing that one of the greatest bits of advertising by a thoroughly up-to-the-minute newspaper had been successfully impressed on the minds of about 26,000 people.

As can be observed, the most minute co-operation between the photographic, engraving, editorial, composing, press and circulation departments, all under the supervision of G. Logan Payne, publisher, was necessary to carry out this feat.

The acrostic contest met with such wonderful success that the circulation department has again commandeered the services of "Skillet" Finn, Esq., from the editorial department in putting on a baseball picture puzzle and slogan contest, gaining the advantage of thousands of friends who have become followers of "Skillet" Finn, Esq., during his first contest.

The Atlanta Journal
ATLANTA, GA.

Over a Million Lines a Month

During 1922 carefully sifted advertising in The Atlanta Journal totaled over 12,000,000 lines.

Advertising in The Journal Sells the Goods

MYTHICAL CLUB'S FEATURE

National Organizations Inquire About Helena, Mont., Creation

When Helena, home city of the Montana State Fair, was asked to contribute $2,500 in prizes for this year's fair, the Rowanis Club, a newspaper feature in the Record-Herald here, was the first to respond. The club, conducted by Ernest J. Immel, city editor, offered $10 for the turkey with the best singing voice. A committee of musicians will do the judging.

The Rowanis club is 15 months old. For the first year Mr. Immel was recognized as its president, and as such he made two addresses at the Helena Kiwanis Club, explaining the purposes of his club. Rowanis meets each week for speeches and discussions. Its mythical nature, though apparent, has puzzled or fooled many people here.

A few days ago Kiwanis international headquarters wrote to the secretary in Helena, inquiring about Rowanis, of which it had been informed through a press clipping bureau. Last Summer there was correspondence between international officials of Rotary and Kiwanis concerning the upstart of Rowanis. Recently a Rowanerce Club, patterned on Rowanis, was formed by the Miles City (Mont.) Star.

CIRCULATION NEWS AND VIEWS

JOHN MACDONALD of Valley City, N. D., has been made circulation manager of the Ann Arbor Times News.

The Baltimore Evening Sun Service Club, headed by the Evening Sun Newsboys' Band, inaugurated a six-weeks' campaign for 100 per cent service into the homes on the routes of its members by attending the Rivoli Theatre in a body, being given a reception by Victor Herbert, the composer.

J. Omansky, formerly country circulator and promotion man of the Cleveland Press, is now in charge of the Circulation department of the Cleveland Times and Commercial.

The Omaha Bee is issuing a pink supplement along with its night final.

The Ogdensburg (N. Y.) Daily News has launced a circulation campaign, which is being conducted by the Pultz Company of Reading, Pa., under supervision of Richard Kelly.

Mayor Schwab of Buffalo has intimated he will sign the New York Legislature's bill giving Buffalo City Council authority to license news stands. The stands were driven from the streets about three years ago through an action begun by the Buffalo Commercial.

"Where Prosperity Begins" is the new slogan selected for Springfield, O., following a contest conducted by the two local newspapers in co-operation with the Real Estate Board.

During "Boys' Week," May 14-20, the San Francisco Bulletin was conducted by boy editors. The boys had the proper newspaper office titles. The usual staff of the Bulletin, of course, kept tabs on the youngsters.

The Indianapolis Star is sponsoring the sale of lots in a newly created lake resort near Knightstown, Ind. Lots are sold at $58.50 each with a first payment of $8.50, with which the purchaser must subscribe for six months to the Star. The newspaper is directing the laying out of boulevards and erection of boat houses and other features.

The Omaha (Neb.) Bee staged its "Better Homes" exposition April 30 to May 5. Hunt Cook, lecturer and demonstrator on art in the home, in twelve portable rooms, plus furniture, demonstrated an ugly looking room, then, with the same furniture, created a beautiful room.

The American News Company, through various purchases, has assembled a plot of 26,000 square feet at Spring and Varick streets, New York City.

High Pressure Gauges

WHEN a locomotive refuses to develop the speed it should, the engineer's first move is to look at its steam gauge.

And when a newspaper fails to gain the popularity and advertising patronage it should, its publisher's first move is to look at *its* steam gauge—classified advertising.

Display advertisers have their eyes on this sure measure of reader-interest and pulling-power. Wise publishers watch it even more closely, because they know that high classified "pressure" means growing circulation and greater local and foreign display patronage.

The National Standard methods of promotion build classified advertising that gauges a newspaper's producing power as it should be.

We are serving over one hundred newspapers in the United States and Canada. Our booklets "The Undiscovered Country" and "Architects of Classified Advertising," explain our service. Write for them.

THE BASIL L. SMITH SYSTEM, INC.
International Classified Advertising Counsellors
Otis Building **Philadelphia, Pa.**

A Great Force for International Accord

ON the eve of the Disarmament Conference, The New York Herald sent Louis Seibold to study conditions in Japan and his articles were used as basic information in drawing up the Four-Power Treaty in Washington.

John McHugh Stuart, London correspondent of The Herald, was instrumental in bringing Lloyd George and De Valera together for the settlement from which grew the Irish Free State.

In a dispatch by Francis McCullagh The New York Herald gave the world the first news of Lenin's recession from Communism.

The New York Herald startled America with the first detailed story of the trial of the Roman Catholic prelates in Moscow, the execution of Mgr. Butchkavitch and the first comprehensive uncensored analysis of conditions in Russia today.

The first complete text of the Chester Grant by Turkey was published in The New York Herald. The Herald published an exclusive story telling the part of the German industrial leader Stinnes in causing the most recent large drop in German Exchange.

The New York Herald was the pioneer among American newspapers in establishing an extensive foreign news service and continues to promote international accord by bringing to the American people accurate and temperate news of European developments, reported from all sides of every question without the tincture of nationalistic propaganda.

Only through its superior international news connections including fully equipped Bureaus under the direction of competent correspondents in the important Capitals could The Herald have performed the recent feats of international journalism recorded here.

Such achievements make The New York Herald essential to men of large affairs, who mold public opinion, and who with their families make up the high quality newspaper circulation sought by advertisers local, national and international, who wish to reach large numbers of prosperous and intelligent people.

THE NEW YORK HERALD

280 Broadway **New York City**

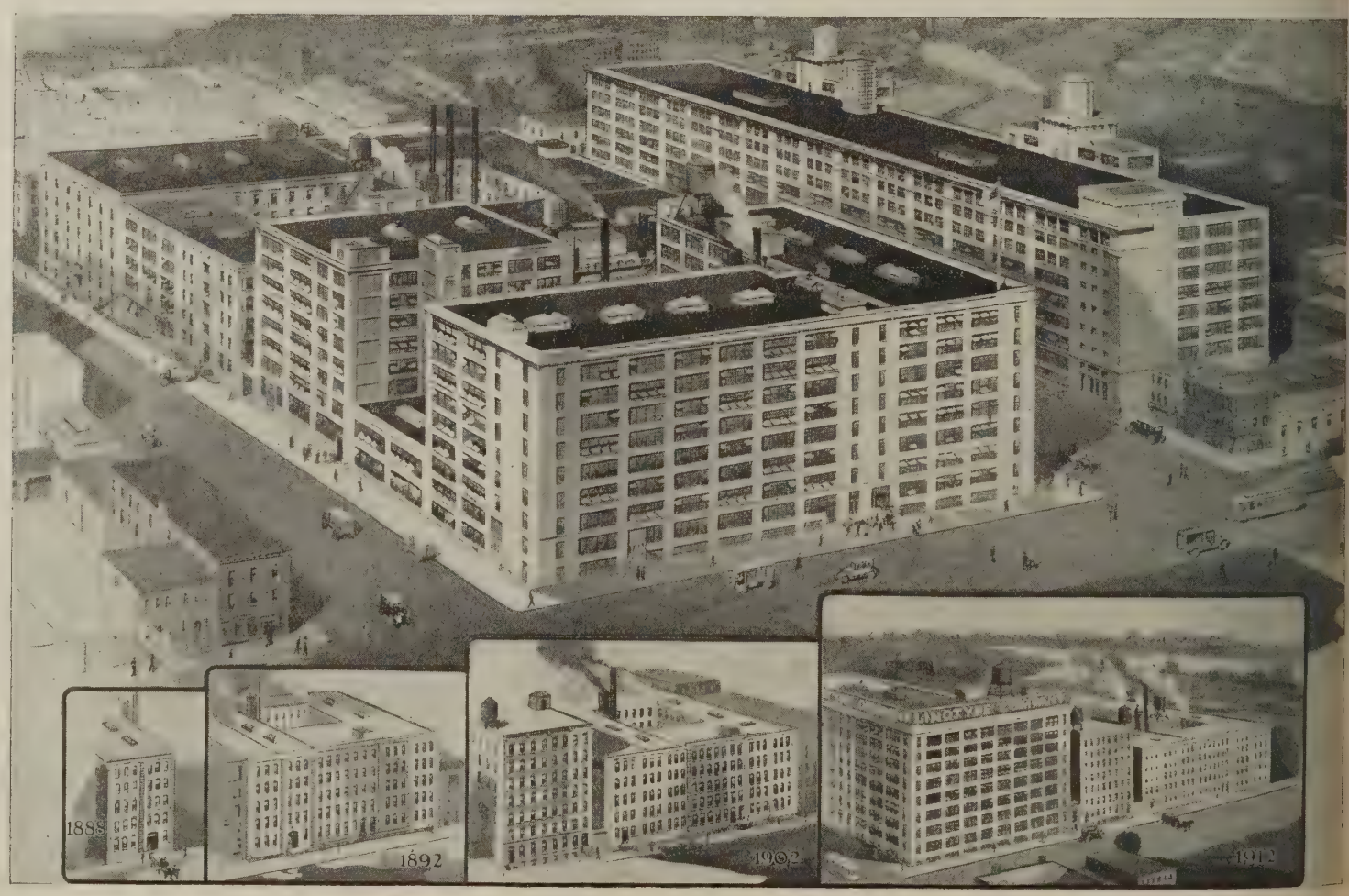
A SERVICE THAT COVERS THE

THE fact that the Linotype "greets the sun in its course around the world" may not at first thought seem personally important to the Linotype-user in America or England. But it is. His own machine serves him so well because it has been made so simple and so sound that men in Iceland and Singapore, India, Africa, and the South Seas, far from mechanical assistance, can operate it without trouble. The organization that keeps the distant machines supplied so that they never have to stop work is the same that is behind his Linotype, no matter where he is or what he may require. All over the world there are shops with huge "batteries" of Linotypes, and Linotype service is on a scale to meet their large

TRADE LINOTYPE MARK

MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, N. Y.



Composed entirely on the LINOTYPE *in the Benedictine Series*

WORLD FOR LINOTYPE USERS

demands. But the Linotype principle today is what it was in the beginning, thirty-five years ago—the principle of looking after the single machine in the smallest shop. The Company does not sell a Linotype and forget it. Behind them all is an organization that anticipates the printing conditions of the future in order to keep every Linotype-user in the forefront of business. The two hemispheres below show locations of the principal Linotype agencies. The factories in Manchester and in Brooklyn are equipped to supply every need of the more than 45,500 Linotypes now in use. The agencies throughout the world are prepared to deliver Linotype service to users wherever and whenever it is needed.

TRADE **LINOTYPE** MARK

LINOTYPE & MACHINERY LIMITED

9 Kingsway, London



24 Point Border Nos. 874 and 875, with 8 Point Matrix Slide No. 736 and 6 Point No. 1467

JOURNALISM WEEK BIG AFFAIR IN MISSOURI

Newspaper Men and Women of Prominence In Nation and State to Attend University Doings May 21-25

Newspaper men and women of prominence throughout the Nation will be on the annual Journalism Week of the School of Journalism, University of Missouri, at Columbia, May 21-25.

Among the speakers are: Louis Dodge, Author; Miss Temple Bailey, St. Louis, author; E. Haldeman Julius, Girard, Kan., writer, editor and publisher; Frederick J. Haskin, Washington, head of the Haskin Service; James M. Thomson, publisher of the New Orleans Item and son-in-law of the late Champ Clark; Willis J. Abbott, editor of the Christian Science Monitor, Boston; Louis Wiley, publisher of the New York Times; and Richard Lloyd Jones, director of the Perry-Lloyd Jones newspapers.

The Missouri journalists include: Dwight P. Brown, Poplar Bluff, president Missouri Press Association; Miss Beatrice Winn, Maryville; L. H. Sommer, Tarkio Advance; Charles U. Becker, former publisher, now Secretary of State; Miss Florence Green, society editor Brookfield Daily Argus; Charles W. Fear, former publisher Labor Herald, Joplin, and president Ozark Press Association; Edgar C. Nelson, publisher Booneville Advertiser; Edward Felgate, editor Higginsville Jeffersonian; Jesse W. Barrett, owner Canton Press, and Attorney General of Missouri; and J. S. Hubbard, executive secretary Missouri Press Association.

A feature of the week will be a reunion of M. U. Alumni who have had newspaper experience in foreign countries. They will include: James McClain, formerly in Japan and China, but now of New York; High J. Schuck, from Russia, and Frank P. Hedges, Peking.

Another of the famous Journalism Week banquets will close the six days. It will be a "Made in Manchuria" affair, in which all the principal foods will be from that country, and served in Manchurian style.

SCHOOL TO TEACH CANONS

"Ethics" to Supplement Journalists' Creed in Missouri "U"

The faculty of the School of Journalism of the University of Missouri has accepted the Canons of Journalism, recently adopted by the American Society of Newspaper Editors. They will form a part of the regular course of instruction.

"The canons will not take the place of the Journalists' Creed, which has been in use since the beginning of the School of Journalism, 15 years ago," Dean Walter Williams said. "It will supplement and amplify it and be of larger service in helping to mold the thought and life of the new generation of students."

N. D. JOURNALISM COURSE

Full Department Leading to Bachelor of Arts Degree Established

A full department of journalism leading to the degree of bachelor of arts in journalism was established at the University of North Dakota, Grand Forks, recently.

The new course is an outgrowth of a journalism division offering a minor of sixteen credits which was established two years ago. Under the new organization a student must complete the required work of the regular four-year course, including at least twenty-four credits in journalism studies. A new requirement was added to those regularly imposed in the courses in journalism when a secondary regulation was passed making it necessary for the student in the course in journalism to take a minor in one of the social sciences, history, economics, political science, or sociology. This ruling was made to insure the student a background for the interpretation of the news values most closely related to government and community welfare.

The journalism department is under the direction of Lawrence W. Murphy, a graduate of the course in journalism of the University of Wisconsin. The instruction offered includes reporting, editing, feature writing, editorial writing, history and ethics of journalism, practice journalism, survey of journalism, advertising, and illustration. The enrollment this year is 117.

STUDENT EDITORS EXCEL

Syracuse Undergraduates Get Out Geneva Times on Time

Three 12-page editions of the Geneva (N. Y.) Times were issued complete and on time by students from the department of journalism at Syracuse University on May 9. This was the second annual experiment of taking over a newspaper for a day, and the successful way in which the students handled the editorial reins proved again that classroom work in the college can stand a severe test in the practical field of newspaper publishing.

The 54-mile trip to Geneva by auto from Syracuse started at 5 o'clock on the morning of May 9. The staff of twenty-two consisted of nine co-eds and thirteen young men. A few of the executives and feature writers went to Geneva the night before to outline the city beats and news sources. None of the students knew anything about the city to which they were assigned.

Freedom to change the make-up and style of the paper was granted by W. A. Gracey, president, and G. B. Williams, secretary. It resulted in changing the pages about and putting local stories on the front page.

The return trip took twenty-two tired but happy students back to Syracuse before 11:30 p. m.

The student staff was composed of the following:

Editor-in-chief, Mabel G. Parker, Catskill, N. Y.; Telegraph editor, Simon Kneller, Newark, N. J.; managing editor, Dorothy Whitnall, Syracuse; city editor, Samuel Cahan, Syracuse; social and personal, Jeanette Ross, Syracuse; dramatic and literary, Gertrude Greene, Pittsburgh; sports, Phillip Schwartz, Gloversville, N. Y.; Lawrence Robinson, Mechanicsville, N. Y.; finance and markets, Selwyn Kershaw, Sanford, Me.; correspondence, Reginald F. Torrey, Syracuse; columnist, E. Rolfe Daniels, Watervilet, N. Y.; copy desk, Mildred Parker, Catskill, N. Y.; Ronald Jagger, Clark Mills, N. Y.; Margaret Lancer, Seneca Falls, N. Y.; reporters, William Clough, Manlius, N. Y.; Doris Stillman, Olean, N. Y.; William C. LaFevre, Beaver Falls, N. Y.; Wayne Thomas, Factoryville, Pa.; Walter McKenna, Syracuse, N. Y.; Ruth Sullivan, Gouvernour, N. Y.; Margaret Williams, Jersey City; Wilbur Saylor, Johnstown, Pa.; Rose Buck, Pittsburgh.

KANSAS HIGH SCHOOL AWARDS

Best Examples of Reporter's Work Is on Pratt Mirror

The Department of Journalism, University of Kansas, has announced awards in its second annual high school paper contest as follows:

First Division—For the best example of a reporter's work: The Mirror, Pratt High School.

Second Division—For the best original editorial: The Herald, Howard High School.

Third Division—For the best record of service to a high school: The El Doradon, El Dorado High School.

Fourth Division—For the best record on methods of securing and handling advertising: The Pantograph, Kansas City High School.

Students Get Out Daily

AUSTIN, May 1.—Journalism students of the University of Texas handled the news departments of the Austin Statesman and the Austin American today, gathering the news, editing, headwriting and making-up.

WHAT OTHER JOURNALISM SCHOOLS ARE DOING

THE journalism students of Kansas State Agricultural College manned the Topeka Daily Capital news staff for one day recently, doing the work of the day side personnel.

Five hundred and forty students are now enrolled in the Department of Journalism at the University of Wisconsin. There are 300 students majoring in the four-year course.

An extension course in newswriting has been begun in Portland, Ore., under the direction of the University of Oregon, Eugene, Ore., by George Turnbull of the faculty. This is the first course in journalism to be offered by the university in Portland.

W. E. Drips, professor in the department of journalism at the Iowa State College, at Ames, has resigned.

Josef W. Hall, formerly a correspondent in China for the Ledger Syndicate and the Chicago Tribune and the New York Times, has joined the teaching staff of the University of Washington, School of Journalism. He will teach a class in the work of the foreign correspondent.

George A. Montgomery, former instructor in journalism at the Kansas State Agricultural College, has been chosen by the board of education to fill the vacancy of journalism instructor at the Kansas City Manual Training High School.

Students of the Medill School of Journalism of Northwestern University will this semester try their hands as reporters, copy readers and editors of a "Chicago daily newspaper." Although their journal, The Medillian, will never be published, it will be in the editorial department a complete reproduction of a metropolitan daily paper. Students will act in all the capacities of a metropolitan newspaper organization, from "covering" actual news events to making up the paper in "dummy" form. A large class room in the downtown Northwestern building, 31 West Lake street, has been arranged as the Medillian's news room.

The Department of Journalism, New York University, has begun a series of lectures by Alexander Woollcott, drama editor of the New York Herald, dealing with the principles of dramatic criticism. This department has added a course in practical publicity conducted by Edward Bernays.

Maxwell Aley, formerly managing editor of the Century Magazine, has joined the New York University Department of Journalism faculty.

The journalism course at Ohio State University has recently been made a four years' course instead of two years, by action of the board of trustees, upon the recommendation of administrative council of the university.

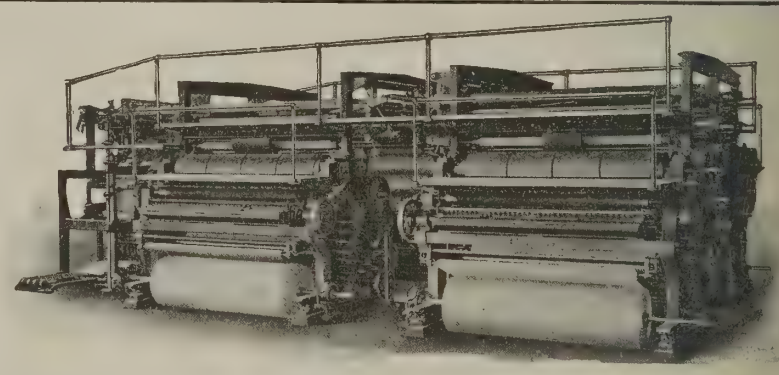
The University of Minnesota has established a news service which will supply news of accomplishment and discoveries of the faculty and students of the university.

Pei-Yy Chien of the School of Journalism at the University of Missouri has been awarded the prize of $50 for an editorial essay on "China Should Be Included in Any Plan for World Financial Readjustment." This prize is offered twice a year by J. B. Powell, an alumnus of the School of Journalism, and publisher of the Weekly Review of the Far East at Shanghai, China. Abe Sweet was given honorable mention in the contest.

Students in journalism at the University of Minnesota have put out a practice newspaper called the Minnesota Cub. Copies of the seven-column, six-page sheet were distributed free to all the students and on the campus and the members of the faculty. The material was compiled and edited by 80 students under the direction of R. R. Bartlow, head of the department.

Members of the News Writing class, numbering 86, at the University of Nebraska, were organized by Prof. M. M. Fogg into a correspondence staff that sent "stories" aggregating over 12,000 words to Nebraska weekly newspapers on the work of their home-town teams in the 13th annual state high-school basketball tournament, March 8-10.

A movement to re-establish the Minnesota Daily, official daily newspaper of the University of Minnesota, is now under way. The paper was recently suspended owing to lack of support and the small number of subscribers.



The SCOTT Multi-Unit Double-Quadruple PRESS

WITH THE

New Scott Heavy Duty Folder

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should be built to handle any size paper that you may want to run five or ten years from now. The Scott "Multi-Unit" or "Straight-Unit" Press with the New Scott Heavy-Duty Folder is the best solution of this production problem.

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MONADNOCK BLOCK

BATTEN

Two Moves

This week, the home office of George Batten Company ceases to be at 381 Fourth Avenue, New York. We move to 383 Madison Avenue, at the corner of 46th Street.

A LITTLE over thirteen years ago, the offices of George Batten Company were in the Metropolitan Annex at 24th Street and Fourth Avenue.

In the early spring of 1910 we moved to 381 Fourth Avenue, in which building we had leased an entire floor.

When we look back thirteen years, as some of us can easily do, it is remarkable how distinctly we recall certain details of that move. But at the time, these were considered minor details, not worth remembering. It is much harder to recall vividly the emotional side of that experience.

One quickly forgets the fear of things that did not happen. For instance, we remember that when our people and their furniture were set down in their new quarters, it was necessary to set the desks wide apart in order to avoid great expanses of unused space.

Only vaguely can memory bring back the trepidation we felt at taking so much space, though at that time it was the chief thing in our minds.

The fact of our moving to so much larger quarters re-shaped the character and destiny of many of the people who were with us at that time. It was the physical manifestation of a business determined to grow, rather than the actual expansion of a business that had grown.

A whole floor we took—nearly 10,000 square feet. The total number of our organization was then 92—men, women, boys and girls.

Well, we grew. The spread-apart desks were pushed closer together. The vacant spaces filled up.

Soon we were compelled to lease half of the floor above. A few years later we again overflowed, and shortly occupied the entire floor below. This week we are moving to an entirely new building.

* * *

The George Batten Company that will have its home offices in the new building at 383 Madison Avenue numbers 246 people. We will occupy something more than 30,000 square feet all told, a floor and a half with private stairway connecting.

The differences between the new lease we are taking and the one we took thirteen years ago are many, but the greatest difference lies in this: Then we were doubtful. Now we are sure. Then we wondered. Now we know.

The new address is 383 Madison Avenue. The telephone number is Vanderbilt 6300.

George Batten Company, Inc.

Advertising

Boston 10 *State Street* — 383 Madison Avenue New York — *Chicago* *McCormick Building*

Moulding favorable public opinion for articles or services that deserve it

TIPS FOR AD MANAGERS

Amsterdam Agency, 680 4th avenue, New York. Placing orders with newspapers for the State of Maine Publicity Bureau, Portland, Ore.

Barker, Duff & Morris, 323 4th avenue, Pittsburgh, Pa. Reported will shortly place orders for Ruud Mfg. Company, heaters, Pittsburgh.

Besack-Sands Advertising Company, Gumbel Bldg., Kansas City. Using 14 lines, once for Leon Lambert (radio).

Blackett & Sample, 58 East Washington street, Chicago. Placing orders for Van Ess Laboratories, shaving cream, Chicago, and Wander Company, food products, Chicago.

Arthur T. Bond, 20 Central street, Boston. Placing orders with some Pennsylvania newspapers for Dwinell-Wright Company, "White House" coffee and teas, Boston, Mass.

Brandt Advertising Agency, Tribune Building, 7 South Dearborn street, Chicago. Starting a big newspaper campaign on Boncilla in Cincinnati this week. This agency is also preparing copy of W. E. Callane Manufacturing Company, and will start a small newspaper campaign soon on this.

Brennan-Eley Company, Republic Bldg., Chicago. Reported to be placing the following accounts: Beneke & Kropf Manufacturing Company, "Rayfield" carburetor, Chicago.; Hanson Bros. Scale Company, Chicago; New Way Motor Company, Lansing, Mich.; Magnetic Manufacturing Company, Minneapolis, and Matinello Co., beauty cream, Chicago.

Emil Brisacher & Staff, Flood Bldg., San Francisco. Reported to be handling account for Durable Roofing Company, Portland, Ore.

John Buchanan Advertising Agency, Globe Bldg., Boston. Again placing copy with newspapers in selected sections for Bangor & Aroostook R. R., Bangor, Me.

Calkins & Holden, 250 5th avenue, New York. Placing account for Black, Starr & Frost, jewelers, New York.

Nelson Chesman & Co., 1127 Pine street, St. Louis. Making 3,000-line contracts for the Marmola Company; making contracts for the Chattanooga Medicine Company.

Nelson Chesman & Co., 120 West 42d street, New York. Placing orders with newspapers in the vicinity of New York for the Whiteland Manufacturing Corporation, radio, Washington avenue, Long Island City.

W. P. Colton Company, 165 Broadway, New York. Placing copy with newspapers in towns along the Hudson River for the Hudson River Day Line, Desbrosses Street Pier, New York.

Arthur M. Crumrine Company, 43 West Long street, Columbus, Ohio, and 245 West 55th street, New York. Making contracts with newspapers in various sections for Pure Oil Company, "Purol" gasoline and "Tiolene" motor oil, Columbus, Ohio, and 74 Broadway, New York.

Donahue Advertising Agency, Woolworth Bldg., New York. Placing orders with newspapers in cities, where they have distribution for Snyder Hats, 133 West 21st street, New York, N. Y.

Erwin, Wasey & Co., 58 East Washington street, Chicago. Making 3,000-line contracts for the Marquette Cement, Inc.; making 3,000-line contracts for the Carnation Milk Products; preparing list of newspapers for Aluminum Goods Manufacturing Company, Manitowoc, Wis.

Ferry-Hanly Company, 6 North Michigan avenue, Chicago. Will place in future advertising of Western Tablet & Stationer Company.

Richard A. Foley Advertising Agency, 219 North Broad street, Philadelphia. Placing account for William H. Luden, Reading, "Luden's" menthol cough drops.

Albert Frank & Co., 332 South La Salle street, Chicago. Reported will shortly place account for the Golfers' Magazine, Chicago.

Freeman Advertising Agency, Mutual Bldg., Richmond, Va. Making contracts with Southern newspapers for the W. H. Miles Shoe Company.

Charles Daniel Frey, 104 North Michigan avenue, Chicago. Handling account of the Moline Plow Company, Moline.

L. S. Gilham Company, Atlas Bldg., Salt Lake City. Reported will use newspapers in Mountain States and in the Northwest for the National Packing Corp., "Blue Bunny" food products, Ogden, Utah.

Charles C. Green Advertising Agency, 15 West 37th street, New York. Placing orders with newspapers in selected sections for United Sales Company, "Ice Mint," Elmira, N. Y.

H. B. Green Company, Inc. (Green-Lucas Company), South & Lombard streets, Baltimore. Placing orders with newspapers in selected sections for Townsend Grace Company, straw hats, Baltimore, Md.

Green, Fulton-Cunningham, 28 East Jackson boulevard, Chicago. Sending out orders and contracts on Nash Motors to Kentucky newspapers.

Guenther-Bradford Company, Tribune Bldg., Chicago. Issuing one time orders on International Heating Company, St. Louis, as well as orders and contracts on George H. Mayr Co., Chicago, in western territory.

Gundlach Advertising Company, 400 North Michigan avenue, Chicago. Placing account of Straus & Schram, Inc., Chicago.

Hanff-Metzger, Inc., 95 Madison avenue, New York. Making 2,800-line contracts for the Whistle Company of America.

Hanser Agency, 601 Broad street, Newark, N. J. Reported will shortly place orders with newspapers in selected sections for Pompeiian Romanza Corp., "Pompeiian Olive Oil," Baltimore.

E. W. Hellwig Company, 299 Madison avenue, New York. Making 10,000-line contracts for the Corn Products Refining Company.

Hicks Advertising Agency, 52 Vanderbilt avenue, New York. Using 14-line, 8 times, for Hotel Aspinwall, Lenox, Mass.; placing orders with newspapers in selected sections for Ayvad Manufacturing Company, "Ayvad's Water Wings," 1103 Grand street, Hoboken, N. Y.

B. W. Hicks Agency, 1303 Main street, Wheeling, W. Va. Placing orders with newspapers for Earl Chemical Company.

Honig-Cooper Company, 74 New Montgomery street, San Francisco. Placing account for California Prune & Apricot Growers, San Jose; Pack Advertising Agency, 6 East 39th street, New York; has secured the following accounts: Colonial Ice Cream Company of Philadelphia; Winkelman's New York Shoe Store; William Davies & Co., New York, specialty shop; Charles Askin & Co., New York, wearing apparel chain stores.

Hoyt's Service, 116 West 32d street, New York. Planning advertising campaign for Penn Tobacco Company, "Honey Moon Chewing Tobaco," Wilkes-Barre, Pa.

H. B. Humphrey Company, 581 Boylston street, Boston. Making 3,000-line contracts for George Frost Company, "Boston Garter" and "Velvet Garter."

Wylie B. Jones Advertising Agency, 107 Chenango street, Binghamton, N. Y. Making yearly contracts for the Akron Trust Company.

H. W. Kastor & Sons' Advertising Company, Lytton Bldg., Chicago. Again making contracts with newspapers in various sections for the Hygienic Laboratories, hair preparation, 68 West Washington street, Chicago; issuing contracts and orders in Southwest Territory on Wabash railway.

Martin V. Kelley Company, Second Nat. Bank Bldg., Toledo, and 19 West 44th street, New York. Placing orders with newspapers in various sections for the Fisk Tire Company, Chicopee Falls, N. Y.

Frank Kiernan & Co., 135 Broadway, New York. Making 1,000-line contracts for L. L. Winkleman & Co.

Kling-Gibson Company, 220 South State street, Chicago. Preparing a list on Royal Easy Chair, Sturgis, Mich.; issuing contracts on Wizard Products Company (mops), Chicago.

Larchar-Horton Company, Monks Bldg., Boston. Sending out orders for the Goudey Gum Company, "Goudey's Super Lemolyme."

Lord & Thomas, Corporation Bldg., Los Angeles. Placing orders with newspapers in various sections for the "All-Year Club of Southern California."

Lord & Thomas, Wrigley Bldg., Chicago. Placing orders with newspapers in selected sections for West Indies Fruit Importing Co., pineapples, 236 North Clark street, Chicago.

Lord & Thomas, 366 Madison avenue, New York. Placing orders with newspapers in various sections for American Tobacco Company, "Blue Boar" tobacco, 111 5th avenue, New York.

Theodore F. MacManus, Inc., 82 Hancock avenue, East Detroit. Making 2,800-line contracts for the Packard Motor Car Company; placing orders with newspapers in various sections for Champion Spark Plug Co., Toledo, Ohio.

Harry C. Maley Company, 155 East Superior street, Chicago. Placing account of the Wolverile Climax Company, of Delaware, Ohio, and Detroit, manufacturers of the Dimpled Tube.

Matteson-Fogarty-Jordan Company, 215 North Michigan avenue, Chicago. Will use metropolitan papers on advertising for Sani Products Company (sanitary dish washer).

McCutcheon-Gerson Company, 64 West Randolph street, Chicago. Issuing orders and contracts on Steger Piano Company.

McJunkin Advertising Company, 5 South Wabash avenue, Chicago. Sending out orders and contracts in West Virginia on Allied Packers Association of Chicago, and in Colorado Springs on Good Grape Company.

Harry C. Michaels Company, 113 Lexington avenue, New York. Making 3,780-line contracts for Devoe & Raynolds, paints, New York.

Mitchell-Faust Advertising Company, 7 South Dearborn street, Chicago. Making 5,000-line contracts for the Pennsylvania Sugar Company.

P. F. O'Keefe Advertising Agency, 45 Bromfield street, Boston. Placing account for Stanley Insulating Corp., "Stanley Vacuum Bottle," Great Barrington, Mass., and 200 5th avenue, New York.

Osten Advertising Agency, 25 East Jackson Blvd., Chicago. Making contracts with newspapers in various sections for the Schoenhofen Company, beverages, Chicago.

Harry C. Phibbs, 440 South Dearborn street, Chicago. Preparing copy on the Burdick Cabinet Company, manufacturers of light theraphy equipment, of Milton, Wis.; also sending out copy on Alfano Chemical Products Company, Chicago and Milwaukee.

Frank Presbrey Company, 456 4th avenue, New York. Now placing account of the Kny-Scheerer Corporation of America, makers of surgical instruments.

Russel M. Seeds Company, Inc., Consolidated Building, Indianapolis. Handling account of E. C. Atkins & Company, Indianapolis, manufacturers, saws, saw tools and machine knives.

Sehl Advertising Agency, City Hall Square Bldg., Chicago. Reported to be placing account for D. B. Scully Syrup Company, "Skookum Syrup," Chicago.

Sherman & Lebair, 116 West 32d street, New York. Making 1,600-line contracts for B. V. D. Company, Inc.

Smith & Ferris Advertising Service, Pacific Finance Bldg., Los Angeles. Reported to be planning campaign for Pioneer Paper Company, Los Angeles, to advertise its composition in shingles.

Snitzler-Warner Company, 225 North Michigan Blvd., Chicago. Reported to be placing account for Republic Food Products Co., "Red Seal" meats, Chicago; will do a little newspaper advertising for Glacier Clay, a facial preparation, made by the Glacier Laboratories, Springfield, Minn.

Stevens & Wallis, 45 West on South Temple, Salt Lake City. Reported to be preparing plans for a newspaper campaign in some Western cities for John Snowcraft & Sons Company, "Never-Rip" overalls, Ogden, Utah.

J. Walter Thompson Company, 14 East Jackson boulevard, Chicago. Issuing orders and contracts in Arkansas on Horlick's Malted Milk Company, Racine, Wis.

Tracy-Parry Company, Lafayette Bldg., Philadelphia. Making 5,000-line contracts for the International Proprietaries, Inc.

Tucker Advertising Agency, 303 5th avenue, New York. Sending out 8-time orders for Wm. Peterman, Inc.

Williams & Cunningham Company, 6 North Michigan avenue, Chicago. Preparing a list of 27 towns mostly in the South to be used on advertising of Morris & Co.

$47,500 to Boost State

A one-day campaign was conducted April 19 by the Minneapolis Publicity Bureau to raise $47,500 for use in 1923 to advertise Minneapolis and Minnesota. The purposes for which this money is to be expended includes a conservative newspaper display advertising campaign in territory contiguous to Minneapolis; to establish welcome bureaus in railway stations, to obtain necessary material for publicity in 1923, primarily photographs and data recognizing Minnesota's resources for the enjoyment of tourists and to co-operate with the Minneapolis Tourist Welcome Bureau, the Minneapolis Journal Travel and Resort Bureau and various trail associations.

$100,000 to Make Texas Known

The Texas Chamber of Commerce has appropriated $100,000 as a special advertising fund. Display ads will be placed in all the leading daily newspapers and other periodicals throughout the country. A special drive will be made to interest the textile mill owners of the East and North in the possibilities of Texas as a cotton mill center.

Ocean City to "Tell the U. S."

Mayor Joseph G. Champion of Ocean City, N. J., has announced that this New Jersey resort has appropriated $12,000 to be used in advertising in newspapers throughout the United States this summer.

Will Advertise Minnesota

A State-wide campaign to induce settlers to go to Minnesota has been organized by a group of Ortonville business men. The sum of $2,000 has been raised to be used in the advertising.



WHY THE SUN NEVER SETS ON KING FEATURES

KING FEATURES SYNDICATE, INC.

acts as selling agents for:

International Feature Service
Newspaper Feature Service
International News Service
Universal Service
Cosmopolitan News Service
Star Adcraft Service

Follows a partial list of the world's leading newspaper features sold by the King Features Syndicate.

Sunday Comics

Bringing Up Father—by McManus.
Katzenjammer Kids—by Knerr.
Happy Hooligan—by Opper.
Little Jimmy—by Swinnerton.
Eddie's Friends—by Knott.
Jerry on the Job—by Hoban.
Abie the Agent—by Hershfield.
For Better or Worse—by Tad.
Krazy Kat—by Herriman.
Polly and Her Pals—by Cliff Sterrett.
Buster Brown—by R. F. Outcault.
Just Boy—by A. C. Fera.
Barney Google—by Billy DeBeck.
Toots and Casper—by J. E. Murphy.
The Katzies—by Rudolph Dirks.
Tillie The Toiler—by Russ Westover.
Stumble Inn—by Herriman.
Boob McNutt—by Goldberg.

Daily Comics

Bringing Up Father—by McManus.
Krazy Kat—by Herriman.
Abie the Agent—by Hershfield.
Jerry on the Job—by Hoban.
How Do They Do It?—by Arnot.
Indoor Sports—by Tad.
Eddie's Friends—by Knott.
Just Like a Man—by Knott.
Little Jimmy—by Swinnerton.
Us Boys—by McNamara.
Helpful Henry—by Arnot.
Then the Fun Began—by Faber.
The Kabibble Kabaret—by Hershfield.
Polly and Her Pals—by Cliff Sterrett.
Barney Google—by Billy DeBeck.
Toots and Casper—by J. E. Murphy.
Thimble Theatre—by Segar.
Outta-Luck Club—by "Bok" Willard.
The Five-Fifteen—by Segar.
Tillie the Toiler—by Westover.
Bughouse Fables—by DeBeck.
Let the Wedding Bells Ring Out.
"Hattie"—by Jack Callahan.
Embarrassing Moments—by Charles Dunn.
My Boss—by Charles Dunn.
Freddie—by Jack Callahan.
So This Is Married Life—by Zere.

Sunday Magazine Pages

Front Page, four colors or black, painted by famous artists.
Paris Fashion Page, three colors or black.
Double page special feature.
Health, Heart and Home Page.
Four pages of miscellaneous semi-news illustrated features.
Short Story Page—by Jack Lait, illustrated by Henry Hutt.
Two Pages of Serial Fiction.
Sunday Feature Front Page with drawing by Dan Smith, in four colors or black.
Fashion Page—by Madame Frances.
Three General Sunday Features Pages.
Popular Science Page.
Physical Culture Page.
Household Page.

Daily Magazine Features

Romantic Cartoons—by Nell Brinkley.
Beatrice Fairfax Articles and "Advice to the Lovelorn."
Bobbie and His Pa—by William F. Kirk.
The Rhyming Optimist (verses in prose)—by Aline Michaelis.
Daily Short Stories by Miscellaneous Authors.
News and Human Interest Cartoons—by Hal Coffman.

MORE than two thousand newspapers published in every language of the world delight their readers every day with one or many of the famous features which have made King Features Syndicate a name to reckon with in every land where newspapers circulate.

You can travel from Nome to the Argentine, from Vladivostock to Cape Town,—in every country everywhere you will find King Features as popular with newspaper readers as their own local politics and market reports.

Translated into every tongue but not otherwise changed from the original creations of the artists and writers who produce them, King Features have won their way round the globe because they have the living quality that makes the whole world kin.

Brisbane, George McManus, Elinor Glyn, W. L. George, A. S. M. Hutchinson, Hall Caine, B. C. Forbes, Jack Dempsey, Billy DeBeck, Dr. Royal S. Copeland, Nell Brinkley, F. Opper, Herbert Kaufman—these with a score of the other stars whose work has been made familiar to all peoples through King Features Syndicate are as much household names with the newspaper readers of Japan, China, South Africa, South America, Australia, New Zealand and Alaska, as with those who regularly see the great dailies of London, Paris, and New York.

Daily Magazine Features Continued

Daily Fashions—by Marie Belmont.
Serial Stories by Virginia Terhune Van de Water.
Strolls Through Sportville—by William F. Kirk.
Once Overs (brief editorials)—by J. J. Mundy.
Popular Science Articles—by Garrett P. Serviss.
Child Training—by William McKeever.
Domestic Science—by Loretto Lynch.
Popular Health and Hygiene—by Price Belden, M.D.
Home Dressmaking—by Rita Stuyvesant.
Daily Magazine Page, made up of above features.
Romantic Cartoons—by Juanita Hamel.
"Feminisms" and "Her Problems" Cartoons—by Annette Bradshaw.
"Your Health"—by Royal S. Copeland, M.D., Fellow of the American College of Surgeons, Commissioner of Health, New York City, U. S. Senator-Elect from New York State.
"My Marriage Problems"—by Adele Garrison.
Inspirational Talks—by Winifred Black.
"Good Night Stories"—by Blanche Silver.
"Today's Fashion"—by Vera Winston.
"Diary of a Fashion Model"—by Grace Thorncliffe.
Fashion Drawing and Article—by Annette Bradshaw
"The Home Kitchen"—by Jeanette Young Norton.
"Home-Making Helps"—by Wanda Barton.
Beauty Advice—by Lucrezia Bori.
"Advice to Girls"—by Annie Laurie.
Horoscope—by Genevieve Kemble.
"Heroines of History"—by Mark Stuyvesant.
"Three-Minute Journeys"—by Temple Manning.
"Odd Facts" and "Words of Wise Men"—Shorts.

MISCELLANEOUS FEATURES

Daily

Poems by Angela Morgan.
"Our Marriage Adventure"—by Ann Lisle.
Sporting Articles by Frank G. Menke.
Financial Articles—by B. C. Forbes.
Pure Food Articles—by Dr. Copeland.
"Your Food and Your Health"—by Daniel Russell Hodgdon.
Signed stories by Jack Dempsey, World's Heavyweight Champion.
Inspirational Essays—by Dr. Charles Fleischer.
Inspirational Articles—by Rita Weiman.
Something to Think About—by Bruno Lessing.
"Your Dreams"—by James Oppenheim.
Inspirational Chats—by Lucy Lowell.
Weekly Business Review by Wilfred S. Cousins.
Daily Editorial—by Herbert Kaufman.
Medbury's daily humorous articles.
The Play Wizard—by Dr. Emmett D. Angell.
Romantic Cartoons—by Popini.
Romantic Cartoons—by Peggy Prentice.
Weekly Financial Review—by B. C. Forbes.

Sunday

Automobile Letter by Barney Oldfield.
Mutter and Mumble, humorous article, by John P. Medbury.
Sunday Inspirational Editorial—by Herbert Kaufman; half page.
Weekly Sports Letter by James J. Corbett.
Weekly Sermon by Reverend Thomas B. Gregory.
Full page inspirational Editorial by Arthur Brisbane, with cartoon, generally by Winsor McCay.
A. Mugg sketches—by Damon Runyon.
Full Page Topical Cartoon—by Joe McGurk.

Daily Cartoons

Cartoons by Winsor McCay.
Cartoons by Tom Powers.
Cartoons by F. Opper.
Cartoons by Harry Murphy.
Cartoons by O. P. Williams.
Cartoons by Joe McGurk.

Daily Editorial and Literary Features

Today—Arthur Brisbane's daily editorial column.
Discourses of a Scientist—by Edgar Lucien Larkin.
Daily Humorous Sport Column by "Bugs" Baer.
Ye Towne Gossip—by K. C. B.
More Truth Than Poetry—by S. E. Kiser.
Daily Paris Fashions.
Humorous Cartoons and Sketches—by Fay King.
Henry Smith Williams—Science Articles.

KING FEATURES SYNDICATE, Inc.

M. KOENIGSBERG, President NEW YORK, N. Y., U. S. A.

EDITORS OF 2 STATES BUY MOBILE TICKETS

Joint Meeting of Mississippi and Alabama Press Associations to Be Held in that City May 24-25

Everything is in readiness for the joint meeting of the Mississippi and Alabama Press Associations in Mobile May 24-25. Former United States Senator John Sharp Williams, of Mississippi, and Walter Williams, dean of the Missouri School of Journalism and president of the World Press Conference, will be prominent out-of-State speakers.

A trip through Baldwin county is scheduled for May 26.

The program is as follows:

THURSDAY MORNING

Convention called to order by the president, Captain W. T. Sheehan, editor of the Montgomery Advertiser.
Invocation.
Address of welcome by Mayor R. V. Taylor, of Mobile.
Response by Hon. Frank N. Fulian, publisher of the Sheffield Standard and Insurance Commission of Alabama.
Annual address and announcements by President Sheehan.
Address by Victor H. Hanson, publisher, the Birmingham News and the Montgomery Advertiser.
Address: "The Foreign Advertising Outlook," by John Sparrow, of the Sparrow Advertising Agency, Birmingham.
Address: "Value of the Port of Mobile to the State," by Sidney J. Bowie, member Alabama State Harbor Commission.

LUNCHEON 1 P. M.

Mobile Rotary Club, songs and welcome, John T. Cochrane, presiding; short talks.
Mobile Port's message of appreciation, by R. A. Christian, member Alabama State Harbor Commission.

AFTERNOON SESSION

First executive meeting of the Alabama Press Association, 2 p. m., in Parlor A, Battle House, Col. Ed. Day, editor and publisher The Lafayette Sun, presiding; none but members will attend.

THURSDAY NIGHT JOINT SESSION

Mississipi and Alabama Press Associations will assemble in a joint meeting at the Battle House auditorium, at 8:30 p. m.
Edgar G. Harris and Capt. William T. Sheehan presiding.
Invocation.
Address by Gov. William W. Brandon, of Alabama.
Address by Aaron Sapiro, of California, organizer of cooperative marketing.
Address by former Senator John Sharp Williams, of Mississippi.
Address by Walter Williams, dean of the Missouri School of Journalism and president of the World Press Congress.

FRIDAY MORNING SESSION ALABAMA PRESS

Called to order by President W. T. Sheehan.
Address, "Early Type Faces and Their Influence on Those of Today," F. W. Bott, of New Orleans.
Address, "The Industrial Development of Alabama," Col. R. A. Mitchell, of Birmingham.
Address, "New Developments in Printing Machinery," representative of Dodson's Printers Supply Company.
Annual poem, Miss Mabel Yerby, Greenboro Watchman.
Reports of committees and election of officers.

AUTOMOBILE TOUR

A ride through the satsuma orange groves of Mobile County, to the Hunting and Fishing club, where an informal luncheon will be served.
Returning, the motocycle will stop at the residence of Dr. Erwin Craighead, where a reception will be held, beginning at 6:30 p. m.
Address by F. I. Thompson, publisher, Mobile Register, Birmingham Age-Herald and Montgomery Journal, and member of United States Shipping Board.
Friday night the ladies of both associations will be entertained by the Mobile branch, League of American Pen Women.

TOUR OF BALDWIN

Saturday a tour of Baldwin County will be made by both associations.

MISSISSIPPI'S PROGRAM

Thursday, May 24, Morning—Mississippi press special train leaves New Albany over the Gulf, Mobile and Northern Railroad.
Luncheon at Newton, compliments of Newton Chamber of Commerce.

THURSDAY AFTERNOON

(Aboard special train between Newton and Mobile.)
Convention called to order at 2 o'clock p. m. by President Edgar G. Harris, Laurel Leader.
Invocation, Chaplain J. G. McGuire.
Roll call, payment of dues, distribution of badges.
Appointment of committees.
Annual address, President Edgar G. Harris.
Laurel (stop 20 minutes), refreshments.
Address, "Mississippi Development," J. B. Haman.
General discussion, "For the Good of the Order," led by O. F. Lawrence, Grenada Sentinel.
General discussion, "The State Printing Law," led by Walker Wood, Winona Times.
Address, "Making Farm Life More Attractive," Dennis Murphree.

FRIDAY MORNING

9:30 a. m., Mississippi Association convenes at Battle House, President Harris presiding.
Invocation.
Address of welcome, Mayor Taylor, of Mobile.
Response, Clayton Rand, Philadelphia Democrat.
Annual poem, Mrs. W. C. Hight, Louisville Journal.
Report of committee.
Report of governing board, by Walker Wood, chairman, Winona Times.

SATURDAY AFTERNOON

2:00 p. m., final business session at Magnolia Springs.
Report of committee on resolutions.
Selection of next place of meeting.
Election and installation of officers.

HARRISON ILLINOIS CHIEF

Press Association Favors Short Course in Journalism for Editors

John H. Harrison, editor of the Danville (Ill.) Commercial-News was elected president of the Illinois Press Association in the closing session of the annual meeting which was held at the University of Illinois, Urbana, May 10, 11 and 12. Other officers who were elected at the same time were A. G. Gravenhurst, first vice-president, Effingham Review; Irl H. Marshall, Mendota Sun-Bulletin, second vice-president; Miss Katherine McLain, LaSalle Post, third vice-president; H. L. Williamson, Illinois Publisher, Springfield, secretary; and E. H. Childres, Fairfield Press, treasurer.

A motion to establish a spring short course in journalism at the University of Illinois was adopted. Resolutions thanking the University and the cities of Champaign and Urbana for their hospitality, approving the school of journalism at the University and favoring the development of foreign advertising in daily newspapers were adopted. The informative advertising campaign already under way by the Illinois Central Railroad and other railway systems was mentioned as deserving of serious consideration and the officers were instructed to investigate it and take such action as they deem necessary.

Eastern College Editors Meet

Forty college newspapermen, members of the Eastern Intercollegiate Newspaper Association, held their annual convention at Harvard University and Massachusetts Institute of Technology, Cambridge, May 11-12. Student newspapers at Yale, Amherst, Williams, Middlebury, Wesleyan, University of Pennsylvania, Pennsylvania State College, Rhode Island State College, Colgate and Massachusetts Institute of Technology were represented. Officers for this year are president, W. G. Peirce, Jr., M. I. T.; vice-president, O. P. Williams, Cornell Daily Sun; secretary-treasurer, H. N. Pratt, Harvard Crimson.

Oakland Press Club Formed

The Press Club of Oakland has been organized and is now firmly established in a specially constructed building in the heart of the California city. Eighty editors and reporters comprise the active membership. Roy H. Danforth, city editor of the Oakland Tribune, heads the organization, and William H. Mason, of the Oakland office of the San Francisco Chronicle, is secretary. Other officers and directors are: T. A. Goldstein, Chronicle; E. S. Pladwell, Tribune; A. L. Clark, San Francisco Examiner; J. A. Cook, Examiner; T. D. Foster, Oakland Post-Enquirer; Wood Soanes, Tribune, and J. C. Whitnah, Chronicle.

SUN ALUMNI ELECT

Dr. Talcott Williams Chosen Head at New York Dinner

Dr. Talcott Williams, director emeritus School of Journalism, Columbia University, was elected president of the Sun Alumni Association, New York, at its annual dinner at the Manhattan Club. Other officers chosen were: Vice-president, Stephen T. Mather (retiring as president); secretary-treasurer, Willis Hollis (re-elected); chairman executive committee, Collin Armstrong (re-elected).

Those present were Edward G. Riggs, Louis Wiley, Mark G. DuBois, Martin Egan, Paul Drane, Joseph I. C. Clarke, Horace W. Foster, Stephen T. Mather (toastmaster), F. H. Fayant, Garrett P. Serviss, Ernest K. Coulter, George Bendelari, George F. Lyon, Dr. Talcott Williams, Collin Armstrong, Willis Holly, F. W. Spicer, Don C. Buell, C. F. Fitzgerald, Dan Quinn, Edward W. Townsend, J. M. Wood, John G. Dater, C. F. Sherman, D. A. Curtis and L. A. Coolidge.

TO FETE CANADIAN EDITORS

Prince Edward Island Government and Trade Bodies Lay Plans

Arrangements to entertain the Canadian Press Association in June were made at a meeting of delegates from the Boards of Trade of Summerside and Charlottetown and Premier Bell and Cabinet of Prince Edward Island.

A. R. Brennan, of the Summerside Journal, explained that the aim of that body was "a more unified Canada."

The St. Regis Paper Company

and the

Hanna Paper Corporation

NEWSPRINT

Daily Capacity 425 Tons

WE SOLICIT YOUR INQUIRIES

GENERAL SALES OFFICE
30 East 42nd St., New York City, N. Y.

Chicago
620-621 McCormick Bldg.

Pittsburgh
1117 Farmers Bank Bldg.

Use More Italic

Beautifies Advertising Display

ITALIC is needed in almost every lay-out. It emphasizes by contrast and relieves monotony. You have not used it much because, in single types, the kerns break off. In machine composition all italic is distorted and badly fitted.

The beautiful, full-flowing Ludlow italic, in sizes up to 48 point, is close-fitting and non-breakable.

Hundreds of newspapers are now using the Ludlow system for display, getting new type on slugs for every advertisement and doing away with single types and distribution of dead forms.

There is a big swing to italic wherever the Ludlow comes into use. It makes your space more valuable.

The Ludlows have helped by giving us an unlimited supply of new type. The full kerned italics that can be secured by the Ludlow improve the appearance of the paper; foundry italics soon have the kerns broken under the dry mat process.—Topeka State Journal.



THE LUDLOW

Ludlow Typograph Company
2032 Clybourn Avenue, Chicago
Eastern Office: World Building, New York City

LUDLOW QUALITY SLUG COMPOSITION ABOVE 8 POINT

GREAT BRITAIN, AUSTRALASIA, FRANCE, ITALY, JAPAN and CUBA

Join the United States and Canada in Conceding the

SUPREMACY OF THE HOE PATENTED AUTOMATIC PUMP SYSTEM OF INK DISTRIBUTION

That this typical Hoe development is the greatest advance made in newspaper press construction since the introduction by R. Hoe & Co. of the Triangular Former Folder, is proved by the following list of representative newspapers throughout the world which are now using it with unqualified success or have placed orders for ink-pump-equipped presses:

Newspapers which have placed repeat orders for presses equipped with ink pumps (indicated in italics)

UNITED STATES

Philadelphia Bulletin	9 Decuples	Atlanta Constitution	1 Octuple
Philadelphia Bulletin	9 Sextuples	Binghamton Press	1 Octuple
Philadelphia Public Ledger	12 Sextuples	Bronx Home News	1 Octuple
Philadelphia Public Ledger	4 Octuples	Des Moines Register	1 Octuple
Hearst Publications	6 Double Sextuples	Knoxville Sentinel	1 Octuple
The New York Times	6 Double Sextuples	Lincoln Star	1 Octuple
Baltimore Sun	3 Double Sextuples	Newark Star Eagle	1 Octuple
Baltimore Sun	2 7-Unit Machines	New Bedford Standard	1 Octuple
The New York Herald	8 Octuples	Portland Press-Herald	1 Octuple
Cleveland Plain Dealer	5 Decuples	Richmond Times-Dispatch	1 Octuple
Philadelphia Inquirer	8 Sextuples	Rochester Democrat & Chronicle	1 Octuple
New York Tribune	4 Octuples	St. Paul Dispatch	1 Octuple
San Francisco Chronicle	14 16-Page Units	Seattle Times	1 Octuple
Minneapolis Tribune	4 Sextuples	Spokane Spokesman-Review	1 Octuple
Pittsburgh Post	3 Octuples	Utica Observer-Dispatch	1 Octuple
Los Angeles Times-Mirror	1 Octuple	Utica Press	1 Octuple
Los Angeles Times-Mirror	1 7-Roll Press	Washington Star	1 Octuple
Boston Globe	1 Octuple	Wilkes-Barre Leader	1 Octuple
Boston Globe	2 Sextuples	Brooklyn Times	1 Sextuple
Kansas City Journal-Post	10 16-Page Units	Charlotte Observer	1 Sextuple
Brooklyn Eagle	3 Sextuples	Huntington Advertiser	1 Sextuple
The Dayton News	1 Double Octuple	Indianapolis Star	1 Sextuple
New Orleans Times-Picayune	2 Octuples	New York Forward	1 Sextuple
The New York Telegram	2 Octuples	Pittsfield Eagle	1 Sextuple
Richmond News-Leader	2 Octuples	Raleigh News & Observer	1 Sextuple
Trenton Times	1 Double Sextuple	Wilmington Journal	1 Sextuple
Atlanta Journal	1 Decuple	Boston Transcript	1 Quadruple

BRITISH ISLES

E. Hulton & Co.	6 Octuples	Glasgow Herald	2 Octuples
Manchester Daily Mail	1 Octuple	Cumberland News	1 4-Roll Machine
Manchester Daily Mail	1 Double Sextuple	Yorkshire Post	1 Octuple
London Daily Mail	2 Octuples	St. Clements Press	1 Sextuple
Belfast Telegraph	2 4-Roll Machines		

CANADA

Toronto Telegram	3 Sextuples	Montreal Gazette	2 Sextuples
Toronto Telegram	1 Octuple	Ottawa Citizen	1 Octuple
Toronto Star	4 Sextuples	Ottawa Jornal	1 Octuple
Hamilton Spectator	1 Double Sextuple	Toronto Globe	1 Octuple

AUSTRALASIA

Melbourne Argus	1 Octuple
Smiths' Weekly	2 Quadruples
Sydney Evening News	1 Octuple
Sydney Times	1 Octuple
Christchurch Sun	1 Quadruple

JAPAN

Osaka Daily News	2 Sextuples
Osaka Asahi Shimbun	1 Octuple

CUBA

Diario de la Marina, Havana	1 Octuple

FRANCE

Le Petit Parisien, Paris	1 Double Sextuple

ITALY

Corriere Delle Sera, Milan	1 Quadruple

Making a total of *over* 700 sixteen-page units equipped with the Hoe Patented Automatic Pump System.

EVENTUALLY YOU, TOO, WILL ADOPT THIS IMPROVED SYSTEM OF INK DISTRIBUTION

R. HOE & CO.

504-520 Grand Street, New York City

7 Water Street Boston, Mass.	109-112 Borough Rd. London, S.E.1, Eng.	827 Tribune Bldg. Chicago, Ill.

Providence

AND

Rhode Island

Complete coverage at one cost

The all-day service of

The Providence Journal

AND

The Evening Bulletin

at one rate offers the complete coverage so necessary for the success of any national advertising campaign.

93,369

net paid circulation—

21½c a line flat

Within a fifteen-mile radius from City Hall the Journal and Evening Bulletin have a concentrated city and suburban circulation of 86,796 net paid copies daily.

The Providence Journal or The Evening Bulletin reaches practically every worthwhile home in Providence and Rhode Island.

Providence Journal Co.

Providence, R. I.

CHAS. H. EDDY CO.

National Advertising Representative

BOSTON NEW YORK CHICAGO

R. J. BIDWELL CO.

Pacific Coast Representative

San Francisco Los Angeles

NEWS OF ASSOCIATIONS AND CLUBS

JAY IGLAUER, secretary and treasurer of the Halle Bros. Co., and Frank M. Strock, of Van Aiken & Strock, have been elected directors of the Cleveland Advertising Club, filling vacancies caused by the resignations of Lynn E. Ellis and Lincoln G. Dickey. Ray H. Finger, secretary-treasurer, was re-elected.

The Missouri Interscholastic Press Association was formed at Columbia with representatives of eleven preparatory schools where journalism is taught. Annual meetings will be held in Columbia. Officers for 1923 and 1924 are as follows: President, Bernard Van Horn, Purple and Gold, Columbia High School; vice-president, Morris S. Harless, Manualite, Kansas City, Mo., High School; secretary-treasurer, T. T. Johnson, Jr., M. M. A. Eagle, Missouri Military Academy, Mexico, Mo.

W. F. Cochran, of the advertising department of the Rorabaugh Dry Goods store, was chosen president of the Wichita Ad Club at its annual meeting. Dean S. Truex, Truex Optical Company, was elected vice-president, and Frank F. Galle, Wichita Eagle, was re-elected secretary-treasurer for his fourth term. Directors include H. B. Damon, H. H. Hurst, H. R. Horner, J. M. Vandusen and Herbert Jones.

The May meeting of the Michigan League of Home Dailies was held at the Hotel Pantlind, Petoskey, May 17-18.

Harold F. O'Keefe, advertising director of the Portland (Me.) Press-Herald, the Waterville Sentinel and the Maine Farmer, has been elected president of the Portland Ad Club.

B. A. Davey was elected president and Thad Hold was elected secretary-treasurer of the Birmingham Advertising Club last week. Fourteen directors were named as follows: Newspaper advertising, Maurice Lackey; retail advertising, Fred Holberg; direct-by-mail, H. D. Cullen; advertising agency, John Sparrow; advertising art, Paul Pim; advertising specialties, M. H. Friedman; printers, Robert Trochsel; membership-at-large, E. I. Leighton, Charles B. Marsh, George N. Alsop, L. A. Niven, R. B. Chandler, Will Howell, George Kelley and Herbert J. Baum.

Frederick W. Bliss has been elected the Chief Crier of the Town Criers in Providence. Other new officers are: First Deputy Chief Crier, H. Harold Price; second, Gardner T. Swartz, Jr.; scrivener, Silas T. Leaming; Funds, holder, H. Raymond Fox; trumpeter, Howard E. Branch; bellman, Daniel S .Mahoney; chairman luncheon board, Charles H. Graves; chairman national advertising committee, John E. Bullard; chairman retail advertising committee, Walter P. Misch.

Owing to the death of William G. Evans, an active member of the Pittsburgh Advertising Club, the annual election was postponed from May 15 until May 22. Mr. Evans, who was reported in the lead of the candidates for president, died about eight hours before the election was to have been held. Mr. Evans was 37 years of age and was assistant to the president and director of the Harris Pump and Supply Company of Pittsburgh.

The annual convention of the Michigan Woman's Press Association, of which Dr. Emma E. Bower, of Port Huron, is president, will convene in Kalamazoo with the Michigan Typothetæ Federation June 14-16. George Barnes of Flint is the president of the latter.

Don V. Moore, secretary of the Interstate Fair Association, has been elected president of the Sioux City Advertising Club, succeeding H. R. Stephenson. Other officers elected are: J. N. Sullivan, vice president; B. J. Abram, of the United Advertising Agency, secretary, and P. W. Lampertine, treasurer.

The Advertising Club of Allentown, Pa., elected the following officers: President, Peter W. Leisenring; vice-president, J. C. Strauss; secretary, Eugene Hazard; treasurer, J. Ward Grandshaw.

Burt Whitman, sporting editor of the Boston Herald, has been elected president of the Boston Newspapermen's Golf Association, to succeed William E. Soule of the Boston Globe. J. B. Forsyth of the Boston Post is secretary, and Henry T. Claus of the Boston Transcript, treasurer. Daily practice of the team starts May 21 in preparation for the EDITOR & PUBLISHER contest, and the club expects to be represented at the Inter-City matches next September at Washington.

Mrs. Annie Judson Hannigan was elected president of the New England Woman's Press Association at the annaul meeting in Boston. Other officers chosen were: Mrs. Norah Johnson Barbour and Miss Grace M. Burt, vice-presidents; Miss A. Louise Gillette, recording secretary; Miss Luella Conkling Sidney, corresponding secretary; Mrs. Jessie L. Leonard, treasurer; Mrs. Wegia Hope Hall Tracy, auditor; trustees of journalist fund, Mrs. Lulu S. Upham and Mrs. Katherine L. Wright.

At the tenth annual meeting of the Johnstown Ad-Press Club May 7 it was voted to change the name to the Advertising Club of Johnstown. Officers were elected as follows: President, Harry D. Corbin, Penn Traffic Company; first vice-president, Tom Nokes, Johnstown Poster Advertising Company; second vice-president, Harry Hesselbein, the Ledger; treasurer, Herman Roth, Valley Engraving Company; secretary, Kenneth P. Ripple, Johnstown Poster Advertising Company; directors, C. C. Ashcom, Johnstown Automobile Company; George Fiig, Woolf & Reynolds, and Frank R. Geis, the Geis Store.

The Wisconsin Press Association will hold its 1923 summer automobile tour on July 6 to 10, inclusive, through the famous Door County cherry country. Members of the party will congregate at Fond du Lac, whence the start will be made. The principal stops will be at Chilton and Manitowoc on July 7; Kewaunee and Algoma and thence through to Sturgeon Bay, the following day; cherry orchards and other points of interest around the Bay on July 9 and from there to the home of the association's president, John A. Kuypers, at DePere on the 10th.

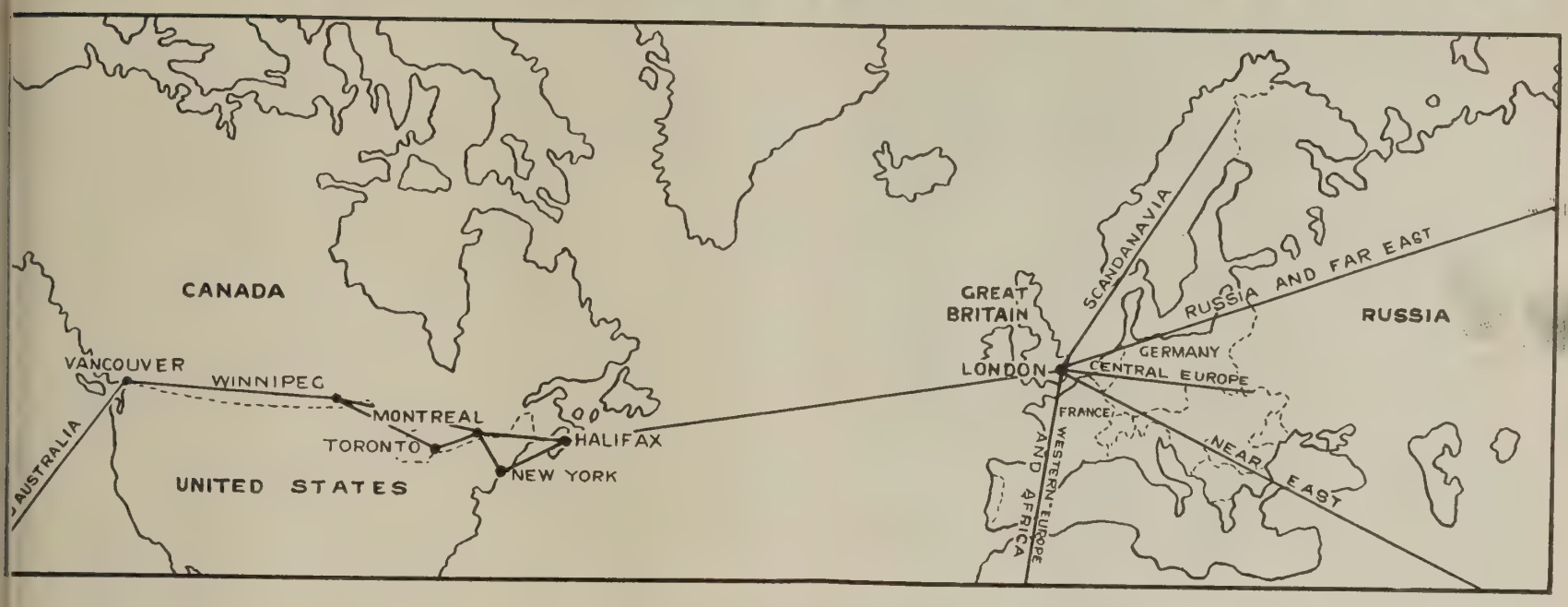
The Medill Journalists gave the "Medill May Mixer" a Spring party in Chicago. In a contest, Miss Bonnie Murray and Walter A. Washburne, city editor of the Chicago Evening Post and an instructor in the school, won the prizes. The Daily Medillion, Medill School of Journalism newspaper, got out a special edition in recognition of the event. H. F. Harrington, dean of the school, and Mrs. Harrington were chaperons. Oscar M. Taylor was elected president and Ollie M. Croucher, treasurer.

The thirty-fourth annual convention of the Virginia Press Association will be held in Newport News in July on the Thursday, Friday and Saturday previous to the meeting of the Southern Newspaper Publishers' Association at White Sulphur Springs.

H. P. Comestock has been elected president of the Kansas City (Mo.) Advertising Club, defeating L. E. Rudd. Other officers elected were: First vice-president, W. W. Wechtel, who defeated F. J. Gabel; second vice-president, Mrs. Frances M. Connolly, who defeated Mrs. Henrietta DeWalt; treasurer, W. R. Snodgrass, who defeated George H. Buecking; secretary, George M. Husser, re-elected without opposition.

The Pioneer Writers' Guild of America, 9 Charles street, New York City, will award prizes amounting to $600 to writers and artists whose work has never been published. The award will be divided as follows: Four prizes of $150 each for the best short story, poem, play and cartoon. This contest closes June 30, 1923. For rules, address the Guild.

The All-Red News Service



WORLD NEWS, COMPLETE, ACCURATE, TERSE, SWIFT, AND WITH THE HUMAN TOUCH. GATHERED AND DISTRIBUTED FOR THE BRITISH AND DOMINION PRESS. . . . . .

BRITISH UNITED PRESS, LIMITED

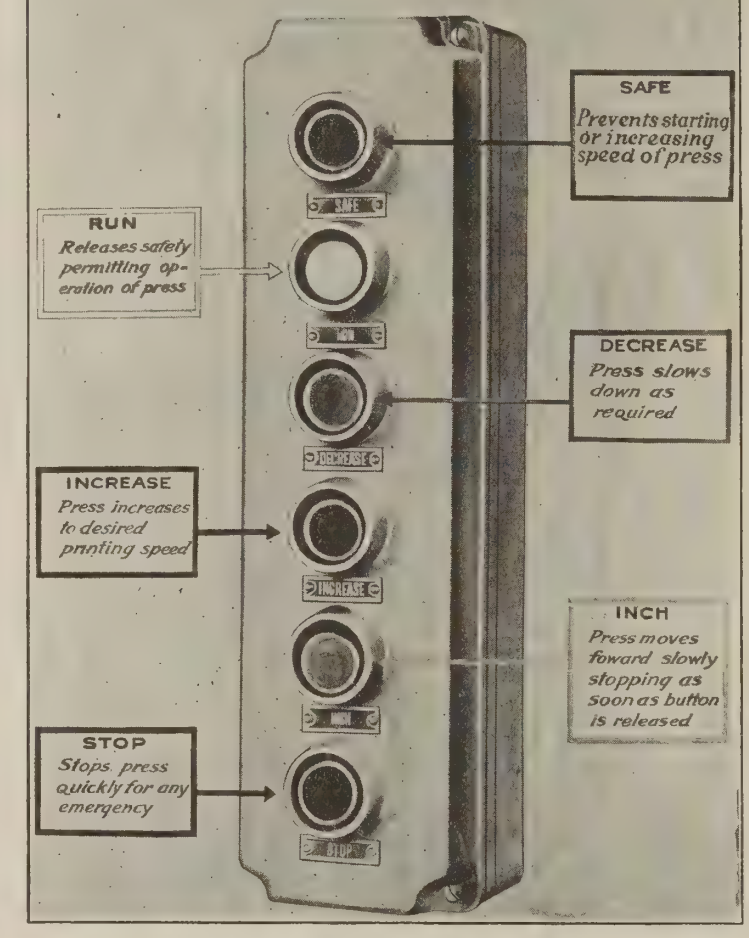
C. F. CRANDALL, President,
171 St. James Street,
Montreal.

Cable Address:
"BRITUNIPRESS, Montreal"

H. N. MOORE, London Manager,
181, Temple Chambers,
London, E. C. 4.

Cable Address:
"BRITUNIPRESS, Fleet, London"

The Boss of The Press



Control Station
of the

Cline System

Push Button

Rotary Press Control

SOME OF OUR USERS

Chicago Tribune	Nashville Banner	Newark Advocate
New York Times	Daily Oklahoman	New Britain Herald
New York Daily News	Davenport Times	Long Beach Press
Buffalo News	Davenport Democrat	Greensboro News
Buffalo Times	Portland Journal	Clinton Herald
Los Angeles Herald	Omaha Bee	Paducah Sun
Los Angeles Times Mirror	St. Joseph News Press	Owensboro Enquirer
San Francisco Chronicle	Houston Chronicle	Decatur Review
San Francisco Call	Illinois State Journal	Norristown Herald
Seattle Times	Raleigh Times	Roanoke Times
Kansas City Star	LaFayette Journal	Sydney Sun
St. Louis Globe Democrat	Warren Tribune	Hutchinson News
St. Louis Star	Fresno Republican	New Castle News
Denver Post	Wisconsin State Journal	Erie Times
Memphis Commercial Appeal	Stockton Record	Raleigh News
Des Moines Capital	Washington Observer	Flint Journal
Dayton News	Hamilton Journal	Miami Herald
Dayton Journal	New Britain Herald	Englewood Times
Columbus Dispatch	Olean Times	Fairmont Times
Ohio State Journal	Danville Commercial News	Columbus (Ga.) Ledger
Akron Press	Johnstown Tribune	Aurora (Ill.) Beacon News
Akron Beacon Journal	Middletown Journal	Joliet Herald
Akron Times	Kalamazoo Gazette	St. Paul Dispatch
Grand Rapids Press	Tulsa World	Ottawa Journal
Harrisburg Patriot	Jackson Patriot	La Vangardia (Manila P. I.)
Minneapolis Journal	Rockford Register Gazette	La Janardo (Spain)
Wilmington Every Evening	Green Bay Gazette	
Dallas News	Hazelton Standard Sentinel	

CLINE ELECTRIC MANF'G. CO CHICAGO — QUALITY NAME SERVICE FAME — CLINE WESTINGHOUSE

Cline Electric Mfg. Co.

Fisher Bldg. CHICAGO

Marbridge Bldg. NEW YORK

SPECIAL PAGE AND EDITION IDEAS

THE Marysville (Cal.) Democrat put over a "Call of the Open Road" page of small ads in its issue of May 4.

The Jackson (Miss.) Daily News had a four-page ad of the Kennington department store May 9. The first page of the section contained the pictures of 88 employes of the store.

The Newton Falls (O.) Herald on May 10 published an extra historical section of 12 pages, profusely illustrated.

The Ogdensburg (N. Y.) Advance and St. Lawrence Weekly Democrat blossomed May 10 into what is conceded to be the largest and most pretentious weekly newspaper ever published in Ogdensburg. It was an industrial, financial and commercial edition, commemorating the sixty-fifth anniversary of the Advance, and comprising a volume of 32 pages, divided into sections of eight pages each. Congratulations on the edition were received by George F. Darrow, owner and editor, from Governor Smith.

The Herrin (Ill.) News, weekly, published on May 3 an automobile edition with 1,928 inches of advertising, on the 23rd anniversary week of the paper's birth. The issue contained twenty-eight pages. E. J. Strattan is advertising manager and plant superintendent. Hal W. Trovillion is owner and manager.

A Central Eastern Indiana edition of 52 pages was issued by the Muncie (Ind.) Evening Press April 27. One, two and sometimes three pages of advertising and local feature stories were devoted to each of a dozen towns within the radius of the Press. The edition was profusely illustrated, and was also the occasion for several full-page Press promotion advertisements. A pictorial map of the district, showing the various manufacturing and agricultural points embraced, was an interesting page feature.

As a part of its 72-page paper April 29, the South Bend (Ind.) Tribune published a 24-page Own-Your-Home section. Left hand pages were features on home building and home-making. Right hand pages were nearly 100 per cent advertising.

The Rochester (Minn.) Daily Post and Record got out a special Odd Fellow edition of twenty-four pages on April 27 in honor of the sixty-second anniversary of the organization of the local lodge.

The Lincoln (Neb.) State Journal announces its better Homes exposition for May 14-15-16-17-18.

The Kentucky Jockey Club for the second season purchased eight pages of rotogravure advertising in the May 6 issue of the Courier-Journal.

The Windsor (Ont.) Border Cities Star on April 28 issued an Amalgamation Number of 58 pages, with a front page red ink-headlined editorial urging the cause of amalgamation of the border cities on the Canadian line. Views of the mayors of Ford City, Sandwich, Ojibway, Walkerville and Riverside are published, along with pro and con opinions of other leaders of public opinion.

The Good Roads Issue of the Sumter (S. C.) Daily Item, issued April 27, sold for five cents. It included a history of Sumter County, and was a creditable brief throughout for the need of road building.

The Saskatoon (Sask.) Phoenix issued a respectable Made-in-Canada Section May 2, with historical news matter and plenty of advertising support.

The Sunday (April 15) edition of the Honolulu Advertiser contained 52 pages of interesting news matter of the Territory, together with a well-balanced layout of advertising. A noticeable feature of the first page is that the "ears" are given over to dates of (left to right) incoming and outgoing mails.

The Richmond (Ind.) Item put out on April 18, a 28-page section filled with cuts of the homes to which the Item is distributed. It is a very graphic presentation of circulation statistics. The section was issued on the tenth anniversary of the present ownership. The circulation is now 12,399. In 1913 it was 4,818.

The South Omaha Sun celebrated its second birthday April 20 with a ten-page special edition. The first page was filled with greetings from friends of the paper.

The Ogden (Neb.) Reporter celebrated fifty years of existence April 19 with a 24-page "Anniversary and Community" edition. During those fifty years six editors have been at the wheel of the Reporter. E. A. Adams launched the ship in 1873. Then came Earl Billings, Edgar Williams and Carl Lund, W. D. Miller, A. V. Williams, and Carl Lund, present editor.

The Rome (Ga.) News issued a very attractive industrial development edition recently, featuring the commercial and industrial activities of Rome in articles and half-tone cuts.

In connection with a conference of the Rotary Clubs the Gulfport (Miss.) Daily Herald issued a special number wherein a welcome was extended to the visiting Rotarians and the history of Rotary, its activities, etc., were shown.

In an attempt to combat mail order inroads, Quebec merchants have launched a "Buy-At-Home" campaign. Members of the Quebec Retail Merchants Association have devoted special advertising in the newspapers to this idea. Special "Buy-At-Home" Editions were published by Le Soleil, the Telegraph and L'Evenment on April 14., and by the Chronicle and L'Action Catholique on April 21.

The Albert Lea (Minn.) Evening Tribune got out a 24-page "Made in Albert Lea Week" edition on the occasion of a special exhibition by merchants and manufacturers.

The Ypsilanti (Mich.) Daily Ypsilantian-Press got out a 32-page edition recently for a Dollar Day among the merchants. A record for local advertising was made with 4,017 inches, and at that it was necessary to cut down some advertisements and reject others altogether. Owing to illnesses, T. O. Huckle, business manager, personally solicited all this copy and wrote more than a third of it.

In connection with the annual convention of the American Foundry Equipment Supply Association at Cleveland during the week ended May 6, attended by industrial newspaper owners and writers from all over the country, the Penton Press issued a 12-page daily newspaper called "The Foundry." Penton's also utilized several pages of a special section in the Cleveland Plain Dealer, April 29, in exploiting the new $1,000,000 home of their publishing business. The Times and Commercial celebrated the foundrymen's meeting by issuing a special section April 30.

The Oregon Daily Statesman of Salem recently marked the close of its 72d year of publication by putting out an edition of 42 pages devoted to its campaign for a greater Salem. The Statesman was first printed as a weekly in 1851. It was established as a daily in 1861.

The Albion (Neb.) News issued a 24-page American Legion edition during the first week of April.

On the occasion of the opening of a new building of the Passaic National Bank & Trust Co., the Passaic (N. J.) Daily Herald issued a special edition on April 2 in which 10 extra pages were carried, devoted to the bank and advertising of firms interested in construction of the building or having quarters in it.

In connection with Home Furnishings Week, the St. Thomas (Ont.) Times-Journal on April 7 issued a special section of twelve pages devoted exclusively to advertising the goods handled by one firm, Baldwin Robinson, Limited.

The Gulfport and Biloxi Daily Herald recently issued a Mississippi Coast Rotary number containing 48 pages.

Tribune City

A Community of Better Homes

Within the city of New York there is another city of more than 130,000 homes populated by readers of the New York Tribune.

A newspaper with an intelligent, vigorous, healthy-minded method of presenting the news naturally appeals to the prosperous, wholesome, cultured element of the community. It is a matter of natural selection—like attracting like.

Every test proves conclusively that The Tribune has a strong influence with people who prefer the better things of life.

For Example:

For the past two years, The Tribune was the most quoted newspaper by the Literary Digest.

13,225 people in 1922 asked The Tribune's advice on investing their surplus funds. These inquiries concerned investments ranging from $100 to more than $100,000.

The senior students of Yale and Princeton universities voted The Tribune their favorite newspaper in 1922.

The Business Research Bureau of the New York University asked 2,000 business and professional people what New York newspapers they read and The Tribune stood a close second.

In a consensus of judgment of well-known advertising agencies as to the relative values of New York newspapers, The Tribune ranked first on the following counts:—(A) Strength in the home and with the family. (B) Subscribers on merit and as a newspaper, independent of special inducements. (C) Cleanliness of advertising columns. (D) Service to advertisers. (E) Appearance in typography, make-up, etc.

The Better the Neighborhood— The Bigger The Tribune's Circulation

You can reach ***some*** Tribune readers through other newspapers, but you can only reach ***all*** Tribune readers through the New York Tribune.

New York Tribune

First to Last—the Truth: News — Editorials — Advertisements

Complete Coverage of a Prosperous Market

Bridgeport, Connecticut, was never more prosperous except during the abnormal war years. Today her factories are humming and her manufacturers are making strenuous efforts to get more help.

Merchandise is moving fast from the retailers' shelves. It is a good time to advertise your product in Bridgeport.

The Bridgeport Telegram
Morning

The Bridgeport Post
Evening

The Bridgeport Sunday Post

Only A. B. C. papers in Bridgeport.

cover the Bridegport market with a thoroughness and lack of waste that is surprising.

The population of Bridgeport and suburbs is 236,975. The circulation of the Post-Telegram is now 46,438; a paper for every family. Ninety-eight per cent of this circulation is within 10 miles of the business center of the city. It gives thorough coverage of a definite market at one low cost.

POST PUBLISHING COMPANY
Bridgeport, Connecticut

I. A. KLEIN
50 E. 42nd St. New York
76 W. Monroe St. Chicago

RED PUBLICITY SWAMPS LABOR PRESS

Radicals Under Identity-Hiding Names, Pour Reams of Prepared "News" Into Union Organs, Says A. F. L. Chief

WASHINGTON, May 17.—The trade union press of the United States, consisting of more than 300 weekly labor newspapers and official trade union monthly journals, is swamped with propaganda of every description, Samuel Gompers, president of the American Federation of Labor recently informed the executive council of the Federation. Mr. Gompers' assertions were based upon a report made by the information and publicity service of the federation after an exhaustive survey of the propaganda and press agency efforts directed toward the labor press.

Needless to say, Mr. Gompers remarked, little of the propaganda is successful with the labor editors and strange to say only a small part of it comes from employers. According to the report, the bulk of the press agent and publicity material which finds its way to the labor press comes from "a certain class of psuedo-liberal periodical publications, communist, pro-Soviet and parlor pink organizations."

"The Federated Press," says the report, "might easily enough be classified as a propaganda organization, but, inasmuch as an official investigation of the Federated Press has been ordered by the American Federation of Labor, a detailed study of its work may be left for discussion when report is made following the investigation."

Discussing the kind of propaganda which pours upon the labor editors in a steady stream and the manner in which the press agents seek to put over their stuff the report says:

"The labor papers of the country receive about 25 installments of propaganda each per month. Most of it is distinctly pro-Soviet in character, from such organizations as the Friends of Soviet Russia; the Workers' Party, the American Civil Liberties Union; the National Labor Alliance for Trade Relations and Recognition of Russia; the so-called Trade Union Educational League and various so-called labor defense organizations.

"Practically all the pro-Soviet propaganda material reaches labor editors in the form of mimeographed and form of printed articles. Practically all of the propaganda organizations, seeking to reach the labor publications, have learned to imitate news style in preparation of their material and seek to give their propaganda the semblance of real news.

"Among a few publications material that is clearly propaganda and intended for no other purpose, finds generous use, but so far as the great majority of trade union newspapers and magazines is concerned, the enormous flood of propaganda material represents nothing but a profligate waste of money and effort. If there is any danger, it is that the persistence of the propagandists may ultimately achieve a larger measure of success."

The conclusions to be drawn from the investigation, the report says, are obvious.

"A considerable effort is being made to use the bonafide trade union publications for a propaganda that is hostile to the trade union movement and there is no indication that this propaganda will diminish in volume. It certainly will not diminish in volume as long as somebody can be found to pay the bills.

"Employer propaganda has not been developed to any considerable extent perhaps because employer propaganda is more readily distinguished and more summarily rejected by labor editors. Most subtle of all propaganda which seeks entry into the labor press is the propaganda of the so-called liberals who lean toward or sympathize with revolutionary movements. The Red propaganda would be almost entirely without chance of success any where if it was issued under names which properly described the organizations backing the propaganda."

How the propaganda organizations disguise their true identity is set forth in the report as follows:

"The International Press Correspondence, containing lengthy discussions of all international and labor questions from the Communist standpoint, being the official press service of the Communist Internationale, might under its camouflage name persuade labor editors of more or less 'advanced' view to use its material. The same is true of the press service issued by the so-called Workers' Party of America, the new name for one of the two co-operating communist parties. The Communist Labor Union International is represented in this country by the so-called Trade Union Educational League organized by W. Z. Foster. If it were called by its right name, 'the American Branch of the Communist Labor Union International,' it would receive scantier attention. Its publication, instead of being called the Communist Herald, is called the Labor Herald."

RHODES SCHOLARS HAVE CALL

Baltimore Suns Have Three Who Claim Oxford as Alma Mater

The Baltimore Sun and the Evening Sun have shown an affinity for Rhodes scholars from Maryland. The latest acquisition is Francis F. Beirne who has joined the force of editorial writers, having left the Baltimore News. He was elected from Virginia in 1911. He was on the saff of the Sun some years ago and was a first lieutenant of infantry in France during the war.

Felix Morley, who has been on the editorial staff of the Sun for some months, was elected a Rhodes scholar while serving in the ambulance service in France in 1916. He took up his residence at Oxford in 1919. He has been associated with the Philadelphia Public Ledger, with the United Press and with the Philadelphia North American.

Percy Maddox, who was a member of the local staff of the Evening Sun last summer, was elected last year and is now at Oxford.

Doll Show Makes a Hit

The Paducah (Ky.) Sun, of which Edwin J. Paxton is president, recently conducted a doll show which was announced for one day, but could just as well have been carried for a week, such a hit did it make. According to Mr. Paxton a doll show makes an appeal to every little girl in the country, who brings along father and mother. The Sun's show was handled by the women employes of the Sun, who featured it in news articles. Dolls were loaned or donated, spring flowers were used for color, and a number of features were introduced to help popularize the stunt. Mr. Paxton is now planning a marble tournament and will follow it with a strawberry show for growers and eaters.

Resort Photo Contest

The Minneapolis Tribune is awarding twelve cash prizes for photos that will strikingly tell of the vacation wonders of Minnesota, Wisconsin and Upper Michigan. The pictures will be published in the Tribune's second annual outing number to appear soon. This will be mailed to thousands of persons in other States as a means of attracting visitors.

Less Cussing Now, Maybe

Officials of the Tri-State Telephone & Telegraph Company in St. Paul explained and demonstrated the intricacies of the telephone system for the benefit of about 100 employes of the Dispatch-Pioneer Press.

Paper Adds Photographer

The Wilmington (Del.) Every Evening has added a staff photographer, E. P. Dechert, being the first Delaware paper to do so.



Albert Frank Building
Fourteen Stone Street
New York City

New York's Oldest Advertising Agency

Welcomes the British Delegates

THE London office, The Central News, Ltd., the New York office and the Chicago office of Albert Frank & Company unite in extending to British delegates attending the A. A. C. W. Convention a cordial invitation to call upon them either in New York or Chicago.

In Chicago, after more than twenty years of increasing influence in western business, we have moved to larger and finer quarters at 134 South La Salle Street.

In New York, after fifty-one years of consistent service to an increasing number of commercial, steamship and financial clients, we offer for inspection our own six-story building and any courtesy we may be privileged to extend.

ESTABLISHED 1872

ALBERT FRANK & COMPANY

Fourteen Stone Street
New York City

134 South La Salle Street
CHICAGO

5 New Bridge Street
LONDON, E. C., 4

Who is Swift & Company—

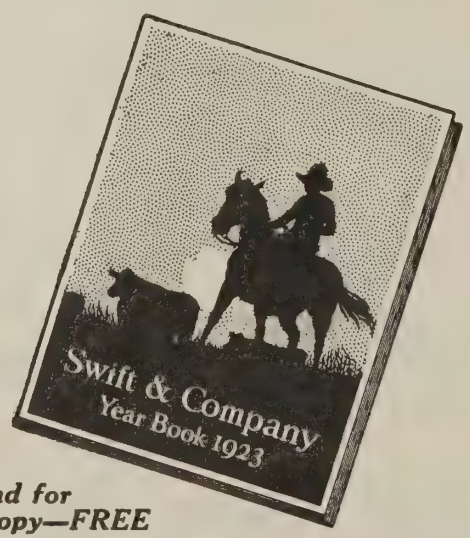
You may think of Swift & Company as a one family affair. Many do.

It really consists of about 100,000 people, working together with a common aim.

45,000 of these own shares in the business. Over 50,000 of them are workers in Swift & Company. 16,000 of the workers are shareholders.

Pages 19, 20 and 21 of our 1923 year book, just published, bring out who and what Swift & Company is, in a way that helps you to understand all industry—how it operates, why it has to operate in just that way.

And it tells of the organization that has made Swift's Premium Ham and Bacon, Brookfield Butter and Eggs, and Brookfield Sausage, —household words for excellence.



Send for a copy—FREE

Swift&Company1923YearBook
Address: Swift & Company,
Public Relations Dept.
U. S. Yards, - - - Chicago

Swift & Company,
U. S. A.

A nation-wide organization owned by more than 45,000 shareholders

122 A

ADVERTISING STABILIZES MARKETS, U. S. FINDS

Government Experts Find It a Powerful Factor for Preventing Gluts and Local Food Stuffs Shortages After Exhaustive Survey

The influence of advertising on agriculture and how advertising can be made a valuable economic force in stabilizing foodstuffs both to consumer and farmer is the purpose of an exhaustive survey now being made by experts of the Department of Agriculture.

What part advertising on a national or local scale can have on preventing market gluts of food products or obviating intermittent shortages the experts have not determined fully, but the preliminary studies have convinced them that advertising can be a distinct stabilizing influence and have proved so on various instances in addition to recognized advertising function of increasing the consumption and sale of commodities.

Heretofore most of the studies of advertising in its relation to farm products have been made in connection with its effect on the sale of specific goods and in a general way it has been thoroughly established that systematic advertising can "make" a farm product or increase its sale tremendously. What has been done with the grapefruit by the Florida Citrus Exchange, with oranges by the Citrus Growers' Federation of California are proof of that phase of the problem.

The federal experts also point out that approximately $7,500,000 has been spent in the past nine years in advertising "Sun-Maid" raisins. That the growers have found that "it pays to advertise" is shown by the fact that advertising expenditures of co-operative marketing organizations were increased from $120,803.74 in 1914 to $2,260,000 in 1922.

But the main question with which the Department of Agriculture is concerned is the economic significance of advertising on agriculture. Some people argue that there is no use in advertising farm products, that if one kind of agricultural product is advertised the people swing to it and away from something else. The experts have set out to find out the truth or fallacy of this statement. A particularly good opportunity was afforded to start the investigation in this respect by the milk situation in Boston. How the experts of the department studied the question in connection with milk in Boston, as told by Will P. Kennedy, of the Washington Star, is as follows:

"A great deal of advertising was done to increase the consumption of milk among Boston school children. Small bottles of milk were distributed in the schools, each supplied with a straw, because the children were more interested in drinking milk that way. The widespread advertising campaign was largely in the newspapers. The studies of the Department of Agriculture experts were of various groups of people to see what form of advertising influenced the people to drink more milk, what was the most effective form of selling talk, whether the appeal of health, cheapness, cleanliness, etc. Then the agents of the federal government made a study as to whether the increased consumption continued after the campaign was over.

"The result of the preliminary survey has not been published, because the experts have been using it to develop a method of checking up. But the survey did disclose that officials can get an accurate scientific check on the value of advertising. It also was proved that milk consumption increased permanently without cutting down the consumption of other food."

The department also is studying the effect of advertising in another way, as a means of getting people to eat the right things at the right time. For example, strawberries begin to move from the South in January and in February and March they are on the Northern market at prices only a little higher than they would be at the strawberry peak in May or June, but people shy at them because they are a luxury, whereas used for dessert they would be just about as cheap as pudding, pie or cake.

Briefly, what the department is striving to measure is: First, whether advertising shifts the demand or increases the total consumption; secondly, whether it can induce the people to swing from some food that is scarce to one that is plentiful; thirdly, whether advertising can shift consumption from one period to another in a particular year when the crop is most plentiful on the market, and, fourthly, whether advertising can be employed as a means of encouraging consumption of balanced rations, which will mean the maximum amount of all foods available.

LEHRBAS WAS I. N. S. CORRESPONDENT

First detailed descriptions of the capture of Americans in the hold-up and wreck of Pekin express by Chinese bandits were sent to the United States by Lloyd Lehrbas through the International News Service. By a regrettable error, it was stated in EDITOR & PUBLISHER last week that Mr. Lehrbas was a correspondent of the Chicago Tribune, with which he had formerly been associated.

PROHIBITION ADVERTISED

Anti-Saloon League Carries Out Campaign in Iowa

The Anti-Saloon League has carried out an advertising campaign in the four Des Moines papers and in several other leading Iowa dailies, pointing out the advantages of Prohibition. The fact that paid space is being used has attracted favorable attention. It is said by the Anti-Saloon League to be the first time that the organization has used display advertising to tell about the benefits of Prohibition.

Eight advertisements, in two column 19-inch space, were placed at weekly intervals for a two months' period. The campaign is now being taken up in Fort Smith, Ark., and is being consideerd in other States where the Anti-Saloon League feels there is a need for it. One ad portrays Prohibition as the "friend of the working man."

AD CAMPAIGN FOR TANNERS

$1,250,000 to Be Spent in National Publicity Drive

A nation-wide advertising campaign, to cost $1,250,000 in three years, was decided upon May 3 by the Tanners Council of America, meeting in New York. For the purpose of the campaign, the American Sole & Belting Leather Tanners has been formed, with Thomas R. Elcock in charge of offices at 17 Battery Place.

"Nothing takes the place of leather" will be blazoned on billboards from coast to coast, and will appear in display type in newspaper, magazine and theatre program advertisements. The idea is to show that the tanner is not responsible for the high price of shoes.

NEW STYLE IN BOND ADS

It Is Demanded by Changing Market Says Dealer

"A shifting in the market for bonds during the last few years is bringing about the necessity for a change in the methods of advertising such securities," A. E. Bryson of Halsey, Stuart & Co. Chicago security dealers, told the Financial Advertising Club of Cleveland.

"The surtax," he added, "is cutting down our market for bonds, and to create a new market it is necessary to go into the class drawing from $2,000 to $10,000 a year. This will necessitate adoption of a new kind of advertising, for the old style does not appeal to the new market."

Read in five of each six Toronto homes daily —carrying more classified, more local display and more foreign display advertising than any other Toronto paper —such is *The* Evening Telegram

THE EVENING TELEGRAM
TORONTO, CANADA
N. T. BOWMAN, Advertising Mgr.
Montreal—JOHN C. HOGAN

UNITED STATES REPRESENTATIVES:
VERREE & CONKLIN
NEW YORK—300 MADISON AVENUE
CHICAGO—STEGER BUILDING
DETROIT—117 LAFAYETTE BOULEVARD
SAN FRANCISCO—MONADNOCK BUILDING

PRESS CODE PLANNED BY COLLEGE WOMEN

Sophie Kerr Made Honorary Chairman of Committee of Theta Sigma Phi; Ruth Hale Is Elected a Member

A central council consisting of representatives of national organizations of journalists was called for in a resolution passed by Theta Sigma Phi, national honorary and professional fraternity for women in journalism, in convention at Norman, Okla.

A standing committee on professional standards was organized with instructions to initiate the organization of this central council, and to draw up a code of professional ethics, which will take into consideration all the relationships of the newspapers, particularly its relations to its readers, to its news sources, to its competitors, and to its advertisers.

This code is to deal not only with the ethical aspects of news gatherings and writing, but also the intellectual and the esthetic considerations essential to the best reporting and editing.

Sophie Kerr, novelist, former newspaper woman, and magazine editor, who is an honorary member of the fraternity, is honorary chairman of the committee. Ruby A. Black, instructor in journalism in the University of Wisconsin at Madison, is active chairman, and other members are Edith Abbott, Kansas State Agricultural College; Grace E. Ray, University of Oklahoma; and Marjorie Ruff, University of Wisconsin.

The convention provided for an extension of the membership of the fraternity into the women who are leaders in newspaper work in their cities or states.

The expansion of the Woman's National Journalistic Register, Chicago, which the fraternity founded in 1920 to investigate the opportunities for women in journalism, and to secure jobs for women on newspapers and magazines, and in advertising, was provided for by the convention. The fraternity will continue to pay for the surveys made in the investigations as to what women are actually doing in journalism, and the commissions will pay for the placements of women, as the bureau is a non-profit corporation.

The Matrix, a magazine which the fraternity publishes for women in journalism, was broadened into a magazine for all women in the profession, and will hereafter be issued six times a year instead of quarterly. It is hoped to publish it monthly later.

Ruth Hale, New York newspaper woman and president of the Lucy Stone League, was given honorary membership, the only woman ever to be elected by unanimous convention vote. She is sponsored by Syracuse University Chapter.

Sophie Kerr urged that the girls still in college consider the opportunities for women on the small city and town papers.

"Tolerance," she said, "is a much neglected virtue today, and you who will have a part in making the press of today and tomorrow must help eradicate the growing intolerance which mars our newspapers and our public life today."

Ruth Hale urged women to refuse to do the so-called "woman's feature," and to demand that they be considered on their own merits regardless of their sex when they ask for newspaper jobs.

"There is absolutely nothing that has anything to do with putting out a good newspaper which women cannot do, and are not doing, somewhere," she said. "Work is human, not male or female. Newspaper work is not like having a baby. The work does not have to be divided along lines of sex.

"You who are now in college will see the time when women will no longer be strange in newspaper offices, and positions will be given solely on the qualifications of the applicant, regardless of sex."

Officers elected were: Mary M. Kinnavey, Chicago, national president; Harriett E. Daily, Columbus, O., national vice-president; Muriel Fairbanks Steward, Minneapolis Journal, national secretary; Muriel Kelly, Appleton (Wis.) Post-Crescent, national treasurer; Grace Edgington, University of Oregon, national organizer; Ruby A. Black, University of Wisconsin, editor of the Matrix.

The next convention will be held on the Pacific Coast.

Other newspaper women on the program were: Vina Lindsay, Kansas City Journal; Nora Cole Skinner, Dallas News; Mrs. T. B. Ferguson, who owns and edits her own paper; Lena Osborne, Osborne Advertising Agency, Oklahoma City; Edith C. Johnson, Daily Oklahoman.

KANSAS GOLF TOURNEY

Editorial Association to Compete on Topeka Links May 28-29

Plans have been completed for the fifth annual Spring golf tournament of the Kansas Editorial Association at the Topeka Country Club May 28-29. Between 50 and 100 are expected to participate. Twelve silver loving cups are offered as prizes.

Officers of the association are H. L. Harris, Herington, president, and Griffith Bonner, Topeka, secretary-treasurer. Fred B. Cooper, of the Topeka Construction News, is the present champion.

Ad Golf Tournament Dates

The Metropolitan Advertising Golf Association tournament will be held as follows: May 24, Engineers' Club; June 12, Westchester Hills Club; June 17, Englewood Golf Club; September 13, Westchester-Biltmore Golf Club. The officers of the association are: President, Rodney E. Boone; vice-president, Charles G. Wright; secretary, H. B. Fenn; treasurer, R. P. Clayberger.

Curry Triumphs on Links

E. M. Curry was the winner of the first monthly tournament of the New York Newspaper Golf Club, with a net score of 67. Harry Solomons and Chandos Sweet were tied for second.

HARDING TO DRIVE FIRST BALL

Washington Press Tourney on New Rock Creek Links May 22

The Rock Creek Park golf course, latest addition to Washington's string of municipal links, will be formally opened Tuesday, May 22, when Warren G. Harding, editor of the Marion Star, drives the first ball in the annual spring tournament of the Washington Newspaper Golf Club of which the President is a participating member.

The tournament, in which nearly 100 Washington newspaper men will take part, will be more than golf play, for the ceremony of turning over the new links to the Washington playground system will be participated in by public officials representing the federal government and the District of Columbia. Edward T. Sanford, associate justice of the Supreme Court; Speaker Gillett, and Edgar T. Markham, Washington correspondent of the St. Paul Dispatch and president of the Newspaper Golf Club, will make up the President's foursome.

Washington's new golf course, laid out from a virgin section of the famous Rock Creek Park, promises with the improvements which will be added within the next year to be one of the sportiest in the country, particularly in the way of natural hazard of forest, stream and hill. The narrow fairways, cut through woods, place a premium on a straight ball and are expected to cause many a newspaper golfer to falter before the 18-hole medal play contest for the spring tournament cup presented by Edward Beale McLean of the Washington Post, is concluded.

Urges Page Church Ads

Co-operative newspaper advertising by churches, in which full page display advertisements, signed by all churches, shall supplant small ads now used, was advocated May 7 at a meeting of Baptist ministers in Chicago by W. F. McClure, president of the Chicago Advertising Council.

Pawtucket (R. I.) *IS* Prosperous

During the past six months $685,000 has been raised for charitable purposes in Pawtucket and Central Falls. Practically every family in Pawtucket and Central Falls (combined population 92,000) contributed from their prosperity to these funds:

Salvation Army	$13,000
Near East Relief	9,000
Red Cross	23,583
Pawtucket Boys Club	91,254
Notre Dame Hospital	125,000
The Memorial Hospital	422,190
	$684,027

Mills are working overtime in Pawtucket and Central Falls. Wages are back to their highest level in the history of this section.

The Pawtucket Times

Average Net Paid **24,704** April Circulation

goes into every home in these prosperous cities. The trading territory includes the towns of Lincoln and Cumberland in Rhode Island, the city of Attleboro and the towns of No. Attleboro, Plainville and Wrentham in Massachusetts and has a population of 50,000.

Total Population, 145,000—Total Circulation, 24,704

Special Representatives—GILMAN, NICOLL & RUTHMAN

342 Madison Ave. New York, N. Y. | Tribune Bldg. Chicago, Ill. | 1024 Tremont Bldg. Boston, Mass. | Monadnock Bldg. San Francisco, Cal.

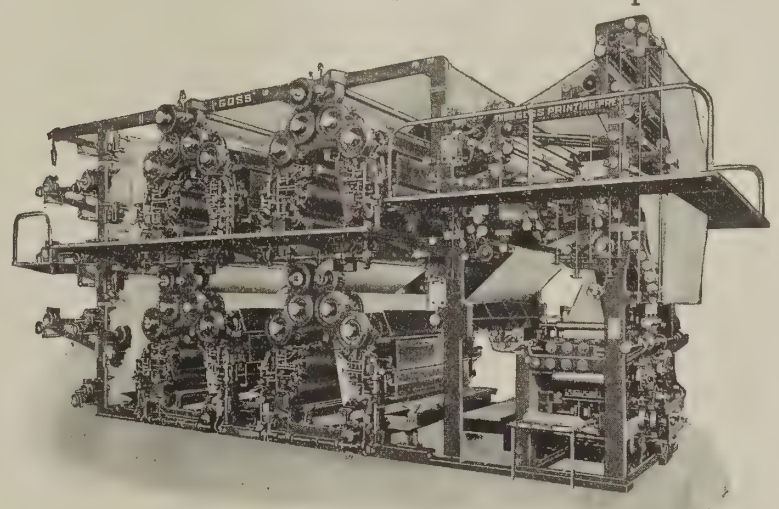
16 LARGE PAGES **Daily Mail** OVER 1,500,000 NET SALE
LONDON MANCHESTER PARIS NO. 8,068. MONDAY, FEBRUARY 13, 1922. ONE PENNY
Daily Mail
AXE STORM BREWING IN PARLIAMENT

The London Daily Mail

So well pleased were they with their Goss Super-Unit Octuples installed last summer that they ordered *three more,* which are now being built.

Fastest Presses in Europe

The crews are so proud of their Goss Super-Unit Octuples they named one the *"Handley-Page,"* after the speediest British aeroplane; and another *"Grenalla"* after the winner of the Derby. No other presses in Great Britain or the continent approach them for per-hour output.



GOSS *in the* British Empire

WHY IS IT that great publishers in London, England, paid a higher price for Goss Presses than it would have cost them to buy London-built machines?

Why is it that the Goss business is growing by leaps and bounds in Great Britain, Australia, New Zealand, Canada—all through the empire?

Fifteen out of the sixteen newspaper presses recently ordered by the great London dailies were GOSS Presses. Goss equipment in London includes:

The Mirror, 13 Presses
The Express, 9 Presses
The Mail, 8 Presses
News of the World, 6 Presses
The Times, 5 Presses
Messrs. Hulton, 4 Presses

Goss High-Speed Sextuple and Octuple Presses win *re-orders* wherever they go. Hence price-inducements had no temptation for the London publishers who gave us fifteen out of sixteen, as above.

Send for list of Goss installations in the United States, Canada, Great Britain, and the rest of the world.

THE GOSS PRINTING PRESS CO.

1535 South Paulina Street, Chicago, Illinois
The Goss Printing Press Co. of England Ltd., London

GEORGIA HAS NEW PEST HUNT

Press Agent Added to Boll Weevil in Extermination Program

The Georgia Press Association has started a campaign to discourage the free space seeker. At the midwinter meeting of the Association in Savannah, the president was authorized by resolution to take such methods as he thought best to combat this situation. He named the following committee to take the problem in hand: Milton Fleetwood, Cartersville Tribune-News, chairman; Louie Morris, Hartwell Sun, and Charlie Brown, Cordele Dispatch. The committee has just made an appeal for co-operation of editors in letting those who "pay the freight" for this free space stuff know where most of it goes, in the following letter:

"CARTERSVILLE, Ga., May 9, 1923.

"This letter pertains to your 'meat and bread' —read it.

"You have heard so much about the boll weevil lately you possible know, by heart, just how to advise folks to get rid of this pest.

"Well, there's another pest we want you to join us in fighting, and that pest is none other than the Space-Grafter, the leech who is literally sucking thousands of dollars' worth of business into his own coffers, that should come through the legitimate channels of your own business office.

"Are you willing to do your part? Yes? Well, here's how you can stamp him out:

"Every time you get a piece of press-agent dope of any kind or description, lay it to one side until you get several pieces, and mail the lot to any one of the undersigned or mail it as it comes in, just as you find most convenient.

"We hope to get a lot of this BUNK, and send it direct to the advertiser, himself, showing him the press agent is not 'putting it over,' as he claims he is doing.

"You can readily see that if you were an advertiser, and were paying some space-grafter to 'get it over' in the news columns of Georgia papers, and had it returned to you in big doses at a time, you would soon wake up, stop the pay of the space-grafter, begin to realize the newspapers meant business, go to them with a business proposition and offer to pay them their rates for your propaganda.

"It's up to Georgia publishers—if you will only co-operate with your committee, we promise you to do our best; if you, and all other publishers do not see fit to co-operate, this effort will end in a fizzle, and bring joy and delight to the hearts of all space-grafters.

"For once, let's show 'em we mean business.

"Yours for business,

"MILTO FLEETWOOD, Cartersville.
"LOUIE MORRIS, Hartwell.
"CHARLIE BROWN, Cordele."

HOME FOR AGED WORKERS

Journalist Club Takes Option on Property in Colorado

To provide a home for men and women who have grown old in journalism and are incapacitated for further work is the chief aim of the American Journalist Club, recently formed in Denver, with an executive committee composed of former Governor Elias M. Ammons, Halsted L. Ritter and John Brisben Walker, formerly publisher of the Cosmopolitan Magazine.

The club has taken an option on property in the foothills near Morrison, and including large stone building with 43 bedrooms, a separate dining room, a kitchen capable of serving 200 guests, and separate servants' quarters of eight rooms. There is also a 100-foot outdoor swimming pool.

Two hundred of America's leading writers and publishers will be brought to inspect this mountain camp next July. The committee is working toward a goal of fifty paid-up memberships at $1,000 each. If these memberships are obtained, the home will be opened to guests this summer.

Each membership entitles the subscriber to send one guest to the home, where he or she will have a room free of charge and will be given meals at cost.

Mexican Newspaper Sanitarium

A sanitarium and hospital has just been inaugurated in Mexico City for the exclusive use of those engaged in any branch of the publishing industry. Subscriptions were received for 2,000 memberships placed through the country, and three of the four units are in operation. Membership extends all privileges of the hospital to members of families of the subscribers.

New Printers' Home Hospital

Plans for the erection of a new hospital building at the Union Printers' Home at Colorado Springs were to be approved at a meeting of the finance committee May 18. The present hospital building is to be moved to a new location adjoining the main building. The new structure will cost approximately $150,000.

MEMORIAL DAY PLEDGE

Campaign for Observance Launched by Boston Traveler

The Boston Traveler started, five weeks in advance, a campaign for the strengthening of Memorial Day observance.

The Traveler has been printing a coupon, to be filled out by readers and mailed to the Allegiance editor. It reads as follows:

"On May 30, Decoration (Memorial) Day, I shall at noon, wherever I may be, or at any time designated in a public gathering, repeat, either by myself or with others, this Oath of Allegiance:

" 'I pledge allegiance to my flag and to the Republic for which it stands; one nation, indivisible, with liberty and justice for all.'

"These 23 words I have already memorized."

Prints Architectural Survey

A great book, containing more than 600 pages, embodying all designs submitted in the Chicago Tribune's architectural competition, is being prepared by the newspaper's business survey department.

RECENT NEWSPAPER SALES

THE Penn Yan (N. Y.) Express, for more than 50 years edited by the late Reuben A. Scofield, has been sold to a stock company headed by O. J. Townsend and Charles W. Reagan, proprietors of the Print Craft Shop, Penn Yan. They will incorporate the company for $25,000, retaining $17,000 of the issue and placing the rest on the market. The Express will be removed to the Masonic building, Penn Yan.

The Kansas Printing Company, through its business manager, J. C. Mack, has bought the job printing plant of Bert Fanchier at Newton. This purchase will give the Newton Evening Republican a large job printing equipment.

J. L. Papes has bought the Caney (Kan.) Daily Chronicle from the Lindsay brothers. Papes formerly published the Wichita Daily Star.

W. L. Chambers, who established the Stockton (Kan.) Record 40 years ago, has sold the paper to Harry L. Covert, publisher of the Stockton Review, and is planning to retire from the newspaper business.

E. P. Barnhill, who recently sold a half interest in the Marshall (Mo.) Democrat-News and the Booneville Advertiser, has purchased the Lathrop (Mo.) Weekly Optimist from Mack Stanton.

The Montezuma (Kan.) Press was sold recently to Jay B. Baugh of Kinsley, Kansas.

The Milan (Kan.) Mirror has been sold to Hammond & Son, owners of the Caldwell (Kas.) Daily Messenger. Hammond & Son also have bought the Hunnewell (Kan.) Herald, and consolidated it with the Caldwell Daily messenger. The name of the Mirror will be changed to the Sumner Country Mirror, and it will be published as a weekly from Caldwell.

One Merchandise Department That Has Made Good

With the **Rochester Times-Union** a

PROMISE IS A PROMISE

Here is one office where things are actually done. The Merchandising Department of this newspaper takes itself seriously. Its object is to build future business for both the advertiser and itself.

We Dig in Here and Know the Facts—Real Business Getting Facts

It frequently happens that we tell an advertiser not to come into Rochester at all—keep out—as it will never pay to enter this field.

The Times-Union can almost invariably tell with remarkable accuracy just how successful an advertised product will be in this city of wealth and continuous prosperity.

THIS SERVICE IS WITHOUT COST

It has taken years and real money to secure this information

BUT when the Times-Union makes a statement its truth cannot be questioned.

Your marketing problem may *not* be solved by this department but we will go a long ways toward finding out what resistance you have and what sales potentiality you have in Rochester.

DROP US A LINE ANYWAY.

F. A. WOOD
Adv. Mgr.

J. P. McKINNEY & SON, Spec. Reps.
New York—Chicago—Los Angeles

THEY ARE ALL IN THE DAY'S NEWS









Bringing in the sheaves. That's what comes of sticking and digging with a definite purpose in view. Pulitzer prizes for the year announced this week by the School of Journalism of Columbia University go to the Memphis Commercial Appeal, of which C. P. J. Mooney (left) is editor, for the most distinguished public service rendered by any American newspaper during the year, for its courageous attitude in handling news of the Ku Klux Klan. William Allen White, second from the left, who signs W. A. in Emporia and is generally called Bill, won the prize for the best editorial with his message "To An Anxious Friend." Not strangely, but good enough, the prize for the novel which best presented the "wholesome atmosphere of American life and the highest standard of American manners and manhood," was won by the author of "One of Ours," Willa Sibert Cather (above), a former newspaper woman. She once reached the important position of telegraph editor of the Pittsburgh Leader. Alva Johnston (right), who is now a reporter on the New York Herald, won the prize for the best piece of reporting as a result of his stories in the New York Times on the convention of the American Association for the Advancement of Science.



Some party. W. W. Davies, New York correspondent of La Nacion of Buenos Aires, and the Santiago El Mercurio, is talking about the Press Congress of the World on his present tour of South America, and newspaper men are listening to him. In the group above, seated in the office of El Mercurio, we have: J. Miller, Detroit Daily News; M. Stiles, Associated Press; Mr. Davies; Dr. A. Bunge, Professor of Economics, Buenos Aires University. Standing: J. Hinman (light suit), Universal Service; and members of El Mercurio Staff.

Oldest of the corps. Mathew Tige, Universal Service (right), holds that honor in Washington. He knows everybody and everybody knows him. Here we have him interviewing Attorney General Daugherty.



Practicing what he preaches. Vivian B. Gray (center), rod and gun editor of the Cleveland Plain Dealer, proves it with the "catch" shown below. However, Mrs. V. B. G. also shines. She is shown at the right and claims the honor of having done the major part of the work in landing the 279 pounds of fish shown here.



報知新聞



The Hochi's Magnificent New Building Just Completed in the Heart of Tokyo

THE HOCHI SHIMBUN

Japan's Oldest Evening Newspaper
With Large Morning Edition

TOTAL PAID CIRCULATION LARGEST IN TOKYO

The Hochi Shimbun was established in 1872 by the late Marquis Okuma, and continuously since that early date has lent all its influence to the support of its great founder's lofty ideals.

In the foreign news field the Hochi has built up a service which is unexcelled, and which has earned for it many readers who are intensely interested in persons and events abroad. This interest has been found to exert considerable influence on their taste in the purchase of imported commodities and undoubtedly has increased their consumption of products from abroad.

Advertising Rates

Per line.....Y	1.25
Per Column...Y	170.00
Per inch.....Y	12.50
Per page.....Y	2,000.00

The Hochi Shimbun

TOKYO, JAPAN

TRIBUNE LOOP OFFICE NOW PERMANENT

Downtown Service Bureau Has a Staff of Seven to Take Care of Chicago Public's Interests

The Chicago Tribune is attracting much attention through the development of its public service department. The bureau at 11 South Dearborn street is a direct outgrowth of the old "Loop editorial office," created as a connecting link between the Tribune readers and editors at the time the editorial rooms proper were taken out of the loop and moved to the plant at 431 North Michigan avenue. That was in November, 1921.

Parke Brown, now political editor of the Tribune, and at that time a recently returned foreign correspondent for the paper, established the first office occupying space in the rear of the business office at Madison and Dearborn streets. From the first crowds streamed into the rooms daily to take advantage of the free service.

Brown, taken over as a special writer on the editorial staff, was followed by John Channing Watts, who acted as "Loop city editor" for a year. Emma Jean Drymiller assisted. Later, Miss Drymiller took charge of the office. The income tax department then began to take care of record crowds. A beauty picture contest and Doris Blake horoscopes brought in large numbers.

Later the establishment of an employment bureau for ex-service men brought another group of thousands into the "Loop editorial" boundaries and finally came the greatest of all—the bonus bureau for ex-soldiers.

Over night the Loop office was practically wiped off the map. Partitions were torn down, counters installed, and a force of thirty persons put to work. "Miss Marriott Smith," the Tribune's "Friend of the Ex-Service Man," took up the bonus work. The first two weeks cared for 35,000 men in this department alone.

Joseph Medill Patterson, co-editor, then conceived the idea of establishing a recognized and organized service bureau.

The bureau was founded in an office where the city editor's representative shares quarters with the automobile editor's "downtown" representative, where the bonus bureau serves ex-service men, where resort, school and travel literature is furnished the public, where auto license blanks are distributed, where tickets are sold for Tribune boxing matches, and where an average of 3,000 persons are accommodated daily.

There is also an efficient information bureau. Baseball scores are posted in season.

James E. Cleary, promotion manager of the Tribune, has charge of the bureau. The personnel includes Emma Jean Drymiller, city editor's representative and bonus service; Nina E. Baker, touring bureau and automobile information; Hugh Donaldson, Charles Cleary, Walter Neilson, and John Boughman, all of the service bureau.

The Tribune recently opened a similar bureau at 1, Rue Scribe, Paris, France.

OKLAHOMA WANTS N. E. A.

Ingram Elected President—1924 Meeting in Sulphur Springs

Sulphur Springs was chosen as the 1924 meeting place of the Oklahoma Editorial Association at the annual meeting last week in Duncan. Ed Ingram, Kingfisher, was elected president and E. S. Bronson, El Reno, vice-president and secretary-treasurer.

Other officials were: E. A. Gaston, Okemah Ledger, second vice-president; Clyde E. Muchmore, Ponca City News, third vice-president; Mrs. Elmer V. Jessee, Mangum Star, fourth vice-president.

Resolutions passed included an appreciation of E. S. Bronson for his offer of $10,000 and an Indian collection to the State provided it would appropriate $75,000 for a journalism building at the University of Oklahoma, Norman. In view of the fact that the Governor vetoed the appropriation, the association pledged itself to work for the journalism building in the next legislature. The editors passed a resolution of appreciation to H. H. Herbert, director of the University of Oklahoma School of Journalism, for his work in training young men and women in newspaper work.

In another resolution, the association endorsed Country Newspapers, Inc., a co-operative association, to represent country newspapers in the national advertising field. Another resolution favored home printing of publications, pointing out that the publication of the Cotton Growers' Association is being printed outside of the state.

Following the business sessions Friday and Saturday the 200 editors and their wives were guests of Congressman-elect Elmer Thomas and Mrs. Thomas, of Medicine Park.

H. C. Hotaling, secretary of the National Editorial Association, urged the Oklahoma association to go in full force to New York this summer to secure the next year's N. E. A. Convention for Oklahoma.

Following this talk, fifty new N. E. A. memberships from Oklahoma editors were added to the list the State already had. If the convention comes to Oklahoma, a trip to Mexico probably would be taken.

E. A. Gaston, Okemah Ledger, challenged any editor in the State to present a better kept print shop in a town of 5,000 people.

The report of the legislative committee showed that no legislation unfavorable to the press was passed during the past session, despite the notorious licensing bill and stringent libel laws introduced.

N. E. A. SCHEDULE REVISED

July 15 at Lake Placid and July 18-19 at Saratoga

President John C. Brimblecom and Vice-president Wallace Odell of the National Editorial Association visited Lake Placid and Saratoga, N. Y., over the last week-end to arrange for the National Editorial Association convention and tour in New York State in July. At Lake Placid they met Dr. Melville Dewey, of the Lake Placid Club, who urged a change in plans so that the N. E. A. party could stay at Lake Placid over Sunday, July 15. This was agreed to. The Lake Placid country is the garden spot of the Adirondacks, and the club is one of its most attractive features.

As the result of the rearrangement, the tour schedule has been revised as follows:

July 8—Leave Chicago on special train.
July 9—Arrive in Buffalo. Visit Roycroft shops at East Aurora.
July 10—Visit Niagara Falls and leave by special steamer from Lewistown for Alexandria Bay.
July 11—First day's convention at Alexandria Bay.
July 12—Leave Alexandria Bay for Watertown.
July 13—Leave Watertown on special train for Malone.
July 14—Leave Malone for Lake Placid.
July 15—Lake Placid.
July 16—Leave Lake Placid for Ausable Chasm and then by special train to Saratoga.
July 17—Trip to Lake George.
July 18-19—Convention at Saratoga.
July 20—Leave Saratoga for Albany. Sail down Hudson to West Point, drive over new Storm King Highway to Newburgh, where late boat will be boarded for New York.
July 21—Guests Jersey City newspaper publishers and of U. S. Shipping board; dinner on the S. S. George Washington.
July 22, 23, 24, 25—Program being arranged by New York Committee, consisting of James Wright Brown, editor of Editor & Publisher, and John Clyde Oswald, editor of the American Printer. Details will be announced in Editor & Publisher as soon as completed.
July 26—Trip to Westchester County, ending with banquet at the Westchester Biltmore.

THE ERICKSON COMPANY

Advertising

381 FOURTH AVENUE, NEW YORK

If you want to know about our work, watch the advertising of the following products:

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CONGOLEUM RUGS
VALSPAR VARNISH
INTERWOVEN SOCKS
GRINNELL SPRINKLERS
WELLSWORTH GLASSES
McCUTCHEON LINENS
PETER SCHUYLER CIGARS
TARVIA
WALLACE SILVER
ENCORE PICTURES
NEW-SKIN
WESTINGHOUSE AIR SPRINGS
"QUEEN-MAKE" WASH DRESSES
BARRETT ROOFINGS

What we've done for others we can do for you.

In Homes Like This



Where Japanese culture is blended with the customs and habits of America.

THE JIJI SHIMPO

時事新報

is the favorite newspaper. The Jiji commands the respect and holds the confidence of the Nation's men of affairs. It fills an important place in their lives which only a great newspaper can take.

The JIJI'S Circulation 248,877 copies: June 1, 1922

is chiefly among the leaders of Japan's social, commercial and political life. They are the men, and their wives are the women, who have learned what the West has to give the East.

That is why the Jiji's readers are the best customers of imported goods in Japan.

For reliable market information address:

FOREIGN SERVICE BUREAU

THE JIJI SHIMPO

Cables:
"Jiji Tokyo," Tokyo, Japan
Bentley Code

Morning and Evening Editions

AMERICAN HEADQUARTERS
Canadian Pacific Building, 342 Madison Ave., New York
Joseph P. Barry, Representative

"In Japan, the Buyers Read THE JIJI"

40 YEARS OF PULITZER OWNERSHIP

New York World Veterans Celebrate Event—One Hundred Eighty Men and Women in Service for More Than Quarter Century

The New York World celebrated forty years of publication under the Pulitzer family, May 10, when the Quarter Century Association, composed of 180 men and women associated with the newspaper twenty-five years or more, held its thirteenth annual dinner. The following officers were re-elected: Isaac D. White, president; Daniel J. Collins, first vice - president; Henry Jenkins, second vice-president; Frank McCabe, secretary, and William J. Shimer, treasurer. Thirty new members qualified for membership. They are:



I. D. White

John L. Heaton, William Mason, Albert E. Wood, William W. Gay and Charles Menzies, of the editorial department.

Edward C. Sanborn, George W. Miller, Timothy Gorman of the advertising department.

Leonce Levy, George R. Wagner, Harry W. Tupper, Isaac Marks, Patrick J. Quigley, John J. Lambert, Charles L. Harrington and John J. Farrell, of the composing room.

James J. Williams, stereotyper.

Samuel E. Speare, Peter Connors, Max Becker and James Cogan, of the press room.

Vincent Morello, William Willis, John Schwerein, George H. Price, Thomas L. Wallace and Barney D. Samuels, of the circulation department.

Miss Jane M. Fleury, of the auditor's staff.

Joseph P. Crynes and Ben Jacobs, of the publication office.

Charles L. Huson, of the Brooklyn office.

Norris A. Clowes, retired.

Ten active members of the association were present when Mr. Pulitzer took over the World forty years ago and thirty-eight served in old Pulitzer Building in 1889, when the new building was begun.

President White recalled the spirit put into the World by Joseph Pulitzer when he purchased it from Jay Gould and converted it "to the cause of the people rather than that of purse potentates," in the following address:

"Forty years ago today Joseph Pulitzer, having purchased the World from Jay Gould, assumed control of its columns. He was then thirty-six years old. The leading editorial on the following morning announced the new ownership, and made it plain that under an entirely new management everything was to be different. Mr. Pulitzer's idea of what the World ought to be was set forth in the editorial as follows:

" 'There is room in this great and growing city for a journal that is not only cheap but bright, not only bright but large, not only large but truly democratic—dedicated to the cause of the people rather than that of purse-potentates—devoted more to the news of the New than the Old World—that will expose all fraud and sham, fight all public evils and abuses—that will serve and battle for the people with earnest sincerity.

" 'In that cause and for that end solely the new World is hereby enlisted and committed to the attention of the intelligent public.'

"By referring to your membership lists you will see that there are ten men still active on the World who have been here during the entire forty year period. There are thirty-eight of us in the association who were in the old World building on Park Row in 1889, when the cornerstone of the new building was laid, and the success of Mr. Pulitzer's newspaper principles had been demonstrated.

"The new structure, as you will doubtless recall, was only half the size of the present building. Mr. Pulitzer was confined to a sick bed in Wiesbaden at the time, but he sent a cable message that was read at the dedication. I will not quote the message in full, but you will get the spirit of it from the following paragraph:

" 'God grant that the world may forever strive toward the highest ideals—be both a daily schoolhouse and a daily forum, both a daily teacher and a daily tribune, an instrument of justice, a terror to crime, an aid to education, an exponent of true Americanism.

" 'Let it ever be remembered that this edifice owes its existence to the public; that its architect is popular favor; that its corner stone is liberty and justice; that its every stone comes from the people and represents public approval for public services rendered.'

"The first time I ever heard Ralph Pulitzer speak publicly was when we dedicated the enlarged World building on May 10, 1908. There were a number of distinguished guests present in the Morning World editorial rooms on this occasion, which I always looked upon as one of the high spots in the World's history. The elder Pulitzer was kept away by illness and Ralph presided and spoke for him. One paragraph only I will quote to recall the spirit of the occasion to those of you who were present:

" 'As to the World's higher achievement, surely there can be no more eloquent tribute to that than the cordial gathering in its honor of such men as are here tonight.

" 'But gentlemen, there is one thing of which I am not too modest to boast—that the World has never achieved one jot of its success under false pretenses, but solely by making its performances square with its pledges. It has served the people always according to its lights, fighting for them when it believed them to be right, fighting against them when it believed them to be wrong. By both kinds of fighting it has earned their confidence and their respect. And it is their confidence alone which has made possible its twenty-five years of success.'

"Mr. Pulitzer died October 29, 1911, in his 65th year, on his yacht Liberty, lying in the harbor of Charleston. It is seldom that a man is accorded the high tribute that was paid him. Men prominent in affairs and the press of the world united in proclaiming him one of the greatest men of his generation; the creator of a new journalism which has made the newspaper a more potent factor than ever before in our civilization. In one of the codicils of his will appears the following:

" 'I particularly enjoin upon my sons and my descendants the duty of preserving, perfecting and perpetuating the World newspaper to the maintenance and publishing of which I have sacrificed my health and strength, in the same spirit in which I have striven to create and conduct it as a public institution, from motives higher than mere gain, it having been my desire that it should be at all times conducted in a spirit of independence and with a view to inculcating high standards and public spirit among the people and their official representatives, and it is my earnest wish that said newspaper shall hereafter be conducted upon the same principles.'

"For more than dozen years now the sons of Joseph Pulitzer have been living up to the wishes expressed so pathetically and so forcefully in his will. In the World of November 6, 1911, they announced editorially that the policy of the World during Joseph Pulitzer's life time would remain the policy of the World. And on this day and every day since then, this policy has been stated at the head of the editorial page in an extract from a cable message sent by Joseph Pulitzer to the editors of the World on his 60th birthday—

" 'An institution that should always fight for progress and reform, never tolerate injustice or corruption, always fight demagogues of all parties, never belong to any party, always oppose privileged classes and public plunderers, never lack sympathy with the poor, always remain devoted to the public welfare, never be satisfied with merely printing news, always be drastically independent, never be afraid to attack wrong, whether by predatory plutocracy or predatory poverty.' "

Howard Connolly, superintendent of second class mail at the City Hall Post Office; John L. Heaton, Frank McCabe and James McKernan were speakers.

Gov. Smith, Ralph Pulitzer, Joseph Pulitzer and F. D. White, general manager of the World, sent messages of congratulation.

Redwood City's New Daily Husky

The first issue of the Redwood City (Cal.) Tribune, which has just been granted the Associated Press service, appeared May 1 with a development number of 16 pages. George F. Morrell is publisher, Sam H. Winklebleck manager, and John G. Robinson editor. Redwood City, observes the Tribune, was one of two county seats in California having a population in excess of 2,300 which had no daily paper.

Baltimore

is eagerly looking forward to the day

when our distinguished friends,—the British delegates to the A. A. C. of W. Convention at Atlantic City—will visit this city.

Justly proud of being the fastest growing seaport in the United States, Baltimore realizes what great advantages her facilities for international commerce offer, and is anxious to have our London friends realize it too.

Fifty-five overseas steamship services reaching one hundred foreign ports make Baltimore a strong commercial influence in the great markets of the world.

Eighteen coastwise steamship lines link Baltimore with Southern and Pacific ports, affording a concentration of rail and water transportation at the most strategic point on the Atlantic coast; in fact, recent census figures show that forty-three per cent of the manufactured products of the United States are located in states connected with Baltimore by rail routes that are shorter than to any other ports—a big item in estimating freight rates.

Closely allied with the mighty forward strides that Baltimore is making, are The News and The American, Baltimore's two pioneer papers in their respective fields. These papers, going into practically every buying home in Baltimore and close vicinity, are strongholds of power and influence in promoting the best interests of city and state.

In welcoming our distinguished London guests to America, The News and The American urge heartily—**visit Baltimore!** Not only will our welcome be cordial and sincere, but the vision which these "Men of Vision" will get of still stronger commercial relationships with America which Baltimore as the logical point of contact can provide, offers prospect of undreamed-of possibilities for the business future both of their country and of ours.

THE BALTIMORE NEWS

Published every afternoon, including Sunday

CHARACTER QUALITY AMERICA FIRST ACCURACY ENTERPRISE

The Baltimore American

AN AMERICAN PAPER FOR THE AMERICAN PEOPLE

Published every morning, including Sunday

EDITORIAL

ON TO LONDON

GREAT BRITAIN compels attention. Never in the history of the Associated Advertising Clubs of the World has such a determined effort been made to secure its meetings as is evidenced in the British, Irish and Ulster messages and advertising in this issue of EDITOR & PUBLISHER. Their invitation to the Associated Advertising Clubs, presented on behalf of London's Thirty Club at Milwaukee last year by Sir Charles Higham and given emphasis by his second visit, is backed by the advertisers of the United Kingdom with a force that should be irresistible.

These people do not merely buy and sell advertising space. They use it when they have something big to be done. So thoroughly do they believe in their cause, and in the efficacy of advertising as its missionary, that their expenditure in this issue of EDITOR & PUBLISHER alone runs well into five figures of American dollars.

It is a magnificent herald's trumpet blast for the delegation from England, the Irish Free State and Ulster that will take the central place in Atlantic City two weeks from now. It is also an unsurpassed display of British advertising technic in an American publication. It is the forerunner of that exchange of views and ideas that will be afforded with untold benefits to all participating both in Atlantic City and in London.

It is unnecessary to state that the visitors from the United Kingdom will be cordially and enthusiastically welcomed wherever they go on North American soil. They can rest assured of attentive and unprejudiced hearers at Atlantic City. Those hearers can also be assured that they will listen only to the soundest of arguments, based on the highest aims of humanity and business. The decision seems foregone, in view of the vote for London at Milwaukee last year and the repeated expressions of the advertising leaders of America since then.

Great Britain wants and needs the shoulder-to-shoulder contact that London and Atlantic City can give, but she doesn't need it one whit more than American advertising and business need contact with the nation whose trade has circled the globe for years, with honest goods, fair prices and consideration for the other fellow as its guiding principles. That creed is also America's. Its world-wide application will be forwarded by the closer understanding and removal of friction that the A. A. C. W. can accomplish by making its 1924 slogan "On to London."

Writing the word "World" into the title of the Associated Advertising Clubs should be made something more than a gesture.

NEBRASKA SHOWS THE WAY

THE State of Nebraska has at last taken a very definite step toward curbing landscape disfigurement along public highways by the erection of unsightly billboards.

Under the bill passed by the legislature, the Department of Public Works is made the guardian of the state's beauty spots. The bill not only provides for a permit fee, but also empowers the department to remove any sign it pleases without giving cause.

Billboards give all American towns a sameness when viewed from a railroad train that does not differ much from coast to coast, but that will no longer apply in Nebraska, for that state's new bill prohibits the painting or attaching of any advertising matter on bridges or within 300 feet of railroad or highway crossings.

Nebraska is setting a fine example for the rest of the country.

THE case of the City of Chicago, or Mayor Thompson, against the Chicago Tribune for libel estimated at $1,000,000 is officially closed by Corporation Counsel Busch who says that he will not seek a rehearing in the interest of a client that has discarded its First-Citizen-of-Yesterday. Even we have a hard time in trying to recall the instigator of the suit but the Tribune is still the Tribune and the only regret of newspaper men will naturally be that such a low value was placed on helpful and constructive criticism.



Day of Pentecost

Compiled by CHARLES W. MILLER,
Vicksburg (Miss.) Herald

AND when the day of Pentecost was fully come, they were all with one accord in one place. And suddenly there came a sound from heaven as of a rushing mighty wind, and it filled all the house where they were sitting. And there appeared unto them cloven tongues like as of fire, and it sat upon each of them. And they were all filled with the Holy Ghost, and began to speak with other tongues, as the Spirit gave them utterance. And there were dwelling at Jerusalem Jews, devout men, out of every nation under Heaven. Now when this was noised abroad, the multitude came together, and were confounded, because that every man heard them speak in his own language. And they were all amazed and marvelled, saying one to another, Behold, are not all these which speak Galileans? And how hear we every man in our own tongue? But this is that which was spoken by the prophet Joel: And it shall come to pass in the last days, saith God, I will pour out of My Spirit upon all flesh: and your sons and your daughters shall prophesy, and your young men shall see visions, and your old men shall dream dreams. Then Peter said unto them, Repent, and be baptized every one of you in the name of Jesus Christ for the remission of sins, and ye shall receive the gift of the Holy Ghost. For the promise is unto you, and to your children, and to all that are afar off, even as many as the Lord our God shall call. And with many other words did he testify and exhort, saying, Save yourselves from this untoward generation. Then they that gladly received His word were baptized: and the same day there were added unto them about three thousand souls. And they continued steadfastly in the apostles' doctrine and fellowship, and in breaking of bread, and in prayers. And fear came upon every soul: and many wonders and signs were done by the apostles. And all that believed were together, and had all things common: And sold their possessions and goods, and parted them to all men as every man had need. And they, continuing daily with one accord in the temple, and breaking bread from house to house, did eat their meat with gladness and singleness of heart. Praising God, and having favour with all the people. And the Lord added to the church daily such as should be saved.—(Acts ii:1-8, 16, 17, 38-47.)

And the multitude of them that believed were of one heart and of one soul: neither said any of them that ought of the things which he possessed his own; but they had all things common. And with great power gave the apostles witness of the resurrection of the Lord Jesus: and great grace was upon them all. Neither was there any among them that lacked: for as many as were possessors of lands or houses sold them, and brought the prices of the things that were sold. And laid them down at the apostles' feet: and distribution was made unto every man according as he had need. And Joses, who by the apostles was surnamed Barnabas, (which is, being interpreted, The son of consolation), a Levite, and of the country of Cyprus, having land, sold it, and brought the money, and laid it at the apostles' feet. —(Acts iv:32-37.)

And be sure your sin will find you out.—(Nu. xxxii:23). What doth it profit, my brethren, though a man say he hath faith, and have not works? Can faith save him? If a brother or sister be naked, and destitute of daily food. And one of you say unto them, Depart in peace, be ye warmed and filled: notwithstanding ye give them not those things which are needful to the body, what doth it profit? Even so faith, if it hath not works, is dead, being alone. —(Jas. ii:14-17). Be not deceived: God is not mocked: for whatsoever a man soweth, that shall he also reap.—(Gal. vi:7.)

THE PULITZER AWARDS

THE most disappointing thing about the annual announcement of the Pulitzer Awards in journalism is the lack of controversy aroused. The newspaper business of this country will be in a much healthier condition professionally when each award becomes the subject of heated debate wherever newspaper men gather.

We do not mean to imply that any one of the awards made this year was not merited. Rather we are amazed that the service rendered should have been so completely in accord with the highest ideals of journalism.

EDITOR & PUBLISHER had already selected William Allen White's editorial as an outstanding expression of the rights of true journalism and reprinted it for the guidance of others. The Memphis Commercial Appeal, edited in the heart of the Klan country, has performed an unusual public service in its fearless campaign against religious partisanship and masked government. Alva Johnson is a reporter who did his work carefully and well.

But there is something missing in the way these awards have been received.

Are not the newspaper men of America proud of the things they are doing today that they do not defend them and acclaim them?

It certainly seems remarkable that a business that boasts of the millions that it pays to its cartoonists annually could not produce a single artist's conception during the year of 1922 that was worthy of the Pulitzer Award. Nevertheless this seems to be the truth, for no prize was announced in that class.

It is to be hoped that the American Society of Newspaper Editors will be able to stimulate wider interest in these annual awards.

What greater honor can any newspaper strive for than a gold medal for the greatest public service within a stated period?

FOOD FOR THOUGHT

NEWSPAPER owners and executives whose daily newspaper is their life-work can find much to think about in the news that the New York World Quarter Century Club last week held its annual dinner with 180 members of the organization at table.

All of them had been in the World's service for twenty-five years before admission to the circle. That is a long association with any organization. It is unusually long in the newspaper business, which often thinks of labor turnover as necessary as print paper. That thought is not found in the World's departments, as the existence of the Quarter Century Club evidences. The paper is known among editorial men as one which affords unusually pleasant, unhampered, and well rewarded employment. It has the reputation of treating its men in all departments honestly and with consideration for their needs and frailties. Its staff is carefully selected, not primarily to fill a desk that the day finds vacant but to make and keep strong the organization that knows what it stands for and believes in it. There is no magic in the formula.

The World and the hundreds of other newspapers who consider their staffs as families have found it in demanding and justly rewarding honest, honorable and competent workers, and keeping above reproach the standards of individual and organization conduct.

THE most important message contained in the address of B. G. Koether, director of sales service and advertising of the General Motors Corporation, before the Association of National Advertisers is that Capital with a capital "C" is sold on advertising. His paper as a whole was interesting and raises many questions of conduct on the part of advertising men that demand attention and solution but after all are they not the fundamental rules that it is necessary to follow in every calling that is dependent upon public response for success. Understanding is a natural necessity that can only come from contact but the big thing is honesty and applies as well between employe and employer as between employer and his public. Mr. Koether drove home facts in convincing manner and is certain to be listened to.

PERSONALS

GILBERT M. HITCHCOCK, publisher of the Omaha World-Herald, and former United States Senator, was tendered a luncheon at the Omaha Chamber of Commerce May 12 on the occasion of his home-coming.

C. S. Jackson, publisher of the Oregon Journal, has returned to Portland, after spending nearly a year in Virginia.

Louis Wiley, business manager of the New York Times, will sail for Europe on the maiden trip of the 'Leviathan," July 4, returning on the same ship August 28. He will visit England, France and Italy.

Thomas J. Blain, publisher of the Port Chester (N. Y.) Daily Item, is ill with pneumonia.

Charles B. Driscoll, editor of the Wichita (Kan.) Eagle, has been made first vice-president of the Community Theatre of Wichita.

John M. Imrie, managing director of the Edmonton (Alta.) Journal and vice-president of the Canadian Daily Newspaper Association, headed a delegation representing the City Council and the Board of Trade of Edmonton which on May 8 waited on Premier King and the Dominion Government to ask for development of grain routes from the prairie provinces to the Pacific Coast.

Henry D. Bradley, for 16 years an employee of the Toledo Blade, has accepted an offer to join the executive staff of the London Daily Express, and sailed from New York May 13.

Fremont W. Spicer, until recently vice-president of the Fourth Estate, is now associated with the Blue Book of the New York Commercial.

John Argens, staff artist of the Oakland (Cal.) Post-Enquirer, was notified by Guy Richardson, editor of Our Dumb Animals, published in Boston, that his cartoon had been awarded the prize in a national contest of newspaper cartoonists during the special week of the American Humane Educational Society.

W. J. Parrott, business manager of the Danville (Ill.) Commercial-News, has just completed 25 years' service there. Two other men, John H. Harrison, editor, and Fred Krueger, linotype operator, are older in service than Mr. Parrott.

Ralph Beaver Strassburger, owner of the Norristown (Pa.) Times-Herald, David Princus and Harold I. Smith of the New York City News Association, with Mrs. Smith were passengers on the "Berengaria," which sailed from New York May 15.

Victor F. Ridder, publisher of the New York Staats Zeitung-Herold, has been elected vice-president of the New York State Board of Charities, on which he has served several years as a commissioner.

Dr. John H. Finley, associate editor of the New York Times, sailed on the "Stavangerford" May 16 for Scandinavian countries, where he will deliver several lectures under the auspices of the Scandinavian-American Foundation.

Glen Griswold, editor, and K. L. Ames, publisher, of the Chicago Journal of Commerce, who have been on a fishing trip in Florida, were visiting in New York this week on their way home.

George D. Lindsay, editor and publisher of the Marion (Ind.) Chronicle, has returned from three months vacation in the south.

W. G. Johnson, manager and treasurer of the Chattanooga News and secretary-treasurer of the Southern Publishers' Association for the last seven years, was a recent guest of the Miami (Fla.) Rotary Club at a luncheon.

W. A. Grozier, business manager of the Boston Post, sailed May 11 on the "President Wilson" for Naples. He will tour the Continent and England, returning in the early fall accompanied by Mrs. Grozier, who is convalescing from a severe illness.

Lafayette Young, Sr., publisher of the Des Moines (Iowa) Capital, has been elected a member of the board of directors of the Iowa Press and Authers' Club. Fifty old friends of Senator Young attended a dinner at the Des Moines Club last Thursday in honor of his seventy-fifth birthday on May 11.

Merton E. Burke, formerly managing editor of the New York Daily News, who has been associated with the Baltimore Sunpapers for several months, has been placed in charge of all features and syndicate matter and also of all promotion work. He will have charge of advertisements, wagon and window posters and all promotion plans. He has been serving in an advisory capacity in connection with editorial department features.

Edward J. Stackpole entertained the members of the Harrisburg (Pa.) Telegraph editorial staff at a chicken and waffle dinner May 11. The party was one of a number of departmental social gatherings of the Telegraph "family."

P. Y. Chien, who graduated from the School of Journalism at Columbia, Mo., the latter part of April, sailed on the "Empress of Russia," from Vancouver, May 17, returning to China, after 18 months in this country. Mr. Chien attended the World Press Congress held in Honolulu in October, 1921, later going to the world conference at Washington, D. C. Mr. Chien will resume newspaper work in China and expects to attend the next World Press Congress in Europe.

Louis Wiley, business manager of the New York Times, will address the Advertising Club of St. Louis on the night of May 22 on his way to address the Missouri School of Journalism at Columbia May 24.

IN THE EDITORIAL ROOMS

C. H. J. SNIDER, one of the editors of the Toronto Telegram, who has made a specialty of writing sailing articles and stories, is accompanying the yacht Haswell, recently sold by Aemilius Jarvis, well-known Toronto yachtsman, to parties in Honolulu, from Toronto to New York, via the Erie Canal, and thence by the Panama Canal across the Pacific. He will write his experiences for the Telegram.

Donald E. Carr has resigned from the staff of the Portland Oregonian and returned to Los Angeles. He is the son of Harry Carr of the Los Angeles Times.

H. Campbell-Duncan, recently of the Toronto Globe editorial staff, has plans for founding a Canadian national theatre for production of work of Canadian playwrights.

John J. Weisberger, New York newspaper man, has joined the reportorial staff of the Baltimore American.

A. L. Bostwick, formerly on the staff of the Albany (Ore.) Herald, has purchased a half-interest in the Lebanon (Ore.) Criterion from Glenn W. Loomis.

A. Kandel, New York short story writer, is with the Baltimore American writing special features.

Clinton L. Chalfant, of Springfield, Mo., has joined the staff of the Sioux Falls (S. D.) Argus-Leader.

J. A. Morrow, executive city editor of the Baltimore American, has been appointed advertising manager. He is succeeded by Charles Williams.

E. H. Kemmel, formerly owner of a chain of newspapers in Kansas, has sold out his interest and now lives in Wichita. Until recently he was city editor of the Wichita Eagle.

Innis P. Lyon of the Syracuse Telegram has been transferred by the Hearst organization to the Baltimore American.

Jesse Linthicum, formerly night news editor of the Baltimore Sun, has been made night city editor. David Gibson is the day city editor.

Herbert Dugan, staff cartoonist of the Boston Globe, has sailed for Ireland.

Joe Toye, feature writer of the Boston Traveler, sailed on the Laconia for Ireland to get first-hand information for the Traveler.

FOLKS WORTH KNOWING

TOM WALLACE, newly appointed chief of the Louisville Times' editorial staff, is a native Kentuckian. He began newspaper work on the Louisville Times, writing as a cub reporter, a feature headed "Little Dramas of the Police Court," which resulted, after six weeks, in his being called to a better position on the Louisville Dispatch, with which he remained until it suspended publication. He succeed Irvin S. Cobb as staff correspondent of the Louisville Post at the trials of the Goebel murder conspiracy cases at Frankfort and Georgetown, and as legislative correspondent. Later he was with the Post as financial editor, a member of the St. Louis Republic reportorial staff during the Louisiana Purchase Exposition, served as staff correspondent for the Louisville Herald during the Hargis-Cockerell feud in Breathitt County and murder trials growing out of the feud, before going to St. Louis, and was assistant city editor of the Louisville Herald after the feud trials.



TOM WALLACE

Returning from St. Louis to write editorials for the Times, Mr. Wallace went to Washington to serve the Times in the Press Gallery. Then he returned to the Courier-Journal to write editorials, remaining steadily at that job, and serving also as dramatic critic for about twelve years, along with editorial writing. He received one indefinite forlough to make a trip around the world writing on political and social conditions in the Oriental countries for an American syndicate and another when the Portuguese ousted King Manuel and overthrew the Braganza dynasty. On that trip he wrote articles from Spain and Portugal for a syndicate, and then visited France and England doing some work for the Courier-Journal.

Since that time Mr. Wallace has been engaged in editorial writing, making an occasional trip to Washington, or roving about Kentucky as a staff correspondent, to freshen up upon Kentucky problems.

J. C. Kerrison, of the Boston Post auto department, has gone on a six weeks' trip through the automobile and tire factories. He will cover for the Post the races at the Indianapolis speedway on May 30.

Alfred J. L. Ford, attached to the Boston Traveler staff, has been promoted to lieutenant-colonel of the reserve corps, and assistant chief of staff on the 94th division.

Ivan Beede, of the Boston Post staff, is taking his second trip since the armistice through England, France and Germany.

Harold E. Van Deventer, of the Boston Post, is taking a trip through the Middle West with his wife.

Bruce L. Graham, a reporter for the Des Moines (Iowa) Register, has been appointed to enter the United States Military Academy.

Ivan L. ReVeal is the new sporting editor of the Danville(Ill.) Commercial-News. He succeeds Gene Kessler, who has gone to the Washington (D. C.) News.

David T. Jones, formerly assistant managing editor of the Pittsburgh Leader, is now publisher of the Chartiers Valley Life, a weekly at Crafton, near Pittsburgh.

A. Vaughn Weidel, night commercial reporter of the Sioux City (Iowa) Tribune, has fully recovered from a recent illness.

Merle M. Moone, of the Sioux City (Iowa) Tribune new staff, has been made assistant day city editor.

Dennis O'Leary, editor of the Sioux Falls (S. D.) Press, has resigned and is now doing special editorial work for the Sioux City (Iowa) Tribune, covering Iowa, Nebraska and South Dakota politics.

Walter W. White, formerly of the Topeka Capital, has been appointed to a court reporter's position in Minnesota by Gov. J. A. O. Preus.

O. L. Brownlee, formerly day telegraph editor of the Sioux City (Iowa) Tribune, has purchased the Diamond Chemical company at Springfield, Mo.

John Casey of Knoxville, Iowa, has just returned to this country after a two-year-trip about the world reporting for various American newspapers. A part of this time Casey spent as a reporter of the Japan Advertiser. He is a son of W. J. Casey, publisher of the Knoxville Express.

Major Robert A. Allen, who with his wife and young son were held captive several days by Chinese bandits, was formerly city editor of the Sioux City Journal.

Anthony H. Hankey, scribe of the "Day by Day" column of the Hagerstown (Md.) Daily Mail, has resigned to become a member of the staff of the maga-

HASKIN

zine published in Baltimore for the Third Army Corps.

Leon F. Roberts, telegraph editor of the Jamestown (N. Y.) Morning Post, was given a farewell dinner by his associates prior to leaving on a trip which he hopes will restore his health.

Guilbert W. Jarvis has resigned as a reporter on the St. Cloud (Minn.) Daily Times, and will spend the Summer on the Kanabec County Forum, published at Mora, Minn., his home town. He has been in failing health.

Max Hahn, managing editor of the Canandaigua (N. Y.) Daily Messenger, has resigned to join the staff of the Toledo Blade. H. R. Easton, vice-president of the Ontario Press, Inc., which publishes the Messenger, will succeed Hahn.

Orlin Folwick, on the State House run for the Minneapolis Daily Star, was a recent bridegroom.

Miss Dorothy Cleveland, New York newspaper woman, has resigned as assistant to Miss Ruth Osborne Ewan, editor of the Atlantic City Illustrated Boardwalk News.

Miles E. Canady, for nearly a year on the reportorial staff of the Toledo Blade, has resigned and returned to his home in Chicago.

Miss Edna Bisalski, society editor of the Lancaster (Pa.) News Journal, has announced her engagement to Lowell F. Halligan, editor of the Garden Spot News, official organ of the Lancaster County Farm Bureau.

Lin Bonner is back on the job as head of the New York American copy desk after a serious illness.

Miss Catherine Moore, a recent graduate of Missouri State University School of Journalism at Columbia, has joined the staff of the Wichita (Kan.) Eagle.

Miss Maud O. Thomas, editor of the Herald (Okla.) Beaver, was made an honorary member of Zeta Chapter Theta Sigma Phi of the University of Oklahoma at Guthrie. She has been in newspaper work 21 years.

Claire Hare, connected with the sports department of the Philadelphia Inquirer, has resigned to join the sports staff of the Evening Public Ledger.

Charles Cantwell has succeeded Joseph Fountain as telegraph editor of the Ogdensburg (N. Y.) Republican-Journal. Fountain left Sunday for Boston en route to Norfolk, Va., where he will be associate editor of the Virginian Pilot.

Mrs. Louise Pfouts Seaman, of Atlantic City, has been named club editor of the Atlantic City Daily Press.

Bernard K. Sandwell, at various times on the staff of the Toronto News, Montreal Herald, Montreal Financial Times and other Canadian publications and recently an associate of Prof. Stephen Leacock at McGill University, Montreal, has been appointed professor of English literature at Queen's University, Kingston, Ont.

Roger Orr has returned to Ogdensburg, N. Y., from Syracuse to resume his former job as telegraph editor of the Ogdensburg News. He had been in a similar position on the Syracuse Post-Standard.

Miss Helen Y. Smyth, formerly society editor of the Atlantic City Gazette Review and the Sunday Gazette, has returned to the advertising game, opening up her own offices at Atlantic City.

Herbert R. Mengert, for ten years assistant Columbus correspondent of the Cincinnati Enquirer, has been appointed correspondent for that paper. He succeeds James W. Faulkner, whose death occurred recently. Mengert was formerly on the Ohio State Journal.

Floyd Casebolt, city editor of the Daily Light and the Weekly Enterprise at Waxahachie, Tex., and a graduate of the school of journalism of the University of Missouri, has been named head of a department of journalism to be started in Trinity University, Waxahachie, in the Fall.

Miss Ruth Cartzdafner, graduate of the journalism school at Ohio State University, is now on the staff of the Sandusky (O.) Register.

Eugene F. Livermore, dean of Watertown, N. Y., newspaper men, and for the past 27 years a reporter on the Standard, who has resigned his position to become associated with the Chick Insurance Agency, was tendered a banquet May 15 by the editorial staff of the Standard Publishing Company. L. B. Stevenson, of the reportorial staff, presented Mr. Livermore with a leather brief case.

H. B. Crozier, who recently resigned as assistant managing editor of the St. Paul Pioneer Press and Dispatch, probably will become associated with a Minneapolis newspaper.

Edgar L. Morris, managing editor of the Springfield (O.) Daily News, spent a couple of days last week in St. Marys, O.

Gordon Erskine, copyreader on the St. Paul Daily News, has gone over to the copy desk of the Dispatch. He succeeds John Ferguson, who resigned to go to the Chicago Herald-Examiner.

Frank J. Hagen, formerly with the Chicago Herald-Examiner, left Chicago last week to become a staff writer on the Salt Lake City Tribune.

Frank D. Holmes has returned to the staff of the Chicago Herald-Examiner and is doing night police at the South Clark street station.

Miss Dorothy Fay is a new reporter on the Chicago Evening Post.

Sam Putnam of the Chicago Evening Post and Mark Turvyville have collaborated on a book which they call "Evaporation." It is made up of poems and prose.

J. T. Egon, formerly with the Associated Press, is now editor of the oil market for the Chicago Journal of Commerce. George J. Langsdale, formerly night editor of the Bartlesville (Okla.) Examiner, is on the financial staff.

Francis Miller, formerly a special writer on the Marion (Ind.) Leader-Tribune, is now with the Marion Chronicle.

Mae Tinee, motion picture editor of the Chicago Tribune, left during the week for a vacation in California.

Miss Mary King, formerly Sunday editor of the Chicago Tribune, is back from an extended trip in Europe. Henry Morehouse, who was Sunday editor, has succeeded William Foley as editor of the market page.

Henry Paynter, reporter for the Chicago Daily News, has resigned to join the staff of the Herald and Examiner.

IN THE BUSINESS OFFICE

MISS ANNABEL POWELL has joined the Marion (Ind.) Chronicle advertising staff.

Alston Bennett of the Chicago Tribune local advertising department has gone to California to wed Miss Martha McCoid of Los Angeles.

H. L. Jackson, formerly of the New York office, has joined the national advertising staff of the Chicago Tribune.

Eugene C. Batten, for the past year manager of the Cleveland office of the Christian Science Monitor, has been appointed manager of the New York office, succeeding Stephen H. Barrett, resigned. William E. Brewster succeeds to the management of the Cleveland office.

Robert E. Murphy, for the last five years with the advertising department of the Birmingham News, is now head of the copy and promotion department of the New Orleans Item.

F. S. Buggie has been appointed business manager of the Toledo Blade. Sylvan Snyder has been made assistant business manager.

MARRIED

W. BRUCE MACNAMEE, formerly of the Washington staff of Universal Service, but more recently attached to the publicity department of the American Red Cross, at the City Hall in New York, recently married Mrs. Hazel Habermann of Marion, O. This is the outcome of a romance begun during the "Front Porch" days in Marion in 1920. The MacNamees will live in Washington.

Paul F. Swank, connected with the Associated Press office in Columbus, and Miss Lulu Kent, both of Marion, O., were married May 10 in Marion.

Leon W. Friedman, for many years industrial reporter on the Birmingham News, was married on Saturday, May 12, to Mrs. Margaret Todd, of Birmingham.

Miss Arlene Rumsfield, sports writer on the Chicago Daily News, was married last week to E. C. Dellaporte, director of physical education in the Chicago public schools.

B. T. McCanna, of the business survey department of the Chicago Tribune, will be married to Miss Clare Foy, May 30.

THE MECHANICAL SIDE

THOMAS KNAPP was elected president of the Old Time Printers Association thirty-eighth annual meeting last week at the Hotel LaSalle, Chicago. William Sleepeck was chosen chairman of the board of directors. Mr. Knapp is head of the exhibition department of the Mergenthaler Linotype Company.

The staff of the Montreal Gazette has presented a purse to Michael McCormick, veteran of the composing room who retired on a pension after 49 years' service. He had hoped to complete fifty years, but illness prevented.

F. C. Wesley of St. John, N. B., has taken a position as manager of the Montreal Herald engraving department. He will continue the F. C. Wesley Company, engravers and designers of St. John.

Volney Colvig, who worked on the Portland Oregonian in the old hand press days, recently celebrated his 92d birthday at his home in Ashland.

Adolph J. Schmid of Saginaw, Mich., has just started his 53rd year as a printer and linotype operator.

Jim Spiers of the New York Daily News composing room is recovering from an appendicitis operation.

Chicago Printing Pressmen's Union No. 3 has voted to rejoin the international organization, from which it had been separated four years

Everett Bess, foreman of the Gregory (S. D.) Times-Advocate, has purchased the Burke (S. D.) Gazette of A. M. Church.

Señor Javan Lopes, for five years a member of the foreign department of the Mergenthaler Linotype Company, sailed recently for his home in the city of Fortaleza, State of Ceará, Brazil, where he will make his new headquarters.

Vincent Fusk, for ten years president of Quebec Local, No. 302, International Typographical Union, on May 5 was tendered a banquet by his fellow members. The Quebec local is composed of both French and English-speaking members and the addresses of the evening were in both languages.

William Koch, an old-time printer and newsroom foreman, has resigned as secretary-treasurer of St. Paul Typographical Union No. 30, and Frank Johnston takes his place until the annual election in June.

Arthur Henderson, foreman of the stereotype department of the Springfield (O.) Daily News, who has been ill for some months, has become worse, and little hope for his recovery is now held.

W. C. Boyer, for many years City Councilman in Council Bluffs, has established headquarters in Omaha as organizer for the International Typographical Union in the Missouri Valley.

Ralph C. Raymond has been made mechanical foreman of the Pawnee (Neb.) Republican.

J. M. Hiltner, foreman of the composing room of the Philadelphia Record, who recently suffered a nervous breakdown, has returned from a sojourn of several weeks in Savannah, Ga., much improved in health.

WITH THE "SPECIALS"

PRUDDEN, KING & PRUDDEN, INC., have been appointed national representatives of the Miles City (Mont.) Daily, Sunday and Weekly Star.

Lewis V. Hohl, Chicago, has been appointed to represent the Walla Walla (Wash.) Times, the Chippewa Falls (Wis.) Chippewa Herald and the Manitowoc (Wis.) Times.

The E. Katz Special Agency has been appointed national advertising representative of the Portland (Ore.) Telegram, in the territory west of Denver.

Howland & Howland have moved their Chicago office to 360 North Michigan avenue.

Stevens & Baumann, Inc., New York and Chicago, have been appointed representatives in the United States for the Stratford (Ont.) Beacon-Herald.

Howard I. Shaw has joined the Chicago office of Lorenzen & Thompson. He was recently Western manager of I. A. Klein, New York.

THE AD FOLKS

E. D. Giaque, assistant advertising manager of the U. S. Light & Heat Corporation, Niagara Falls, N. Y., has been promoted to advertising manager.

Jabin Caldwell has become associated with the Charles A. Hall Company, of Omaha, as secretary and treasurer. For the last two years he has been with the Northwestern Bell Telephone Company.

Churches Lead the Way

Religious organizations of various sorts with predominant American membership, have for a generation held occasional conventions in England. There probably is a larger spirit of unity between the churches of England and those of America than there is between any other organizations in the two countries.

Several English papers are now using church advertising copy prepared by the Church Advertising Department of the A. A. C. of W. This Department will be represented at the London convention.

English papers which have not seen the proofs of 52 weekly ads to stimulate church advertising may obtain proofs on application to Herbert H. Smith, 518 Witherspoon Bldg., Philadelphia, Pa.

CHURCH ADVERTISING DEPARTMENT
A. A. C. W.

Editor and Publisher has been foremost among American trade papers in stimulating the use of church promotional copy.

It Is, Indeed, A Pleasure—



JAY H. NEFF HALL

Home of the School of Journalism—a gift of one of its graduates, Ward A. Neff of Chicago

TO join in welcoming to the United States a delegation representing the advertising interests of Great Britain and to express appreciation of the desire for more intimate relationships as voiced in the invitation to be extended to the Associated Advertising Clubs of the World. Since its establishment in 1908 as the first school of its kind in the world, the School of Journalism of the University of Missouri has unceasingly sought to aid in furthering more accurate information, better understanding and friendlier intercourse among the nations—holding this to be one of the ideals of journalism. Its graduates are to be found in the practice of journalism throughout the United States and also in London, Berlin, Paris, Tokyo, Shanghai, Peking, Canton, Manila, and other centers in other lands.

Advertising is recognized at Missouri as a journalistic pursuit. In the department of advertising of the school attempt is made to offer a breadth of preparation that will assist in the advancement of students in the technical phases of advertising and also in its ethical expressions.

In "The Journalist's Creed" at Missouri it is written—and taught—"that no one should write as a journalist what he would not say as a gentleman; that advertising, news, and editorial columns should alike serve the best interests of readers; that a single standard of helpful truth and cleanness should prevail for all; that the supreme test of good journalism is the measure of its public service."

It would be a privilege to welcome personally at Missouri the members of the British delegation who may at any time visit this institution. Should that be impossible, there will be sent to any who request the School's printed announcements, including its special curriculum in advertising.

Walter Williams

DEAN

SCHOOL OF JOURNALISM
UNIVERSITY OF MISSOURI

COLUMBIA MISSOURI, U. S. A.

The Pittsburgh Post

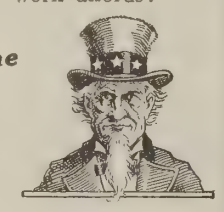
A newspaper of character, integrity and enterprise which has earned the confidence of the people of the world's greatest industrial district.

DAILY and SUNDAY

Organ zers Wanted *for*
"UNCLE SAM'S VOTERS"

MEN and women of character—young or old—can add materially to their incomes by devoting part or all of their time toward assisting in the organization of UNCLE SAM'S VOTERS.
The work is dignified, interesting, profitable. Business and professional men—college students—ministers—salesmen and school teachers will delight in the opportunities and the profits this new work affords!

What Is The National Federation of



Uncle Sam's Voters

It is a national, non-profit federation with local assemblies—organized regardless of political affiliations—to awaken and sustain a lively and an intelligent interest in American government through group meetings and the official magazine, PUBLIC AFFAIRS.
UNCLE SAM'S VOTERS are to be organized in every city and community on the basis of the inspired words of Samuel Adams in 1772:
"Let us Converse together, and open our minds freely to each other. Let every Town Assemble. Let Associations and Combinations be everywhere set up to Consult and Recover our just Rights."
Ira Nelson Morris has resigned as Minister to Sweden to be president of UNCLE SAM'S VOTERS. Ex-Congressman James W. Good and Mary Lee Adams are vice-presidents; G. B. Wayland is secretary.
Samuel Adams, of Chicago, farm paper editor and president of the American Agricultural Editors Association is Director General. An advisory board of 100 citizens is being selected. Explanatory booklet on request.

$200 for an Opinion

UNCLE SAM'S VOTERS will award five prizes ranging from $100 to $10 for the five best letters on the following subject: ***"Why I am joining UNCLE SAM'S VOTERS."***
Send us the reasons that appeal most strongly to you for joining UNCLE SAM'S VOTERS. Anyone is eligible to compete. Contest ends June 30, 1923.

GET IN AT THE START:
The first applicants can choose their own territory. Sign your name and—

MAIL THIS COUPON NOW

Samuel Adams, Director General
UNCLE SAM'S VOTERS,
Citizens Bank Bldg., Washington, D. C.
Kindly send me full information concerning the opportunities for making money by assisting in the organization of UNCLE SAM'S VOTERS:
Name.....
Address.....
Reference: .....
(412)



THEY do—or don't do—some things differently in Fleet Street. One of the things they don't do is extend the hand of greeting and tender the keys of the establishment to a visiting newspaper man from another land, as C. L. Sherman, editor of the Hartford (Conn.) Times, found out recently when he decided to watch the London Times flashing down the stretch for the first edition.

He also had experiences strange to an American newspaper man when he attempted to give the Daily Mail an exclusive piece of news—but he tells the story better himself. Here are the facts as he related them last Saturday in his own newspaper:

"I had done the usual rube stunts in London—been to the houses of Parliament, Westminster Abbey, the Tower, London Bridge, the Wallace Collection, Hampton Court, Windsor and had lunched at the Cheshire Cheese, and The Cock and Bottle, haunts not unknown to Dr. Johnson, Oliver Goldsmith, Thackeray and Dickens. It would be a pity, I thought, if I left London without seeing the London Times.

"In evening dress, as I had dined at the Cecil, therefore, about 9 o'clock in the evening I hailed a cabby and directed him to the Times. A veteran employee, evidently of the paper, directed me to a side room and I was provided with a sheet of paper containing a questionnaire which I was directed to fill out. The important questions to be answered were the following:

"Person to be seen—
"Name—
"Occupation—
"Residence—
"Purpose of Visit—
"Remarks—

"The only comment needed in regard to the answers I made to the questions is that I wished to see the editor in charge and stated the purpose of my visit as 'Personal.' The venerable employee disappeared with the paper and within a few minutes a young man returned bearing the paper in his hand and a blank expression on his face. The following conversation ensued:

"'Whom do you wish to see?'

"'Why, as I said, the editor in charge.'

"'But I am afraid, sir, that the editors are either at dinner or at the theater.'

"'Surely there must be some editor in charge at this time of night.'

"'Really, I can't say, sir. You see, this paper has your address as the United States of America and therefore, it was handed to me, as I am in the foreign department.'

"'That's very interesting. I am glad to learn that, but, as you will see, I am an editor of a paper in the United States. I am in London for a few days only and I wish to pay my respects to whomever is in charge.'

"'Well, what do you want?'

"'Why, I should be glad to greet some one here and if possible glance through the editorial department and the composing room.'

"'I fear that is impossible, sir, as it is getting late and everyone is busy. It would interfere with their work.'

"'It does not seem as though that would be necessary.'

"'Besides that, it is getting late and it is nearly press time.'

"'Near press time? Why it is only 9 o'clock.'

"'I know, sir, but we go to press on our first edition at 11 o'clock.'

"'Look here, young man (slightly exasperated), don't think for a moment that I am unduly impressed with the importance of the London Times. I have seen other newspapers and I have never been received anywhere except with [illegible]. I want you now to show my card to whoever is in charge.'

"The young man disappeared and in the course of five minutes returned with the announcement that Mr. ——— would see me. The awe and impressiveness with which the young man pronounced his superior's name convinced me that Mr. ——— was an important personage indeed and I followed him somewhat humbly. As I entered the fair-sized room I noticed a fireplace nearby the door and at the opposite end of the room a desk with a tall spare man standing beside it. He held my completed questionnaire in his hand.

"'Mr. Sherman?' he said, and as the young man withdrew, closing the door, I strode across the room and replied, 'Yes, sir.'

"And here follows as close a transcript of the dialogue that followed as is possible to reproduce:

"'What do you want, Mr. Sherman?'

"'As you will see from looking at the paper in your hands, sir, I am an editor of a newspaper in the United States. I am in London for a few days only, and did not wish to leave without seeing the London Times.'

"'Well, er, what can I do for you?' (This is such a mollified tone that I was misled as to the reception in store for me and committed the indiscretion, I regret to say, of removing my overcoat to my arm without invitation to do so, before replying.) To resume:

"'I should be glad to look through your editorial rooms and composing room if you don't object.'

"'H—mm. Why, I don't know about that. Possibly it might be arranged.'

"'I should be glad also, sir, of a few minutes' chat with you.'

"'I am so sorry. Really it is embarrassing. I am so extremely busy. It is so unfortunate that you came at this time.'

"The man really seemed to be in distress, and as he fingered the bunch of proofs in his hands I fancied I saw beads of perspiration start out on his forehead.

"'Really,' said he, 'I fear it is quite impossible. It is so late—and I have so much to do.'

"Disappointment, not unmingled with chagrin, filled me and dried up whatever sympathy the man's apparent agony and perspiration had engendered.

"'I can understand it fully,' said I. 'You have no more time than there is, have you?'

"'Really, you see, I haven't,' he replied.

"'And it is getting near press time, too, isn't it?' said I.

"'Yes, you see it is,' he answered.

"With that I put on my overcoat (I shall never forgive myself for removing it) and turned towards the door.

"'Really,' I said, 'I won't give you the trouble that my looking through the editorial departments and composing room would entail, and I will wish you a very good evening. I have only this to add—that if you come to the United States, I shall be very glad to show you the courtesy which one editor never should fail to extend to another.'

* * *

"There is some pertinacity in my make-up, however, and I determined on a visit to the Daily Mail, only a few blocks away.

"The same questionnaire having been disposed of I was conducted to a room up three or four flights and a young man entered, who greeted me pleasantly.

"'Ah! This will be different,' said I to myself. I had directed the questionnaire at the Daily Mail office to the 'night city editor' and staged the object of my visit as 'news.' This must be the night city editor and he has fallen for the bait that here may be a piece of news, I thought.

"Addressing the young man, I said, 'The night city editor?'

"'Oh, no,' he replied, 'there is no night city editor.'

"'But you have a city editor, I suppose.'

"'Yes, but he never comes to the office.'

"'What?'

"'Yes. You see, sir, he handles the news of the city, turns in his financial reports in the afternoon, and it is very seldom that we see him here at the office.'

"Here, indeed, my greenness was exposed—and for the enlightenment of the uninitiated I will say that the 'city' in London corresponds to our Wall Street. The city editor therefore, handles the news of the exchanges and the markets, and in the organization of the office no such terms are employed as city editor or night city editor, in the sense in which we use them.

"And as the young fellow had shown himself quite companionable, I felt like unbosoming myself to him a little, and I told him the experience I had had in the office of the Times. He smiled broadly and I thought I even detected a chuckle.

"'You see, sir,' he said, 'before Lord Northcliffe's death the newspapers exchanged their news, but now we are really quite competitive. What has happened in Hertford?'

"'Hertford!' said I. 'I don't come from Hertford, but Hartford, Conn., U. S. A., a city that was named after Hertford, to be sure, but is some distance away.'

"'Oh, I see,' he replied, 'my mistake.'

"I then went on to tell him that the piece of news I referred to was a combination of all the hotels in Egypt, formed by Charles A. Baehler, proprietor of Shepheard's Hotel in Cairo.

"'Have you given this to any other paper?'

"'No,' said I. 'And I don't care a rap whether you print it or not. It is of no interest to me, but I thought in my simplicity that it was a piece of news which you would like.'

"He inquired (bully for him) the particulars.

"I informed him that Mr. Baehler had entertained Stanley, the King of Russia, King Edward when he was Prince of Wales, all the statesmen of Europe, James Gordon Bennett, J. Pierpont Morgan and, in fact, all the notables of the world, as it is said that one can meet all the notables in the world by staying a month on the terrace at Shepheard's Hotel.

"'It might do for a five-line item, don't you think?' said I, and he admitted that he thought it would—but he would have to put it up to somebody-or-other.

"'I suppose Mr. Baehler can be reached in London?' he inquired, and I informed him that he was at the Carlton.

"'Oh, very good,' said he, and I took my departure.

"I felt that I had not accomplished much other than to get revenge on the London Times for an imagined slight, and the next morning with some satisfaction I told my room steward particularly to bring up a copy of the London Daily Mail with my coffee and rolls.

"Great expectations, but was there a line in it about the new hotel combine in Egypt? There was not."

Plan New Topeka Daily

Unless plans of Democratic leaders strike a snag, a second daily paper for that party will be in operation in Kansas within a few months. On May 1 a company of Democrats took over the Hutchinson Gazette. It is understood that the present Democratic News, a weekly, will be made into a daily.

Strongs Buy Minnesota Paper

The Virginia (Minn.) Daily Virginian has been purchased by R. D. Strong and others. Mr. Strong takes the post of editor and F. H. Strong becomes business manager.

Boost Lackawanna Trail

Newspapers in Binghamton and Scranton will co-operate in a publicity drive in the interest of the Lackawanna Trail.

Member Associated Press Member A. B. C.

Into the Home

Here are two facts worth considering, when an advertising campaign is being planned:

It is estimated that over 90% of all clothing, household and food products are purchased by women.

Over 90% of The Christian Science Monitor's circulation is delivered into the home, where such advertisements are read—slowly, carefully, comfortably—in the receptive leisure hours in which purchases are planned and decided upon.

Written essentially for the home, the Monitor is read—page by page—for its informative, clean news and dependable advertising. Thus it presents a unique and pre-eminent value both to the retail merchant, and to the manufacturer whose goods are offered to the public through avenues of retail distribution.

The Christian Science Monitor is read daily in thousands of homes throughout the United States, Canada and Great Britain, and it has subscribers in every city of importance throughout the civilized world.

The Christian Science Monitor

An International Daily Newspaper

NEW YORK
21 East 40th Street

BOSTON
107 Falmouth Street

LONDON
2, Adelphi Terrace, W. C. 2

Advertising men attending the A. A. C. W. Convention are cordially invited to call at the New York office of the Monitor and to visit the Publishing House of The Christian Science Publishing Society, in Boston, Mass.

INDIANA

Presents Facts for British Advertisers

Area, square miles.....36,354...37th in rank
Population, 1920.....2,930,390...11th in rank

Indiana is one of the best prospect territories in the Union, it is an agricultural, a manufacturing state, a business state.

Indiana's first great wealth came from its farms, and agriculture still plays an important part in its trade life. Its agricultural value is great, ranking *tenth* of all states with value of all farm property exceeding

$3,042,000,000

Indiana's industrial value is tremendous, ranking *ninth* in point of value of products with

$1,901,846,000

Of the total population of 2,930,390 about 50.5% live in cities and towns of more than 2,500 inhabitants. The number of cities with at least this population is 93.

The following newspapers will be good ones to consult for further information.

		Circulation	Rate for 5,000 lines
*Crawfordsville Review		5,200	.025
†Decatur Democrat	(E)	3,144	.025
*Evansville Courier	(M)	26,325	.06
*Evansville Courier	(S)	23,504	.06
*Fort Wayne Journal-Gazette	(M)	26,279	.07
*Fort Wayne Journal-Gazette	(S)	31,008	.07
*Fort Wayne News-Sentinel	(E)	38,328	.09
*Gary Evening Post and Tribune	(E)	10,409	.05
*Indianapolis News	(E)	127,361	.23
*Lafayette Journal & Courier	(M) 7,076 (E) 12,208	19,284	.05
†La Porte Herald	(E)	4,106	.025
†South Bend News-Times	(M) 10,342 (E) 11,263	21,605	.06
*South Bend News-Times	(S)	20,174	.06
†South Bend Tribune	(S) 18,909 (E)	19,368	.055
*Terre Haute Tribune	(E&S)	24,442	.06

*A. B. C. Statement, April 1, 1923.
†Government Statement, April 1, 1923.

IN THE AGENCY FIELD

EDWIN GOODRIDGE, of Corning, N. Y., has purchased the C. Freeman Advertising Company in that city. The business was formerly owned by Earl F. Heischer.

Frank J. Mooney, who recently formed an advertising agency in San Francisco and will take over the business of the Advertising Service Company, has been actively engaged in the advertising business in Detroit. He was formerly advertising manager of the Hupp Motor Car Company, and later was on the staff of Taylor, Critchfield, Craig Company, advertisers.

Cliff Knoble, of the staff of Brooke, Smith & French, Inc., Detroit, is the author of a new book, "Automobile Selling Sense," which is just off the press.

The Advertising Service Company, Ltd., and the H. K. McCann Company, Ltd., have joined forces in Canada. The business will be conducted under the name of the Advertising Service Company, Ltd. C. Truscott Solomon is president and will have charge of the Toronto office at 14 King street, East. H. R. Cockfield is secretary-treasurer and will look after the Montreal office at 70 McGill College avenue.

Fire of unknown origin gutted the building occupied by the United Advertising Corporation at Fort Worth, Texas.

The Ethridge Company, New York, announces the following additions to its art staff: Oscar Kellor, J. F. Murray, Louis C. Menna and Harold F. Sprague.

Walter H. Bamford, Jr., for several years in the production department of the Ericson Agency, has become a partner of Robert B. Hamilton, under the corporate name Hamilton & Bamford, A. A. and A. A., Inc., with offices at 522 Fifth avenue. Hamilton was formerly president and treasurer of the Robert Hamilton Corporation, 50 Union Square, from which he withdrew in 1921.

Miss Margaret Manning has joined the Hunt-Luce Advertising Company, Inc., Boston, as checking clerk.

C. S. Bauman has joined the Ralph Service Agency, Los Angeles, as account executive. He was formerly with the Chambers Agency, Inc., New Orleans, and more recently with the New Orleans Times-Picayune.

The name of the Spencer-Lay Company, New York, has been changed to the Lay Company, Inc.

Karl V. S. Howland has joined the W. S. Hill Company, of New York. He was formerly president of the Independent Corporation, publishers, New York. He also has been with the Outlook Company, New York, as secretary.

James A. Tedford has resigned as manager of the New York office of the Wylie B. Jones Agency to join Ruthrauff & Ryan, Inc., New York. He was formerly with Lyddon & Hanford.

George N. Wallace, until recently secretary of Redfield, Fisher & Wallace, Inc., is now with the Wallerstein-Sharton, Inc., also of New York.

W. B. MacKenny of Philadelphia has opened a general agency at 1830 Arch street under the name of W. B. MacKenny & Co. He formerly was treasurer of the S. H. Robinson Co., outdoor advertising.

Jabin Caldwell, for the past two years in the engineering department of the Northwestern Bell Telephone Company, has become secretary-treasurer of the Charles A. Hall Company, Omaha.

Wilbur D. (Dick) Nesbit of the William H. Rankin Company, Chicago, former newspaper man and noted writer of verse, will deliver the commencement address at Cedarville (O.) College in June. Nesbit is a native of Cedarville.

The American Association of Advertising Agencies has moved into new quarters in the New Park-Lexington Building, New York.

Oliver M. Byerly has organized an advertising business at Cleveland. He was formerly vice-president of the Lee E. Donnelley Company.

Francis DeWitt, Robert E. Carew and A. Phillips de Cernea have joined the staff of Sherman & Lebair, Inc., New York.

H. C. Briney has been appointed copy chief of the Chicago office of the Ferry-Hanly Company. He was for ten years with the George Batten Company.

Frank J. O'Keefe has returned to the McLain-Simpers Organization, Philadelphia.

C. E. Austin and Richard E. Tucker have joined the copy and service staff of the Hoops Advertising Company, Inc., Chicago.

Charles Daniel Frey, head of the agency in Chicago bearing his name and A. M. Briggs, vice-president of the Poster Advertising Company, New York, have been decorated by the French Government with the Medaille de la Reconnaissance Francaise. Both were national directors of the American Protective League during the war, working with the Department of Justice and the Division of Military Intelligence.

Lynn W. Ellis, vice-president of the H. K. McCann Co., Inc., who has been in charge of the Cleveland office of the company, has joined the New York office. Raymond Atwood succeeds him at Cleveland.

Maurice L. Hirsch has joined the Brooklyn branch of the Peck Advertising Agency, Inc., as copy chief. He was recently with the agency of Irwin Jordan Rose, New York.

W. N. Bayless, for the last three years chief of service for the Powers-House Company, Cleveland, has acquired an interest in the Schulte-Tiffany Company Cleveland. The name of the agency has been changed to the Tiffany-Bayless Company, with Mr. Bayless as treasurer.

Chicago Press Golf Scores

H. G. Weagant, with a net of 76, on May 7 won the Chicago Press Club golf meet at Edgewater and the wrist watch presented by Jesse Matteson, president of the club. Oscar Lundberg and Irving Vaughn of the Tribune, and A. T. Packard of the Post tied for second with 81. Weagant is of the Examiner staff. Don Chamberlain of the Tribune took the high net prize from William Sahud of the Post by 14 strokes at 207. Other low scores of the meet were: B. G. Wyrick, Associated Press, 85; H. F. Munzel, Examiner, 85; Carl M. Marston, News, 85; C. A. Segner, Post, 86; Frank W. Carson, Examiner, 87; Lewis Hunt, Post, 87; Park West, American, 87.

Newspaper Building Sold

A three-story stone building at 25 South Meridian street, Indianapolis, occupied by the Times, has been sold by W. D. Boyce, Chicago, former proprietor, to the Banner Furniture Company for approximately $200,000. The Scripps-Howard interests, which purchased the Times from Mr. Boyce some time ago, are negotiating for a site on the north side of Maryland street, between Capitol and Senate avenues, upon which they propose to erect a newspaper building. Their lease on the South Meridian street building expires within a year.

Pressmen Save Woman's Life

Modern surgical methods and the fine sacrificing spirit shown by pressmen account for the recovery of Mrs. Robert Dann, wife of a Peoria (Ill.) Star pressman. Suffering from pernicious anæmia of several years' duration, Mrs. Dann's life was saved by seven transfusion operations in less than two months—her husband furnishing the blood for the first two transfusions and five pressmen for one operation each. The men who volunteered for the ordeal were William F. Kircher, George Scott, Henry Max and Fred Straley of the Star, and Ralph Skinner of the Journal.

May I Send You Today:

One hundred pages of the most interesting and beautiful advertising of publishers—in one color, two colors and four colors—ever brought together in a general magazine! You will see how the London Times, New York Times, Chicago News, Philadelphia Public Ledger and scores of other publications present their announcements to the Public—the most convincing array of appeal and argument imaginable. And even the 130 pages of text is interesting, with an authoritative interview with Herbert Hoover, articles by Julius H. Barnes, Hilaire Belloc and others, showing the great part business and advertising plays in building up understanding in the world. It is the most impressive number of OUR WORLD I've put out and I want to send you a copy with my compliments.

HERBERT S. HOUSTON.

Editors and Advertising Men Have Been Keen About OUR WORLD From the Start, Because:

It gives each month a vivid, human narrative of what is going forward in every part of the world. It gives the background of current events, without bias or prejudice, but with informative comment and opinion. It makes you see clearly the conditions under which other people are living and the new ideas that are shaping the world. It is an absorbingly interesting magazine full of things that you not only *ought* to know but that you *want* to know. OUR WORLD is a magazine of fact, not of opinion. It tells you, not what to *think,* but what to think *about.* The world has changed tremendously in the past eight years. The map of Europe has been completely altered, old empires have vanished and new nations have taken their places. So, when we read foreign news we often fail to understand clearly what it is all about, because we do not know the conditions underlying the news. OUR WORLD supplies this need by giving a keenly interesting story of those conditions that form the background of daily news.

OUR WORLD

HERBERT S. HOUSTON, Publisher

9 East 37th Street New York City

IOWA

A Rich Section Which Grows Richer Each Year

Iowa ranks 16th in population and 23rd in area. She ranks

FIRST IN COMBINED VALUE OF LIVE STOCK
FIRST IN PRODUCTION OF CORN
FIRST IN PRODUCTION OF OATS
FIRST IN PRODUCTION OF HOGS
FIRST IN TELEPHONES IN FARM HOMES
FIRST IN AUTOMOBILES PER CAPITA
FIRST IN LITERACY
FIRST IN VALUE OF FARM BUILDINGS
FIRST IN VALUE OF FARM MACHINERY
FIRST IN PER CAPITA WEALTH

Iowa holds a leading position in the number of tractors on farms and owns sixty-nine different makes of motor trucks, about 9,000 are on farms.

You can do as much with a few dollars spent in daily newspapers here as anywhere, and much more than in most places.

To reach the people of Iowa, you must use Iowa newspapers—the home papers that the folks in these towns and cities love — the papers that are published in the interest of the people in these towns and cities.

HERE THEY ARE

	Circulation	Rate for 5,000 lines
*Burlington Hawk-Eye .....(M)	10,387	.04
*Burlington Hawk-Eye .....(S)	13,163	.04
*Cedar Rapids Gazette .....(E)	20,636	.06
†Council Bluffs Nonpareil.....(E&S)	16,055	.05
*Davenport Democrat & Leader....(E)	15,033	.06
*Davenport Democrat & Leader....(S)	18,132	.06
*Davenport Times .....(E)	24,856	.07
*Des Moines Capital.....(E)	62,780	.14
*Des Moines Sunday Capital.....(S)	28,769	.14
*Iowa City Press-Citizen .....(E)	6,320	.035
†Mason City Globe Gazette.....(E)	12,019	.035
*Muscatine Journal .....(E)	8,022	.035
*Ottumwa Courier .....(E)	13,186	.05
*Waterloo Evening Courier.....(E)	15,909	.05

*A. B. C. Statement, April 1, 1923.
†Government Statement, April 1, 1923.

JOURNALISTA IS NAME OF PROPOSED CITY

Florida Seaport Project Sponsored by Newspaper Men and Backed by Orlando Capitalists

Journalista is to be the name of a new city in Florida sponsored by newspaper men.

It is to be a seaport at a site East of Cocoa and South of Cape Canaveral. It was announced from Orlando some months ago that a company was forming a railroad to penetrate the fruit belt of Florida, with a terminus at the deep water harbor formed by this cape. The site of the new city lies to the south of the proposed railroad terminus on the broad area of high land between the ocean beach and the Banana River. The new company starts out with a site nearly two miles long extending along the beach, to a depth of about half a mile inland.

A company of Orlando capitalists accompanied by a Tennessee newspaper man, are on the ground going over the details of the project. The party composes H. H. Dickson, president of the Dickson-Ives company, of Orlando, one of the leading department stores of the state; James L. Giles, a former mayor of Orlando and wealthy capitalist; R. B. Brossler, president of the Reporter-Star Publishing Company, publishers of Orlando's afternoon newspaper, who will be vice-president and general manager of the big beach enterprise, and Walter Johnson, owner of the Chattanooga News, and secretary of the Southern Newspapers Publishers' association.

R. B. Brossier conceived the idea of having a company of leading newspaper men get behind the project to the end of not only giving it publicity, but also to insure newspaper vision and creative power.

The new city site is reached by bridges and newly built roads leading across islands and rivers east of Cocoa. A bond issue of $500,000 was expended to make it possible to reach the beach on hard road.

NEW DAILY FOR HOUSTON

Company to Publish Dispatch Is Chartered, No Date Set

(*By Telegraph to* EDITOR & PUBLISHER)

AUSTIN, TEX., May 17.—The Houston Dispatch Publishing Company, of Houston, today was granted a charter. G. E. Kepple, former managing editor of the Houston Chronicle, and others, are the organizers. The capital stock is $100,000, of which $50,000 was paid in cash. Other incorporators are E. Marvin Bailey and J. V. Scott.

(*By Telegraph to* EDITOR & PUBLISHER)

HOUSTON, TEX., May 17.—In a statement made to EDITOR & PUBLISHER today, G. E. Kepple said: "It is too early to furnish details of the Dispatch Company's plans, but we will do so later. The Houston Dispatch will be independent and published daily."

CIRCULATORS' OUTING READY

New York City Party to Leave for Catskills Monday

James McKernan, manager of the circulation department of the New York World, chairman of the New York City Circulation Managers' Association, announces that everything is set for the association's annual outing in the Catskills May 21, 22, 23, 24. Members of the New York State Association have been invited to attend.

The party will leave New York on the Saugerties & New York Steamboat Line, Monday.

Carriers' Contest Outing

L. F. Dver, assistant circulation manager of the Spokane Spokesman-Review, announces that the first lake contest trip of 1923 will be held June 20-21. The competition among carriers for the outing will end June 16.

WITH THE NEWS SERVICES AND SYNDICATES

Frank Philbrick is now employed as vacation relief editor in the Columbus (O.) office of the Associated Press.

A C. Runyan is employed as vacation relief editor in the Atlanta office of the Associated Press.

T. R. Gill, assistant night editor in the Oklahoma City office of the Associated Press, is covering the extra session of the Texas Legislature.

Donald McKay, formerly correspondent for the Associated Press at Sioux Falls, has been transferred to Lincoln, Neb., temporarily as correspondent.

Kenneth W. Mayo, who has been Associated Press correspondent at Lincoln, has been transferred to Sioux Falls.

Terrence Hays, of the Chicago bureau of the Associated Press, has been sent to Green Bay, Wis., as acting correspondent.

F. C. Scoville, who has been Associated Press correspondent at Havana, Cuba, has been made correspondent at Mexico City, succeeding Louis LaCoss, resigned. The Havana bureau has been discontinued.

Jackson S. Elliott, assistant general manager of the Associated Press, and Mrs. Elliott are spending two weeks at Yama Farms, N. Y.

Jesse D. Crosswy, Associated Press correspondent at Rio de Janeiro, is on a vacation in New York.

P. R. Mickelson, who has been Associated Press correspondent at Green Bay, Wis., has been transferred to the Omaha office as night editor.

W. A. Wells, who for a year had been a filing editor for the Associated Press in Denver, has gone to Helena in charge of the Montana State House bureau. He succeeds Leon Rowland, who goes to the Western division office of the Associated Press in San Francisco.

The Attleboro (Mass.) Sun and the Poplar Bluffs (Mo.) Republican have been elected to membership in the Associated Press.

R. J. Gibbons, who has been Chicago manager of the N E A Service for several years, has been shifted to the Cleveland office.

Cornelius Vanderbilt, Jr., head of the C. V. Service, accompanied by his business manager, C. C. Billings, has arrived in Victoria, B. C. Mr. Vanderbilt intends to spend most of the Summer at his island home on Sproat Lake.

Better Times, Inc., of New York, publishers of Better Times and the Weekly Better Times Bulletin, announces inauguration of the Better Times Syndicate, which will furnish articles and cartoons for publications in Chamber of Commerce and local periodicals, on topics relating to civic development and social progress.

The United States Press Syndicate is the latest addition to the feature syndicate field. The editorial productions of this outfit, located in Los Angeles, will consist, for some time at least, of feature articles on politics and economy written by experts and edited for publication by a staff of experienced editors. Robert Valentine New is president.

Criticism Costs Advertising

Because of an editorial criticism the Ogden Theatre, a motion picture house, has withdrawn its advertising from the Ogden (Utah) Standard-Examiner. A building belonging to the Peery estate that operates the theatre was destroyed by fire and the newspaper criticized the estate for not providing safeguards for the public and a passageway around the boarded-in store front of the fire-ruined building. The Peerys are contemplating erection of a business block on the site of the ruins that will include, and, according to their informal announcements, a newspaper plant.

Pennsylvania—The Market

AS A TERRITORY IT IS
NOT TOO HARD TO GET AROUND IN
NOT TOO LARGE AND UNWIELDY
NOT TOO SMALL TO BE INSIGNIFICANT

Pennsylvania has 169 cities of over 5,000 population. Collectively they have over 5,000,000 people. Nearly 58 per cent of the population of the state—8,720,017

387 wholesale and 27,304 retail grocery dealers.

1,282 sporting goods dealers

310 department stores

102 wholesale and 3,856 retail automobile supplies dealers.

796 wholesale and 5,480 retail tobacconists.

869 wholesale and 4,904 retail confectioners.

299 wholesale and 3,437 retail dry goods stores.

63 wholesale and 3,355 retail druggists.

132 wholesale and 12,719 retail shoe dealers.

102 wholesale and 1,297 retail hardware stores

31 wholesale and 1,440 retail electrical stores

Pretty good territory — pretty good sources of distribution. Hard to beat anywhere.

Intensive cultivation of this territory—cooperation with local dealers and local daily newspapers will open big trade for merchandise of all kinds.

		Circulation	2,500 lines	10,000 lines
†Allentown Call	(M)	29,273	.09	.09
†Allentown Call	(S)	16,749	.09	.09
†Bloomsburg Press	(M)	6,750	.029	.029
*Chester Times & Republican	(M&E)	14,824	.05	.05
†Coatesville Record	(E)	5,369	.0214	.0214
†Connellsville Courier	(E)	6,247	.0179	.0179
†Easton Express	(E)	20,017	.07	.07
*Easton Free Press	(E)	13,293	.05	.05
*Erie Times	(E)	27,499	.08	.08
†Harrisburg Telegraph	(E)	39,685	.095	.095
†Johnstown Ledger	(M)	13,234	.05	.05
*Oil City Derrick	(M)	6,296	.035	.035
†Pottsville Republican and Morning Paper	(E&M)	14,114	.07	.06
Scranton Republican	(M)	32,180	.12	.10
†Scranton Times	(E)	37,748	.12	.10
*Sharon Herald	(E)	5,391	.021	.021
†Sunbury Daily Item	(E)	4,216	.021	.018
*Warren Times-Mirror	(E&M)	8,115	.036	.036
*Washington Observer and Reporter	(M&E)	16,378	.06	.05
†West Chester Local News	(E)	11,297	.03	.03
*Wilkes-Barre Times-Leader	(E)	22,577	.08	.05
†York Dispatch	(E)	17,364	.045	.045
†York Gazette and Daily	(M)	17,006	.045	.045

*A. B. C. Statement, April 1, 1923.

†Government Statement, April 1, 1923.

"In Boston It's the Post"

Circulation Averages for 1922

BOSTON DAILY POST
396,902
Copies Per Day

BOSTON SUNDAY POST
401,643
Copies Per Sunday

First in Local, General and Total Display Advertising

KANSAS IS A RICH, RESPONSIVE FIELD—TOPEKA, ITS CAPITAL A GOOD "TRY OUT" CITY

They are best covered by the

Topeka Daily Capital

TOPEKA, KANSAS

Only Kansas Daily with a General Kansas Circulation

Dominates its field in circulation, all classes of advertising, news, prestige and reader confidence.

Supplies market data—does survey work—gives real co-operation.

Arthur Capper

PUBLISHER

MEMBER A. B. C.—A. N. P. A.

Nine Million a Day

MILWAUKEE purchases average more than nine million dollars every business day. Wisconsin purchases average more than thirty-three million dollars a day. You can cover Milwaukee and rich surrounding territory at one cost *only* with—

The Milwaukee JOURNAL FIRST - by Merit

NEA

YOU used to boast that "Enterprise" was your middle name. Wrong, it's service. And it's the sort of service that we appreciate. NEA is the only "service" worthy of the name.

The Taunton Daily Gazette,
Taunton, Mass.

NEA Service, Inc.,
1200 W. Third St., Cleveland, O.

URGES LAW TO ALLOW RETAIL PRICE FIXING

Federal Trade Commissioner Gaskill Thinks This Might Prevent Deterioration in Quality of Goods

Addressing American Trade Association executives, May 9, at a dinner at the Hotel Astor, New York, in connection with the United States Chamber of Commerce convention, Federal Trade Commissioner Nelson B. Gaskill advocated legislation to permit a manufacturer to fix a resale price for his product under certain conditions.

Court decisions so far have prevented such action. Mr. Gaskill said:

To the inability of a manufacturer to protect the price of his product may be attributed quite as much as to any other cause the tendency to deterioration of quality which is a distressing manifestation along many lines to day.

Deterioration of quality is a remedy alternative only to going out of business, which is forced upon the producer who cannot to any effective degree protect the selling price of his product. It is a truism that the purchaser will buy in the cheapest market, and even a small variation is sufficient to divert the current of trade.

There is danger in monopoly, there is injury in restraint of trade, and these practices are denied by the law because they close the door of opportunity to the individual, the maintenance of which as a free and open channel is essential not only to American institutions, but to the exact operation of the competitive system.

Where monopoly is sought in a relatively few instances, where combinations in restraint of trade occasionally make their appearance, while the alarm from these manifestations is justifiable and is not to be minimized, a constant danger lies in the practice now so prevalent of single line leaders sold below cost for the purpose of inducing other business, or establishments in which many lines are sold below cost with concealed profits in other sales which not only equalize the loss, but translate the whole practice into a profit balance.

The most effective remedy—resale price maintenance—must, in my opinion, be recovered not only for the sake of the manufacturer or the distributer, but for the sake of those who tomorrow and the day after tomorrow will seek to enter into business as individuals and find the door of opportunity closed against them unless this unbalanced method of selling is checked.

To accomplish this result legislation will be needed. This legislation should, in my opinion, distinguish clearly between a producer and his selected distributers and those other groups whose agreements may well be regarded as inimical to the policy stated in the Sherman law. It should require that the protected prices to be fixed by the producer should operate as a maximum as well as a minimum in order that the good faith of the practice should be manifest and its exercise removed from suspicion as contributing to undue exaction anywhere along the line of distribution.

And it would be well should such legislation include provision for the due publication of the protected prices and any changes therein in order that the purchasing public may be advised as to the producer's purpose and be guarded against a misrepresentation of which the producer may have no notice.

Editor Alleges Kidnaping

Frank Hoiles, editor of the Alliance (O.) Review, has brought suit against John B. Cox, former head of the J. B. Fox Transportation Company, on a charge of kidnaping. According to the indictment, Cox took Hoiles in a machine to a lonely spot and demanded, at the point of a gun, $10,000. The trial opened April 26 in Canton.

Office on Canadian Side

The Niagara Falls (N. Y.) Gazette has opened a branch office at Niagara Falls, Ont., in charge of George F. Palmer, formerly of the Kingston(Ont.) Standard. The office will handle news, circulation and advertising matters.

Virginia Editors Seek Office

Three Virginia editors are seeking re-election to the House of Delegates this year. They are: Wilbur C. Hall, Loudoun Times; Clarence J. Campbell, Amherst New Era; Charles R. Warren, Times-Gazette, Chatham. One, Thomas D. Bailie, Clarendon Chronicle, is running for the first time for a seat in that body. Peter Saunders, editor and publisher of the Franklin Chronicle, Rocky Mount, is a candidate for treasurer of Franklin County, and Paul Scarborough, editor or the Tidewater News, Franklin, is offering himself for treasurer of Southampton County.

Reporters in Error—Election Bet

When Howard Jackson was elected Mayor of Baltimore recently, reporters for the Hagerstown (Md.) Daily Mail, the Democratic sheet, joined reporters of the Morning Herald in a soft-shell crab supper after the Republican paper, giving news of the Democratic candidate's election, had been put to bed. Winners in a pre-election argument, C. Neill Baylor, J. Preston Usilton and R. B. White, treated the losers, Anthony H. Hankey, Richard O. Shafer and Harry Fridinger.

67 Years, No Issue Skipped

The Waverly (Ia.) Independent-Republican has just completed its 67th year. During that time not an issue has been missed. For the past 33 years the newspaper has been edited by J. F. Grawe, who is perhaps the oldest newspaper editor and publisher in Iowa. He is a veteran of the Civil War and knew Abraham Lincoln.

Newspaper Man Missing a Year

A nation-wide search is being made for Isaiah H. Shain of Roxbury, Mass., Boston newspaper man, who disappeared a year ago. He conducted an advertising and publicity business following his work on an afternoon paper. No motive for his disappearance has been found.

State Holds Up Papers' Bills

State Auditor G. E. Hackmann, of Missouri, did not act entirely without legal advice in declining to pay the claims of 115 Republican newspapers for publishing the proposed constitutional amendment submitted to voters last November. The claims total over $239,000.

Gives Old Files to State

Files of the Dubuque (Ia.) Times, for the years of 1857 to 1861 have been presented to the Iowa State Historical Department by John W. Taylor, of St. Paul, son of John W. Taylor, who was president of the Times Publishing Company.

Houston Post Trade Booklet

The Houston Post has just issued a fine imitation leather covered booklet portraying the advantages of Houston as a trade center. The final pages explain the news features and services of the post, and print the paper's circulation by counties and towns.

Fight Raise in Wire Rates

California newspaper publishers are resisting before the State Railroad Commission the application of the Western Union for an increase in State press rates. H. W. Norton represents the San Francisco, Oakland and Los Angeles publishers' associations.

Editor Gets Prison Sentence

John Mitchell, Jr., editor of the Planet, a negro weekly of Richmond, Va., was convicted April 30 of making a false entry on the books of the Mechanics Savings Bank of that city while president of the institution prior to its failure several months ago and was sentenced to three years in the penitentiary.

Weekly Revenue Bulletin

The Internal Revenue Bureau is to publish weekly in bulletin form its decisions on tax and Prohibition matters. In addition there will be a quarterly digest, the whole available to subscribers at $2 a year.

140,000 Circulation

The Capital of the nation's largest newspaper, covering Virginia, West Virginia, and southern Maryland.

Over 50% more circulation than any other Washington Sunday paper.

Sunday Times-Herald

G. Logan Payne
Publisher and General Manager

National Advertising Representatives
G. LOGAN PAYNE COMPANY
Chicago, Detroit, St. Louis, Los Angeles

Payne, Burns & Smith
New York and Boston

PAID CIRCULATION SELLING CAMPAIGNS

Great increase in your circulation in a few weeks—all paid in advance—nothing under six months. Conservative service—positive results. Sixteen years of substantial successes. Service you will like. Ask about us.

THE PULTZ CO., Ltd.
32 Sec. Nat. Bank Bldg.,
READING, PA.
Long Distance 2410-R

From nothing—to

200,000

in seven months

DETROIT SUNDAY TIMES

"OHIO

Invites All British Delegates To Visit This Ideal Market

Population (Census 1920)	5,759,394
Density of Population	141.4
Towns under 2,500 population	672
Towns over 2,500 population	148
Cities over 100,000	7
Cities over 25,000	21
Total urban population	3,677,136
Total rural population	2,082,258
Manufacturing establishments	16,125
Wage earners	730,733
Value of products	$5,100,308,728
Varied industries	246
First in	18
Railroad mileage	9,001
Number of automobiles	720,632
Number of farms	256,695
Number of farms owned by occupants	177,986
Land in farms (acres)	23,515,888
Improved land in farms (acres)	18,542,353
Average acreage per farm	91.6
Average value per farm	$12,060
Value of all farm property	$3,095,666,336

The State of Ohio is one of the fertile trade territories in the U. S. A. The daily newspapers listed here are market finders for manufacturers. They invite you, British delegates to visit their state and cities.

		Circulation	2,500 lines	10,000 lines
†Akron Beacon Journal	(E)	38,176	.10	.10
Akron Times	(E)	21,416	.06	.06
Akron Sunday Times	(S)	21,439	.07	.07
†Bellefontaine Examiner	(E)	4,642	.02	.02
†Cincinnati Enquirer	(M&S)	73,098	.17-.35	.17-.35
†Columbus Dispatch	(E)	86,427	.17	.16
†Columbus Dispatch	(S)	87,448	.17	.16
Columbus, Ohio State Journal	(M)	50,124	.12	.13
Columbus, Ohio State Journal	(S)	29,206	.12	.13
†Conneaut News Herald	(E)	3,040	.0225	.0225
Dover Daily Reporter	(E)	4,537	.02	.02
†Ironton Irontonian	(M)	3,310	.0179	.0179
Kenton Democrat	(E)	2,400	.014	.014
†Lima News and Times-Dem.	(E&S)	16,928	.07	.05
Lima Republican-Gazette	(M&S)	10,270	.035	.035
Middletown Journal	(E)	5,117	.025	.025
†Newark American-Tribune	(E)	6,980	.025	.025
Piqua Call Press Dispatch	(E)	6,073	.03	.03
†Portsmouth Sun and Times	(M&E)	17,545	.06	.06
†Portsmouth Sun-Times	(S)	11,923	.04	.04
†Steubenville Gazette	(E)	8,551	.03	.03
*Toledo Blade	(E)	102,875	.27	.25
†Toronto Tribune	(E)	1,108	.015	.015
*Youngstown Vindicator	(E)	26,134	.07	.07
*Youngstown Vindicator	(S)	25,608	.07	.07

*A. B. C. Statement, April 1, 1923.
†Government Statement, April 1, 1923.

FIRST"

Features by
Irvin S. Cobb
Fontaine Fox
Howard R. Garis
Rube Goldberg
Ed Hughes
O. O. McIntyre
Will Rogers
Chas. Hanson Towne
H. J. Tuthill
John V. A. Weaver
and others
The McNaught Syndicate, Inc.
Times Building, New York

SITUATION WANTED
—as Assistant to Live-Wire Circulation Manager

Want to work for Circulation Manager with daily mail list of 1,000 to 5,000 subscribers. Years of experience. Worked for Circulation Managers of papers like the Chicago Tribune, New York Times, Superior Telegram, etc. Put me on the job and I'll make your work easier. Will make it easy for you to have your mail list corrected daily. Will make possible directly imprinted addresses. With me on the job, subscriber complaints will practically be eliminated. Your mail list will be under your sole control. I can do all those things—many more—for less than 65c a day. Chances are I can save you more than my salary. Let me tell you my whole story. Write The Multi-Mailer System, in care of

The Speedaumatic Company
MANUFACTURING
THE MULTI-MAILER SYSTEM
617-625 WASHINGTON BLVD.
CHICAGO

The
Pittsburgh Press
Daily and Sunday
Has the Largest CIRCULATION IN PITTSBURGH
MEMBER A. B. C.
Foreign Advertising Representatives:
I. A. KLEIN
50 East 42nd St., New York
76 West Monroe St., Chicago
A. J. NORRIS HILL, Hearst Bldg., San Francisco

EVENING HERALD
Los Angeles, Calif.
Gained 20,347 Daily Average Circulation.
Sworn Government Statement, Six Months Ending March 31, 1923, 166,300 Daily. Six Months Ending Sept. 30, 1922, 145,953 Daily. Increase in Daily Average Circulation, 20,347.
IT COVERS THE FIELD COMPLETELY.
REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

The
NEW YORK EVENING JOURNAL
has the largest circulation of any daily newspaper in America.

WHAT THE READERS SAY

Mr. Conklin Gives His Side of His Controversy with Mr. Kellogg

LONG BEACH, Cal., May 6, 1923.

TO EDITOR & PUBLISHER: My attention has been directed to an article in your publication of April 14, wherein it is said, under the heading, "Suit Against Kellogg Dropped," that I withdrew the suit against Kellegg, with apologies, and in which it appears that Kellogg denied the truth of the charges.

While I did give Kellogg a statement as published in your article, * * * I did not apologize to him and my reason for withdrawing the suit was that Mr. Kellogg came to me in Long Beach two days after I filed the suit and purchased by stock in the Anaheim Herald. I could then do nothing but withdraw the suit, for I was no longer a stockholder and in no way interested in the destinies of the Anaheim Herald.

Every allegation made in my complaint was true, and the fact that two days after my suit was filed, Kellogg purchased my stock can be construed by anyone as meaning that Kellogg did not want to let the suit go through court to its conclusion. I sold my stock in the Anaheim Herald to Kellogg at a most satisfactory price, and at a price he based when he sold some of the stock last summer.

I call your attention to this matter merely to set myself right with your readers and with my many newspaper friends over the country. I resent the inference in your article that I filed a suit against Kellogg without foundation. Every charge I made was true. If the charges were false, Kellogg would have no worry, for he could have his day in court to disprove them, if he could. My interests are now all in the Long Beach Telegram and whether Mr. Kellogg carries out his plans that were the basis for my suit, I do not care.

Will you favor me by giving my side of the suit dismissal as much publicity as you gave Mr. Kellogg's statement? Had I known my statement * * * was going to be published in your publication, this statement of mine would have been published at the same time.

S. S. CONKLIN,
Business Manager Long Beach Telegram.

"The Country Newspaper"

ITHACA, N. Y., May 12, 1923.

TO EDITOR & PUBLISHER: Could you give me just a line in your valued publication to call attention to a slight slip in Professor Lee's most kind review of my little book, "The Country Newspaper"? The second point I tried to make in the chapter on the problems and difficulties of the country weekly is that "the small communities as they become **less** isolated and more sophisticated are more difficult to satisfy in reading matter." Prof. Lee's interpretation, I realize, represents the usual point of view.

He stated it this way: "The readers, being isolated, often know the news and therefore are more difficult to satisfy." This would not be worth calling attention to were it not for the fact that too seldom in considering the country weekly do we stop to realize that no longer is the home paper the only paper read by most small town and country people, with the result that they are becoming more critical; often the comparison they make between the small paper—which quite satisfied them a decade ago—and the city paper is not favorable to the local product. I feel, therefore, that this point is a reasonably important one, and I use it to sustain my position that the country weekly of the future must be better than it has been in the past.

M. V. ATWOOD.

Ethics Depend on Public

CHICAGO, May 9, 1923.

EDITOR & PUBLISHER: A. H. Vandenberg, of the Grand Rapids Herald, informs me that you intend to publish in full the Amended Code of Ethics of newspaper editors. I would like to get a copy of this code of ethics as soon as possible and help give the same publicity among those who are not editors.

I am enclosing you herein a copy of some of the Codes of Ethics adopted by the lawyers since 1908. We lawyers have found that it is impossible to establish ethics in any line of business unless the public help establish these ethics. In other words, if the public demand crooked lawyers and leaderless editors they will have them.

Yours very truly,
JOE BEATTY BURTT.

Save the Life of a Child

NEW YORK, May 4, 1923.

TO EDITOR & PUBLISHER: Near East Relief, the organization chartered by Congress for the purpose of aiding the suffers from war and famine in the Near East, counts among those interested in working for it not only the editors and publishers of countless local papers and magazines throughout the country but also journalists and authors of national repute.

Twenty-six writers of books are on the board of trustees. So is a book publisher, George A. Plimpton, a member of the firm of Ginn's. So is Robert A. Cuddihy, publisher of the Literary Digest, who has thrown his own weight and that of his publication into the task of raising a large sum at a time of dire emergency. So is Vance McCormick, nationally known as a newspaper publisher as well as for his political activities.

So are John Finley, former Commissioner of Education of New York State and now associate editor of the New York Times and Josephus Daniels, ex-Secretary of the Navy and editor of the Raleigh (N. C.) News and Observer.

On the editorial committee are Dr. Talcott Williams, emeritus professor of journalism in the Pulitzer School of Journalism; Hamilton Holt, former editor and owner of the Independent and now one of its editorial advisers, and Albert Shaw, founder and editor of the American Review of Reviews.

All these men are interested in the work of Near East Relief for the children orphaned by war and massacre, not only because they are students of foreign affairs and not only for humane reasons. There is an economic side to the orphan problem, an aspect that appeals to the hard-headed business man. For these children are not being pauperized; they are being trained for self-suport. And, because of the terrific loss of man-power among the Greeks and Armenians, these American-trained boys and girls will be the economic leaders of their people in the not far-distant future.

The villages of Russia Armenia and the Caucasus and Syria are eager to get the sixteen-year-old carpenters and masons and smiths and weavers and tailors and shoemakers when they yield their places in the orphanages to younger children and step out into the world on their own. And the girls, trained to domestic work and to finger crafts—embroidery and lace-making and dressmaking—will be fitted to tak care of themselves or to manage skillfully the households of their husbands.

It is America's privilege to be the backer in this great enterprise of rehabilitation. Editors and publishers and writers are helping to put it over.

Five dollars a month, $60 a year is the cost of a child.

MABELL S. C. SMITH,
Near East Relief, 151 5th Avenue, New York.

A Word of Appreciation

GRAND RAPIDS, Mich., May 11, 1923.

TO EDITOR & PUBLISHER: Returning from the April conventions in New York and Washington I feel that you are entitled to a word of very sincere and appreciative praise for the manner in which you covered all of these events.

I have never seen a finer or a more complete piece of work in trade journalism in any field. You are making a very definite and invaluable contribution to contemporary journalism.

A. H. VANDENBERG,
Editor and publisher, Grand Rapids Herald.

Daily Changes to Weekly

The Benton County Courier, printed at Corvallis (Ore.), has been bought by H. E. Brown of Silverton, Ore., who will change it from a daily to a weekly. Corvallis has another daily, the Gazette-Times, besides a student daily, the Oregon Agricultural College Barometer.

Welland Daily Gives Up

After six months publication, the Welland (Ont.) Daily News has suspended. Competition of Buffalo and Toronto dailies and high cost of newsprint are given by Harry B. Sidey, publisher, as reasons for suspension. Welland now has no daily newspaper.

Kansas Papers Consolidated

R. R. Painter, editor of the Rolla (Kan.) Progress has taken over the Elkhart (Kan.) Enterprise and has consolidated the Progress and Enterprise, which will be issued at Elkhart weekly, under the name of the Morton County Progress.

Overland Monthly Merged

The Overland Monthly, published in San Francisco and founded by Bret Harte in 1868, has been consolidated with the Out West Magazine, established by Charles Lummis.

Michigan Code Planned

The University Press Club of Michigan is considering adoption of a code of ethics for Michigan. A committee has been named to prepare data, and editors of Michigan dailies are being asked to aid. It is expected the first draft will be ready within a few weeks.

State Gets Bust of Writer

The bust of Alfred Lambourne of Salt Lake City, writer and artist, has been presented to the State of Utah. It is the work of Mahonri Young. The presentation speech was made by Industrial Commissioner Nephi L. Morris.

For Newspaper Buildings
An organization of engineer specialists under direction of a trained newspaper man, and specializing solely in newspaper, publishing and printing buildings.
S. P. WESTON
Newspaper Buildings
Mechanical Layouts
Production, Operation
120 West 42nd St. New York

Westchester County's Greatest Advertising Medium
THE
DAILY ARGUS
Mount Vernon, N. Y.
Carried
Over 7,000,000
Lines in 1922
This is the Greatest Amount of Advertising Carried by Any Paper in This Important County.

New Haven Register
is New Haven's Dominant Paper
Circulation over 35,500 Average
Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.
New Haven Register
The Julius Mathews Special Agency
Boston — New York — Detroit — Chicago

"The African World"
AND
"Cape-to-Cairo Express"
Published every Saturday in London.

In New Orleans it's
THE ITEM

Britishers Should Not Fail To Visit The Corner Stone of America—

NEW ENGLAND

	Circulation	2,500 lines	10,000 lines
MASSACHUSETTS—Population, 3,852,356			
**Attleboro Sun .....(E)	4,805	.0275	.0175
†Boston Sunday Advertiser...(S)	481,029	.70	.70
*Boston Globe .....(M&E)	280,605	.45	.45
*Boston Globe .....(S)	328,511	.55	.55
Boston Telegram .....(E)	145,113	.20	.20
†Boston Transcript .....(E)	38,236	.20	.20
*Fall River Herald.....(E)	14,206	.045	.045
*Fitchburg Sentinel .....(E)	10,739	.05	.035
†Greenfield Recorder .....(E)	3,350	.0175	.0175
*Haverhill Gazette .....(E)	15,916	.055	.04
*Lynn Item .....(E)	16,643	.06	.04
Lynn Telegram News.....(E&S)	16,886	.05	.05
Lowell Courier-Citizen and Evening Leader .....(M&E)	20,635	.06	.06
*New Bedford Standard-Mercury (M&E)	32,349	.08	.08
*New Bedford Sunday Standard (S)	26,087	.08	.08
†North Adams Transcript....(E)	9,334	.0375	.03
*Salem News .....(E)	20,546	.09	.07
Taunton Gazette .....(E)	8,268	.04	.03
*Worcester Telegram-Gazette (M&E)	78,052	.24	.21
*Worcester Sunday Telegram.(S)	44,470	.18	.15
MAINE—Population, 768,014			
†Bangor Daily Commercial...(E)	15,080	.05	.04
*Portland Press Herald...(M&S)	27,993	.07	.07
*Portland Express .....(E)	27,639	.10	.07
*Portland Telegram .....(S)	28,059	.10	.07
†Waterville Sentinel .....(M)	5,921	.035	.025
NEW HAMPSHIRE—Population, 443,683			
†Keene Sentinel .....(E)	3,384	.03	.02
RHODE ISLAND—Population, 604,397			
†Newport Daily News.....(E)	6,126	.0336	.03
†Pawtucket Times .....(E)	24,418	.07	.06
†Providence Bulletin .....(E)	61,238	.15	.15
†Providence Journal.....(M)	32,086	.09	.09
†Providence Journal .....(S)	57,436	.14	.14
†Providence Tribune .....(E)	22,318	.10	.09
*Westerly Sun .....(E&S)	4,805	.025	.025
*Woonsocket Call .....(E)	13,306	.04	.04
VERMONT—Population, 352,428			
*Barre Times .....(E)	6,619	.03	.02
†Bennington Banner .....(E)	3,037	.0125	.0125
Burlington Daily News.....(E)	7,183	.04	.04
*Burlington Free Press... ...(M)	11,970	.05	.05
*Rutland Herald .....(M)	10,181	.04	.04
†St. Johnsbury Caledonian-Record (E)	3,573	.0214	.015
CONNECTICUT—Population, 1,380,631			
†Bridgeport Post-Telegram (E&M)	45,201	.14	.14
†Bridgeport Post .....(S)	19,926	.09	.09
Hartford Courant .....(D)	29,780	.08	.07
Hartford Courant .....(S)	48,600	.10	.09
†Hartford Times .....(E)	45,532	.12	.12
*Meriden Record .....(M)	7,160	.045	.025
†Middletown Press .....(E)	7,787	.03	.025
†New Haven Register.....(E&S)	35,514	.10	.09
*New London Day.....(E)	10,725	.06	.045
†Norwich Bulletin .....(M)	11,823	.07	.05
Norwalk Hour .....(E)	4,953	.03	.03
*Stamford Advocate .....(E)	8,508	.0375	.03

*A. B. C. Statement, April 1, 1923.
†Government Statement, April 1, 1923.

Here, in this group of states, you will find that 7,400,909 people live, approximately 7½% of the total population of the United States.

These people have forty per cent of the savings of the entire country, produce eleven and a half per cent of the country's manufactured products, leading in many lines. Nearly forty per cent of the families in these New England Sates own their own home.

New England is a twelve months market of gigantic magnitude twelve months in the year. The compact population—centered for the most part in large cities — is busy the year around.

These New England Daily Newspapers extend a cordial welcome to all British advertising men and express the wish that they will find time to visit this cornerstone of the United States.

These papers are the leaders in circulation, in advertising, in influence and completely cover New England.

CIRCULATION BUILDING SUPREMACY

Employed by Best
Ask Any of These

THE LOS ANGELES TIMES (3)
THE PHILADELPHIA INQUIRER (2)
THE CLEVELAND PLAIN DEALER
THE WASHINGTON POST (2)
THE INDIANAPOLIS NEWS
THE ATLANTA JOURNAL
THE MEMPHIS COMMERCIAL APPEAL
THE DALLAS MORNING NEWS

Write or Wire Care Atlanta Journal



HOLLISTER'S CIRCULATION ORGANIZATION
Largest in the United States
300 MERRITT BLDG., LOS ANGELES, CAL.

THE BOSTON AMERICAN

Is showing two gratifying results of its three-cent price:

It has the Largest Circulation in New England at that price.

It is taking on a Higher Grade of Advertising every month.

QUALITY and QUANTITY Go Hand in Hand.

BOSTON AMERICAN

THE NEW ORLEANS STATES

In two years has *increased*
Daily over 17,000
Sunday over 41,000
Present averages are
Daily over 54,000
Sunday over 77,000
Rate 12c flat Daily
15c flat Sunday

Advertising gain for 1922 1,025,432—Greatest in the South

Represented by
THE S. C. BECKWITH SPECIAL AGENCY
NEW YORK
JOHN M. BRANHAM CO.
CHICAGO

THE KNICKERBOCKER PRESS
(Morning and Sunday)
and
ALBANY EVENING NEWS
COVERS
ONE BIG MARKET
Albany, Troy, Schenectady
AND
The Capitol District

NATIONAL REPRESENTATIVE
John M. Branham Co.

DOLLAR PULLERS

Advertising and circulation managers are always on the lookout for new ideas that will increase advertising receipts and win new circulation. Your idea for increasing advertising or circulation may not appeal to your manager, but it may be just the thing that some other manager wants. EDITOR & PUBLISHER *will pay $1 for each idea printed under this head. The fact that the idea is now being used in your city does not bar it from the department. Adress your communication to the* DOLLAR PULLER EDITOR. *When they appear clip them and mail them in and receive payment. Unavailable ideas will not be returned.*

THE abstract proposition set forth in all lists of rules covering successful salesmanship that a prospective buyer's hobby intelligently worked upon will result in orders is old stuff, but concrete examples of the working out of the proposition may be interesting. The leading undertaker of a certain Western city was a prolific writer of what is termed poetry. The fact was open to the world. His effusions, rather good, too, many of them, appeared frequently in the local papers. Of advertising space in these papers he bought only one inch single column. A certain advertising salesman, having observed these things, wrote a half column of "poetry" bearing upon the good points of the undertaking shop and took it around to the undertaker, suggesting that he use it as an ad. It was good bait. The undertaker grabbed at it. "But," said he, "it is very bad poetry (which it was), and I shall have to fix up something of my own for the purpose." The contract was increased without difficulty from an inch to ten inches then and there.—D. H. Talmadge, 193 North Commercial street, Salem, Ore.

The Spring and Summer seasons of safety campaigns will soon be here. Why not have the business and editorial departments co-operate in the presentation of a Safe Drivers' Page, daily or weekly? The editorial department could contribute a series of brief laymen's lessons on the factors in motor car maintenance and operation which take subjects such as brakes, lubrication, headlights, and the use of signal devices. It should not be difficult, then, for the advertising department to stir up a lot of new business among the accessory and auto supply people. Incidentally, the paper which conducts a high grade page of this sort will gain the support and appreciation of the business men and organizations interested in accident prevention.—Louis Resnick, 1421 Tribune Bldg., New York City.

The one thing which goes further toward making a city better and better than any one factor is building construction. Most cities have engaged in a great lot of building this season, and are looking forward to an even bigger year in 1924, so it would be appropriate for a newspaper to get up a two-page spread on which would appear stories telling about the city's advance in building construction this year and giving an outline of what may be expected next year and to have on these pages the ads of local builders, real estate men, plumbers and heaters, etc., in which each advertiser would cite some of the specific things he has done toward making the city bigger and better. Such a spread would touch a popular chord and could be put over by the paper quite easily.—Frank H. Williams, 1920 Spy Run avenue, Fort Wayne, Ind.

"The BLANK Apartments Are Ready For Immediate Occupancy"—so reads a heading over a two-page spread in an Indianapolis paper recently. An excellent write-up on the new building, its location, architectural beauty, convenience, etc., followed by ads of about thirty concerns interested in its construction, equipment and furnishings. Have this idea ready the next time a new building opening—apartment, theatre, hotel, office building, garage, etc., is announced in your city.—George C. Marcley, Republican-Journal, Ogdensburg, N. Y.

The A. H. Belo Company of Dallas has developed a unique method of building goodwill for its Semi-Weekly Farm News. In conjunction with the home economics department of Texas A. & M. College, the newspaper is offering eight prizes in an "improved kitchen contest." One set of prizes will be given for the kitchen making the greatest improvement in four months. The other prizes will be given for the most convenient kitchens. The county home demonstration agents will conduct the contests in the various counties, under the supervision of the A. & M. authorities. A State committee will make the final awards. The Farm News will carry suggestions for the contestants and all the publicity for the contest. The prizes aggregate $95.—Paul J. Thompson, University of Texas, Austin, Tex.

A big national advertiser recently wrote us as follows: "In your letter you neglected to give us the type size of your page. We want to give you a half-page advertisement, but are unable to prepare it until we know the measurement of your journal. Publishers are losing business that mounts to seven figures every year, simply because they do not give industrial advertisers this information." The letter which the advertiser referred to was a solicitation of space for a special edition, and through negligence we did not mention our page size. Judging from his reply, we were not the first to make such an omission. This tip should be especially valuable to publishers and advertising managers of industrial and trade journals in which field there is such a variation of page sizes, and even to the publishers of country weeklies and small dailies.—Ruel McDaniel, P. O. Box No. 683, New Orleans.

A number of dailies are running regular news stories about the various oddities and bargains to be found in the classified section of the paper each day. Why not go this idea a point more and extend the story to the display advertisements, or make an entirely different daily feature of the news to be found in the display advertisements? The feature could be headed something like this: "We See By Today's Advertisement That——." Then under this heading quote the most important announcements, from a news standpoint, that are to be seen in the day's advertising copy. This feature will prove to be not only a passably good news idea, but it will be a goodwill builder for the advertising department among the paper's advertisers. Furthermore, it should promote friendly competition among local advertisers for the distinction of being most quoted in the news feature, and this competition will lead to better and harder pulling copy.—Ruel McDaniel, P. O. Box No. 683, New Orleans.

"Making the Punishment Fit the Crime" has been revamped into "Making the Container Suit the Candy." Some time ago one store of a large chain found itself overstocked with a black candy by accidentally ordering 1,000 pounds instead of 100 pounds. The manager filled toy coal buckets which he carried in stock, and made a full window display, selling the entire amount within a week, as well as a large number of coal hods. The local papers carried several large ads announcing this novel idea. Due to the fact that the recent fuel shortage has given the black diamond a prominent place in the mind of the average citizen, I think a live-wire ad man could draft suitable copy and sell it to one of the local confectioners (try a non-advertiser first) with little effort. Try it during a dull season if possible.—G. C. Marcley, Republican-Journal, Ogdensburg, N. Y.

OVER 64,000

LARGEST EVENING CIRCULATION IN IOWA

The Des Moines Capital

in WISCONSIN

The Sunday Telegram has the largest circulation of any Milwaukee newspaper. The latest government report shows 121,053 NET PAID. The Telegram *belongs* on your list.

April circulation average
131,749
NET PAID

Milwaukee Telegram

REPRESENTATIVES—
G. LOGAN PAYNE CO., Chicago, Detroit, St. Louis, Los Angeles.
PAYNE, BURNS & SMITH, New York, Boston.

Few Papers—(if any)—surpass the
TRENTON NEW JERSEY TIMES
AS
A Food Medium

A recent reader survey indicates that among the housewives of the city our Thursday Food Feature Department—upward of four pages devoted to food recipes and news and food advertising—is the best feature carried by the Times

Circulation 30,237 Member A.B.C.

KELLY-SMITH CO.
Marlborough Bldg. New York
Lytton Bldg. Chicago

An Accounting and Federal Tax Service for Publishers

References on Application

CLIFFORD YEWDALL
33 West 42nd Street
New York City

EVERY WEEK

EDITOR & PUBLISHER

The Oldest Publishers' and Advertisers' Journal in America

is as necessary to journalism and the advertising world as ink.

It knows no national boundaries and has but a single mission—the advancement of true journalism and advertising worth.

EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK

Answers 50,000 questions that come up every day in the newspaper and advertising world. In it are included a complete directory of the newspapers of the United States, Canada, England, Scotland, Ireland, Wales and the important publications of the Far East, Mexico and Cuba, with their advertising rates and circulations. It contains the only executive personnel directory of the newspapers of the United States and of Canada, more than 40,000 names, including the publisher, editor, managing editor, city editor, general manager, business manager, circulation manager, classified manager, mechanical superintendent and job department superintendent.

Subscription Rates:
In U. S., $4 the year
In Canada, $4.50
Foreign, $5

The Editor & Publisher Co.
63 Park Row, New York
U. S. A.

International Year Book
Bound in Cloth
$2 Everywhere

KANSAS CITY JOURNAL MOVES

Installed in Largest Plant West of Mississippi, Is Claim

(*By Telegraph to* EDITOR & PUBLISHER)

KANSAS CITY, Mo., May 14.—The Kansas City Journal has moved to its new home at Twentieth and Magee streets, after being located at Eighth and Magee streets more than 20 years, and today's issue was printed from the new building.

Walter S. Dickey, owner and publisher of the Journal and Post, purchased a big building formerly occupied as an automobile school and remodeled it into what is said to be the largest newspaper plant west of the Mississippi. New machinery has been installed, and the press equipment is said to be the best in this section. The formal dedication of the new plant will be June 3.

STEEL WORK COMPLETED

N. Y. Times Putting Presses Into New Addition to Annex

A new American flag atop the tower of the New York Times Annex May 14 signified the completion of the steel work of the addition which will double the size of the Annex. The final rivet in the steel skeleton was hammered into place 342 feet above West 43d street, and almost at the same minute the first piece of machinery for the new plant went into place in the basement. It was a section of apparatus for handling reels in the pressroom, where additional presses will be installed about July 1. Press operations will start in about six weeks.

Chilton Company Moves

The Chilton Company announces removal from Market and 49th streets, Philadelphia, to its new plant at Chestnut and 56th streets. The firm publishes the Automobile Trade Journal, Commercial Car Journal, Chilton Automobile Directory, Chilton Tractor Journal, Chilton Tractor Index, and the Chilton Hotel Supply Index.

OTHER PLANT IMPROVEMENTS

The Burlington (Iowa) Gazette, Iowa's oldest newspaper, is now being issued from its new $100,000 home on Washington street, between Third and Fourth streets. This new building is replacing the structure erected in 1895.

The Boston Advertiser has installed several new color presses and a new tabloid press, all made by R. Hoe & Co. The Advertiser has moved its former offices at 309 Washington and 82 Boylston street to 100 Summer street.

The Burlington Gazette, Iowa's oldest newspaper, is now in its new home, between Third and Fourth on Washington street. The new building is the first in the city to be erected especially for a newspaper plant.

Lumber, a weekly business publication which moved to Chicago some months ago, has returned to St. Louis where it was first established. A. R. Kriechbaum is president, and George F. Haines, who purchased the interest of W. C. Howe, is vice-president.

Town and Country, published by the Stuyvesant Company, will move soon to new quarters at 383 Madison avenue, New York City.

William Randolph Hearst has obtained a thirty-day option on the Russ Building, situated in the heart of the San Francisco financial district. It is said the present structure is to be razed and a twelve-story office building erected.

The Herald Publishing Company, of Denison, Texas, has voted to increase the capital stock from $10,000 to $45,000. The additional capital will be used in the purchase of new equipment.

The Columbus Lithograph Company, with Edward J. Goodman as president, has increased its capital from $60,000 to $200,000 and announces a big expansion program. The installation of modern presses and machinery in a new plant is planned. James S. Van Nostrand is vice-president and general manager and Julius Feibel is treasurer, Edwin Schoenfield being secretary, while other well known Columbus business men are directors.

The Sumner (Wash.) News-Index has installed stereotyping equipment to handle advertising in mat form.

The proofroom of the Boston Transcript has been moved from its former location in the building on Washington street to larger quarters in the building at 17 Milk street.

The Vancouver Sun has increased its size to 8 columns, 12 ems, 22 inches deep.

The Montavilla (Ore.) Times, Portland surburban newspaper, has moved into new quarters.

New Press in Port Chester

The Port Chester (N. Y.) Daily Item started operation of its newly installed sixteen-page Duplex press on May 14.

Brentano Buys Chicago Shop

A. C. McClurg & Co., Chicago, which started as a retail bookstore and branched out into the wholesale book business, has sold its retail business to Brentano's, of New York. The store will be linked with the Brentano establishments in New York, Washington, London and Paris.

Fire in Ohio Plant

The plant of the Alger (O.) News suffered $3,500 damage by fire April 26.

SUPPLIES & EQUIPMENT

For Newspaper Making

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.

BURRELLE

145 Lafayette St., N. Y. City

Established a Quarter of a Century

N. Y. DAILY NEWS

HALF-TONES

Best in the World

Made by

POWERS

NEW PROCESS

Weekly Newspaper May Be Printed at Low Price

We have a Goss Comet press and a good linotype plant of three machines, etc. Are in position to turn out a weekly, four, six or eight pages, at rates not possible to concerns depending solely upon job work. We publish a daily newspaper and the machinery is idle most of the time.

Prices will surprise you. Address

LENNI PUBLISHING CO.

22 Howard Street

No agents, dealers, go-betweens or "smart people."

Newspaper Opportunities

Before purchasing a Newspaper send for "LISTINGS." April issue contains details of nearly 100 papers, including daily papers, needing from $100,000 down to $4,000 cash to handle. Weekly and semi-weekly papers of all sizes. Have some papers that can be leased. All parts of the U. S. represented. Our personal service plan enables publishers to find the exact paper they want. Secure a copy of "LISTINGS" before you buy. It's free and published thrice a month.

MUST HAVE MORE PAPERS

We have a large number of customers who are depending upon us for newspapers. Want to sell? List with us and save yourself the annoyance of curiosity seekers and those who want your paper and desire to work out the pay. We send you only actual buyers. We have some customers ready to go limit. No paper too big if the paper is worth the price. Also have those seeking small daily and weekly papers. Others who want to lease. No matter the size of your paper or where it is located, get our blanks, list with us and your paper will be quickly sold.

PUBLISHERS' SERVICE BUREAU

(Established 1916)

119 N. Bowman St. Mansfield, Ohio

Owned and Managed by Experienced NEWSPAPER MEN.

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Business Philosophies

TOM DREIER MONTHLY CLIPPING SHEET
King Editors' Features
1170 Broadway, N. Y. C.

Children's Page

HAPPYLAND
Attracts and holds children, readers.
Houghton Mifflin Syndicate, Park St., Boston.

AUNT DEE DAILY CHILDREN'S STORY
The children love them.
The Herald-Sun Syndicate, 280 Broadway, N. Y.

Colyums

"DAY AND NIGHT"
Weekly; general information, comment, humor.
7 E. 42nd St., N. Y. C., Room 1002.

Comic Pages

BILLY BUNK
New Paper This Week
The News, Dallas, Texas.
Herald-Sun Syndicate, 280 Broadway, N. Y. City

Comic Strips

FAMOUS FANS—in 3 col., great stuff.
KIDDIE KAPERS—in 2 col., real kids.
Columbia Newspaper Service, 799 B'way, N. Y.

PERCY AND FERDIE
Published daily for 19 years.
The largest consecutive run in the world.
The Herald-Sun Syndicate, 280 Broadway, N. Y.

Daily or Weekly Feature

"A DAILY FIG-LEAF FROM HISTORY"
A winner! See our next broadside.
Hol-Nord Feature Service, 500 Fifth Ave., N. Y.

Exploit and Adventure

A NUMBER OF BIG PAPERS SAY OUR SUNDAY "thrill articles" are blame good. Want samples?
Full-page mats now available.
Metropolitan Newspaper Service, New York.

Fashions

FAIRCHILD FASHION SERVICE

Eleanor Gunn, the Editor, is the senior fashion editor for the Fairchilds, who maintain the biggest and most complete fashion organization in the world.

She has all the resources of "Women's Wear" behind her, and the co-operation and assistance of all that daily paper's fashion experts and artists.

Not the opinion of one woman. Fashion facts gathered internationally by experts.

Brightly written. Well illustrated. Offered, subject to comparison or test, as the most valuable fashion service for newspapers.

METROPOLITAN NEWSPAPER SERVICE,
150 Nassau Street New York

Fiction

"THE METROPOLITAN FOR FICTION"
WHY?
Send for samples of Short Stories (for Saturdays, Sundays, or Serialized), Women's Serials, Standard Serials.
Metropolitan Newspaper Service, New York.

SNAPSHOT STORIES
Complete in one column daily
First showing by recognized authors
D. P. Syndicate, Garden City, N. Y.

WORLD'S FAMOUS AUTHORS
Unexcelled selections, serials, novelettes, shorts.
Service for Authors, 33 W. 42d St., New York.

Government Pictures

GOVERNMENT PICTURES IN COLOR
Paintings of Heroic Deeds
Selected by Navy Officials
Albert R. Bourges, Publisher
Flatiron Building, New York City

Home Decorations

HOME BEAUTIFUL, by Dorothy Ethel Walsh. Featured by N. Y. Sun, Chicago Daily News and others.
The Herald-Sun Syndicate, 280 Broadway, N. Y.

Humor

"LEMON-TINTED LIFE"
Ten weekly articles by Elsie McCormick.
Hol-Nord Feature Service, 500 Fifth Ave., N. Y.

Literature

"BOOKS A LA CARTE"
By Richard Le Gallienne, famous author
Hol-Nord Feature Service, 500 5th Ave., N. Y.

Nature

BURROUGHS CLUB NATURE NOTES
Daily quarter column on out-of-doors life.
Houghton Mifflin Syndicate, Park St., Boston.

Newspaper Halftones

HALF COLUMN HALF TONE,
1½ in. deep, for $1.10; ten for $9.00.
Independent Engraver, 258 W. 28th St., N. Y.

Newspaper House Organs

THE AD-ROUTE, by W. S. Ball.
Booklets or copy and illustrations.
The International Syndicate, Baltimore, Md.

Photo News Service

SEND US YOUR NEWS AND FEATURES PICTURES. We pay $3 and $5 for each accepted.
Kadel & Herbert,
153 East 42d St., New York City.

Sunday Pages

"OLD CURIOSITY"
Stimulating and amusing, by Ella S. Slingluff
Hol-Nord Feature Service, 500 5th Ave., N. Y.

Women's Features

STRAIGHT THINKING
Daily from a Staff, includes Anna Steese Richardson, Elizabeth Sears and Winona Wilcox.
D P. Syndicate, Garden City, N. Y.

"WHEN SCHOOL IS OUT"
See further details, page 132
Hol-Nord Feature Service, 500 Fifth Ave., N. Y.

Introduction to Employer and Employee

SITUATIONS WANTED

3c A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 50 words) FREE.

Accountant-Business Manager.
High grade newspaper man, 12 years' experience, desires position as accountant, auditor or business manager on live daily. Familiar with Starr systems, tax matters, A. B. C. methods. Know the game and can produce; 34, married. Now employed but seek broader field. Best references. Address B-663, care Editor & Publisher.

Advertising Man,
Desires position as assistant ad manager or manager in town of 50,000 or over. Ten years' experience in all branches of newspaper departments. Now employed. Live wire and can produce results. Box B-667, Editor & Publisher.

Advertising Manager.
Successful advertising manager of well known Southern newspaper desires to make a change in location. Three years in present place. Address Box B-661, Editor & Publisher.

Advertising or Circulation Manager
Systematic, thorough, with successful experience in various kinds and sized territory, wants position of responsibility with good newspaper affording good salary or salary and commission. Knows circulation and advertising as a worker-salesman and executive. Would be valuable assistant to publisher or manager. Prefer medium or large city. What do you want done? Address B-656, care Editor & Publisher.

Assistant Circulation Manager
Now connected with paper whose circulation increased 5,000 past year. Can build your circulation. References. Box B-666, Editor & Publisher.

Associate Editor of Large Daily,
desires editorship in smaller city. Wide news and executive experience. Address Box B-660, Editor & Publisher.

Chinese Student of Journalism,
24, seeks editorial or writing connection with magazine, newspaper, or trade paper. Christian, enthusiastic, capable. For particulars write B-633, Editor & Publisher.

Circulation Manager of Ability
wants opening. Experienced on evening, morning and Sunday—a producer of maximum results at minimum cost. Capable of production under most unfavorable conditions. Address B-647, care Editor & Publisher.

Circulation Manager
now employed, in present position seven years, making good, for personal reasons wishes to make a change. City of 30,000 to 50,000 preferred. Age 37, best of references. Address Box B-613, care Editor & Publisher.

Circulation Manager.
Seven years' experience, covering all branches of circulation. No whizbang or miracle man, but builds circulation on constructive bases. 36 years of age, married, desire permanent connection. Available at once, B-645, Editor & Publisher.

Circulation Manager.
Circulation Manager with 12 years' experience from carrier up, has splendid record, understands all distribution sytsems; good organizer and promoter. Wants to connect with paper of more than 10,000 circulation; large salary not essential as opportunity for advancement. No contract desired; references of highest order. 29 years old, married. Answers treated strictly confidential. Address Mr. A. Rowland, 3000 Kingsbridge Ave., Bronx, N. Y.

Circulation Manager
now employed on one of the leading newspapers in one of the largest cities desirous of making change. Brought circulation in present position from nothing to more than 150,000 daily in less than three years. Know circulation methods from every angle having more than fifteen years' experience on large eastern and western publications. Can arrange for personal interview. Write or wire. Box B-655, care Editor & Publisher.

Circulation Manager.
Have you an opening for a circulation manager with the following qualifications: Fifteen years' experience every phase of circulation management large and small papers; home delivery expert; knows street sales from A to Z; thoroughly familiar with country and including single mail promotion; can promote through boys or men; age 30, married and not afraid of any proposition. Present salary $60.00. Confidential. Box B-649, Editor & Publisher.

Classified Advertising Manager.
Thoroughly experienced desires position offering more opportunity for advancement. Age 26. College education. Neat appearing. A steady and consistent producer. Best references. Address Box B-664, care Editor & Publisher.

SITUATIONS WANTED

Columnist.
If you want the unusual in a clean, spicy column of local observations fresh every day, write Ted Tree, care Splinters, P. O. Box 1848, Miami, Florida.

Country Editor:
Can you use on your reportorial staff capable young woman, college graduate, with journalistic training but no practical newspaper experience? Address Box B-641, care Editor & Publisher.

Desk Man,
copy reader, reporter, experienced, wants whole or part time job in New York City. B-652, Editor & Publisher.

Editor,
Thoroughly experienced reportorial, editorial, mechanical, metropolitan newspapers and trade publications; feature (syndicated) writer big New York daily; unusually successful editorial management country weeklies; strong editorial writer; now on feature work; desires change. Capable full charge good country weekly, trade magazine, special department. Anywhere U. S., Canada or abroad. Please give full details. Address B-652, Editor & Publisher.

Editor, Circulation Manager
wants to associate with Chicago magazine—now managing editor five suburban weeklies—experienced Chicago magazines and newspapers. Would consider part time work. Address Richard Smith, 128 South Madison, La Grange, Ill. Phone La Grange 58 or 2345J.

Editorial Writing,
revision work, reviewing and indexing wanted by experienced man. Historical and archaeological research. Knowledge of several languages. Traveled. B-640, Editor & Publisher.

Experienced Interviewer
and publicity writer can make full page feature stories of ads, as well as go out and get them. Fern Ball, care Splinters, P. O. Box 1848, Miami, Florida.

Newspaper Auditor and Cost Accountant
Englishman has spent last 10 years in Canada and the States on various daily newspapers; desires to return to England. Familiar with the most modern and economical methods of cost finding and all business departments. Age 40, married. Salary £1,000 per year. Box B-659, Editor & Publisher.

Position Wanted as Foreman of Daily Newspaper Plant
that has linotype and web press equipment by man ambitious to connect with "the first paper in its field." He has had a wide range of experience on large and busy papers and has no delusions as to what it means to go to press at the same hour each day. You want to feel safe about the composing room end of it. Let's talk it over. Union. Address P. O. Box 209, Ann Arbor, Mich.

Reporter.
Student of Journalism, age 21, wants to break into news game. Prefers reporting on daily in New York State or vicinity. For particulars write B-580, Editor & Publisher.

Reporter.
Woman wants small city daily job about June. Have made good, straight news and features, on leading University daily. Accurate, concise, interesting. Location immaterial. Reference furnished. B-624, Editor & Publisher.

Telegraph Editor
on Eastern daily in city of 160,000 population wants relocation in West. Nine years editorial experience, including city desk and Sunday staff. Can swing any reportorial assignment. B-651, Editor & Publisher.

Thoroughly Capable Advertising Man,
trained in the preparation of copy—including that used by department stores—and with ability to sell, desires an immediate connection because of changed business conditions. Particularly acquainted with the South, in fact prefer Southern connection if possible. Good appearance, pleasing personality, clean habits and clean record, married, age 37. Address B-638, care Editor & Publisher.

Want a Columnist?
Grab me. Working in bank now; writing "on side" successfully. Can show clippings, prose and verse. Intend canning bank and being columnist on newspaper. Have wad saved up, so starting salary no object. Will produce column full of pep and punch. If I don't, I'll eat your plant. B-648, Editor & Publisher.

Wanted.
Editorial work on an Independent Democratic paper. E. G. Brown, Box 698, Ponca City, Okla.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Central New York Newspaper
Wants advertising salesman of proven ability. This is no job for novice or "has been"—must be a success and look the part. Fix your own salary. Apply B-657, Editor & Publisher.

Circulation Manager
Good opportunity for man of ability. Territory covers twelve Southern States. Give age, experience, reference and salary. Box B-607, Editor & Publisher.

City Editor
Middle aged man with small city experience. Must be energetic, a good news gatherer, accurate writer and capable executive. A responsible position for a high class man. Salary commensurate with ability. The Evening Republican, Columbus, Indiana.

Evening Newspaper,
not far from New York, seeks working foreman for composing room. Permanent position for right party. Excellent working conditions. Write at once giving full particulars. References required. Address B-665, Editor & Publisher.

Wanted
Telegraph editor, experienced, for afternoon newspaper of 12,500 circulation, in city of 30,000 population. Evening Eagle, Butler, Pa.

Wanted.
A good live young man with pep and experience to take care of out of town circulation in a leading paper in Central New York. An unmarried man preferred. State experience, reference and wages expected. Address B-642, Editor & Publisher.

Young, Unmarried Advertising Solicitors
having some daily newspaper experience for permanent industrial advertising departments which we conduct for many leading eastern daily newspapers. Must be young men of refinement, good hustlers with exceptionally pleasing personality. No professional special edition solicitors considered. Commission basis. Living expenses advanced when necessary. John B. Gallagher Company, 5945 Grand Central Terminal Building.

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order.

Can I Help You?
I handle newspaper and magazine properties and give special attention to consolidations and appraisals. I have qualified by extensive and successful experience as owner, editor and publisher. There are some very desirable publications available through my agency at present. J. B. Shale, Times Building, New York City.

Iowa Newspaper for Sale.
8-page every other evening, $22,000 annual gross. Could be made daily. Around 3,000 circulation. Easy terms, B-650, Editor & Publisher.

Wanted.
Practical Catholic man with newspaper experience to invest $5,000 or $10,000 and able to take management of well established Catholic paper. Correspondence confidential. Address B-662, Editor & Publisher.

Will Sell
8 page weekly newspaper established 1854. Want to devote full time to job printing. A. R. Hand, Cape May, N. J.

Printing Cost Man Wanted

The California State Printing office is in quest of a man to fill the position of cost expert whose duty it will be to estimate the cost of every job brought into the printing office. The position pays between $200 and $300 a month.

Ideas of Employees Asked

The Chicago Tribune has requested employes to present ideas which they believe will increase the efficiency of their departments. The same announcement stated that serious suggestions for the new Tribune Tower are urgently desired.

Stored Sunday Papers Burned

Damage estimated at $5,000 was caused by a fire which partly destroyed a baggage room at the South Station, Boston, used for the storage of sections of Sunday papers. All newspapers stored there suffered from water damage.

Sales Appraisals

NEWSPAPER PROPERTIES

PALMER, DE WITT & PALMER 225 Fifth Ave., New York

Pacific Coast Representative
M. C. MOORE 513 Canon Drive
Beverly Hills, Calif.

Unusual Opportunities

Daily & Weekly NEWSPAPERS
TRADE PAPERS

HARWELL & CANNON

Newspaper and Magazine Properties

Times Building, New York

Established 1910

WE CONNECT THE WIRES

BUY A WEEKLY Newspaper and be your own boss. Eighty per cent of the stock of well equipped New England printing concern is offered at $10,000. Inventory alone totals over $12,000, and the good will is a real asset. You'll go far to find a cleaner proposition or more attractive surroundings. Owner's health is the reason. Mention our No. 3971-B.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

STARR SERVICE CORPS

Pierre C. Starr

Furnishes successful practices and co-operative systems pertaining to any phase of

NEWSPAPER MANAGEMENT AND DEVELOPMENT

Increasing Advertising
Earnings, Circulation, Etc.

Service limited to daily newspapers with not less than 15,000 circulation.

STARR SERVICE CORPS
Upbuilders of Newspapers
42d St. & B'way New York City

Printers' Outfitters
Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

Hunter Heads Company

At a recent meeting of the board of directors of the Educational Advertising Company, Paul C. Hunter was chosen president, and George D. Bryson, secretary and treasurer. Mrs. Eleanor Hunter retains the vice-presidency. Miss Agnes F. Pilney, formerly Western manager in charge of the Chicago office of this company, has resigned. Until a new Western manager is appointed, all business heretofore handled by Miss Pilney will be taken care of by the New York office.

RUBY M. AYRES'
Latest Story
The Man Without A Heart
Will be released
beginning June 11
To Run Six Weeks
in
1,000 word daily instalments
WIRE NOW
The McClure Newspaper Syndicate
373 Fourth Avenue, New York City

WHEN SCHOOL IS OUT
A Timely Feature!
A series of common sense articles to run during the twelve weeks of vacation and dealing with vital problems of interest to all parents.
Helen Christine Bennett, the author, is an experienced writer as well as an educator. Furthermore, Mrs. Bennett is a mother and has at one time been General Supervisor of recreation work with 60,000 children under her direction.
250 to 300 words six times weekly.
Hol-Nord Feature Service
500 Fifth Ave. New York City

Thomas W. **Briggs Company**
Headquarters
Memphis, — Tenn.
We serve Publishers in U. S. and Canada
Write for particulars of our
Permanent Weekly Business Review Page

Fashion Flashes

FURNISHED EXCLUSIVELY BY
C-V NEWSPAPER SERVICE, Inc.
350 Madison Ave. New York City

HUNCHES

Managing editors and city editors are always on the lookout for news and feature ideas that can be used locally. Editor & Publisher *will pay $1 for each hunch published under this head. The fact that the hunch is now being worked successfully in your city does not bar it from this department. Address your contributions to the* Hunch Editor. *When they appear, clip them and mail them in and receive payment. Unavailable hunches will not be returned.*

EDITOR & PUBLISHER receives a great many requests for the names and addresses of contributors to the Hunch and Dollar Puller departments from newspapers anxious to get in immediate touch with them. Under the system of using only initials of contributors it has in some cases taken us six weeks or more to connect the wires. For this reason better service will be rendered in the future if the following form is followed in the case of each contribution to the departments:—Name of contributor, name of newspaper, employer or home address, name of city, abbreviation of State name.

THE kind things that are said every day by someone about someone or something are goodwill builders for your paper. A department of terse interviews in which these can be carried along with comments by local people on any interesting subject, is a great feature.—R. M. F.

Has the army slang survived in your city? American Legion men can tell you. Interview wives of Legion men and see if they know who won the war. Do any of the local ex-service men say, "Well, let's shove off," when with friend wife they visit the preacher?—E. M. H., Jr.

A photographer here has been using space to advertise "one photo free to everyone whose birthday occurs between January 15 and 30. No obligation to buy more." He's filling up a dead season as of course they all do buy more, and he's getting some new business.—H. J. W.

A brief investigation revealed the fact that within a few miles of Bakersfield were families containing from ten to twenty children. In these days when the high cost of living sternly restricts the size of families, it is always interesting to know about the fearless few who have been able to feed and clothe more than five children.—M. F. W.

Some of the best recipes in existence never get into print. Therein lies an opportunity for the country editor to boost his paper, and at the same time to do a real service. A little inquiry will bring to light enough of these local formulas to feature one a week for a long time. The idea might be carried still further by later collecting them and reprinting them in a cook-book bearing the name of the paper.—T. A. H.

Try a local story on surgical methods of ten or twenty or even thirty years ago, gathering the data from men or women who underwent operations at that time. In this day, when so many people's life calendar dates backward or forward from "my operation," the story should attract many readers.—D. N. T.

Are there more men or women in your county poor house? One newspaper found the women outnumbered the men two to one. Some interesting facts regarding the age at which inmates are admitted to almshouses may also be obtained.—E. V. R.

In the records of our registrar of vital statistics we found that parents are naming their children after Bible characters instead of moving picture actors and stage stars. The names of John and Mary lead the list. Your registrar has a world of information which you may have for the asking.—G. H.

The issuance of a new city directory is a good occasion for a story on queer names. Look for names of famous persons, well known characters in the comics, names which are pronounced the same as words used in everyday conversation, etc. Properly worked out it makes a dandy story.—C. E. L.

In some New England towns this winter enough snow fell to supply drinking water for weeks. Get the weather shark to figure the number of gallons of water to each inch of snow and apply the result to the water consumption in your town.—M. T.

The District Judge in Jersey, Illinois, makes all the people paroled by him go to church once a month and read a chapter a week of the Bible. Does your District Judge approve of this novel regulation, and how much effect does he believe that it would have? Also interview ministers and social workers on this.—P. E. M.

There is a human interest story, which will interest more readers than you ever imagined, waiting for you if you will assign a reporter to probe into the facts behind the now universal popularity of the public weighing machine, which now is a greater revenue producer than the peanut vending and penny-in-the-slot gum machine.—J. M. M.

Now that spring is drawing near, why not invite some of the successful gardeners to contribute a few articles to your paper telling what kind of garden stuff is best adapted to the locality, how, and when to plant it, and so forth?—B. F. C.

A middle western newspaper has found that a splendid local feature for its society page is a series of short articles on auction bridge by a local woman who is an expert at this game and who gives lessons to women who are anxious to learn the game. The feature is widely commented on and is evidently read with great interest by many women. Other papers could easily get up the same sort of a feature.—F. H. W.

Is "Over the Hill to the Poorhouse," the famous poem of Will Carleton, a thing of the past in your section? The Boston Herald took a census of the poorhouses of Massachusetts and found many of them going out of use for want of occupants. Numerous live facts were uncovered and pictures were obtained. It made a splendid Sunday special.—J. M. M.

What would a resident of your community returning home after a visit of ten years abroad find changed about the place? What landmarks have been removed and what new buildings and projects have since come into being? A nice feature story can be thus worked up and a glimpse of ten years hence into the future might not be amiss.—W. A. M.

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On to London!

The Associated Advertising Clubs of the World are cordially invited to hold their 1924 Convention in London, England.

Lever Brothers Company, Cambridge, Mass., have heard with the greatest interest of the proposal that the Associated Advertising Clubs of the World should hold their 1924 Convention in London, England.

They hope that the proposal will become a fact, thereby providing yet another link between the two great English-speaking nations of the world.

Should this Convention be held in London, Lever Brothers Company desire to issue a very cordial invitation to all the members to visit the far-famed village and works at Port Sunlight, Cheshire —the English headquarters of their company.

They know full well that the members will be received at Port Sunlight with a hearty welcome, and will find preparations made there to ensure that every moment of their visit is full of interest.



LEVER BROTHERS COMPANY
CAMBRIDGE, MASSACHUSETTS



A Plea for Holding the
1924 Convention
IN LONDON

Sentiment apart, there are sound business reasons for holding the 1924 Convention of The Associated Advertising Clubs of the World in London.

Here are a few facts.

A Convention in London will afford a unique opportunity for an interchange of ideas as to the best and most effective methods of marketing, selling, distributing and Advertising in the respective markets.

The Advertising & Marketing methods of the U. S. A. as applied to this Country, and vice versa, while probably quite sound in principle when tested by the home practice, are apt to go awry in operation because the conditions of the two markets are dissimilar, at any rate, in points of detail. On the one hand there is the U. S. A. market, stupendous in size, covering vast distances, and territories; on the other the English, small by comparison, and compact.

Failure to appreciate this fundamental difference in the respective markets is but too often responsible for the misapplication of Advertising and merchandising plans however sound in principle, whether designed by an American House for England or an English House for America.

The difference in distance to be covered, for instance, exercises a profound influence on the type of media to be used in conducting a National campaign in the respective countries; for example, London Daily Morning papers are practically National papers; they radiate over the length and breadth of the land; the same obviously cannot be said of a New York or Chicago Daily paper.

The above must be read purely as a general observation to illustrate one phase of the difference between the two markets, and is not intended to rule out other possible media; final selection obviously depends on other factors such as class of goods, etc. This question of distance also affects the method of distribution of goods, question of depots, etc.

By holding the Convention in London, our American friends give themselves an opportunity of, firstly, studying the conditions of this market for themselves, and, secondly, of bringing home to English manufacturers and Advertisers the conditions essential to success in the American Market.

Ask yourself this question: Can you get this information first hand by holding the Convention in an American City—can you tell your story to so great a number of British Advertising and Merchandising interests at a distance of 3,000 miles?

We believe that the interchange of views in a Convention in London can only be productive of good and better understanding of the problems of the two markets, and with this better understanding, better and more successful business will surely result. We in England are keen on this Convention, we believe it will inspire, invigorate and broaden our views, that it will let light into dark corners.

We believe that the American delegates after the Convention is over will be glad they voted for London in 1924. They are assured of a hearty, spontaneous welcome, they can rest assured.

A PERSONAL NOTE

It has been our privilege to assist in conjunction with our corresponding Agents, The Morse International Agency, New York, to assist in and advise on the Advertising plans of several American products. We know what is needed to undertake a successful Advertising and Merchandising campaign in England. Conditions in this country are changing; far greater attention is now paid to Salesmanship than formerly—and with these factors we are thoroughly conversant. We back the idea of the Convention because we believe it will teach us more than we know already. We have no conventional plan to offer—our Service is based on the study of the article to be marketed and the conditions surrounding it, and the objective to be attained. It is always a pleasure to us to investigate the conditions and possibilities for the development of any article of standard worth—and to report fully on the conditions.

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